



**Monday, Oct. 5**

**12:30-3:30 p.m. | Preconference Workshop | Transforming Stress into a Leadership Advantage: Building High-performing Healthcare Teams**

**IHA Conference Center, 100 E. Grand Ave., Suite 100, Des Moines**

*Rebecca Heiss, Ph.D., CEO and Founder, Icueity, Greenville, South Carolina*

***Sponsored by the Iowa Chapter of the American College of Healthcare Executives***

Through a blend of evidence-based science, interactive exercises and collaborative reflection, healthcare leaders will learn how to transform stress from a source of exhaustion into a strategic leadership advantage. This workshop provides practical tools to improve leadership effectiveness, decision-making, team performance and resilience amid constant change, complexity and uncertainty.

Drawing on Dr. Heiss' FEAR[less] Stress Formula, participants will apply proven strategies to their leadership challenges, translating research-based concepts into practices that support personal performance and organizational success. This educational activity will support healthcare leadership development and is presented free of commercial bias, focusing exclusively on evidence-based approaches applicable across healthcare settings.

This workshop is ideal for healthcare leaders and teams navigating the constant demands of patient care, workforce challenges, operational pressures and organizational change. Participants will explore how stress shapes leadership behaviors, team dynamics and organizational culture, while developing practical skills to lead effectively under pressure.

Participants will assess their stress mindset, learn to redirect stress energy into productive leadership behaviors, and create a personalized plan for sustained growth and effectiveness. Leaders will learn how to create cultures in which difficult conversations, vulnerability and resilience are viewed as strengths, enabling teams to remain connected, adaptable and focused on delivering exceptional patient care, even amid uncertainty and high demand.

Rather than avoiding stress, leaders will learn how to use it to strengthen performance, foster engagement, and lead with greater confidence and purpose.

**Learning objectives:**

- Apply the FEAR[less] Stress Formula to transform stress into a leadership advantage that improves effectiveness, adaptability and performance
- Decide how to lead more effectively by reframing challenges as opportunities for innovation, learning and organizational success
- Describe how to foster team cultures in which resilience, open communication, and constructive dialogue strengthen collaboration and support exceptional patient care
- Develop personalized leadership strategies that use stress to drive growth, strengthen relationships and improve team engagement
- Discuss how to use evidence-based techniques to redirect stress energy into focus, resilience, confidence and productive action
- Implement practical approaches for maintaining momentum, supporting workforce well-being, and sustaining high performance during periods of change and uncertainty
- Recognize how stress influences leadership behaviors, decision-making, communication and team dynamics in healthcare environments

**Rebecca Heiss**, is a behavioral biologist, stress physiologist, author and internationally recognized keynote speaker whose work focuses on helping people and organizations harness stress to improve performance, resilience and decision-making. With over 15 years of research experience, Dr. Heiss translates the science of human behavior into practical strategies that help leaders and teams thrive amid change and uncertainty. The National Science Foundation has recognized her transformative research, and Dr. Heiss has written two books, *Instinct* and *Springboard*. Her engaging presentations inspire audiences to rethink fear, embrace challenges and unlock their potential.

**3:45-5:15 p.m. | Manage Your Professional Development as a Healthcare Leader****IHA Conference Center, 100 E. Grand Ave., Suite 100, Des Moines**

*Moderator: Nicole Roth, MBA, FACHE, Specialty Clinic Manager, Pella Regional Health Center*

*Panelists: Tim Chwirka, Healthcare Consulting Manager, Huron Consulting Group, Des Moines; Bryan Garter, MHA, MPH, CHFM, FACHE, Director of Operations – North Liberty, University of Iowa Health Care, Iowa City; John Heinemann, MHA, MPH, Director of Clinical Operations – Children's and Women's, University of Iowa Health Care, Iowa City*

***Sponsored by the Iowa Chapter of the American College of Healthcare Executives***

This panel will focus on the details of healthcare career planning and explore steps people should take within their organizations and communities to reach the next level in healthcare leadership. Topics covered will include competencies and skills needed for the future of healthcare, the importance of interprofessional education, mentorship, coaching and sponsorship.

**Learning objectives:**

- Identify key competencies, skills and attributes needed to advance in healthcare leadership roles and prepare for future industry challenges
- Create a personalized professional development strategy that incorporates mentorship, coaching, sponsorship and community engagement opportunities
- Describe the value of interprofessional education and collaboration in building leadership effectiveness and expanding career opportunities

**Tim Chwirka** is a healthcare consulting manager at Huron Consulting Group. Chwirka specializes in driving strategic growth, optimizing system performance and implementing operational efficiencies for healthcare organizations. Besides his consulting leadership, he's the treasurer of the Board of Directors for the American College of Healthcare Executives of Iowa. In this role, Chwirka oversees financial governance and helps guide professional development initiatives for healthcare executives statewide. He holds a Master of Health Administration from the University of Iowa's Tippie College of Business, where he gained critical insights into the health system through a corporate administrative internship. Chwirka also holds a Bachelor of Arts in political science from Iowa State University, where he was an off-campus senator.

**Bryan Garter** is the director of operations for the University of Iowa Health Care Medical Center – North Liberty. Garter oversees the operations of many of the support services departments and leads workflow coordination efforts. Before this, he was the director of operational planning for the North Liberty campus, where he oversaw workflow planning. Garter provided administrative coordination across multiple departments and clinical services. He was previously the director of radiology engineering for UI Health Care. Before joining the organization, Garter spent nine years at UnityPoint Health in various leadership roles and completed his administrative fellowship. He received his master's degrees in healthcare administration and public health from the University of Iowa, and he's a certified healthcare facility manager and a fellow of the American College of Healthcare Executives.

**John Heinemann** is the executive service line administrator for children's and women's services at the University of Iowa Health Care, which includes UI Stead Family Children's Hospital. In this role, Heinemann drives strategic growth, operational excellence, and patient-centered care initiatives across specialized pediatric and maternal health services. Besides his executive responsibilities, he's the regent for the Iowa Chapter of the American College of Healthcare Executives. As the primary liaison between the international credentialing body and the state's healthcare leaders, Heinemann champions professional development, mentorship and advocacy for Iowa healthcare administrators. He earned his Master of Health Administration and Master of Public Health from the University of Iowa in 2012. Heinemann is board-certified in healthcare management as a fellow of the American College of Healthcare Executives. Recognized for his leadership and community involvement, he was named to the *Corridor Business Journal's* Forty Under 40 list in 2022.

**Nicole Roth** is the specialty clinic manager at Pella Regional Health Center. Roth began her career in patient care as a certified therapeutic recreation specialist, focusing on psychiatric and mental health therapy. Driven by a desire to affect healthcare delivery on a broader scale, she successfully transitioned into executive leadership, where she oversees clinic operations, strategic growth and regional provider workflows. Roth holds bachelor's degrees in psychology and therapeutic recreation from the University of Iowa and earned her Master of Business Administration from Wayne State College. She is a certified Lean Six Sigma Black Belt and is a fellow of the American College of Healthcare Executives.

## Tuesday, Oct. 6 | Community Choice Convention Center

### 8:30-8:45 a.m. | Welcome | Grand Ballroom

Chris Mitchell, President and CEO, Iowa Hospital Association, Des Moines

### 8:45-9:45 a.m. | Opening Keynote: The Confidence Cycle | Grand Ballroom

Juan Bendana, Bestselling Author and Confidence Coach, Miami

#### **Sponsored by ServiShare and Gallagher**

In a world in which self-doubt and change are relentless, Juan Bendana helps teams turn uncertainty into opportunity for personal and professional growth. Based on his groundbreaking book *Confident by Choice*, this high-energy keynote equips audiences with the tools to build unshakable confidence, overcome imposter syndrome and cultivate a growth mindset in the moments that matter most. Through powerful stories, humor and actionable takeaways, Bendana inspires people to break through mental barriers, reignite motivation for their work and life, and step into bold, aligned action.

#### **Learning objectives:**

- Develop the growth mindset for everyday confidence and courage
- Learn how to use psychology for higher engagement
- Take charge of how to show up authentically

**Juan Bendana** is a keynote speaker, best-selling author, entrepreneur and behind-the-scenes confidence coach to Olympians, Grammy Award-winning artists, actors, CEOs and Fortune 100 leaders. For over a decade, Bendana has built custom leadership programs for world-class brands like Disney, Fidelity, American Express, Nationwide, Sony Pictures and Zillow, helping people lead with confidence and perform at elevated levels. He wrote *Confident by Choice*, which has been featured in *Harvard Business Review* and *Rolling Stone* and translated into four languages. Based on his research with over 250,000 leaders at institutions such as Oxford, Penn State and the University of Toronto, Bendana's science-backed framework helps leaders activate a confidence mindset to lead boldly, thrive through change and reach their most-daring goals. Often described as a walking shot of espresso, he combines high energy, humor and practical tools to help people build unwavering confidence so they can show up as their best and unlock new levels of personal and professional growth.

### 9:45-10:15 a.m. | Awards | Grand Ballroom

Shelly Russell, CEO, Mitchell County Regional Health Center, Osage, and Chair, Iowa Hospital Association Board of Officers and Trustees

### 10:15-10:45 a.m. | Networking Break with IHA Trade Show Exhibitors | Main Concourse and Trade Show Hall

- **Cold Brew Coffee Bar Sponsored by Medical Solutions**
- **Recharge Lounge Sponsored by CMBA Architects, Integritas Providers and STATUS Health Partners**
- **Trade Show Prizes Sponsored by Baker Group, Emergent Architecture and ISG**

### 10:45-11:45 a.m. | T1: The Hidden Price Tag: How Poor Quality Drains Revenue | Room TBD

Doug Johnson, RN, BSN, CPHQ, LSSBB, President, Consulting Remedy, Raton, New Mexico

For years, we've understood that inferior quality carries a steep price for organizations and has even contributed to some of their collapses. This presentation examines the fiscal impact of inadequate quality in hospital settings and illustrates how quality performance can determine an organization's long-term viability. By confronting quality and operational efficiency challenges, hospitals can unlock new revenue, reduce waste, enhance patient and customer satisfaction, strengthen employee engagement, and uncover the resources needed to expand and improve the services they deliver to their patients and communities.

