

ADVANCING HEALTH CARE:

A Combined Conference for BHAI, IAHQ, IONL and ITC

May 20



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 Healthcare Quality
- Iowa Organization for Nursing Leadership
- Iowa Trauma Coordinators

PROGRAM AGENDA

7:45 a.m. **Registration and Breakfast**

8:15 a.m. **Welcome**

8:30 a.m. **Awards and Business Meetings**

9 a.m. **BHAI – Transforming Behavioral Health in Iowa: What Hospitals Need to Know Now**

Abbey Ferenzi, LMHC, Senior Director of Behavioral Health Services, Iowa Primary Care Association, Des Moines

In 2025, Iowa launched a statewide redesign of its behavioral health system, replacing 13 independent regions with a unified administrative model supported by seven behavioral health districts. This change reduced regional variation and created a more-consistent approach to contracting, navigation and coordination. The Iowa Primary Care Association is the state's Behavioral Health Administrative Service Organization, providing centralized navigation, provider contracting, funding administration and system oversight. Although the Iowa Primary Care Association does not provide clinical services, it operates a No Wrong Door access point that connects Iowans to behavioral health care and community resources. For hospitals, the redesigned system improves care coordination during crises and transitions, strengthens connections to community providers, and supports better patient outcomes and system efficiency. This session offers a practical overview of the new structure and how hospitals can engage with the Iowa Primary Care Association to support patient care and operational goals.

Learning objectives:

- Describe the structure of the new behavioral health system, including the seven districts and the Iowa Primary Care Association's role
- Explain how the Iowa Primary Care Association's navigation services connect people to behavioral health care, social support and community resources
- Identify behavioral health services available through contracted providers in the system
- Recognize how hospitals can collaborate with the Iowa Primary Care Association

9 a.m. IAHQ – Investigations and Interviews With Empathy and Rigor

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

Investigations require both care and clarity: the goal is to understand what happened, not to “win a case.” This workshop builds practical skills in conducting interviews that are trauma-informed, respectful and disciplined in fact-finding. Participants will learn how to balance empathy with critical thinking, ask better questions, and reduce the influence of common biases (assumptions, confirmation bias, halo/horns effect, attribution errors) that can distort outcomes. The session includes interview structure, sample questions and techniques for maintaining neutrality under pressure.

Learning objectives:

- Ask questions to increase clarity without leading or escalating the interviewee
- Show empathy while maintaining boundaries and professional objectivity
- Spot and reduce common biases that affect interviews, credibility judgments and decisions
- Use a simple investigation framework to separate facts, interpretations and conclusions

9 a.m. IONL – A Culture of Listening: Stop, Pause and Lead With Intention

Ryan Bouda, Leadership and Culture Specialist, LEAP Training and Coaching, Omaha, Nebraska

In today’s health care environment – where teams are short-staffed, work-style differences are real, and pressure is constant – listening often becomes reactive rather than intentional. Nurse leaders must move quickly, make sound decisions and support patients and staff, yet the skill that strengthens culture and trust is frequently the first to erode: listening. This interactive session explores what gets in the way of listening: assumptions, internal narratives, stress responses and a tendency to listen to respond rather than understand. We’ll examine how different communication styles approach listening, how misinterpretations occur and how intentional pauses can shift the tone of entire units. Participants will walk away with practical tools to strengthen patient interactions, improve team dynamics, and model a culture where people feel heard, valued and respected.

Learning objectives:

- Demonstrate practical strategies to pause, regulate and respond intentionally when engaging with staff and patients
- Differentiate between listening to respond and listening to understand, and describe the impact of each on team culture and patient care
- Identify common internal and external barriers that interfere with effective listening in high-pressure health care environments

9 a.m. ITC – Traumatic Spinal Cord Injury: The Effects on the Health System and the Patient From a Rehabilitative Perspective

Ai Huong Phu, D.O., MercyOne Des Moines, Des Moines

Traumatic spinal cord injuries have far-reaching effects on patients who experience them and on health care systems that support their acute and lifelong needs. This dynamic session invites participants to explore the full landscape of spinal cord injuries, beginning with a clear understanding of injury levels and severity, and moving to how these distinctions shape functional outcomes and rehabilitative pathways. Attendees will gain insight into the clinical decision-making guides recovery, as well as the complex medical, physical and psychosocial challenges spinal cord injury survivors navigate daily. Through real-world perspectives and practical knowledge, this session offers a powerful look at the science and the lived experience of spinal cord injury.

Learning objectives:

- Deduce the rehabilitative needs of a spinal cord injury patient based on the injury
- Describe the effects of a traumatic spinal cord injury on the health system
- Differentiate the three levels of a spinal cord injury and its severity
- Discover what living with a spinal cord injury entails

10 a.m. Break and visit the exhibit hall

10:30 a.m. UNMUTED: Amplify Clarity, Confidence and Contribution to Come Alive at Work

Rachel Druckenmiller, Leadership Trainer, Washington, D.C.

In today's workplace, too many high-potential people are muting themselves. They're silencing ideas, downplaying strengths and waiting for permission to lead. This quiet disengagement fuels frustration, stifles innovation and slows organizational growth. But when people develop agency – the belief they can influence outcomes – they stop holding back. They speak up in meetings, share bold ideas, take ownership of their impact, and become catalysts for collaboration and change. Drawing on over 13 years as a corporate well-being and leadership strategist, Druckenmiller blends storytelling, psychology and actionable frameworks to help people find their footing and activate their voice. Her signature framework guides teams from passive participation to initiative-taking contribution, transforming cultures from compliant to courageous. In a world of hybrid work, artificial intelligence disruption and change fatigue, organizations need people who take initiative, think critically and connect authentically. UNMUTED is the framework for building those cultures from the inside out.

