

ADVANCING HEALTH CARE:

A Combined Conference for BHAI, IAHQ and IONL

Tuesday, May 21



PROGRAM OVERVIEW

As the health care environment evolves, leaders must adapt and respond to change. This conference is designed to bring together health care leaders to collaborate, learn and network. Conference sessions will provide participants with research-based strategies, concepts and best practices for professional application and development.

TARGET AUDIENCE

Members of:

- Behavioral Health Affiliate of Iowa
- Iowa Association for Health Care Quality
- Iowa Organization for Nursing Leadership

PROGRAM AGENDA

7:30 a.m. **Registration and Breakfast**

8 a.m. **Welcome, Awards and Business Meeting**

Kelley Blackburn, IONL President, Executive Director of Nursing Operations and Clinical Professional Development, UnityPoint Health-Des Moines

8:30 a.m. **Great Iowa Nurses**

Amy Dagestad, MBA, MSN, RN, NE-BC, RNC-OB, Director, Maternal Child Services, Mary Greeley Medical Center, Ames

Enjoy watching the debut of the 2023 Great Iowa Nurses recognition video and receive an update about the program's direction.

Learning objectives:

- Discuss the 2024 program.
- Hear about the Great Iowa Nurse program's future.
- Preview the Great Iowa Nurse recognition video.

9 a.m. **IHA Advocacy Update**

Erin Cubit, Senior Director of Advocacy, Iowa Hospital Association, Des Moines, and Clare Kelly, Chief Advocacy Officer, Iowa Hospital Association, Des Moines

Legislative and regulatory advocacy is a vital function of the Iowa Hospital Association and an essential duty of health care stakeholders. Understanding and supporting these issues are critical in today's complex health care environment. This session will provide updates about legislative and regulatory issues and other policy developments.

Learning objectives:

- Discuss updates about legislative and regulatory issues facing the Iowa Legislature and U.S. Congress and their impact on hospitals.
- Explain how to get involved with IHA advocacy efforts.
- Outline components of IHA's state and federal legislative agendas.

9:30 a.m.

Patient Safety and System Failures

RaDonda Vaught, BSN, Speaker, Bethpage, Tennessee

RaDonda Vaught will share her profoundly personal story. Vaught's case made headlines in March 2022 when a jury found her guilty of criminally negligent homicide and gross neglect of an impaired adult in the death of a patient to whom she accidentally gave the wrong medicine. Vaught will speak firsthand about the impact of this sentinel event on her life and profession and the implications of the following legal actions. A passionate advocate for safety and improvement, her story will not be easily forgotten.

Learning objectives:

- Describe the course of events following a medical error.
- Discuss the range of feelings providers can have after a medical error.
- Examine the impact of human and system factors on error potential.

10:30 a.m.

Break and visit the exhibit hall

11 a.m.

IONL – Professional Governance: Leveraging the Power Given to Realize Health

Rachel Start RN, MSN, NEA-BC, FAAN, Associate Vice President, Patient Care Services, Hospital Operations, Medicine, Behavioral and Emergency Services, Rush University Medical Center, Chicago

Nurses are professionally accountable for improving the health of patients and populations. Sustaining behavioral change is impossible unless structural change enables it. A standard professional framework is needed in practice settings to formalize nursing's voice of ownership and accountability for practice decision-making with clinical problems and solutions, forming practice policy, pursuing solutions affecting health outcomes and advancing the quality of care. This session will cover concepts, roles, applications and demonstrations of professional governance that facilitate the nurse's role in advancing the value of nursing care across all settings. It will inform and deepen understanding of the centrality of nursing professional governance in addressing contemporary issues affecting nursing practice. This session also equips organizations with professional governance strategies and tools to achieve exemplary practice transformation, with tactics to support innovation and excellence. In today's high-stakes health care environment, nursing's path forward must be to realize its full power to lead and improve service.

Learning objectives:

- Describe emerging trends for value-informed nursing practice and professional governance.
- Discuss strategies for transforming patient and staff outcomes in health systems through professional governance.
- Discuss the state of the U.S. health system and the societal mandate for professional nursing.

11 a.m.