### **Learning objectives:**

- Articulate the business case for quality improvement initiatives
- Evaluate opportunities to reduce waste and improve efficiency
- Explain the fiscal impact of inferior quality in hospital settings

**Doug Johnson** is a registered nurse and black belt in Lean Six Sigma with over 30 years of healthcare experience. His ability spans cardiovascular laboratories, emergency departments, nursing units, electronic medical records, data analytics and quality management. As the founder of Consulting Remedy, Johnson leads a team that blends healthcare operations and technology to create sustainable solutions. He wrote *Hospital Quality: Implementing, Managing and Sustaining an Effective Quality Management System*, offering practical strategies for healthcare organizations. Johnson's work focuses on empowering teams to enhance efficiency and patient care through proven methodologies.

### **10:45-11:45 a.m. | T2: Federal Managed Care Update: Holding Health Plans Accountable | Room TBD**

*Noah Isserman, Director, Health Insurance and Coverage Policy, American Hospital Association, Washington, D.C.*

### ***Sponsored by the Iowa Chapter of the Health Care Financial Management Association***

Federal coverage policy continues to evolve rapidly, with important implications for hospitals and health systems navigating Medicare Advantage and commercial health plan practices. This session will provide a high-level update on recent developments in federal managed care oversight, coverage policy and health insurer accountability. Attendees will gain a clearer understanding of the policy landscape and its relevance to hospital advocacy, payer engagement and patient access to care.

### **Learning objectives:**

- Describe the key components of the health plan policy landscape and their implications for healthcare organizations
- Evaluate and develop a plan for incorporating the session's concepts into future practice or decision-making
- Name and explain the key concepts, principles and terminology covered during the session

**Noah Isserman** is the director of health insurance and coverage policy at the American Hospital Association, where he leads the association's work on Medicare Advantage and health insurance accountability. Isserman has over 15 years of experience shaping federal health policy from multiple perspectives. Before joining the American Hospital Association, he worked at the Centers for Medicare and Medicaid Services, where he focused on policy development and implementation for the Affordable Care Act, the No Surprises Act, and the Mental Health Parity and Addiction Equity Act. Isserman also had policy roles at the Blue Cross Blue Shield Association and the Congressional Research Service, advising federal policymakers on insurance markets, payment reform and regulatory oversight. He earned his law degree from the University of Maryland Francis King Carey School of Law and his bachelor's degree from the University of North Carolina.

### **10:45-11:45 a.m. | T3: American Hospital Association Federal Update | Room TBD**

*Travis Robey, JD, Vice President of Political Affairs, American Hospital Association, Washington, D.C.*

This session will provide an update from the American Hospital Association on federal healthcare policies and their impact on healthcare organizations.

### **Learning objectives:**

- Describe the policy implications of the Centers for Medicare and Medicaid Services and the U.S. Department of Health and Human Services from legislative and regulatory standpoints



**Travis Robey** is the vice president of political affairs at the American Hospital Association, where he leads political and advocacy efforts supporting hospitals and health systems nationwide. Robey has been with the AHA since 2015, working in government relations and political affairs roles before being promoted to vice president in 2021. He works on legislative strategy, political engagement and advocacy related to healthcare policy, including issues affecting hospital reimbursement, rural health, workforce challenges and federal healthcare legislation. He has a bachelor's degree in mathematics and political science from Kalamazoo College and a juris doctor with a certificate in health law from the University of Maryland.

**10:45-11:45 a.m. | T4: Acclimate and Cultivate: How Great Leaders Keep Their People Longer | Room TBD**

*Shelonda Darling, Senior Retention Strategist, Magnet Culture, Louisville, Kentucky*

Amid the challenges of attracting and keeping talent, leaders are grappling with disengaged employees who no longer respond positively to traditional management styles. The former one-size-fits-all leadership approach has become ineffective, as today's team members require personalized care plans. This demands more time and attention from already overloaded leaders, who have the most influence on whether people stay or go. Join us to explore a comprehensive approach to retention that clarifies the roles of executives, leaders and staff in reducing turnover. This session will dive into leaders' responsibilities and show actions they can take to create workplaces where everyone thrives.

**Learning objectives:**

- Audit leadership approaches to decide whether it is thriving, surviving or wilting
- Discover ways to better acclimate and cultivate staff in individualized ways
- Explore the workforce evolution and managers' critical impacts on their teams

Senior Retention Strategist **Shelonda Darling** is dedicated to helping organizations create a workplace where people can thrive. With decades of experience in training and development, employee engagement, human resource communications and corporate communications, Darling recognizes the costs of turnover and why leaders must keep the talent they cannot afford to lose. She is a keynote speaker and trainer at Magnet Culture, where she collaborates with clients to reduce unnecessary employee turnover and lead today's workforce more effectively.

**10:45-11:45 a.m. | T5: Leading in the Age of AI: The Leadership Skills Healthcare Needs Next | Room TBD**

*Jefferson Stovall, Founder, Captain Tomorrow, Washington, D.C.*

Artificial intelligence is changing more than technology. It is reshaping how work gets done, how decisions are made, and how healthcare organizations develop and support their workforce. Although AI presents tremendous opportunities to improve efficiency, capacity and innovation, the greater challenge for healthcare leaders is preparing themselves, their teams and their organizations to thrive in a future where human and artificial intelligence work side by side.

In this thought-provoking session, Stovall explores the leadership mindset and capabilities healthcare executives need to navigate the AI era successfully. Drawing on lessons from healthcare and other industries, he will discuss how leaders can build trust, reduce uncertainty, foster innovation and guide their organizations through continuous transformation. Participants will gain a practical perspective on the leadership challenges and opportunities AI presents, while developing a clearer vision for how their organizations can prepare for the future of work and an increasingly AI-enabled environment.

### **Learning objectives:**

- Describe how to build trust and engagement while introducing AI into the workplace
- Determine how to foster a culture of innovation, learning and responsible experimentation
- Discuss how to begin preparing organizations for long-term AI transformation and organizational readiness
- Discuss how to lead with confidence amid rapid technological, workforce and organizational change
- Identify how to focus on the uniquely human capabilities that become even more valuable as AI advances
- Identify ways to prepare teams for changing roles, workflows and workforce expectations in an AI-enabled environment

**Jefferson Stovall** is a technology strategist, entrepreneur and AI adviser with over 15 years of experience helping organizations use emerging technologies to drive innovation and growth. Stovall is the founder of Captain Tomorrow, an AI and technology consultancy, and co-founder of Adaptiverse, an AI-powered educational platform focused on personalized learning. Throughout his career, he's led digital transformation initiatives, built high-performing technology teams and advised organizations on AI adoption, digital strategy and operational innovation. Known for translating complex technologies into practical business solutions, he helps leaders confidently navigate change and unlock new opportunities through technology.

**Noon-1 p.m. | Tuesday Lunch (registration is required) | Grand Ballroom**  
***Sponsored by Communications Engineering Company***

**Noon-1 p.m. | PAC Luncheon Featuring Rep. Pat Grassley, Speaker of the House**  
**(invitation only) | Room 401**

First elected to the Iowa House of Representatives in 2006 at age 23, Speaker Pat Grassley has built a reputation as one of Iowa's most influential legislative leaders. A lifelong Iowan and farmer, Speaker Grassley has represented northeast Iowa in the House for two decades and has been Speaker of the Iowa House since 2020. As Speaker, he leads the 100-member Iowa House of Representatives and plays a pivotal role in shaping Iowa's legislative agenda and guiding policy discussions that affect Iowa communities. During his tenure, Speaker Grassley has been a tireless champion for Iowa hospitals. From ushering through historic legislation capping noneconomic damages to protecting the hospital-directed payment and certificate-of-need programs, he's been at the forefront of advancing policies that strengthen Iowa's healthcare system, improve access to care and support the long-term sustainability of Iowa hospitals. During this year's IHA PAC Luncheon, Speaker Grassley will share his perspectives on the priorities of Iowa lawmakers heading into the 2027 legislative session, the state's political landscape, and the challenges and opportunities facing Iowa hospitals and health systems.

**1:15-2:15 p.m. | T6: Healthcare is for Healing: Implementing Comprehensive Workplace Violence Prevention and Intervention Programs | Room TBD**

*Lynn Van Male, Ph.D., CTM, Assistant Clinical Professor of Psychology, Department of Psychiatry, Oregon Health and Science University; U.S. Veterans Health Administration; Managing Director, Threat Management and Enterprise Security Risk Management, Kroll Associates; and Private Consultant, President and Sole Proprietor, Lynn Van Male, LLC, Seattle*

Workplace violence is still one of the most significant threats facing healthcare organizations, affecting employee well-being, patient safety and organizational performance. This session will explore how healthcare leaders can develop and sustain comprehensive workplace violence prevention and intervention programs that meet regulatory and accreditation requirements while fostering a culture of safety and support. Participants will gain insight into the warning signs and escalation patterns associated with affective and predatory violence, learn practical strategies for assessing and mitigating risk, and examine common barriers organizations face when implementing violence prevention initiatives. Attendees will leave with tools and evidence-based approaches to

strengthen workplace safety, support staff and create healthcare environments in which healing can thrive for caregivers and patients.

