



2018 Annual Membership Meeting

 **NMA** **150** YEARS
Nebraska Medical Association

Celebrating 150 Years
of Advocating for
Physicians and the Health
of all Nebraskans



Friday, September 14, 2018
Regency Marriott, Omaha

President's Message



This was before Mary Lanning, Bryan Health, Saunders County, or UNMC had laid one brick down. Look how far we have come in 150 years; think about the advances, technologies, and new discoveries made here in our state with new generations of pioneers. One thing over the years has not changed: the NMA will continue to advocate for our patients and our physician members as we encounter artificial intelligence, the opioid crisis, and how to maintain the mental and physical health of our profession.

I am excited to have you join me in this year's educational session as we welcome speakers CT Lin, MD, and Todd Searls, who will share ideas on how we can handle the burdens of electronic health records.

At the end of the day, it will be my honor to install your 2018-19 President Britt Thedinger, MD, an ENT specialist from Omaha. Britt has been an advocate for organized medicine since I met him over 15 years ago. I admire his drive and determination to do what is right for medicine, his physician colleagues and, most importantly, the patients of Nebraska.

Thanks for taking time away from the office, your families, and your communities to be here... we need you now more than ever.

Rob Rhodes, MD
FAAFP
NMA President



WELCOME TO OMAHA and the 2018 Nebraska Medical Association (NMA) Annual Membership Meeting where you will help celebrate our 150th anniversary Advocating for Physicians and the Health of all Nebraskans.

The NMA was founded in 1868, just one year after Nebraska established statehood and the state Legislature authorized cities with a population of over 3,000 to establish Boards of Health. Physician pioneers, like our first NMA President Gilbert C. Monell, MD, of Omaha (1868-69), helped make Nebraska healthy even back in those early days, serving on local committees or boards with nurses, pastors, and other volunteers, making house calls in a horse drawn buggy (and being paid with a dozen eggs or a live chicken), seeing patients in the Nebraska Asylum for the Insane, the School for the Deaf in Omaha, and the School for the Blind in Nebraska City. They also helped treat patients at the Home for the Friendless and the Institution for Feeble Minded Youths. Later in 1905 the Nebraska Orthopedic Hospital was established to prevent and correct deformities in children, and seven years later the Nebraska Hospital for Tuberculosis was founded.



Schedule of Events Friday, September 14, 2018

8:00 am	Registration
9:00 am	Board of Directors Breakfast
10:00 am	Board of Directors Meeting
10:00 am	Greater Nebraska Medical Caucus
Noon – 12:45 pm	Lunch
	Jordan Warchol, MD - A Young Physician's Approach to Advocacy
	UNMC/Creighton Medical Students – Challenges and Opportunities of Medical School

1:00 – 5:00 pm **House of Delegates**

Welcome -
Rob Rhodes, MD, 2017-18 President

1:30 – 3:00 pm **Continuing Medical Education**

The EHR Burden and Physician Burnout: Solutions and Future Directions

CT Lin, MD, CMIO, UCHHealth
Todd Searls, President and Founder, Praesidio Healthcare Consulting LLC

Learning objectives:

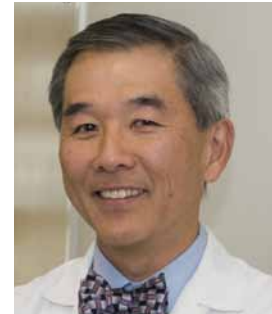
- Describe how APSO is a symbol of failure and success with Electronic Health Records.
- Describe the three components that contribute to Physician Burnout.
- Describe “chatbots” and their application to health care and EHRs.

Schedule of Events (continued)

CT Lin, MD

CT Lin, MD, is CMIO at UCHHealth, a seven hospital, 400-clinic system in the Rocky Mountain region. In 2016, UCHHealth achieved HIMSS Stage 7 indicating highest achievement in EHR effectiveness.

