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Thursday, April 16, 2026

Join Us at the 2026 WI Rural Health Conference to Learn More About Navigating Generational Dynamics in Healthcare

Registration is now open for the 2026 Wisconsin Rural Health Conference. We are proud to announce internationally recognized generational expert, Phil Gwoke as this year's keynote speaker.

Health care workers face layers of complexity every day, from staffing shortages to rising patient expectations. Adding to this challenge are the generational differences that shape how patients interpret professionalism, bedside manner and trust. For patients, navigating health concerns can feel confusing, emotional or even embarrassing—making it vital for providers to approach interactions with both empathy and generational awareness.

In his presentation, **GenHealth: Navigating Generational Dynamics in Healthcare**, Phil equips health care professionals with insights into how different generations prefer to communicate, engage and build trust in care settings. This session explores not only the patient-provider relationship but also the dynamics among generationally diverse health care teams. Participants will uncover practical strategies to improve communication, strengthen collaboration and ease generational disconnects that can impact both patient satisfaction and staff morale. Attendees will walk away with actionable takeaways to immediately apply in their daily work—helping them enhance the patient experience, build stronger team connections and ultimately improve health care outcomes.



Phil Gwoke

For more information on the 2026 Wisconsin Rural Health Conference, including registration, click the button below.

[Register here](#)

IN THIS ISSUE

- 2026 Quarter 1 Quality Snapshot and Health Care Quality Showcase Video Highlight Wisconsin's Collective Impact
- WHA and WHA Foundation Support HOSA State Leadership Conference, Earn Partner Award
- CMS Releases Proposed Medicare 2027 Inpatient Payment Rule
- Wisconsin Hospitals State PAC & Conduit Campaign Gains Momentum
- Join Us at the 2026 WI Rural Health Conference to Learn More About Navigating Generational Dynamics in Healthcare
- Agenda and Registration Details Released for April 23 Rural Health Transformation Program Advisory Council
- Leadership Academy Participants Learn How to "Effectively Navigate Difficult Conversations & Conflict"
- 2026 Clinical Simulation Training Scholarship Now Available

EDUCATION EVENTS

Apr. 27, 2026

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

Apr. 28, 2026

Best Practices in Healthcare Master Planning & Budgeting

May. 12, 2026