**Learning objectives:**

- Define the escalation of landmarks on the pathway to affective versus predatory violence
- Name the six elements that form a comprehensive workplace violence prevention and intervention model that meets regulatory and accreditation requirements
- Name three challenges for successful program implementation and strategies for addressing each

**Lynn Van Male**, is president and sole proprietor of Lynn Van Male, a private consulting firm, the managing director of threat management in the Enterprise Security Threat Management practice at Kroll, and an assistant clinical professor of psychology at Oregon Health and Science University. Dr. Van Male's executive leadership experience also encompasses being the first senior director of threat management for Kaiser Permanente's National Security Services, the first national director of the U.S. Veterans Health Administration's Workplace Violence Prevention Program and two elected terms of office as the second vice president on the national board of directors of the Association of Threat Assessment Professionals. Before this, Dr. Van Male delivered over 20,000 clinical contact hours of direct patient care services focused on posttraumatic stress disorder recovery. In 2025, she received the Association of Threat Assessment Professionals' Lifetime Professional Achievement Award for her work in behavioral threat assessment and management. In recent years, Dr. Van Male has offered subject-matter expertise on the impact of critical events on people, work groups and organizations to a variety of public and private agencies. She was on The Joint Commission's technical advisory panel that developed the workplace violence prevention requirements within the commission's environment of care, leadership and human resources standards. Dr. Van Male contributes to the American Hospital Association and the FBI Behavioral Analysis Unit. She is also a subject-matter expert for the National Quality Forum's work on violence prevention in healthcare, was a faculty member at the FBI symposium on targeted attack prevention, and was on the scientific merit committee for the International Conference on Violence in the Health Sector. Dr. Van Male's violence prevention and intervention solutions for healthcare settings were published in the *Journal of the American Medical Association*.

**1:15-2:15 p.m. | T7: From Vision to Funding: Why Experience Matters in Rural Health Transformation Program Grant Writing | Room TBD**

*Kim Swain, CGMS, PMP, GPC, Director, Grants Management Services, Forvis Mazars, Springfield, Missouri*

***Sponsored by the Iowa Chapter of the Health Care Financial Management Association***

Securing funding through the Iowa Rural Health Transformation Program is highly competitive. Strong program ideas alone are not enough. This session will focus on why using an experienced grant writer is a critical success factor when applying for grants. Participants will learn how seasoned grant professionals accelerate development timelines, strategically position proposals to maximize competitiveness and translate complex rural health initiatives into compelling, high-scoring applications.

Drawing on grant development best practices, this session will highlight how experienced writers align narratives, budgets and outcomes with evaluation criteria, efficiently engage clinical and operational stakeholders, avoid common application pitfalls and support quality under tight deadlines. Attendees will come away with a clear understanding of the return on investment that experienced grant writing brings, turning strong ideas into fundable, reviewer-ready proposals.



### Learning objectives:

- Assess the return on investment of using an experienced grant writer, including faster development, stronger narratives, better budget integration and higher-quality submissions under compressed timelines
- Explain how experienced grant writers improve competitiveness by aligning proposals with funding priorities, evaluation criteria and scoring rubrics, not simply with basic compliance
- Name common risks and pitfalls in Rural Health Transformation Program grant applications and understand how seasoned grant professionals prevent errors that can lead to disqualification or low scores

**Kim Swain** is a grants management consultant with Forvis Mazars and a recognized leader in grant strategy, administration and compliance. With 20 years of experience, Swain has secured over 150 competitive grants totaling over \$40 million and has extensive ability in the full grant lifecycle, from proposal development to post-award compliance. Formerly a grants director for a tribal nation, she managed a portfolio of over 30 grants across multiple federal agencies. Swain is a trusted adviser in grant planning, program design, budget development and compliance oversight. She's a certified grants management specialist, grant professional and project management professional. Swain earned a bachelor's degree in organizational management from John Brown University.

### 1:15-2:15 p.m. | T8: Rising Cancer Rates in Iowa | Room TBD

*Mary Charlton, Ph.D., M.S., Director and Principal Investigator, Iowa Cancer Registry and Professor of Epidemiology, University of Iowa College of Public Health, Iowa City; and Jacob Oleson, Ph.D., Professor and Departmental Executive Officer of the Department of Biostatistics, University of Iowa College of Public Health, Iowa City*

Cancer rates in Iowa have been increasing since 2013, prompting state leaders to act. In response, Gov. Kim Reynolds and the Iowa Legislature passed Senate File 647, setting up a team of scientists and researchers to examine factors contributing to the rise in cancer incidence across the state. Their findings were published in the final report of the *Key Drivers of Cancer in Iowa Project*, released in June. Join the report's lead authors as they present key findings and insights from this landmark research. The session will also engage hospital leaders in a collaborative discussion about the role healthcare organizations can play in addressing Iowa's growing cancer burden and advancing solutions to improve the health of Iowa communities.

### Learning objectives:

- Discuss the implications of these findings for health systems, including how cancer trends affect patient care and community health
- Name strategies for hospital and healthcare leaders to help reduce Iowa's cancer incidence and improve population health outcomes
- Summarize key findings from the *Key Drivers of Cancer in Iowa Project* and explain the primary factors contributing to rising cancer rates in Iowa

**Mary Charlton** is a professor of epidemiology at the University of Iowa College of Public Health and is the director and principal investigator of the Iowa Cancer Registry. Dr. Charlton is also co-leader of the Cancer Prevention, Control and Survivorship Program at the Holden Comprehensive Cancer Center. She is the past president of the Iowa Cancer Consortium. Dr. Charlton's research focuses on cancer surveillance and access to quality cancer care, with an emphasis on rural populations. A University of Iowa alum, she earned a bachelor's degree in nursing, as well as master's and doctoral degrees in epidemiology. Dr. Charlton is widely recognized for her leadership in cancer research and public health, advancing statewide cancer surveillance and improving understanding of factors influencing cancer prevention, treatment and survivorship.

**Jacob Oleson** is a professor and executive officer of the Department of Biostatistics at the University of Iowa College of Public Health and a member of the Holden Comprehensive Cancer Center Epidemiology and Population Science Core. Dr. Oleson has received honors for journal articles and has been recognized by the College of Public Health with faculty awards for teaching in 2012, service in 2019 and research in 2020. His research focuses on methods for correlated data, including developing statistical models and visualizations of cancer rates in small geographic and population areas, infectious disease epidemic modeling, and longitudinal and repeated-measures studies of speech and language development.

**1:15-2:15 p.m. | T9: Stabilizing the Healthcare Workforce: From Reactive Decisions to Long-Term Strategy | Room TBD**

*Erin MacKenzie, Vice President of Solution Engineering, Medical Solutions, San Diego*

Healthcare workforce challenges are no longer temporary disruptions; they are a permanent shift in how labor must be structured, managed and refined. This session explores how healthcare organizations can move beyond reactive staffing decisions and toward a sustainable, system-based workforce strategy. Attendees will examine the key drivers of workforce instability and learn how to align workforce design, technology, data, governance and operational execution to improve flexibility, financial performance and long-term workforce resilience.

**Learning objectives:**

- Evaluate how labor mix, technology, governance and analytics support workforce optimization
- Explore the five core pillars of long-term workforce stability
- Name the operational and financial risks caused by fragmented workforce strategies
- Understand the key shifts reshaping the healthcare workforce landscape

**Erin MacKenzie** is vice president of solution engineering at Medical Solutions, where she leads strategic workforce and technology initiatives to help healthcare organizations build more adaptive, sustainable workforce models. With over 20 years of experience across workforce solutions, staffing technology, operations and client services, Mackenzie brings a unique blend of industry expertise and operational insight to healthcare workforce transformation efforts. Before joining Medical Solutions, she held leadership roles with Bullhorn, Newbury Partners, ADP and Paychex, where she specialized in workforce optimization, staffing best practices, client strategy and enterprise technology solutions. MacKenzie is also the co-host of *Highly Adaptive*, a podcast focused on helping leaders and organizations respond to change. She's recognized for her ability to connect workforce strategy, technology and operational execution to drive meaningful business outcomes and long-term organizational resilience.

**1:15-2:15 p.m. | T10: Building an AI-ready Organization: Turning Curiosity into Capability | Room TBD**

*Jefferson Stovall, Founder, Captain Tomorrow, Washington, D.C.*

Many healthcare organizations are experimenting with AI, but relatively few are preparing for the broader transformation it will create. Successful AI adoption is not simply about deploying new technology. It's about helping organizations rethink how work is performed, equipping teams with new skills, redesigning workflows and creating an environment in which people and AI work together to achieve better outcomes.

The organizations that realize the greatest value from AI will not simply add AI tools to existing processes. They will reimagine how work is performed, redesign workflows and help leaders and staff adapt to new ways of working. In this practical and engaging session, Stovall explores what separates organizations that move beyond isolated experimentation and build lasting organizational capability. Through real-world examples, demonstrations and discussion, participants will learn how to prepare people for change, establish effective governance and guardrails, and create a culture in

which human expertise and AI capabilities work together to improve efficiency, effectiveness and outcomes. Attendees will leave with practical strategies to strengthen organizational readiness and accelerate the responsible adoption of AI.

**Learning objectives:**

- Determine how to redesign work processes so people and AI can collaborate more effectively
- Determine how to transform isolated AI use cases into scalable organizational capabilities
- Discuss how to prepare leaders and staff for changing roles, workflows and workforce expectations
- Establish practical guardrails that maintain trust, accountability and quality
- Examine how to build the culture, governance and leadership alignment necessary for responsible AI integration
- Identify how to assess and strengthen organizational readiness for AI adoption
- Identify how to create the foundation needed to implement the IHA AI Toolkit and accelerate responsible AI adoption

**Jefferson Stovall** is a technology strategist, entrepreneur and AI adviser with over 15 years of experience helping organizations use emerging technologies to drive innovation and growth. Stovall is the founder of Captain Tomorrow, an AI and technology consultancy, and co-founder of Adaptiverse, an AI-powered educational platform focused on personalized learning. Throughout his career, he's led digital transformation initiatives, built high-performing technology teams and advised organizations on AI adoption, digital strategy and operational innovation. Known for translating complex technologies into practical business solutions, Stovall helps leaders confidently navigate change and unlock new opportunities through technology.

