

ADVANCING HEALTH CARE:

A Combined Conference for BHAH, IAHQ and IONL

Wednesday, May 21



PROGRAM OVERVIEW

Leaders must adapt and respond to change as the health care environment evolves. This conference brings 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

7:45 a.m. Registration and Breakfast

8:15 a.m. Welcome

Amanda Mohr, Chief Nursing Officer, Greater Regional Health, Creston

8:30 a.m. Shed or You're Dead – How to Stay Alive and Thrive Amid Health Care Change

Kathy Dempsey, President, Keep Shedding, Scottsdale, Arizona

Hospitals and health systems lose millions of dollars and thousands of hours annually because of the inability to get employees to move forward with change. The bottom line: No organization can thrive unless its people can shed. The health care environment continually demands more of us each day. Every time there is another change, regulation or stressful event, employees have a choice to navigate the challenge, shed and move forward. Intelligent management in turbulent times is one of the most critical skills for today's health care professionals.

Learning objectives:

- Embrace the concept of shedding and why it's a critical skill in health care
- Increase your effectiveness by 75% by removing the biggest obstacles to successful and sustainable change
- Learn the three foundational R's of shedding to stay positive, juggle multiple priorities and do more with less
- Overcome the No. 1 barrier in leading and managing change
- Understand and conquer the five reasons people resist change and won't shed

9:30 a.m. Awards and Business Meetings

10 a.m. Break and visit the exhibit hall

10:30 a.m. IONL – The Evolving Role of the Nurse Manager in the New World of Work

Rose Sherman, Ed.D., RN, NEA-BC, FAAN, Nursing Leadership Development Expert and Author, Atlanta

The past five years have been very turbulent, affecting healthcare delivery systems and the nursing workforce. Frontline nurse leaders now struggle to pick up the pieces and navigate the new world of work. In this presentation, we will explore the context of the current work environment and its impact on the nurse manager's role. We will also look at the current research on the role and examine how the role might look different in the future, with implications for leadership development.

Learning objectives:

- Discuss the new world of work and nurses' expectations of their leaders.
- Present current research on the evolving role of nurse leaders.
- Describe new competencies for nurse leaders as they lead in the new world of work.
- Examine strategies to improve nurse and nurse leader wellbeing.

10:30 a.m. IAHQ – Shattering the Status Quo: Transforming Patient Care Through Sustainable Improvement

Scott Burgmeyer, Founder and CEO, BecomeMore Group, Des Moines

“Good enough” is never enough when it comes to patient care. With opportunities to enhance patients' experiences, improve outcomes and streamline processes, well-intentioned initiatives can fall short, and people will revert to old habits. Research shows that 50-70% of health care improvement efforts fail to reach their full potential. This directly affects patient care, staff morale and the organization's effectiveness. This interactive session will help attendees break this cycle and create lasting, positive changes for patients, employees and the organization. We'll explore the critical difference between a one-time improvement and an authentic culture of shattering the status quo and prioritizing patient-centered care at every level.

Learning objectives:

- Discover strategies to create sustainable change without overwhelming your staff. The session will focus on practical methods for empowering staff, fostering collaboration and building capacity for improvement while focusing on patient needs.
- Identify the key elements for making improvements stick. The session will delve into the essential factors for embedding new processes and practices into the organization's DNA, ensuring improvements in patient care are not just temporary but become standard.
- Learn how an improvement in culture directly affects patient outcomes. The session will explore real-world examples of how improved processes translate to better patient experiences, increased safety and more-effective treatments.

10:30 a.m. BHAI – Redesigning Patient Care in Inpatient Behavioral Health Units

Carol Meade, MSW, LISW, Director of Behavioral Health, UnityPoint Health, Cedar Rapids, and Megan Simpson, MSW, LISW, Director, Behavioral Health Services, UnityPoint Health, Des Moines

Unlike the medical model of care, in which nursing is the primary discipline providing and coordinating care delivery and supplemented by ancillary services, the behavioral health model assumes that nursing is part of the interdisciplinary team and has a specified care delivery role. Redesigning care delivery in a behavioral health unit aims to identify “top-of-license” functioning for all disciplines while collaborating to provide a therapeutic setting in a structured environment that affects behavioral changes and improves psychological health and functioning.