IAHQ – Where Do We Go From Here? The Future Vision and Plans to Advance the Workforce and the Profession of Health Care Quality

Patricia Resnik, M.J., MBA, RRT, FACHE, CPHQ, CHC, CHPC, CRC, President of the Board of Directors, National Association for Healthcare Quality, Tampa Bay, Florida

The National Association for Healthcare Quality leads the shift from quality as compliance to quality as a driver of excellence. Resnick will discuss the association's roadmap for leading the way for the health care quality profession. Takeaways will include how to engage yourself and your team in health care quality and the vision for the future.

Learning objectives:

- Discuss how to get your team invested in health care quality.
- Identify what the future of health care quality is expected to look like.
- Learn how to get involved with the National Association for Healthcare Quality.

11 a.m.

BHAI – Exploring Challenging Behaviors Through a Patient-centered Lens

Stephanie Weatherly, DNP, PMH RN-BC, FACHE, Chief Clinical Officer, Psychiatric Medical Care, Franklin, Tennessee

Manifestations of a patient's mental illness can be challenging to care team members, eliciting reactions rather than responses. This could lead to less effective treatment because a provider's reaction to "difficult" behavior may interfere with making a meaningful connection with the patient. Dr. Weatherly explores strategies to help team members look beyond challenging patient behaviors and focus on the human being at the center of those manifestations. Her session will discuss how providers can be triggered by certain patient behaviors and how the healing environment can quickly become traumatic for the patient and the care team. Dr. Weatherly provides

tips and techniques to create a trauma-informed environment to help care teams provide better treatment. By prioritizing a patient-centered approach and emphasizing a deeper understanding of the underlying factors driving challenging behaviors, she aims to create a more harmonious and effective care environment for all stakeholders.

Learning objectives:

- Describe how to recognize mental health symptoms in patients.
- Determine how to create a more harmonious and effective care environment for staff and patients.
- Identify how to create a trauma-informed environment.

Noon

Lunch and visit the exhibit hall

1 p.m.

IONL – The Future of Nursing: From Novice to Expert and From Burnout to Engagement

Pam Beitlich, DNP, ARNP, RN, NEA-BC, National Speaker, Studer Group, Pensacola, Florida

Dr. Beitlich will examine the challenges caused by a lack of engagement in nursing and the toll it takes on organizations. She will also examine and incorporate tactics and strategies into the evolving field of nursing for the future of health care.

Learning objectives:

- Articulate the case for nurses as the most trusted but often least engaged in communication inside the health care setting.
- Describe leadership strategies to coach nurses as they move from novice to expert.
- Design leadership tactics to reengage nurses into their crucial role in health care's future.
- Understand the differing stages as people move from novice to expert in nursing, as described by Patricia Benner, Ph.D.

1 p.m.

IAHQ – Hospital Quality: A Standardized Approach to Implementing, Managing and Sustaining an Effective Quality-management Program

Doug Johnson, RN BSN, CPHQ, LSSBB/President, DcJ Solutions, Edgewood, New Mexico

Health care organizations are faced with many quality-management challenges. Rural hospitals are faced with an even more significant challenge. The requirements for running a quality-management program are just as stringent for a small hospital as for a large urban facility. Employees face multiple roles and little training for implementing, managing and sustaining a quality-management program. Quality-management programs are as unique as the people overseeing them. Johnson will demystify the quality-management concept, define the work of the quality professional and provide a standardized approach to implementing a quality-management program that anyone can adopt.

Learning objectives:

- Define quality and learn how to create a quality culture.
- Learn how to manage quality by implementing the quality governance structure, tools and techniques.

1 p.m.

BHAI – Innovation and Excellence in Health and Human Service Delivery

Kelly Garcia, Director, Iowa Department of Health and Human Services; Marissa Eyanson, Director, Division of Behavioral Health, Iowa Department of Health and Human Services; and Robert Kruse, M.D., MPH, FAAFP, Division Director, State Medical Director, Iowa Department of Health and Human Services

The Iowa Department of Health and Human Services has been working to build a more effective solution to the growing issues surrounding behavioral health and other public health issues. The goal is to reduce disparity and improve outcomes for all Iowans. The department started by aligning public health and human services. Director Garcia and her team will discuss how transitioning to an integrated behavioral health service system will benefit care delivery for providers and patients.

Learning objectives:

- Determine steps to reduce disparity and improve outcomes for all Iowans.
- Discuss the alignment of public health and human services work and philosophy.
- Outline the development of transitioning to an integrated behavioral health service system in Iowa.