**2:15-2:45 p.m.] Networking Break with IHA Trade Show Exhibitors | Main Concourse and Trade Show Hall**

**2:45-3:45 p.m. | T11: Building Trust, Delivering Care: A Session on Trauma-informed Care | Room TBD**

*Ebony Williams, DHA (c), M.S., CSM, NBC-HWC, Epic Project Lead, Johns Hopkins Health System, Baltimore*

Trauma affects patients from all backgrounds and often influences how they experience healthcare interactions, communicate with providers and engage in treatment plans. In this interactive session, participants will explore the principles of trauma-informed care and learn practical strategies to build trust, foster psychological safety and improve patient experiences. Through real-world examples, discussion and hands-on activities, attendees will gain a deeper understanding of how trauma can present itself in healthcare settings and how small changes in communication, workflows and care environments can promote healing and engagement. Participants will leave with tools they can apply to create more compassionate, patient-centered care experiences.

**Learning objectives:**

- Apply the six principles of trauma-informed care to patient interactions
- Demonstrate three trust-building behaviors in a simulated patient encounter
- Name one workflow or environmental change that units can make within 30 days
- Recognize common presentations of trauma in patients and families, including avoidance, hypervigilance and mistrust of providers

**Ebony Williams** is an Epic project lead at Johns Hopkins Health System with over 15 years of experience in health information technology. Williams has led initiatives across training, security systems, project management, and application development to support clinical operations and improve patient care. Beyond her institutional work, she hosts *The Thyroid Warrior Podcast*, where she shares her journey with Hashimoto's disease and offers tools to support others managing chronic

illness. Williams also supports her community through wellness coaching, including aromatherapy, fitness and nutrition education. She's completing her doctorate in health administration with a concentration in advocacy and policy and is committed to advancing fair, human-centered healthcare systems.

### **2:45-3:45 p.m. | T12: Closing the Gap: Revenue Integrity as the Key to Denials Management | Room TBD**

*Rachel Pugliano, Director; and Michelle Roehl, Manager, Eide Bailly, Fargo, North Dakota*  
**Sponsored by the Iowa Chapter of the Health Care Financial Management Association**

The battle against denials doesn't have to be an uphill struggle. Embracing revenue integrity's initiative-taking, data-driven approach empowers healthcare organizations to transform "denied" claims into revenue-generating opportunities. Join us on this journey as we unlock the true potential of revenue integrity and pave the way for a thriving, sustainable healthcare future.

#### **Learning objectives:**

- Explore how to transform denials into dollars
- Find the best practices around denial identification and prevention
- Share practical steps for the implementation of an effective denials prevention and management program
- Summarize the impact of revenue integrity on an organization's revenue cycle health

**Rachel Pugliano** has over 25 years of experience in the healthcare revenue cycle. Pugliano helps clients improve their revenue cycle functions and support compliance with government regulations. Her specific abilities include coding, documentation improvement and charge capture. Pugliano assesses the health and capabilities of an organization's revenue cycle functions and develops compliance and improvement strategies for hospitals and medical group practices. She provides internal coding compliance and charge-capture support to improve coding and charge accuracy.

**Michelle Roehl** is an experienced leader in healthcare revenue cycle operations and management with a history of working with critical access and prospective payment system hospitals, as well as provider-based, private practice and rural health clinics. Roehl has been responsible for patient access, billing, health information management and coding, patient financial counseling, provider credentialing and payer enrollment, revenue integrity and cash posting for critical access hospitals and clinics. For the past four years, she has been a revenue cycle consulting manager at Eide Bailly, performing revenue cycle assessments and chargemaster reviews, serving as interim revenue cycle leader and helping clients with billing.

### **2:45-3:45 p.m. | T13: Nebraska's Experience Implementing Medicaid Work Requirements: Lessons for Hospitals and Health Systems | Room TBD**

*Moderator: David Stark, Chief Government Affairs and Philanthropy Officer, UnityPoint Health, West Des Moines*

*Panelists: Meghan Chaffee, JD, Chief Advocacy and Legal Officer, Nebraska Hospital Association, Lincoln, Nebraska*

As the first state in the nation to implement Medicaid work requirements under the new federal provisions enacted in H.R. 1, Nebraska is at the forefront of a significant policy transition with far-reaching implications for hospitals, health systems and the patients they serve.

In this panel discussion, leaders from Nebraska hospitals and the Nebraska Hospital Association will share firsthand experiences navigating the implementation of the new requirements. Panelists will discuss operational challenges, patient outreach and education strategies, coordination with state agencies, effects on coverage and access to care, and the evolving role of hospitals in helping patients keep their eligibility.

Attendees will gain practical insights into what to expect as work requirements are introduced in Iowa later this year, including key implementation considerations, potential pitfalls and opportunities for initiative-taking engagement. The session will highlight lessons learned from Nebraska's early experience and offer guidance to help hospitals prepare for policy, workforce, revenue cycle and community health implications.

#### **Learning objectives:**

- Describe Nebraska's approach to implementing Medicaid work requirements under H.R. 1
- Develop a framework for preparing organizations for upcoming Medicaid eligibility and compliance changes
- Explore strategies hospitals can use to support patients, minimize coverage disruptions and coordinate with community partners
- Name operational, financial and patient-access challenges met during implementation

**Meghan Chaffee** is the chief advocacy and legal officer for the Nebraska Hospital Association, where she leads the organization's legal, regulatory and advocacy efforts for Nebraska's hospitals and health systems. Chaffee works on state and federal health policy issues, providing analysis and advocacy on matters affecting hospitals, including Medicaid, Medicare, reimbursement policy, regulatory compliance and healthcare challenges. She also offers legal guidance on contracts, governance and operational matters. Chaffee partners with hospital leaders, policymakers and stakeholders to advance policies that support access to high-quality healthcare across Nebraska. Before joining the Nebraska Hospital Association, she practiced healthcare law and brings experience in regulatory compliance, healthcare operations and public policy.

**David Stark** joined UnityPoint Health in 1996. Stark is the foundation and government affairs executive for UnityPoint Health and, most recently, was president and CEO of UnityPoint Health-Des Moines. He received his bachelor's degree in management from Iowa State University and his master's degree in healthcare administration from the University of Iowa. Stark is a fellow of the American College of Healthcare Executives and is on the boards of the Iowa Hospital Association, the Greater Des Moines Partnership, the Principal Charity Classic, Des Moines University and Grandview University.

#### **2:45-3:45 p.m. | T14: From Badges to Belonging: Redesigning Healthcare Onboarding for Lasting Retention | Room TBD**

*Connie Fiscus, MHA, Founder and CEO, Sunflower People and Culture Solutions, Ankeny*

In healthcare organizations, orientation often focuses on what must be completed: compliance requirements, security badges, policy review, computer access, technical training and required paperwork. These elements are essential, but when they're delivered through passive, one-directional methods, new employees may leave orientation feeling overwhelmed, under-connected and unsure how to apply what they've learned. This high-impact, one-hour session challenges participants to move beyond traditional orientation and redesign onboarding as an intentional employee experience. This approach recognizes that early experiences strongly shape how new employees view the organization, their leader and their team, as well as their decision to stay.

Participants will be introduced to an onboarding redesign model that strengthens how required education, role expectations, service standards and operational knowledge are taught. The model helps organizations deliver essential content that is clear, engaging, memorable and easier for new employees to apply. Participants will walk away with 10 strategies for transforming required onboarding content into learning experiences that strengthen knowledge retention, early confidence, service consistency, belonging and long-term retention.

This session shows that when healthcare organizations intentionally welcome and equip employees, they improve the workforce experience and increase the application of critical knowledge and the likelihood that employees choose to stay.



### Learning objectives:

- Apply an onboarding model that improves how required education, role expectations, service standards and operational knowledge are taught
- Create an onboarding experience that builds early confidence, connection, belonging and role readiness
- Reinforce service expectations and workplace standards through more-engaging, experience-based onboarding methods
- Transform passive orientation content into active learning experiences that strengthen knowledge retention and real-world application

**Connie Fiscus** is a seasoned leader, facilitator, consultant and culture coach with over 20 years of experience driving high performance across leaders, teams and organizations. Fiscus spent 20 years as director of customer relations and employee services in the healthcare industry and two years as regional human resource manager for MHC Kenworth Trucking, gaining firsthand experience leading diverse teams and managing complex operations. A certified professional and master coach, she holds a master's degree in healthcare administration and a bachelor's degree in corporate wellness. She completed the Business Executive Leadership Coaching Certificate through the Harvard Professional and Executive Program. Fiscus is the founder and CEO of Sunflower People and Culture Solutions, where she helps leaders and teams unlock their potential. She specializes in leadership development, employee engagement and culture transformation, delivering practical, real-world strategies with an interactive, fun and high-energy style. Her sessions are direct and engaging, giving participants tools to build high-performing teams and workplaces where people feel valued, heard and motivated.

### 2:45-3:45 p.m. | T15: Introducing the IHA AI Toolkit: Practical Resources for Responsible AI Adoption | Room TBD

*Nagesh Badaria, Managing Director, Huron Consulting Group, Chicago; Alene Cuellar, Managing Director, Huron Consulting Group, Madison, Wisconsin; John Richardson, Senior Director, IPOP and Data Analytics, Iowa Hospital Association, Des Moines*

As healthcare organizations move from exploring AI to implementing it responsibly, practical guidance becomes essential. Developed through collaboration with Iowa hospital leaders, the IHA Innovation Council and the AI Work Group, the new IHA AI Toolkit is designed to help member hospitals navigate AI with confidence. This session will provide an overview of the toolkit's resources, show how organizations can use it to guide AI governance and implementation, and highlight practical tools to support leaders, multidisciplinary teams and governing boards in developing AI strategies aligned with their organizations' missions and values.

