

RURAL HOSPITAL LEADERSHIP FORUM

JUNE 13, 2024
Hotel Fort Des Moines



CONFERENCE OVERVIEW

A new offering for IHA, the Rural Hospital Leadership Forum is a combination of the critical access hospital forum and the summer leadership forum. This event is designed for people involved in the strategic direction and operations of rural hospitals.

INTENDED AUDIENCE

- American College of Healthcare Executives members
- C-suite executives
- Physician leaders
- Trustees

PRE-CONFERENCE LEADERSHIP WORKSHOP | JUNE 12

Iowa Hospital Association, 100 E. Grand Ave., Suite 100, Des Moines

American College of Healthcare Executives in-person credits and nursing contact hours are available.

1-4 p.m. The Courage to Lead: Critical Skills for Health Care Leaders – Sponsored by ACHE of Iowa Chapter

Jody Rogers, Ph.D., LFACHE, Visiting Professor, Trinity University, San Antonio, Texas

Achieving extraordinary results requires mastering five practices proven necessary and sufficient for success. This seminar will focus on these practices. Outstanding leadership creates excellent workplaces, and this seminar will address how these five practices enable leaders to accomplish the extraordinary. Attendees will receive an innovative leadership toolbox to help them master these five practices.

Learning objectives:

- Describe ways to increase your influence and effectiveness by becoming a quiet but strong leader.
- Detail how to improve your leadership skills.
- Discuss proven tools and techniques to identify and develop your health care leadership philosophy.
- Identify ways to recognize and reward employee contributions and build a winning team.

WELCOME RECEPTION | 5-7 p.m. – Sponsored by ServiShare and Assured Partners

In Confidence, Hotel Fort Des Moines, 1000 Walnut St., Des Moines

CONFERENCE AGENDA | June 13

8 a.m. Registration and breakfast

8:30 a.m. Welcome

8:45 a.m. Shifting From Digitization to 'Datafication' and Health Care's Future

Shawn Dubravac, Ph.D., CFA, President, Avrio Institute, Washington D.C.

In the rapidly evolving health care landscape, leaders face the unprecedented challenge of navigating a sea of strategic imperatives reshaping hospital operations and patient care. Leaders must grasp the multifaceted forces driving change – from technological advancements to economic pressures – that redefine their health care delivery approaches.

The next significant transformation is upon us as we shift from digitization to “datafication.” Health care leaders must recognize that conventional methods may not be adequate for the future. This transition necessitates a forward-thinking mindset that embraces innovation, leverages artificial intelligence and other innovative technologies, and anticipates the needs of a changing patient demographic. Health care leaders can guide their organizations toward sustainable success, ensuring they meet the demands of the modern health care environment while maintaining excellence in patient care and operational efficiency.

Learning objectives:

- Describe the roles of AI and innovative technologies and the importance of leveraging them in health care to improve decision-making, personalize patient care and create operational efficiency.
- Determine how to navigate the transition to datafication with practical insights.
- Discuss strategies for embracing innovation for future success, including cultivating a forward-thinking mindset that anticipates future trends and meets patients' evolving needs.
- Identify how to sustain excellence in a changing environment by guiding organizations toward sustainable success, meeting the demands of the health care environment and maintaining excellence in patient care.

9:45 a.m. Break

10:15 a.m. Update From the Federal Office of Rural Health Policy

Kristin Dillon, M.D., FAAFP, Chief Medical Officer, Federal Office of Rural Health Resources and Services Administration, Rockville, Maryland

The Federal Office of Rural Health Policy builds capacity through grants and technical help and serves as a voice for rural communities with the federal government. Dr. Dillon will present recent successes and upcoming grant opportunities and discuss how to receive technical help. She'll also field audience questions and concerns and review ways rural residents can get more involved.

Learning objectives:

- Describe the scope of the Federal Office of Rural Health Policy.
- Discuss community successes and barriers to informing federal policy.
- Explain upcoming grant opportunities.
- Identify the role of the State Offices of Rural Health and the technical help they provide.

11:15 a.m. Break

11:30 a.m. The Game-changing Power of Your 'Rope Team'

Gretchen Evans, Retired U.S. Army Command Sergeant Major, Dallas/Fort Worth, Texas

As one of the most highly decorated U.S. Army women, Gretchen Evans finally achieved her dream: She oversaw 30,000 troops as a command sergeant major and was on top of the world. But that changed during a rocket attack in Afghanistan when she suffered catastrophic injuries and became deaf. Evans' presentation will take you on a journey from finding her purpose in the military to her decision to reclaim her life with the support of her “rope team.” With her team of friends, supporters and service dogs, she rediscovered the will to live. A 2023 Pat Tillman ESPY Award Winner, she dedicated her life to serving others by founding Team Unbroken, a mixed-ability athletic team. Between her stories, Evans will offer wisdom about grit, hope and overcoming barriers. With a heartfelt message and a touch of humor, she inspires others to believe that what's within us is more potent than anything in our way.