2 p.m.

Break and visit the exhibit hall

2:30 p.m. Prize drawings

2:45 p.m. Dare to Lead

Natalie Johnson, Co-founder and Chief Visionary, Vidl Work, Bradenton, Florida

Developed by renowned researcher and author Brené Brown, Dare to Lead is an empirically based courage-building program designed for future leaders. Brown's groundbreaking research found that courage is a collection of four teachable, measurable and observable skill sets. The Dare to Lead program focuses on developing these courage-building skills.

Learning objectives:

- Analyze the critical role self-awareness plays in daring leadership.
- Describe why armor (not fear) is the greatest obstacle to daring leadership.
- Determine why vulnerability is the foundational skill set of courage.
- Embrace daring leadership so you can fully participate in the workplace and relate in a way that calls others to greatness.
- Identify four measurable, observable and teachable skill sets make up courage.

3:45 p.m. Adjourn

SPEAKERS

Pam Beitlich has over 30 years of experience in patient care, medical staff relations and nursing administration. Beitlich's comprehensive hospital background, from a former emergency department and critical care nurse to a nursing administrator, gives her an immediate "in" with health care groups interested in creating positive change. Transformational leadership is an area of expertise she is especially enthusiastic about. She believes that health care leaders must have expert communication skills to build interprofessional relations and be open to feedback to help them improve continually. In 2017, Beitlich received the Excellence in Nursing Leadership Award from the Florida Organization of Nurse Executives. In 2000, She became one of the first coaches for The Studer Group. Beitlich works with single hospitals and large systems, enjoying the challenges of both. As a full-time Sarasota Memorial Health Care System nursing administrator, she helped them receive the Magnet designation.

Erin Cubit is senior director of advocacy at the Iowa Hospital Association. She works on federal and state lobbying activities as well as regulatory policies. Outside of government relations work, Cubit is a staff liaison for IHA's Foundation Professionals for Iowa Hospitals personal membership group. She also leads the Hospice and Palliative Care Association of Iowa. Cubit graduated from the University of Northern Iowa with bachelor's and master's degrees in public policy.

Marissa Eyanson is the director of the Division of Behavioral Health for the Iowa Department of Health and Human Services, linking Iowa's State Mental Health Authority, Single State Authority for Substance Abuse, and the state's tobacco use, prevention and control work. From her first job as a direct support professional to her work in Medicaid managed care, Eyanson has been focused on the intersections between behavioral health supports, network capacity building and improving outcomes for highly complex patients. She can easily change perspectives from provider to payer to regulator. Eyanson has worked with the Iowa Department of Human Services since 2018. Before this, she was the policy director for Iowa Medicaid, where she led program management and policy development across the full spectrum of Iowa's Medicaid program. Eyanson has focused on leveraging systems and teams throughout her career to achieve high-quality outcomes. She has improved organizational structure, managed programs and developed policies by building solid partnerships, articulating sharp vision and aligning to purpose. Eyanson is committed to building successful teams and improving systems and services to ensure everyone has an opportunity to succeed. She's a lifelong small-town Iowan and an Iowa State University graduate.

Kelly Garcia is the director of the Iowa Department of Health and Human Services. Gov. Kim Reynolds appointed Garcia to oversee the state's social services agency in November 2019, and the Iowa Senate confirmed her in February 2020. Later that year, Garcia was asked to be the interim public health director. As a dual director, she led the agency's pandemic response while shepherding consolidation to a single health and human services structure. Kelly now leads Iowa's largest agency, committed to transparency and accountability. Before moving to Iowa, Garcia improved Texas' organizational structure, program management and policy development. She worked in several executive positions at the Texas Health and Human Services Commission. Garcia has over 20 years of experience in program evaluation, budgeting, planning and policy development. She graduated from The University of Texas at Austin and received her master's in public administration from The Bush School of Government and Public Service at Texas A&M University. Garcia was a distinguished alum of the Governor's Executive Development Program sponsored by the LBJ School of Public Affairs.