Learning objectives:

- Describe strategies to integrate interdisciplinary collaboration in patient care
- Describe the differences between medical and behavioral health care models
- Develop strategies for creating a therapeutic setting that includes an entire structure and group programming day

11:30 a.m. Lunch and visit the exhibit hall

12:30 p.m. IHA Advocacy Update

Erin Cubit, Vice President, Federal and Regulatory Affairs, Iowa Hospital Association, Des Moines, and Clare Kelly, Chief Government and External Affairs 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

1 p.m. IONL – Accountability and the Power of One: You Play a Bigger Role Than You Might Think!
Colleen McCrory, MBA, FACHE, Senior Director, International Speaker and Coach, Huron Consulting Group, Boca Raton, Florida

Thinking like a system requires a concentrated effort by leadership to align accountability internally, corporately, and most importantly, individually. Each leader's role in the larger system is critical at the micro and macro levels. This session defines accountability at both levels and maximizes the individual contribution to the organization.

Learning objectives:

- Analyze culture health assessment results and their application in leadership
- Articulate understanding of the Driving Performance Model
- Develop a 90-day plan writing competency
- Differentiate between frequency and quality in accountability measures
- Differentiate between goals and tactics

1 p.m. IAHQ – Directed Payment Program Quality Measures and Your Role: A Panel Discussion
Moderator: Shawna Forst, IAHQ President, Performance Excellence, Quality and Risk Coordinator, MercyOne Newton Medical Center

Panelists: Ashlee Barnes, MHA, BSN, RN, Nursing Director, WB Women and Family Center & FM Birthplace, Southeast Iowa Regional Medical Center, West Burlington; Angi Ellsworth, RN, BSN, CPPS, Director of Quality and Risk and Compliance Officer, Boone County Hospital, Boone; Lance Schmitt, RN, BSN, MBA, Chief Nursing Officer and Vice President of Nursing, Broadlawns Medical Center, Des Moines; and Christin Pritchard, Vice President of Quality, Great River Health, West Burlington

This panel will focus on the quality measures tied to the Medicaid Directed Payment Program: C-section, readmission and behavioral health follow-up visits. The panel will share their processes and equip quality professionals and administrative teams with the tools to improve these outcomes. The panel will discuss roles in overseeing these quality measures and share examples of how they can help improve these metrics.

Learning objectives:

- Detail the Medicaid Directed Payment Program and describe the quality measures tied to the program
- Explore ways facilities can improve the Medicaid Directed Payment Program's three quality measures
- Showcase the Medicaid Directed Payment Program quality metric best practices

1 p.m. BHAH – Implementing the New Behavioral Health and Disability Service System in Iowa
Jeni Hanselman, Chief Behavioral Health Officer, Iowa Primary Care Association, and Zach Rhein, Division Director of Aging and Disability Services, Iowa Department of Health and Human Services

Following the passage of HF2673, the Iowa Department of Health and Human Services requested proposals for lead entities to implement the new behavioral health and disability service systems for the state. This year, Iowa HHS announced that the Iowa Primary Care Association will be the statewide Behavioral Health Administrative Service Organization, and Pottawattamie County, Central Iowa Community Services, Polk County Behavioral Health and the Mental Health/Disability Services of East Central Iowa Region will be the district disability access points. Together, they ensure Iowans have clear, consistent pathways to the care and support they need in each behavioral health and disability services district. With these partners, Iowa HHS maintains a strong commitment to service continuity and local stakeholder engagement during and after the transition, which begins Tuesday, July 1. This session will give participants a platform to listen to the next steps in the system rollout.

Learning objectives:

- Discuss the services the system change will and won't affect
- Outline the responsibilities of the above entities
- Outline the steps remaining in the system rollout

2 p.m. Break and visit the exhibit hall

2:30 p.m. Prize drawings

2:45 p.m.