### Learning objectives:

- Apply practical resources to support AI governance and implementation
- Describe how to continue building organizational capability through IHA's AI initiatives
- Navigate the components of the IHA AI Toolkit
- Show how to engage executive leaders, multidisciplinary teams and boards in AI decision-making

**Nagesh Badaria** is a digital and AI transformation executive with over 20 years of experience helping organizations drive growth and operational excellence through technology innovation. As the leader of Huron's digital and AI practice, Badaria oversees AI advisory, engineering, solutions and transformation services. Previously, he held leadership roles at Hewlett-Packard, McKinsey and KPMG, leading initiatives in cloud transformation, data analytics, digital banking, healthcare payments, generative AI and machine learning. Badaria specializes in end-to-end business transformation, using AI and digital technologies to refine operations, accelerate growth and create innovative business models.

**Alene Cuellar** leads Huron's electronic health record capability teams and is on Huron's healthcare leadership team. Cuellar began her healthcare technology career at Epic as a member of its implementation services team before turning to consulting, where she focused on using technology to solve complex business and patient care challenges. Often serving as a bridge between operational and technical teams, she developed a passion for making technology work for the people who use it. Cuellar partners with organizations seeking to unlock the potential of their technology investments, enhance employee adoption of technology tools and elevate the quality of their information technology services. She has partnered with over 45 health systems, and her experience spans electronic health record vendor selection, long-term modernization and broader healthcare information technology ecosystem strategy.

**John Richardson** is the senior director of IPOP and data analytics for the Iowa Hospital Association, where he leads statewide healthcare data, analytics and innovation initiatives that support hospitals in improving quality, operational performance and strategic decision-making. Richardson manages the IHA Dimensions program and serves on the IHA data analytics team. He also oversees IHA data services related to quality and patient safety in partnership with the Compass Healthcare Collaborative. Besides his role at IHA, Richardson is the executive director of the Iowa Rural Health Telecommunications Program, where he works to advance telecommunications infrastructure and connectivity to support healthcare delivery across Iowa. Throughout his 10-year career at the Iowa Hospital Association, he has led the development of innovative data and analytics solutions, executive reporting tools and benchmarking resources that help healthcare leaders translate data into meaningful action. Richardson is dedicated to strengthening rural healthcare, fostering innovation and building collaborative partnerships that improve patient outcomes and organizational performance. He earned his bachelor's degree in business administration with an emphasis in business management from Bemidji State University.

**4:00-4:30 p.m. | House of Delegates (official delegates only) | Rooms 314-315**

New members and officers of the IHA Board of Officers and Trustees will be introduced, and the incoming IHA Board Chair will address the voting delegates representing IHA member hospitals and health systems.

**4:00-5:00 p.m. | Iowa Organization for Nursing Leadership Wine and Cheese Reception (This reception is open to members of the Iowa Organization for Nursing Leadership, Iowa Association for Healthcare Quality, Behavioral Health Affiliate of Iowa and Iowa Trauma Coordinators.) | Room 402**  
**Sponsored by Communications Engineering Company**

Join fellow leaders for this social event. The Iowa Organization for Nursing Leadership reception provides participants with the opportunity to share their learning experiences and connect with colleagues.

**4:00-5:00 p.m. | Information Technology Work Group Networking Social | Room 321**  
**Sponsored by Carrier Access IT**

Join your information technology peers for this reception to network and discuss opportunities and challenges your organization faces.

**4:30-6:30 p.m. | IHA Annual Meeting Reception | Hilton Cloud Ballroom**

Join IHA members from across the state at the Hilton Cloud Ballroom for a night of celebration with food, fun and friendship.

**Wednesday, Oct. 7**

**7:30-8:30 a.m. | RICHA Breakfast and Meeting | Room 402**

**8:30-8:40 a.m. | Welcome | Grand Ballroom**

*Chris Mitchell, CEO and President, Iowa Hospital Association, Des Moines*

**8:45-9:45 a.m. | Opening Keynote: The Eight Essential Elements of a World-class Team Culture | Grand Ballroom**

*Robyn Benincasa, Two-time World Champion Adventure Racer, San Diego Firefighter, and CNN Hero, San Diego*

***Sponsored by Graham Construction – A 3G Company***

When the challenges are steep and the competition fierce, **Robyn Benincasa** provides the tools individuals and organizations need to cross their most-challenging finish lines. As a two-time World Champion adventure racer, San Diego firefighter and CNN Hero, Benincasa knows a thing or two about creating the magic that allows ordinary people to accomplish extraordinary things together. Through harrowing experiences in places like the jungles of Borneo and the Himalayan peaks, she's studied the good, the bad and the not-so-pretty of extreme teamwork. Her refreshing techniques build and foster impactful, inspired teams that turn setbacks into comebacks. Benincasa was named one of the world's top 50 keynote speakers by Real Leaders Magazine, the No. 1 female speaker by Meetings.net and one of the Top 10 speakers by Harvard Business Review. She has motivated countless leaders and teams for Fortune 500 companies, including IBM, Starbucks, Walmart, Boeing, Johnson and Johnson, HubSpot and Intel. Benincasa inspires audiences to grab life with one hand, our teammates with the other and create that special magic that makes each of us stronger together than we could ever be alone.

**Learning objectives:**

- Build an organizational culture of “we thinkers” so teams can think creatively and take calculated risks to reach higher peaks
- Develop simple skills anyone can apply to cultivate consistent peak performance through real connection with colleagues and clients
- Discover ideas to raise yourself and your teams to the next level, personally and professionally
- Fuel deep and lasting care, empathy and respect between colleagues at all levels
- Help team members grow into teammates who capitalize on each other's strengths and see themselves as leaders in their areas of expertise, regardless of title or tenure
- Inspire leaders to prioritize team building in their quest for world-class results

**9:45-10:15 a.m. | Hospital Heroes Awards | Grand Ballroom**

**10:15-10:45 a.m. | Networking Break with Trade Show Exhibitors | Main Concourse and Trade Show Hall**

**10:45-11:45 a.m. | W1: Finding Uniqueness in Your Employees | Grand Ballroom**

*Amelie Karam, Generational Specialist, Keynote Speaker and Consultant, San Antonio*

No matter the age, title or tenure, every employee in the office has lived a life that makes their perspective unique and useful in creating a well-rounded workforce. Karam will shed light on your employees' unique perspectives, explain how to foster open communication in the workplace, break down the concept of diversity of thought, and offer tips about hiring people with differing viewpoints. The audience will leave with clear takeaways about creating a flourishing, well-rounded workplace for all.

**Learning objectives:**

- Demonstrate a fresh perspective on how to work with, manage and better understand your employees
- Describe management tips for motivating our new generation of leaders
- Find incentives for keeping the workplace positive
- Name skills for hiring and training the post-9/11 and social media generation

After studying at the University of Arkansas and Richmond University in London, and completing her degree in performance and film studies at Loyola University in New Orleans, **Amelie Karam** recognized that people in her Gen Y/Millennial age group view the world differently from previous generations. The great divides between Baby Boomers, Generation X and Generation Y piqued Karam's interest, and she's enthusiastic about bridging generational gaps. Karam speaks and consults on how organizations can work more effectively together to attract and retain the Millennial generation and bridge generational gaps. Through her Millennial perspective, extensive research and background in theatre, film, health and wellness, Karam brings an entertaining and informative voice to this important topic of bridging generational gaps.

**10:45-11:45 a.m. | W2: An Overlooked Liquidity Lever for Hospital Leaders: Pursuing Affirmative Legal Claims | Room TBD**

*Greg McPolin, Managing Director, Burford Capital, New York*

***Sponsored by the Iowa Chapter of the Health Care Financial Management Association***

U.S. hospital systems are facing a perfect storm of financial pressures. Rising costs, inadequate reimbursements and consolidation have left many hospitals struggling to maintain margins. This session explores how hospital executives can deploy litigation finance as a strategic tool to pursue affirmative legal claims to generate liquidity, preserve capital and strengthen their organizations' financial footing. Pursuing affirmative litigation claims can yield significant monetary recovery for hospital systems harmed by third parties. At the same time, legal finance tools enable them to do so without affecting budgets or cash flow. The presentation will outline key financing structures that enable hospital systems to pursue valuable legal claims to unlock value and generate cash.

**Learning objectives:**

- Discuss macroeconomic and structural trends driving high-value disputes in healthcare
- Evaluate strategic benefits and find existing antitrust opt-out cases for preserving capital and enhancing recoveries
- Explore key litigation finance structures supporting capital planning
- Name strategies to enhance margins, refine capital and drive sustainable growth through innovative financial tools

**Greg McPolin** is a managing director responsible for leading the new business origination function within Burford's U.S. commercial investment team. Before joining Burford, McPolin was managing director at the Kenyon Group, where he represented legal technology and services businesses in mergers, acquisitions and fundraising, and launched its New York office. Earlier in his career, McPolin held various leadership positions at Pangea3, through its transition from startup and following its acquisition by Thomson Reuters, including general manager of Pangea3 and chief operating officer of Thomson Reuters' combined legal managed services business. He has been in senior sales roles at Applied Discovery, an early entrant in the e-discovery market, and remained there for six years through its acquisition by LexisNexis. McPolin began his career in the antitrust practice group at Howrey in Washington, D.C.