Doug Johnson has been in health care for over 30 years. He's a registered nurse, certified professional in health care quality and a Lean Six Sigma black belt. Johnson earned his Bachelor of Science degree in nursing summa cum laude from the University of New Mexico. He has outstanding interpretive skills in quantitative and qualitative analyses, identifying root causes of poor process control and inefficiencies. Johnson's vast health care experience has equipped him to design, improve and provide sustainable solutions in all areas of health care operations. His company, DcJ Solutions, offers quality management consulting and training through proven tools and techniques to allow organizations to implement, manage and sustain quality-management programs using existing and permanent staff. Johnson is chair of the New Mexico Free Market Medical Society chapter, facilitating clinician collaboration in New Mexico to create innovative solutions for health care.

Natalie Johnson is a consultant and performance coach with over 30 years of experience working with employers globally. She is the co-founder and chief visionary of Vidl Work, a consulting firm supporting organizations functioning at total capacity. Johnson's work focuses on increasing energy, creating team connections and developing courageous leaders. She creates inspiration and extraordinary experiences for her audiences worldwide. Johnson has a background in human performance, specifically performance psychology, exercise physiology, performance nutrition and human resilience. She is an industry-recognized health and performance coach, sports nutritionist and performance trainer. She is a certified Dare to Lead facilitator. She has received many awards, including Champion of Healthcare, Healthcare Hero, Business Leader Woman Extraordinaire, Health Program Innovation Award, Corporate Wellness Leadership Award and Enterprising Women of the Year Award. Johnson is known for her engaging and high-energy personality, approachable style, and ability to help people align their behaviors with what's most important to them.

Clare Kelly is the chief advocacy officer at the Iowa Hospital Association. Before joining IHA, she was a health policy adviser to Gov. Kim Reynolds. Before her state service, Kelly was executive vice president and CEO of the Iowa Medical Society and was also executive director of government and external affairs for Children's National Hospital in Washington, D.C. She's a native of Fort Dodge and received her bachelor's degree in English and political science from the University of Iowa.

Robert Kruse joined Iowa's Health and Human Services as the state medical director in October 2022. Before this, Dr. Kruse was the medical director of occupational health at MercyOne in Des Moines. He's board-certified in family medicine and completed his residency training at Rutgers University. Dr. Kruse has a Master of Public Health degree with a concentration in environmental and occupational health and is a fellow of the American Academy of Family Physicians. He was an assistant professor at Rutgers University's Robert Wood Johnson Medical School in the Department of Family Medicine and Community Health.

Patricia Resnik, M.J., MBA, RRT, FACHE, CPHQ, CHC, is the vice president of operations for the Center for Virtual Health, a wholly owned subsidiary of ChristianaCare, a nonprofit academic health system serving Delaware, Maryland, Pennsylvania and New Jersey. Resnik works with health care professionals and leaders to revolutionize the virtual care experience for patients and their families. She is a certified professional in health care quality and co-led the development of the National Association for Healthcare Quality's Essential Competencies: Regulatory and Accreditation, released in 2016. Resnik is a board member for Ingleside Homes in Wilmington, Delaware, and co-leads their quality-of-service committee, working with residents to optimize their living experience. She's the past-president of the program committee for the Healthcare Leadership Network of the Delaware Valley, a chapter of the American College of Healthcare Executives. She has been a member of the Respiratory Care Practice Advisory Council, a committee of the Delaware Board of Medical Licensure and Discipline. Resnik earned a Master of Jurisprudence in health law from the Widener University Delaware Law School, a Bachelor of Science degree and her MBA from Widener University in Chester, Pennsylvania. She is a fellow of the American College of Healthcare Executives and a past recipient of the organization's awards for early career and senior-level health care executives.

Rachel Start, MSN, RN, NEA-BC, FAAN, is the associate vice president of medicine, behavioral and emergency services at Rush University Medical Center. Start's engagement and leadership of initiatives within state, national and international organizations are driven by a desire to see nursing realize its total contribution across settings. She has significantly advanced the ambulatory care nurse-sensitive measurement field, having led the national development of nurse-sensitive indicators. Start was an adviser on a military health services study for ambulatory measurement and was recognized by the National Institutes of Health Clinical Center for this work. She founded the Illinois Ambulatory Nurse Practice Consortium in 2013, giving ambulatory nurses a voice with legislation and advocacy. In 2020, Start was inducted as a fellow into the American Academy of Nursing for her work in ambulatory and professional governance. She was the lead editor of "Professional Governance for Nursing: The Framework for Accountability, Engagement and Excellence" and has published and presented extensively on the imperative for meaningful measurement and nursing practice advancement. Start is working on her doctoral degree at Loyola University, researching the relationship between quality and staffing in the ambulatory environment.