Building Resilience to Cross Your Finish Line

Rebekah Gregory, Speaker, Founder of Rebekah's Angels Foundation and Public Speaking Coach, Bradenton, Florida

Gregory's story begins with unparalleled bravery: shielding her son from the Boston Marathon bombing. As Gregory shares her triumphs over adversity, including enduring over 75 surgeries and the loss of her left leg, she challenges attendees to peer into their own lives. Are they merely surviving, or are they truly living? Gregory's narrative becomes a catalyst for introspection, urging attendees to confront their challenges with newfound vigor and to embrace every obstacle as an opportunity for personal growth. From the aftermath of the bombing to the significant act of testifying in the remaining bomber's trial, Gregory's experiences resonate universally, prompting audience members to assess their capacity for resilience. Her journey is a mirror, reflecting everyone's untapped strength and compelling them to face difficulties with renewed courage and determination. Fast forward to her triumphant return to Boston as a runner with a prosthetic leg. Gregory invites attendees to consider their finish lines and the possibilities beyond them. Her story is a testament to rewriting personal narratives and living with intention, inspiring people to approach their goals and aspirations with fresh perspectives and resilience. Addressing the crucial topic of mental health, Gregory's insights provide practical strategies for fostering resilience. She encourages attendees to reflect on their mental well-being and assures them they'll walk away with the tools to lead more-fulfilling lives.

Learning objectives:

- Approaching goals and aspirations with fresh perspective and resilience
- Discussing how to confront challenges and embrace obstacles
- Reflecting on mental well-being

3:45 p.m.

Adjourn

SPEAKERS

Ashlee Barnes has a strong background in nursing, with a range of roles and responsibilities. Ashlee started their career at the University of Iowa Hospitals and Clinics as a Registered Nurse, where they provided care to surgical patients and administered medication. Ashlee also gained experience in wound care. In 2009, she joined Great River Health as a Registered Nurse, specializing in labor and delivery. Ashlee provided total care to women during pregnancy, labor, postpartum, and for newborn and NICU patients. In 2018, she transitioned to a role as a Clinical Facilitator, and later in 2019, became a Nursing Manager. Currently, she serves as the Director of Nursing at Great River Health. Ashlee Barnes completed her Associate's Degree in Nursing, with a focus on Nursing Education, at Southeastern Community College. Ashlee later pursued a Bachelor's degree in Nursing at Western Governors University.

Scott Burgmeyer is the founder and CEO of BecomeMore Group. Burgmeyer formed Creative Solutions Group in 2010. He followed that with eight years of personal discovery, growth and self-development. This journey included human resources, food safety and continuous improvement roles and stints in a family-owned business, rapid-growth technology, fortune 50 manufacturing and higher education organizations. In 2018, Burgmeyer harnessed all this experience and focused full-time on the Creative Solutions Group. In 2018, he cowrote the first of four books with Tammy Rogers, a business consultant and coach. In 2021, Burgmeyer and Rogers completed their first corporate acquisition and fifth book together. They formalized their business merger as BecomeMore Group in 2021.

Erin Cubit is the Iowa Hospital Association's vice president of federal and regulatory affairs. She works on federal and state lobbying activities as well as regulatory policies. Outside government relations work, Cubit is a staff liaison for IHA's Foundation Professionals for Iowa Hospitals. 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.

Kathy Dempsey is a sought-after speaker and facilitator for change, communication and organizational development issues. Best known for her creative, unique and innovative approach, Dempsey is president of Keep Shedding, which helps people and organizations grow by "shedding their skin." She ignites groups by helping them visualize the possibilities. Dempsey's most-recent book, "Shed or You're Dead: 31 Unconventional Strategies for Change and Growth," received a Writer's Digest International Book Award. She also contributes to the bestselling "Chicken Soup for the Soul" series and cowrote two books, "Irresistible Leadership" and "Thriving Amid Change." Dempsey led Memorial Health Care System's organizational development efforts to become one of the top 100 hospitals in America. She is also the founder of the Keep Shedding Educational Foundation, which sends African AIDS orphans to school. The Georgia Speakers Association voted Dempsey the Showcase Speaker of the Year and its 2002 Master of Influence honoree. She's the past president of the National Speakers Association Mid-Atlantic Chapter.