## 10:30 a.m.-Noon (90-minute session) | W3: Service-line Development Panel Discussion | Room TBD

*Moderator: Mikaela Kienitz, MSN, FACHE, CEO, Boone County Hospital, Boone*

*Panelists: Kevin Kincaid, CEO, Knoxville Hospital and Clinics; Bob Kroese, CEO, Pella Regional Health Center; Peter George, M.D., Chief Medical Officer, Cardiovascular Service Line, UnityPoint Health, Des Moines; Greg Kennedy, M.D., Chief Medical Officer, Oncology Service Line, UnityPoint Health, Des Moines; and Caitlin Larson, RD, LD, CDCES, Vice President of Specialty Clinics, Iowa Specialty Hospitals and Clinics, Clarion*

***This session is an in-person panel discussion by the American College of Healthcare Executives.***

Many healthcare organizations use a service-line approach to organizational development for strategic and business planning, operations and marketing. Service-line development is an organizational tool and an opportunity to increase physician involvement, align resources and provide an integrated continuum of care for the patient. Benefits can include increased customer satisfaction, quality and performance improvements, market share gains and financial improvement. This program will explore common operational and cultural challenges in organizing service lines, followed by panel discussions featuring real-world service-line case studies.

### **Learning objectives:**

- Describe the key issues and priorities in adding or cutting clinical services
- Discuss the key measures in assessing the effectiveness of a clinical service line
- Find the balance of customer and community needs versus budgetary impact on the organization

**Peter George** is a cardiologist and the chief medical officer for the cardiovascular service line at UnityPoint Health. With extensive clinical and administrative leadership experience in service lines, Dr. George specializes in clinical and preventive cardiology. He provides strategic direction across cardiovascular programs, driving clinical excellence, quality outcomes and the advancement of innovative, comprehensive cardiovascular care.

**Gregory Kennedy** is a colorectal surgeon, health system executive and chief medical officer for the cancer service line at UnityPoint Health. Dr. Kennedy was previously the John H. Blue Chair in General Surgery and a professor of surgery at the University of Alabama at Birmingham. His work focuses on advancing statewide oncology systems, improving access to high-quality cancer care, and integrating excellence in cancer care with multidisciplinary and community-based care delivery.

**Mikaela Kienitz** has been CEO of Boone County Hospital since 2023. Kienitz brings extensive healthcare leadership experience to the organization, including a strong background in nursing, patient care, operations and executive leadership. Before joining Boone County Hospital, Kienitz held leadership positions at Compass Memorial Healthcare in Marengo, including director of patient care services, interim CEO and chief operating officer, a role she held for 13 years. A registered nurse, Kienitz earned her bachelor's and master's degrees in nursing from Allen College. In 2018, she achieved board certification in healthcare management as a fellow of the American College of Healthcare Executives and is president of the organization's Iowa chapter.

**Kevin Kincaid** is CEO of Knoxville Hospital and Clinics. He's led the organization since 2011. A recognized healthcare leader in Iowa, Kincaid has been chair of the Iowa Hospital Association's Board of Officers and Trustees and has held other leadership positions within IHA. His areas of expertise include strategic growth, hospital operations, healthcare finance and rural healthcare leadership.



**Bob Kroese** has been CEO of Pella Regional Health Center for over 30 years. Under Kroese's leadership, Pella Regional has expanded its clinical services, facilities and regional presence while enhancing access to high-quality healthcare for rural communities. *Becker's Hospital Review* has recognized him as a rural hospital CEO to know and widely respects his expertise in strategic growth, service-line development and rural healthcare leadership.

**Caitlin Larson** is vice president of specialty clinics at Iowa Specialty Hospitals and Clinics. A registered dietitian and certified diabetes educator, Larson has spearheaded service-line development from multiple operational and clinical lenses. Most recently, she collaborated with key stakeholders to implement a comprehensive, multidisciplinary program offering support and treatment for patients with disorders of gut-brain interaction. Larson is passionate about leveraging data-driven insights to align cross-functional teams and streamline patient access and experience.

#### **10:45-11:45 a.m. | W4: Regulatory Year in Review for the C-Suite | Room TBD**

*Michael Chase, JD, Partner, Baird Holm, Omaha, Nebraska*

This session will provide a fast-paced review of significant healthcare regulatory and case law developments, as well as other state and federal actions that shape hospital policymaking. Chase will focus on applying lessons from the past year so healthcare executives and their teams are informed rather than surprised.

##### **Learning objectives:**

- Discuss the introductory provisions and the effect of such developments
- Learn concrete suggestions and clear statements of lessons learned from the discussed developments
- Recognize significant healthcare regulatory and case law developments

**Michael Chase** is a partner in the healthcare section at Baird Holm. Chase advises clients on federal and state regulatory matters, including federal healthcare fraud and abuse laws, physician contracts, compliance programs, HIPAA and institutional review board compliance. He's a member of the American Health Lawyers Association, the Health Care Financial Management Association and the Health Care Compliance Association. Chase studied healthcare law at St. Louis University, where he also earned his master's degree in health administration.

#### **10:45-11:45 a.m. | W5: Interviewing Skills for Event Review | Room TBD**

*Sarah Ennis, Founder and President, SparkPoint, West Des Moines*

This practical workshop helps healthcare leaders conduct more-effective, unbiased interviews by focusing on observable behaviors, neutral questions and careful listening. Participants will learn how to separate facts from interpretations, avoid leading or assumptive questions and gather information in ways that support fairness, accountability and learning.

##### **Learning objectives:**

- Apply best practices for fair and respectful interviews that support safety culture principles, psychological safety, accountability and organizational learning
- Decide how to ask neutral, unbiased questions that support learning, context and understanding rather than blame or defensiveness
- Discuss how to separate observation from interpretation by distinguishing what was said, seen or documented from assumptions, judgments or conclusions
- Practice follow-up questions that clarify intent, context, risk awareness, system barriers and decision-making
- Use observable behaviors and specific examples to better understand decisions, actions, conditions and contributing factors

**Sarah Ennis** is a former educator and the founder and president of SparkPoint. Ennis has devoted the last 25 years to helping organizations, leaders and teams unleash their potential. She has a passion for helping organizations build skills and work environments in which leaders and team members can thrive, not just survive. Through years of experience, Ennis has learned that a healthy, accountable, purpose-driven team is one of the most powerful tools for success.

**11:45 a.m.-12:45 p.m. | Wednesday Lunch (registration required) | Grand Ballroom**  
**Sponsored by Risk Administration Services**

**1-2 p.m. | W6: Guiding Principles for Patient Experience Excellence | Grand Ballroom**  
*Stacy Palmer, CPXP, Senior Vice President and Chief Operating Officer, The Beryl Institute, Nashville, Tennessee*

This session explores eight guiding principles, reflects on why they're critical components of successful patient experience efforts and offers examples of each principle. These principles offer strategic actions and tangible points of focus that organizations can apply to drive efforts forward. They also represent foundational building blocks to organizational effectiveness and a means to achieving sustained outcomes.

**Learning objectives:**

- Develop a definition of what experience is to an organization
- Discuss how to look beyond clinical experience of care to all interactions and touch points
- Encompass a focus on healing and a commitment to well-being
- Engage all voices in driving comprehensive, systemic and lasting solutions
- Establish and reinforce a strong, vibrant and positive organizational culture and all it comprises
- Explore the actions of successful organizations and the lessons learned from those striving for excellence
- Find and support accountable leadership with committed time and focused intent to shape and guide experience strategy
- Focus on alignment across all segments of the continuum and the spaces in between
- Implement a defined process for continuous patient and family input and engagement

**Stacy Palmer** is a visionary leader and analytical thinker who has been instrumental in elevating patient experience as a core priority in healthcare. As the driving force behind The Beryl Institute, she transforms vision into action by fostering meaningful connections and championing impactful changes. Dedicated to listening, understanding and integrating insights from the institute's community, Palmer has played a key role in building a comprehensive library of community resources and developing a leading global conference on patient experience. This collection of proven practices and research highlights how healthcare organizations worldwide are creating meaningful, positive experiences for patients, families and caregivers. She recently co-authored *Return on Human Experience: Eight Principles to Inspire Excellence in Healthcare*. Through her published work, Palmer deepens the credibility of her engagements, offering valuable insights that inspire excellence in healthcare.

**1-2 p.m. | W7: Inside Expectations of the MAC Mindset: What CEOs and CFOs Must Know About Medicare's Escalating Documentation Expectations Before the Trust Fund Crisis Hits in 2033 | Room TBD**

*Glenn Krauss, BBA, RHIA, CCS, CCS-P, CPUR, C-CDI, C-DAM, C-PA, CEO, Core-CDI, Duluth, Minnesota*

**Sponsored by the Iowa Chapter of the Health Care Financial Management Association**

As Medicare faces mounting financial pressure and the projected depletion of the Hospital Insurance Trust Fund in 2033, Medicare administrative contractors are intensifying their focus on documentation that clearly supports medical necessity, severity of illness and proper payment. This executive session will provide CEOs and CFOs an inside look at the evolving contractor mindset, including how documentation deficiencies are increasingly driving denials, payment recoupments and compliance exposure. Attendees will learn why traditional clinical documentation improvement strategies focused primarily on diagnosis capture are no longer sufficient in an era of AI-enabled claim review and heightened regulatory scrutiny. The presentation will outline practical executive strategies to strengthen physician documentation, reduce avoidable denials, improve revenue integrity and protect organizational financial performance. Hospital leaders will leave with a roadmap for aligning clinical documentation excellence with compliance, quality and long-term financial sustainability in an increasingly challenging Medicare environment.