RaDonda Vaught was the subject of one of the highest-profile health care criminal cases in recent years. Vaught holds a Bachelor of Science degree in nursing and a certificate in leadership from Western Kentucky University. While working as a registered nurse, she committed a medical error that ended the life of a patient in 2017. Vaught was charged under administrative law by the Tennessee Department of Health, leading to the revocation of her nursing license by the Tennessee Board of Nursing in 2021. She was also charged under criminal law and, in March 2022, found guilty by jury trial of two felony charges: negligent homicide and abuse of an impaired adult. Vaught is uniquely qualified to speak firsthand on the impact of this sentinel event on her life and her profession, along with the implications of the following legal actions. An enthusiastic advocate for safety and improvement, her story will not be easily forgotten.

Stephanie Weatherly is the chief clinical officer at Psychiatric Medical Care, a nationwide behavioral health provider. Dr. Weatherly has devoted her life to providing patient-centered care and teaching others how to care for those living with mental illness. She routinely speaks to large audiences about clinical outcomes, compliance and improving access to behavioral health care. Dr. Weatherly holds a doctorate in nursing from Walden University, a master's degree in nursing leadership from Western Governors University and a bachelor's degree in nursing from the University of South Carolina. She is a board-certified psychiatric nurse leader with experience in improving access to care, reducing restraint and seclusion, and providing evidence-based care models. Before joining Psychiatric Medical Care in 2015, Weatherly was the administrative director at Parthenon Pavilion Mental Health Hospital in Nashville, Tennessee, and the chief quality officer at Mary Black Hospital in Spartanburg, South Carolina. Her passion for individualized care has been instrumental in moving numerous organizations to a more patient-centered approach.

REGISTRATION

Register online at www.ihaonline.org.

- IONL member – \$50
- IHA associate member – \$250
- Non-IHA member – \$450
- IONL mugs – \$15
- IAHQ Tumbler – \$25



CONTINUING EDUCATION

IHA (Iowa Board of Nursing provider No. 4) will award 4.5 nursing contact hours. Contact hours will only be issued if your Iowa license number is provided on the certificate completed on the conference day. You must attend the entire conference to receive contact hours or a certificate of attendance. No partial credit will be granted.

PROGRAM LOCATION

The Meadows Events and Conference Center, 1 Prairie Meadows Drive, Altoona.

- If you have dietary restrictions or allergies, email iharegistration@ihaonline.org.
- Dress for the conference is business casual. Layered clothing is recommended for your comfort.

PROGRAM MATERIALS

This is a paperless conference. Conference materials will be emailed to you and available in “My Registrations” on your IHA account.

LODGING

IHA has a discounted corporate rate attendees can use for overnight accommodations at the conference location hotel and conference center. The discounted rate is offered to IHA event attendees on “non-last room” availability, meaning there are times when this rate will not be available because of high demand. Book early if you think you may need arrangements. When calling, please reference the corporate ID:

[Prairie Meadows Hotel](#)

515-957-3000 or 800-325-9015

• King: \$132 per night plus taxes

Group code: IHA0524

• Junior King Suite: \$162 per night plus taxes

Password: 863000128

CANCELLATION/REFUND POLICY

- Cancellations and substitutions are welcome anytime. Email cancellations and substitution requests to iharegistration@ihaonline.org.
- IHA will refund cancellations received 10 or more business days before the conference.
- IHA will charge a \$50 administrative fee to cancellations received six to nine business days before the conference.
- IHA will not refund cancellations received five or fewer business days before the conference.
- IHA will calculate refunds by the date received and the IHA business days remaining before the conference.
- IHA may cancel the conference because of low enrollment. If so, IHA will notify preregistered participants and provide full refunds.

ADA POLICY

IHA does not discriminate in its educational programs based on race, religion, color, sex or disability. IHA wishes to ensure no one with a disability is excluded, denied services, segregated or treated differently than others because of the absence of auxiliary aids and services. If you need auxiliary aids or services identified in the Americans With Disabilities Act to attend this conference, call IHA at 515-288-1955, or write to the IHA Education Department.