Angi Ellsworth, RN, BSN, CPPS, is the director of organizational performance at Boone County Hospital. Ellsworth leads quality improvement projects, analyzes data for improvement opportunities and risk mitigation, and oversees provider credentialing. She also is the hospital's compliance officer and patient advocate. With over 30 years working in health care, Ellsworth has experience in various areas including provider clinics, medical/surgical, intensive care, surgery and home care.

Shawna Forst is the performance excellence, quality and risk coordinator and LEAN health care coach at MercyOne Newton Medical Center. Forst has been a LEAN health care facilitator since January 2007 and has two years of experience as a technician in a cardiac unit. Since then, she has had various roles in health care quality and safety, including accreditation, emergency preparedness, infection prevention, patient safety, quality metrics, population health, performance and process improvement, patient experience, security and staff safety, and grant coordination. Forst graduated from Simpson College in 2002 with a Bachelor of Arts in Physical Education and a coaching endorsement and received her MBA from Western Governors University in 2018. She's been a certified professional in health care quality since 2010 and received her LEAN Green Belt certification in 2014.

Rebekah Gregory's life took an unexpected turn in 2013 when she became a victim of the Boston Marathon bombing. Amid severe injuries, including the amputation of her leg, Gregory's instinctive act of shielding her son became a symbol of love and bravery. Despite the challenges, she emerged as a beacon of hope and resilience, inspiring countless people worldwide. ESPN recognized Gregory as a woman to watch, acknowledging her remarkable journey and positive impact. Dedicating her life to advocating for trauma survivors, Gregory spreads a message of hope and empowerment through dynamic speaking engagements that combine authenticity with humor. Besides her speaking engagements, she wrote the bestselling book, "Taking My Life Back," sharing intimate details of her journey and the transformative power of reclaiming one's life. Gregory is also the founder of Rebekah's Angels Foundation, a nonprofit committed to funding trauma therapy for families. Through this foundation, she provides vital support for those who have experienced trauma. Her story is about overcoming adversity, finding strength in vulnerability, turning pain into purpose and embracing the extraordinary potential in us all.

Jeni Hanselman is the chief behavioral health officer for the Iowa Primary Care Association.

Clare Kelly is the chief government and external affairs officer at the Iowa Hospital Association. Before joining IHA, Kelly was a health policy adviser to Gov. Kim Reynolds. Before her state service, she 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.

Carol Meade is the director of behavioral health services at UnityPoint Health – St. Luke's Hospital in Cedar Rapids. With over three decades of experience in the field, Meade provides clinical and administrative leadership for one of Iowa's largest behavioral health service continuums. Her commitment to community mental health is evident through her strong partnerships with local agencies and her efforts to integrate behavioral health services into the hospital's strategic initiatives. Meade ensures compliance with regulatory standards and has successfully led initiatives to enhance patient outcomes and service quality. She holds a master's degree in social work from Washington University in St. Louis and a bachelor's degree from Luther College in Decorah.

Colleen McCrory, MBA, FACHE, is the senior director and an international speaker and coach for Huron Consulting Group. With over 25 years of progressive health care experience, McCrory's energy and enthusiasm for leadership development are evident through her effervescent personality and infectious coaching techniques. Her coaching has proven successful with executives, board members, clinicians and front-line staff ranging from critical-access hospitals to national health care systems. McCrory challenges audiences to think differently about how they approach their roles as strategic visionaries, outcomes-oriented leaders, patient experience advocates and change leaders at their organizations. Her style is equal parts humor, leadership theory and practical application. McCrory's experience as a health care leadership coach with Studer Group since 2011 and, more recently, as a chief experience officer and interim chief operations officer for Broward Health Medical Center has prepared her to navigate strategic, operational and front-line health care leadership challenges. She draws from leading patient- and family-centered care models, being a subject matter expert, and advising CEOs in value-based purchasing and HCAHPS performance improvement initiatives, evidence-based leadership, employee engagement and physician satisfaction. McCrory's quick results and ability to influence organizational culture transformation earned her recognition from South Florida Business and Wealth magazine as a 2015 Up and Comer in Health Care.