Learning objectives:

- Describe and apply the concept of being a part of a “rope team” to one's life and health care environment.
- Describe and apply the idea of approaching adversity with optimism in health care. Our challenges often allow us to discover new visions and sets of “mixed abilities,” like how someone who loses their hearing may have lost one ability but will gain a new set of abilities.

12:30 p.m. Lunch – sponsored by Shive-Hattery

1:30 p.m. **American Hospital Association Washington Update**

Shannon Wu, Ph.D., Senior Associate Director, Payment Policy, American Hospital Association, Washington, D.C.

Participants will be briefed about legislative and regulatory activities important to rural health care. This will include activities in both the House and Senate about site-neutral payments, rural health program extenders, workforce issues, commercial insurer accountability and the 340B program. Dr. Wu also will discuss the American Hospital Association's advocacy and policy efforts for rural health care issues.

Learning objectives:

- Describe federal legislative and regulatory activities.
- Discuss the advocacy and policy efforts of the American Hospital Association for rural health care issues.

2:30 p.m. **Break – sponsored by OPN Architects**

3 p.m. **Never Wrestle With Pigs: A Survival Guide for Dealing With Difficult Personalities**

L. Lavon Gray, Ph.D., MBA, CSP, Blue Hen Agency, Hattiesburg, Mississippi

Conflict is an unavoidable part of life. Unfortunately, we tend to fight unimportant battles, which leaves us too tired to fight the ones we need to win. Dr. Gray uses humor to focus on various personality types found in the workplace and how leaders can effectively navigate conflict.

Learning objectives:

- Discuss how to deal with difficult people in the workplace.
- Identify how to pick battles that matter.

4 p.m. Adjourn

FACULTY



Kristin Dillon, M.D., is the chief medical officer for the Federal Office of Rural Health Policy. Dr. Dillon provides advice about clinical care and rural health to support the office's programs and other initiatives across the Department of Health and Human Services. Her areas of expertise include maternal health, mental illness and substance use disorders, health system redesign, clinical quality improvement, and building resilient, trauma-informed teams and organizations. Dr. Dillon is a family physician with 25 years of clinical experience. Her background in rural primary care includes clinic, nursing home, obstetrics, inpatient and emergency department services. After transitioning her focus to policy and administrative work, Dr. Dillon has spent the past eight years in leadership roles with the Oregon Medicaid program, the U.S. Congress and the State of Oregon's COVID-19 response. She graduated with honors from the medical school at the University of California, San Francisco, and Dartmouth College, with a double major in chemistry and Asian studies.



Shawn DuBravac, Ph.D., wrote The New York Times bestseller "Digital Destiny: How the New Age of Data Will Transform the Way We Work, Live and Communicate." This book explores how the mass adoption of digital technologies portends the beginning of a new era in business, health care, finance, transportation and culture. By providing an elevated view of developing trends, Dr. DuBravac empowers leaders and their organizations to improve strategic decision-making capabilities by identifying and understanding the changing landscape. Today, DuBravac is president of Avrio Institute. Its clients include Fortune 100 and Global 1000 companies, scrappy startups, government agencies and nonprofit organizations. Grounded in economics, Dr. DuBravac served for over a dozen years as chief economist for the Consumer Technology Association, a trade association representing more than 2,000 consumer technology companies and owner and producer of the Consumer Electronics Show.



Ret. Command Sgt. Maj. Gretchen Evans is one of U.S. history's most decorated female veterans. She was a successful senior military intelligence analyst and paratrooper, operating in several high-tempo and dangerous missions worldwide, including in Grenada, Kosovo, Bosnia, Somalia, Iraq and Afghanistan. In 2006, while working as a sergeant major in Afghanistan, a mortar blast threw her into a concrete bunker wall. She suffered a traumatic brain injury and lost 95% of her hearing, ending her career in the military. Evans received the Bronze Star for valor and heroism in combat. She shares compelling and riveting stories and experiences, from being the highest enlisted rank in the Army to traversing through life after a severe combat injury. Evans' insightful and poignant perspective offers a view into a window of today's warriors with nuggets of wisdom and impactful takeaways. She shares her story with encouragement, hope and humor. Evans' story is featured in the bestselling book, "What's Within You." In August 2020, Evans and her adventure racing team were featured in the "World's Toughest Race" on Amazon Prime. Her team was the first disabled team to compete in this arduous adventure race.