### **Learning objectives:**

- Develop an executive plan to strengthen documentation governance across the organization, aligning physician documentation excellence with revenue integrity, compliance, quality reporting and long-term financial resilience in an increasingly aggressive Medicare audit environment
- Evaluate whether an organization's clinical documentation integrity, physician adviser and revenue integrity strategies are effectively mitigating Medicare audit risk or whether they stay focused on retrospective diagnosis capture rather than initiative-taking documentation defensibility
- Name the executive financial and compliance risks associated with inadequate clinical documentation, including payment denials, diagnosis-related group downgrades, recoupments, increased cost to collect, regulatory scrutiny and erosion of revenue sustainability

**Glenn Krauss** is a subject-matter expert in the revenue cycle, with an emphasis on collaborating closely with physicians to promote, advocate for, educate and achieve sustainable improvement in clinical documentation that accurately reflects and reports the communication of fully informed, coordinated patient care. Krauss has over 25 years of progressive, practical experience in clinical coding and documentation improvement, subscribing to the philosophy that the quality of medical record documentation strongly correlates with quality of care and the achievement of a high-performing revenue cycle. What sets him apart in the clinical documentation improvement arena is his recognition that clinical documentation effectiveness, accuracy, completeness and contextual consistency are fundamentally integral to all components of the revenue cycle.

**12:45-2:15 p.m. (90-minute session) | W8: Developing Mentoring and Coaching Skills | Room TBD**

*Moderator: Sarah Ennis, Founder and President, SparkPoint, West Des Moines*

*Panelists: Amanda Bireline, M.S., BSN, RN, Chief Operating Officer, Cass Health, Atlantic; Molly Kucera, MBAHC, RN, BSN, CNAMB, CNOR, Director of the Ambulatory Surgery Center, University of Iowa Health Care, Iowa City; John Meyer, Ed.D., MBA, BSN, RN, Director, Office of Rural Health, University of Iowa Health Care, Iowa City*

***This session is an in-person panel discussion by the American College of Healthcare Executives.***

Data shows that mentoring programs are an effective way to provide guidance and support to healthcare executives entering the field or seeking career advancement. A mentoring relationship provides a safe environment in which those with less experience may learn from experienced executives. This panel will present a framework for developing a mentoring program. The program will conclude with a 30-minute question-and-answer period.

**Learning objectives:**

- Apply mentoring and coaching techniques that promote meaningful communication, goal setting, accountability and long-term leadership success
- Describe strategies for setting up, structuring and sustaining a successful mentoring program that fosters professional growth and career advancement
- Name the key components of an effective mentoring and coaching relationship and their roles in supporting leadership development in healthcare organizations

**Sarah Ennis** is a former educator and the founder and president of SparkPoint. Ennis has devoted the last 25 years to helping organizations, leaders and teams unleash their potential. She has a passion for helping organizations build the skills and work environments where leaders and team members can thrive, not just survive. Through years of experience, she has learned that a healthy, accountable, purpose-driven team is one of the most powerful tools for success.

**Amanda Bireline** is the chief nursing officer for Cass Health in Atlantic. Bireline also has clinical and leadership experience in a for-profit residential substance abuse treatment center, a nonprofit hospice home, rural health clinics and critical access hospitals. She received her bachelor's degree in nursing and her master's degree in administration, with a certificate in organizational leadership, from the University of South Dakota.

**Molly Kucera** is the director of the ambulatory surgery center at the University of Iowa Health Care. With 30 years of healthcare experience, Kucera is enthusiastic about leadership development, mentorship and building strong healthcare teams. Kucera fills multiple state and national leadership roles and mentors emerging healthcare leaders.

**John Meyer**, is the director of the Office of Rural Health at the University of Iowa Health Care in Iowa City. Dr. Meyer graduated from Clarkson College in 1999 with a Bachelor of Science in nursing and later earned a Master of Business Administration from Bellevue University in 2007. He completed an educational specialist degree in 2021 and a doctorate in education in 2022 from Doane University. For the last 22 years, Dr. Meyer has led a variety of healthcare teams at both for-profit and not-for-profit entities. He previously worked at Mary Greeley Medical Center in Ames for eight years, five as the executive director of business development and three as the program director for the Inpatient Rehabilitation Unit. Dr. Meyer has also been an adjunct faculty member at Nebraska Wesleyan University for 13 years, teaching in the Master of Science in Nursing, Master of Business Administration and undergraduate business programs, as well as at Iowa State University, teaching healthcare law and regulation and information systems for healthcare managers through the Ivy College of Business.

**1-2 p.m. W9: Thanks for the Cash, Government: It Doesn't Come Without Strings | Room TBD**

*Alissa Smith, JD, Partner, Dorsey and Whitney Law Firm, Des Moines*

The Trump Administration has shown repeatedly that it will use all enforcement levers available to it – particularly those related to access to federal funds – to compel compliance with its policy goals. What does this mean for hospitals? This presentation explores how the federal government has increasingly leaned into coercive certifications tied to federal funding, potential False Claims Act liability and new applications of longstanding administrative remedies to up the stakes for federal contractors and federal fund recipients. This presentation will also cover concrete steps healthcare organizations can take to mitigate their risks in this shifting landscape.

**Learning objectives:**

- Apply practical strategies to strengthen compliance programs and mitigate organizational risk related to federal funding and contractor obligations
- Assess potential legal and financial risks associated with federal funding certifications, including False Claims Act liability and administrative enforcement remedies
- Name key federal funding compliance requirements and enforcement mechanisms that may affect hospitals and healthcare organizations under evolving federal policy priorities

**Alissa Smith** is a partner in Dorsey and Whitney's health group and represents health systems, hospitals, pharmacies, long-term care providers, home health agencies and medical practices, as well as nonprofit and municipal organizations. Smith's regulatory practice includes interpreting and applying laws on state and federal fraud-and-abuse, Medicare and Medicaid, tax exemption and privacy, EMTALA, licensing and employment, and governmental audits and open-meeting matters. She also helps with corporate and health system governance issues, as well as hospital-provider relations.

**1-2 p.m. | W10: Managing Change: Using Communication to Prepare Teams for Operational Success | Room TBD**

*Andy Garman, Senior Trainer and Communications Adviser, Wixted and Company, West Des Moines*

Continuous change in organizations is becoming the norm and is often perceived as negative. This interactive workshop examines research that tells a different story about change. How you communicate change sets the stage for acceptance and understanding among the audience. Leaders have significant control over the culture surrounding organizational change through their communication skills. The workshop will teach participants to define their business goals, understand their audiences and develop key messages. From there, participants will work through a change communication blueprint and learn how to create a psychologically safe environment for delivering the news. The workshop includes brief written and role-play exercises to illustrate key learning and provide opportunities for practice and discussion in a controlled environment.

**Learning objectives:**

- Develop a business goal related to change communication that can be clearly defined by leadership and used to drive decision-making
- Learn the key elements of the change communication blueprint to allow for developing change communication related to any situation
- Practice audience analysis to understand the feelings of the recipient and develop messaging to address them head-on

**Andy Garman** is a senior trainer and communications adviser who specializes in helping his clients craft and deliver messages that resonate with their target audiences. Garman has worked with Fortune 500 company executives, NCAA Division 1 coaches and athletes, and leaders in dozens of varied career fields as a presenter, coach, counsel and speechwriter. In today's crowded media environment, he uses his media ability to help clients cut through the clutter and connect with those who matter most. Garman specializes in crafting memorable messaging, providing insights that help clients feel more confident when facing communication challenges, whether it is an opportunity with local or national media, a high-stakes business presentation or an unfolding crisis. He joined Wixted and Company in 2018 after more than two decades of experience in broadcasting, team management and social media. As a sportscaster, Garman won awards for broadcasting excellence and was named Iowa's Best Sportscaster on multiple occasions. He is a graduate of the University of Iowa.

**2-2:15 p.m. | Networking Break | Grand Ballroom Foyer**

Join colleagues for an afternoon snack in the foyer of the Grand Ballroom before the start of the closing keynote.

**CEO Gift Sponsored by Dorsey and Whitney**



## **2:15-2:25 p.m. | Welcome | Grand Ballroom**

*Chris Mitchell, President and CEO, Iowa Hospital Association*

## **2:25-2:45 p.m. | Leadership Development Program and IONL Awards | Grand Ballroom**

## **2:45 p.m. | Closing Keynote: Brilliance Under Pressure | Grand Ballroom**

*Todd Henry, Bestselling author, Adviser, Keynote Speaker, Cincinnati*

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In the fast-paced on-demand world, the constant pressure to deliver brilliant results can leave even the most talented creative professionals feeling uninspired and burned out. Todd Henry provides a proven framework for peak creative problem-solving, even under intense pressure. Through engaging stories and practical insights, Henry equips you with powerful strategies to defeat the common “assassins” of creativity that rob you of focus and productivity. You’ll discover how to order your world to master five areas of creative rhythm that will enable you to stay energized and avoid the pitfalls of burnout and frustration. Based on his bestselling book *The Accidental Creative*, Henry will equip attendees with a toolkit of practices to transform their approach to creative work and consistently deliver brilliant results, no matter the circumstances.

### **Learning objectives:**

- Develop methods for finding inspiration and generating ideas in any environment
- Discover techniques for supporting energy and focus during intensive creative work
- Learn strategies to find and overcome major obstacles to creativity
- Realize a framework for achieving and sustaining peak creative performance

**Todd Henry** is an internationally recognized keynote speaker, bestselling author and trusted adviser to leaders and organizations who want to unlock brilliance, build courageous cultures and achieve lasting impact. For two decades, Henry has equipped executives, creative professionals and teams with practical frameworks to drive innovation, sharpen focus and perform at their peak – even under intense pressure. He is the author of seven acclaimed books, including *The Accidental Creative*, *Die Empty*, *Herding Tigers* and *The Brave Habit*, which have been translated into more than a dozen languages and used by organizations worldwide to transform how they lead and create. Known as “the arms dealer for the creative revolution,” Henry blends research, compelling storytelling and strategies to help audiences thrive in a fast-changing world. His award-winning podcast, *The Daily Creative*, has been downloaded more than 20 million times since 2005, making him one of the most-trusted voices on creativity, leadership and productivity. Henry’s work has been featured in global media outlets, and he has delivered keynote speeches and workshops to hundreds of organizations across industries – from Fortune 500 companies to innovative startups – empowering them to unleash the untapped potential of their people. Whether speaking to executives navigating disruption, managers leading diverse teams or professionals striving to deliver their best work, he delivers high-energy, transformational keynotes that equip audiences to be brave, focused and brilliant every day.