Christin Pritchard, DNP, MSHI, BSN, RN, NEA-BC, HACP, is vice president of quality at Great River Health in West Burlington. Pritchard graduated from Baylor University with a Doctor of Nursing Practice and a Master of Science in Health Informatics from the University of Illinois Chicago.

Zach Rhein serves as Iowa's Director for the Aging and Disability Services division within the Iowa Department of Health and Human Services. Rhein has over 20 years of experience working in federal and state government and nonprofit organizations, where he has focused on designing programs that meet individuals' basic needs. While at the Iowa Department on Aging, Rhein served as the director of programs where he led several initiatives focused on helping older Iowans maintain their independence for as long as possible. He worked as the RSVP program director, developing programs and recruiting volunteers, and as a compliance officer monitoring Iowa's six area agencies on aging to ensure compliance with the older Americans act programs. Functions within the Department on Aging became part of Iowa HHS in July 2023, as part of the state's agency alignment initiative. Rhein holds a bachelor's degree from the University of Kentucky and a master's degree in English literature from Southern Illinois University.

Lance Schmitt, RN, BSN, MBA, is the chief nursing officer and vice president of nursing for Broadlawns Medical Center. Schmitt joined the hospital's staff in 2013 as the surgical services and intensive care director. The medical center promoted him to acute inpatient care administrator in 2017 and to his current leadership position, overseeing all hospital nursing services, in 2021. Before joining Broadlawns Medical Center, Schmitt was the clinical supervisor of surgical services and the intensive and coronary care units for Mary Greeley Medical Center in Ames from 1998 to 2013. As a registered nurse, he worked in intensive care and surgery at Mercy Medical Center in Des Moines and Mary Greeley Medical Center in Ames. Schmitt earned his MBA and Bachelor of Science in Nursing from Upper Iowa University in Fayette. His diploma in nursing is from Mercy College of Health Sciences in Des Moines.

Rose Sherman, Ed.D., is a nationally recognized thought leader in nursing and health care leadership. Dr. Sherman collaborates with health systems and professional organizations to develop and coach leaders. She also serves as editor-in-chief of Nurse Leader, the official journal of the American Organization of Nurse Executives. Dr. Sherman is a professor emeritus at Florida Atlantic University and a Marian K. Shaughnessy Leadership Academy faculty member at Case Western Reserve University. She writes a popular blog, emergingnleader.com, and wrote "The Nurse Leader Coach: Become the Boss No One Wants to Leave."

Megan Simpson is the director of behavioral health at UnityPoint Health-Des Moines. With over a decade of experience, Simpson oversees inpatient psychiatric units, behavioral health care management, and various outpatient services for adult and child/adolescent populations. She leads system-level initiatives focused on suicide assessments and workplace violence, ensuring compliance with DNV and CMS regulations. Simpson works to improve operational efficiencies, enhance revenue production and reduce costs through standardized processes and data-driven strategies. Previously, she was the director of behavioral health at UnityPoint Health-St. Luke's in Sioux City, where she aligned clinical services with the organization's strategic goals and ensured comprehensive clinical supervision for the behavioral health team. Simpson holds a master's degree in social work from the University of Iowa and a bachelor's degree from Buena Vista University.

REGISTRATION

Register online at www.ihaonline.org.

- BHA/IAHQ/IONL member – \$50
- IHA associate member – \$250
- Non-IHA member – \$450

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CONTINUING EDUCATION

IHA (Iowa Board of Nursing provider No. 4) will award 4.5 nursing contact hours. Contact hours will only be issued if you provide your Iowa license number on the certificate completed on the conference day. You must attend the entire conference to receive contact hours or a certificate of attendance. IHA will not grant partial credit.

This program has been approved by the National Association for Healthcare Quality for a maximum of 4.5 CPHQ continuing education hours.

PROGRAM INFORMATION

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.
- 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 accommodation at the conference location hotel and conference center. IHA offers this discounted rate 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: \$135 per night plus taxes

Group code: IAHASS0525

• Junior King Suite: \$165 per night plus taxes

Password: 863000128

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- 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

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