Dr. Lin is a Professor of Medicine at University of Colorado School of Medicine and board-certified in Internal Medicine and Clinical Informatics. He sees internal medicine patients and also facilitates workshops on “physician-patient communication to improve health outcomes” for students, residents, and practicing physicians. His national publications and talks include: physician adoption of IT, EHR usability, online patient communication, and patient accessible records with Open Test Results and Open Notes. His national awards include “Healthcare IT innovator” and “Electronic Physician of the Year.” He leads a team of 24 physician informaticians.



Todd Searls

Todd Searls currently serves as the President and Founder of Praesidio Healthcare Consulting LLC, a health care IT consulting firm delivering strategic and clinical consulting services to clinics, hospitals, payers, and health care vendors nationwide. Previous to this, he served as the Executive Director of Wide River LLC, a private health IT consulting company. He also served as the Director of Nebraska’s Regional Extension Center (REC) program and has directed numerous health IT and strategic initiatives in independent physician practices, as well as large, multi-facility health care systems. In these roles he has led large multidisciplinary teams, in addition to working independently with executives, physicians, clinical, and administrative staff in researching, purchasing, implementing, and optimizing health IT solutions. Mr. Searls is frequently asked to speak and comment on health care IT issues nationally, especially those which impact rural and medically under-served communities.



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Schedule of Events (continued)

3:00 – 3:10 pm **Break**

3:10 – 4:00 pm **NMA Business Meeting**

4:00 – 5:00 pm **House of Delegates
Business & Resolutions**

5:15 pm **Honored Guests Photos**

5:30 – 6:30 pm **Honored Guests Reception**

7:00 pm **Inaugural Banquet**

- > Scholarship Winners Recognition
- > 50 Year Practitioners Recognition
- > Award Winners Recognition
- > Commercial Support Recognition
- > Honored guest speaker: Michelle Petersen, MD,
NMA Past President
- > Installation of Britt Thedinger, MD,
2018-19 President

Master of Ceremonies:
Jim Rose
Principal, the J Rose Group
KFAB Radio

Longtime broadcaster, commentator, educator, and marketing and development specialist Jim Rose is one of the area's most recognizable personalities.

As Principal of The J Rose Group, his company provides messaging, development, and talent services for small and midsized brands in Omaha and greater Nebraska.

This after serving the nation's largest communications conglomerate, iHeart Media.

He joined iHeart after a 25 year association with University of Nebraska athletics; most recently as Director of Major Gifts with the Huskers Athletic Fund.

Best known on the Husker Radio and TV Networks as a talk show host/game day commentator from 1993-2000 and from 2002-2008 as the play by play voice of Husker Football and baseball, he provides daily commentary on KFAB Radio. In 1993, he launched

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Schedule of Events (continued)

"Sports Nightly with Jim Rose," the first statewide, commercial network radio program in Nebraska Broadcasting history.

Rose's career has also taken him to award winning on-air roles in TV and radio in Wichita and Kansas City. He continues to contribute network broadcasting talent with FOX, Learfield, IMG and the International Show Jumping Competition; and NBC Sports and the FEI Global TV Network during the 2017 World Cup competition.

Three times honored as Nebraska Sportscaster of the Year, he is a finalist for a George Foster Peabody Award, broadcasting's highest honor. He was named an outstanding Alumnus of the University of Nebraska College of Journalism and Mass Communications and a distinguished Alumnus of Lincoln Southeast High School.

Rose is an adjunct professor of marketing and communications with the University of Nebraska-Lincoln and at the Meek School/University of Mississippi. He serves on the Board of Directors of the NAMC, the Greater Omaha Sports HOF, the Omaha Equestrian Foundation, and the Nebraska Greats Foundation.

A Lincoln native, Jim earned a journalism degree from UNL, wife Jana earned a JD from UN-Law. Son, Jackson is a former student athlete at the University of Minnesota and daughter Alexis is a performing arts major at the University of Mississippi-Oxford.

