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Thursday, April 23, 2026

Don't Miss This Dynamic and Engaging Closing Presenter at the Wisconsin Rural Health Conference

Retaining quality staff starts with improving workplace culture and the employee experience. Learn how becoming intentional about how you show up, how you connect and where you focus can transform your experience and your organization's culture at the 2026 WHA Wisconsin Rural Health Conference June 8-10 at the Osthoff Resort & Spa in Elkhart Lake.

Culture By Design: Transforming Workplaces One Brain Pattern Interrupt at a Time

Our minds have the tendency to habitually focus on what's wrong and why we're frustrated instead of where we could be and what it would take to get there. Workplace culture expert Paul Long has discovered a powerful truth: Culture isn't something you fix, it's something you create through moment-by-moment choices. Through his principles of deliberate connection, he teaches leaders and teams how to implement "brain pattern interrupts" that shift attention from problems to possibilities.

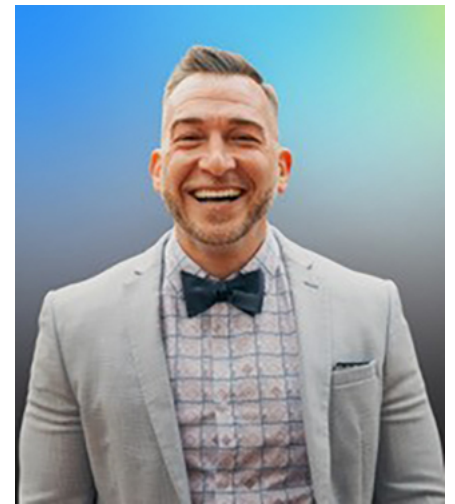
Hailed by multiple state hospital associations, **Paul Long** draws from his experience leading thousands to deliver actionable insights that energize teams, fuel engagement and bring meaning back to work.

ATTENTION: Hotel rooms at the Osthoff Resort & Spa are almost sold out. If you have not reserved your room yet, please do so as soon as possible. Visit the Event Page and scroll down to **Conference Information and Lodging**.

We have also secured a block of rooms at Siebkens Resort (adjacent to the Osthoff). This block expires on **May 11** or whenever sold out. This information can be found here.

For more information on Paul, the WI Rural Health Conference and to register, click the button below.

[Register here](#)



Paul Long

IN THIS ISSUE

- Sen. Brad Pfaff Highlights Rural Health Care, Workforce and Medicaid at WHA Public Policy Council
- WHA and Members on Capitol Hill Urging Congress to Protect Medicaid, Reform Prior Authorization and Exempt Health Care from \$100,000 H1-B Visa Fees
- WHA Urges CMS to Scrap Plans for Potential 340B Rebate Pilot Program
- Don't Miss This Dynamic and Engaging Closing Presenter at the Wisconsin Rural Health Conference
- Part 2 of the 2026 WHA Health Care Workforce Webinar Series Scheduled for May 12 – Relieve Workforce Burden
- WHA Education Programs

EDUCATION EVENTS

Apr. 27, 2026

Emergency Preparedness Regulations: Is Your Hospital Prepared for the Next Emergency?

Apr. 28, 2026

May. 12, 2026

WHA 2026 Wisconsin Health Care Workforce Webinar Series - Part 2: Relieve Workforce Burden