L. Lavon Gray, Ph.D., is an organizational conflict specialist, award-winning author, business owner, professor and NCAA football referee. From conference rooms filled with bully bosses and passive-aggressive co-workers to college football stadiums filled with screaming coaches and out-of-control fans, Dr. Gray has seen it all when it comes to conflict. More importantly, he learned to thrive in the middle of the chaos. Over the past 30 years, Dr. Gray has accumulated over 7,000 hours of experience, helping leaders resolve conflict, gain traction and lead their organizations to healthier futures. A graduate of the University of Southern Mississippi with a bachelor's degree in political science, Dr. Gray also holds a doctorate with a specialization in administration, an MBA in entrepreneurship and family enterprise from Louisiana State University in Shreveport, and certificates in mediation from Northwestern University, conflict resolution from Cornell University, and leadership and persuasion from Harvard University. Dr. Gray has written five books, including "Never Wrestle With Pigs: A Survival Guide for Dealing with Difficult Personalities." He is co-owner and CEO of the Blue Hen Agency, an organizational health firm in Hattiesburg, Mississippi.



Jody Rogers, Ph.D., is a health care administration graduate program professor at Trinity University in San Antonio. Dr. Rogers has more than 30 years of experience as a health care executive in public and private health care organizations and is a certified master facilitator of The Leadership Challenge. He obtained his master's degree in health care administration from the U.S. Army-Baylor University and his doctorate in health services research, policy and administration from the University of Minnesota.



Shannon Wu, Ph.D., is the American Hospital Association's senior associate director of payment policy, focusing on the association's work on Medicare inpatient hospital and rural hospital issues. Dr. Wu came to AHA from Cornerstone Research, where she was an associate working on various economic analyses for health care litigation matters, including hospital mergers and provider reimbursements. Previously, she worked for the Office of the Assistant Secretary for Planning and Evaluation at the U.S. Department of Health and Human Services and the Senate Committee on Health, Education, Labor and Pensions. Dr. Wu received her doctorate in health services research and policy from the Johns Hopkins Bloomberg School of Public Health and her bachelor's degree from Princeton University.

REGISTRATION

Register online at www.ihaonline.org.

- IHA member – \$75
- IHA associate member – \$350
- Pre-conference leadership workshop – \$25

The first 100 registered participants will receive a copy of Dr. Gray's "Never Wrestle With Pigs." Invision sponsors this book promotion.

Attendee registration is limited to one person per associate member company. This will allow more members to participate in this signature event.

CONTINUING EDUCATION

American College of Healthcare Executives-qualified education: IHA is authorized to award 5.0 hours of preapproved ACHE-qualified education credit toward advancement or recertification in the American College of Healthcare Executives. Participants in this program who wish to have the continuing education hours applied toward ACHE-qualified education credit should indicate their attendance when submitting their application to the American College of Healthcare Executives for advancement or recertification.

The pre-conference leadership workshop is authorized to award 3.0 hours of in-person credit toward advancement or recertification in the American College of Healthcare Executives.

Hospital board certification: Board members participating in IHA's Hospital Board Certification Program can earn 5.0 hours of face-to-face education toward certification for the Rural Hospital Leadership Forum.

The pre-conference leadership workshop is authorized to award 3.0 hours of credit toward advancement or recertification in hospital board certification.

Nursing: IHA (Iowa Board of Nursing provider No. 4) will award 5.0 nursing contact hours for this conference. Iowa nursing contact hours will not be issued unless an Iowa license number is provided on the certificate completed on the conference day. Participants must attend the meeting to receive contact hours or a certificate of attendance. No partial credit will be granted.

The pre-conference leadership workshop is authorized to award 3.0 nursing contact hours.

CONFERENCE LOCATION

Hotel Fort Des Moines, 1000 Walnut St., Des Moines.

- 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.

CONFERENCE MATERIALS AND RECORDINGS

This is a paperless conference. IHA will email conference materials when available.

LODGING

IHA has a discounted corporate rate that attendees can use for overnight accommodation. 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:

Hotel Fort Des Moines

Corporate rate: \$179 per night plus taxes

515-528-7733

Group code: 92J

WHERE TO PARK? - sponsored by Graham Construction

Allied Parking Ramp, 1100 Walnut St., Des Moines

Validation tickets will only be provided for ramp parking.

- Allied Parking Ramp: \$2 per hour up to \$10 maximum per day.
- Street parking: Metered. IHA recommends downloading the Parking DSM application.
- Valet: \$33 overnight and \$18 per day.

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.

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