Britt Thedinger, MD
2018-19 President

Britt Thedinger, MD, was born and raised in Kansas City. He is a graduate of Vanderbilt University with a Bachelor's of Science in Molecular Biology. His medical degree is from the University of Kansas Medical School. Dr. Thedinger completed his residency in Otolaryngology – Head and Neck Surgery at Harvard University. He went on to complete an Otology – Neurotology fellowship with The Otology Group/Ear Foundation in Nashville. In 1992, Dr. Thedinger established Ear Specialists of Omaha, a private practice dedicated to the medical and surgical treatment of ear, hearing, and balance disorders in both children and adults.

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Dr. Thedinger is a Past President of the Metro Omaha Medical Society and has served on the boards of Catholic Charities, Jesuit Partnership, Omaha Hearing School, and Duchesne Academy. He currently serves on The College of St. Mary Board of Directors and has been involved in the Omaha Chamber of Commerce.

Dr. Thedinger has served six years each as Vice Speaker, then Speaker of the Nebraska Medical Association House of Delegates. He is an active member of the Commission on Legislation & Governmental Affairs and the Commission on Professional Liability. He is a long-time donor to NMPAC.

Dr. Thedinger and his wife, Kelly, have three children: Britt, Jr., Ainsley, and Will.

**Michelle Petersen, MD
Honored Guest Speaker
Inaugural Banquet**



Michelle Petersen, MD, is a general pediatrician in Lincoln, Nebraska. She grew up in Scottsbluff and went on to the University of Nebraska-Lincoln. She graduated with her Bachelor's of Science degree in psychology then attended medical school at UNMC.

She completed her residency in pediatrics at Baylor College of Medicine in Houston, Texas, before returning to Lincoln in 1988. She has worked in partnership with Stacie Bleicher, MD, since 1989.

Dr. Petersen is a Past President of the Lancaster County Medical Society, Past President of the Nebraska Medical Association, and Past Chair of the Nebraska Medical Association Foundation. She has also served on the board and as President of the Community Health Endowment. She currently serves on the boards of the Lincoln Lancaster County Board of Health and the Lancaster County Medical Society Foundation.

Dr. Petersen enjoys traveling, especially to see her daughter and family, including her two grandchildren. They live in Kansas City. She also runs races, including half marathons, around the United States. She runs with her second daughter, and sometimes her son-in-law, when she can. They live in St. Louis. Dr. Petersen enjoys being a spectator at her son's bicycle events. He and his wife live in Lincoln.

We would like to extend a warm thank you to this year's Commercial Supporters for their generous sponsorship.

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The Nebraska Medical Association would like to thank Firespring for discounting this year's printed materials.

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Nebraska Medical Education Trust designates this live activity for a maximum of 1.5 *AMA PRA Category 1 Credit(s)*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nebraska Medical Education Trust is accredited by the Nebraska Medical Association to provide continuing medical education for physicians.

Hotel Information:

Rooms are available at the Regency Marriott Hotel.

The deadline to register to receive the discounted rate of \$109 is August 17, 2018. After that date, any rooms available will be offered at the standard nightly rate. Reserve your room by calling (402) 399-9000 and indicate you are with the NMA annual membership meeting.

WE GREATLY APPRECIATE YOUR RSVP FOR MEAL COUNTS.

Complete and return **NO LATER THAN August 31, 2018**, along with check or payment information made payable to:

Nebraska Medical Association
233 South 13th Street, Suite 1200
Lincoln, NE 68508

Fax (402) 474-2198

Call (402) 474-4472 or (800) 684-9380
with questions.



Registration Deadline: August 31, 2018

Register online at www.nebmed.org

Attendee Name _____

Organization Name _____

Spouse Name (if attending) _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

FRIDAY, SEPTEMBER 14, 2018

- Greater Nebraska Medical Caucus (GNMC Members Only)
- Lunch
- NMA House of Delegates
- Continuing Medical Education - The EHR Burden and Physician Burnout: Solutions and Future Directions
- Honored Guests Reception
- NMA Inaugural Dinner*

Number of Attendees _____

** This year's dinner will be available at no cost to attendees. Cancellations must be received before Monday, September 10 or a \$50 fee will be assessed to cover meal costs.*

Please list any dietary restrictions:

PAYMENT

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