### **Conference Information**

#### **Target Audience**

IHA encourages you to bring members of your hospital teams so that all can learn and benefit from the expertise assembled at a single convenient event. Those who will benefit from this conference include: Administrators, CEO’s and other C-suite members; clinical, nursing and physician leaders; compliance officers; department managers; education and staff development directors; finance officers and business office leaders, healthcare attorneys; Health Care Financial Management Association and American College of Health Care Executives of Iowa members; human resources directors; marketing communications directors; medical group managers; quality and patient safety directors; trustees.

## Conference Objectives

This two-day event brings together Iowa healthcare professionals to learn from industry experts. Conference attendees will learn how to:

Ensure healthcare resources are responsive to their communities' needs, identify emerging technologies and initiatives transforming the healthcare landscape, implement practical strategies to foster a patient-focused culture and manage employee engagement, burnout and patient satisfaction, interpret and apply financial payment policies, recognizing and understanding trends that affect Iowa healthcare professionals and organizations, interpret critical legal and regulatory issues affecting care delivery, recognize innovative healthcare strategies and best practices that can enhance patient-focused initiatives, use new skillsets to transform and advance healthcare leadership.

## Locations

### Preconference - Monday, Oct. 5

Iowa Hospital Association, 100 E. Grand Ave., Suite 100, Des Moines, 515-288-1955

### Conference Tuesday, Oct. 6 and Wednesday, Oct. 7

Community Choice Convention Center, 833 Fifth St., Des Moines, 515-564-8000

## Lodging and Transportation

The Hilton Des Moines Downtown room block is held for Oct. 5-7. Check availability [HERE](#).

This reservation requires a nonrefundable one-night deposit.

Otherwise, you may reserve rooms at hotels close to the Community Choice Convention Center. Options include:

- [Des Moines Marriott Downtown](#) – offers a shuttle service
- [Fairfield Inn and Suites by Marriott](#) – across the street from the convention center
- [Renaissance Des Moines Savery Hotel](#) – a short walk to the convention center

## Registration

Register by **Wednesday, Sept. 30**, at [www.ihaonline.org](http://www.ihaonline.org).

Attendees may pick up name badges, on-site agendas and continuing education forms at the IHA registration desk.

***Wi-Fi access is sponsored by Jackson Physician Search.***

## Program Fees

The Annual Meeting is a benefit of IHA membership. Employees of IHA member hospitals and health systems, associate members and annual meeting sponsors, and members of IHA personal membership groups, the Health Care Financial Management Association, and the American College of Health Care Executives of Iowa may attend the education sessions at no charge unless otherwise noted. Those not affiliated with IHA member institutions may attend for \$1,000. IHA prohibits the solicitation of its members.

## Cancellation

Substitutions are welcome anytime. We will refund meal tickets and nonmember registration fees by Wednesday, Sept. 16. Please email cancellation and substitution requests to [iharegistration@ihaonline.org](mailto:iharegistration@ihaonline.org).

## **Meal Tickets**

We encourage you to register for meals during the conference. We will sell a limited number of tickets at the registration desk for \$25 per ticket. The conference center guarantees meals in advance. Tickets are nonrefundable, but you may transfer them to another attendee.

## **Handout Information**

This is a paperless conference. We will share handouts on the IHA Annual Meeting webpage as soon as they are available. We do not provide paper copies of handouts at the conference.

## **Parking**

Parking is available north of the Iowa Events Center, with entrances off Third, Fifth and Crocker Streets. Iowa Events Center lots offer the closest and most-convenient access to the facility, as well as easy access to Interstate Highway 235 and other major routes. Parking for people with disabilities is available at the Iowa Events Center in the lot south of Crocker Street, next to the Community Choice Convention Center. The cost is \$13 per vehicle, per entrance (card only).

City parking garages are located throughout downtown, with convenient skywalk access to the Iowa Events Center. City garages collect payment each time you enter. The City of Des Moines' downtown parking sign system provides real-time information about parking in the garages. Street parking is available throughout downtown. Meters have different time limits and parking restrictions. Typically, street parking is not allowed from 4 to 6 p.m.

## **Continuing Education**

For complete details about the Annual Meeting education sessions, including continuing education credits and learning objectives, visit the [IHA Annual Meeting webpage](#). Available continuing education includes: American College of Health Care Executives face-to-face and qualified education, Certified Professional in Healthcare Quality, Continuing Legal Education, Human Resources Certification Institute, Iowa nursing contact hours, Society for Human Resource Management.

Please refer to the sections below for instructions on obtaining continuing education.

## **Certificate of Attendance**

The certificate of attendance may be used for self-reporting continuing education that has been attended or completed to certify with professional organizations. Some national, state and local licensing boards and professional organizations will grant continuing education credits for attendance at this conference when you send the course outline (save the conference brochure) and a certificate of attendance.

You can pick up your certificate of attendance at the registration desk for each day of the conference. After completing the form for each day of attendance, please keep it for your records.

## **American College of Healthcare Executives**

### **In-person**

The American College of Healthcare Executives will award 1.5 in-person education credits for the preconference workshop panel session and 1.5 in-person education credits for sessions W3 and W8. You must sign in to the sheet at the entrance to each session and complete each evaluation. Please send these evaluations at the end of each session. IHA will not provide partial credit.

### **Qualified Education**

IHA will award up to 3.0 hours of preapproved ACHE-qualified education credits for the preconference workshop and 6.0 hours of preapproved ACHE-qualified education credits for this conference. Participants can use these qualified education credits for ACHE advancement, recertification or reappointment. All sessions are approved for 1.0 ACHE-qualified education credits except W3, W8 and the preconference panel.

### **Continuing Legal Education (PENDING)**

Iowa and Nebraska have approved IHA to provide up to 3.0 hours of CLE credits. Sessions available for 1.0 contact hours each are:

- Tuesday: T3
- Wednesday: W2, W4

### **Human Resources Certification Institute (PENDING)**

This program has been pre-approved for 11.5 credit hours toward aPHR, aPHRi, PHR, PHRca, SPHR, GPHR, PHRi and SPHRi recertification through the HR Certification Institute. The program's content has met the criteria for the Recertification Provider Program. Sessions available for 1.0 human resources contact hour, unless otherwise noted, are:

- Monday: Preconference Workshop (3.0 hours, Business) Preconference Panel (1.5 hours, Business)
- Tuesday: Opening Keynote (Business), T4 (Business), T6 (General), T9 (Business), T14 (General)
- Wednesday: Opening Keynote (Business), W1 (Business), W5 (General), W8 (1.5 hours, General), W10 (Business) and Wednesday Closing Keynote (Business)

The HR Certification Institute is self-reporting. Use a certificate of attendance for each conference day to track your attendance.

### **Iowa Nursing Contact Hours**

IHA will provide a certificate of attendance after the program evaluation is completed and strongly encourages nurses to keep the program brochure as documentation of their participation. Nurses decide whether course content meets the Iowa Board of Nursing's criteria for continuing education.

### **Hospital Board Certification Program**

Board members taking part in IHA's Hospital Board Certification Program can earn credit toward certification for the 2026 IHA Annual Meeting. Sessions are approved for 1.0 credit hour unless otherwise noted:

- Monday: Preconference Workshop (4.5 hours)
- Tuesday: All sessions, including the opening keynote
- Wednesday: All sessions, including opening and closing keynotes; W3 and W8 (1.5 hours)

Hospital Board Certification Program credit is self-reported. To track your attendance, use a certificate of attendance for each conference day.

### **Certified Professional in Healthcare Quality (PENDING)**

The National Association for Healthcare Quality has approved the 2026 IHA Annual Meeting for up to 15.5 continuing education credit hours for certified healthcare quality professionals. Sessions are approved for 1.0 Certified Professional in Healthcare Quality credit hour unless otherwise noted:

- Tuesday: T1, T2, T3, T6, T7, T8, T11, T12, T13
- Wednesday: W2, W3 (1.5 hours), W4, W6, W7, W9

The Certified Professional in Healthcare Quality is self-reported. Use a certificate of attendance for each conference day to track your attendance.

### **SHRM Society for Human Resource Management (PENDING)**

The Society for Human Resource Management recognizes the Iowa Hospital Association for offering professional development credits for SHRM-CP or SHRM-SCP recertification activities. This program is valid for 11.5 professional development credits for SHRM-CP or SHRM-SCP recertification.

Sessions available for 1.0 contact hour, unless otherwise noted, are:

- Monday: Preconference Workshop (3.0 hours) Preconference Panel (1.5 hours)
- Tuesday: Opening Keynote, T4, T6, T9, T14
- Wednesday: Opening Keynote, W1, W5, W8 (1.5 hours), W10 and Wednesday Closing Keynote

The Society for Human Resource Management is self-reporting. Use a certificate of attendance for each conference day to track your attendance.

### **ADA policy**

IHA does not discriminate in its educational programs based on race, religion, color, sex or disability. IHA wishes to ensure it does not exclude, deny services, segregate or treat anyone with a disability differently from others because of the absence of auxiliary aids and services. If you need auxiliary aids or services under the Americans With Disabilities Act to attend this conference, call the IHA Education Department at 515-288-1955 or email [iharegistration@ihaonline.org](mailto:iharegistration@ihaonline.org).

### **2027 IHA Annual Meeting**

Next year's IHA Annual Meeting is scheduled for Oct. 5-6, 2027, at the Community Choice Convention Center in Des Moines.