

Vol. 70, Issue 19

Thursday, May 14, 2026

Generational Workforce Needs – Join Us for Two Distinct Presentations at the Wisconsin Rural Health Conference



2026 WISCONSIN RURAL HEALTH CONFERENCE

Monday, June 8 - Wednesday, June 10 - The Osthoff Resort

WHA member hospitals work tirelessly to attract and retain staff, and creating a culture where all generations of staff feel engaged, valued and appreciated is vital to employee satisfaction. At this year's Wisconsin Rural Health Conference, you can participate in two different presentations where you will learn how to best create a positive work culture.

GenHealth: Navigating Generational Dynamics in Healthcare

This presentation equips healthcare 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.

June 9, 2026

8:40 - 10:10 AM

Phil Gwoke, Generational Expert and Thought Leader

Multi-Generational Employee Wellness Programs

Exploring how organizations can design and implement multi-generational employee wellness programs that meet the unique needs of today's diverse workforce, this panel will focus on practical strategies to enhance engagement, support well-being across age groups and strengthen retention through inclusive wellness initiatives.

June 9, 2026

1:00 – 2:00 PM

Carol Wilson, President & CEO, Empathia

Laura Kuglitsch, Population Health & Wellbeing Advisor, M3 Insurance

Chris DeLapp, Staff and Community Education Manager, Prairie Ridge Health

Moderator: Katie Ott, Director of Benefits Engagement Solutions and Partner, M3 Insurance

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

[Register here](#)

IN THIS ISSUE

- PRESIDENT'S COLUMN: National Hospital Week: Healing Happens Here—and That is Worth Protecting
- Generational Workforce Needs – Join Us for Two Distinct Presentations at the Wisconsin Rural Health Conference
- Wisconsin Hospitals Recognized Nationally for Outstanding Patient Experience
- Wisconsin Hospitals State PAC & Conduit Campaign Continues to Build Momentum

EDUCATION EVENTS

Jun. 8, 2026

2026 Wisconsin Rural Health Conference

Jun. 23, 2026

Rising Claims, Real Impacts: Wisconsin Hospital Risk Trends and What Leaders Can Do Now

Aug. 4, 2026

Seeing the Real Market: Using Claims Enhanced Intelligence to Make Better Strategy, Access, and Growth Decisions