Learning objectives:

- Articulate value and communicate it with clarity and confidence
- Contribute bold ideas and speak up in ways that drive team and organizational success
- Model courageous communication inspires trust, belonging and momentum
- Reclaim agency by identifying and shifting beliefs that hold you back
- Replace blame with ownership, turning frustration into forward motion

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

12:30 p.m. IAHQ – Hot and Cold Debriefs: Facilitate the Moment, Then Plan

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

When a situation unfolds, leaders need to stabilize it quickly without making it worse. This session teaches two complementary approaches: hot debriefs (short, in-the-moment check-ins to reduce risk, align expectations, and support psychological safety) and cold debriefs (structured follow-ups after emotions have settled to learn, improve, and prevent recurrence). Participants practice how to facilitate quick one-on-one or small-group conversations that prioritize clarity, dignity, and next steps, whether the issue is a safety event, conflict, process breakdown, or performance concern.

Learning objectives:

- Convert emotion and confusion into clear next steps and learning points
- Distinguish when to use a hot or cold debrief and what not to do in each
- Set psychological safety and boundaries while addressing accountability

12:30 p.m. IONL and BHAI – Advancing Hospital Safety and Team Resilience: Human-centered Approaches to Workplace Violence

Jason Grellner, Vice President of Healthcare, Evolv, Union, Missouri

Workplace violence in health care is an urgent challenge that compromises safety, impacts morale and contributes to burnout. Policies and procedures are important, but they aren't enough. Health systems are increasingly turning to human-centered, trauma-informed approaches that go beyond compliance to create more-secure, supportive environments for patients and staff. Grellner will share practical, solution-driven strategies organizations use to reduce violence, strengthen resilience and foster healing cultures. Attendees will gain insights into how to embed trauma-informed practices in safety programs, align leadership with frontline needs, and advance organizational cultures where patients and caregivers can thrive.

Learning objectives:

- Assess leadership practices for embedding a culture of safety, healing and resilience in hospitals and health systems
- Consider the benefits of multidisciplinary training that applies trauma-informed practices to anticipate and manage violent incidents
- Explore practical strategies for engaging team members in trauma-informed practices to prevent and de-escalate violence
- Learn innovative strategies for implementing trauma-informed care in the health care environment

12:30 p.m. ITC – Prehospital Blood Transfusion Program

Dan Davis, BS, EMT-P, CCP, Lieutenant, Des Moines Fire Department, Des Moines, and Brian Rayhons, MPA, NRP, FP-C, Deputy Chief, West Des Moines Emergency Medical Services, West Des Moines

This course provides an overview of the development and implementation of a prehospital blood transfusion pilot program within Iowa's emergency medical service system. Participants will explore the evolution of EMS blood administration in the 911 setting, examine the clinical significance of early hemorrhage control, and articulate the primary goals and system-level benefits of carrying blood in the field. The course reviews evidence-based patient selection criteria, operational considerations and regulatory factors specific to community implementation. Through analysis of real-world cases, attendees will identify best practices, shared challenges, and practical strategies for successfully launching and sustaining a prehospital blood program in their region.

Learning objectives:

- Analyze real-life cases of prehospital blood use to highlight best practices and lessons learned
- Describe the evolution and significance of EMS blood administration
- Describe the primary goals and benefits of prehospital blood programs
- Identify the criteria for patient eligibility for prehospital blood transfusion

1:30 p.m. Break and visit the exhibit hall

2 p.m. Prize drawings

2:15 p.m. IHA Advocacy Update

Erin Cubit, Vice President, Federal and Regulatory Affairs, 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 on legislative and regulatory issues, as well as 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

2:45 p.m. BHAI – It's Complicated: Children, Technology and Mental Health

Erin Walsh, MA, Co-founder Spark and Stitch Institute, Minneapolis

Although dominant media narratives suggest a simple equation that children plus screens equals inevitable negative outcomes, the latest scientific evidence reveals a more-complex reality. In this session, Walsh synthesizes the latest research on overuse, anxiety and depression, body image, and related concerns clinicians regularly encounter. Participants will leave with practical tools to assess green- and red-flag behaviors, identify protective factors and support early intervention.

Learning objectives:

- Apply practical strategies for early identification and intervention
- Demonstrate an understanding of the multifaceted relationship between screen time and mental health
- Describe key risks and protective factors associated with technology use and its potential impact on child and adolescent mental health
- Integrate practical language and anticipatory guidance into caregiver conversations about screen use, overuse and related mental health concerns

2:45 p.m. **IAHQ – Fair Performance Evaluation and Effective Performance Plans: Observable, Defensible, Human**

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

Performance evaluation – and especially performance improvement plans – can easily become inconsistent, subjective or unintentionally biased. This workshop helps leaders strengthen fairness and clarity by grounding evaluations in observable behavior, job expectations, and documented patterns rather than in personality, preferences, or assumptions. Participants learn how to write performance concerns in neutral language, identify measurable improvement targets, and build performance plans that are supportive, transparent and defensible. The result is clearer expectations, better coaching conversations, and reduced conflict and risk.

- Build a practical performance improvement plan structure: expectations, measures, supports, check-ins and timelines
- Identify common evaluation biases and how they show up in ratings and performance improvement plans
- Separate behavior from judgment and rewrite subjective statements into objective language

2:45 p.m. **IONL – The Unforgettable Leader: How to Create a Team No One Ever Wants to Leave**

Paul Long, Leadership and Culture Expert, Fundamism, Lenexa, Kansas

What separates forgettable managers from truly unforgettable leaders? They build the kind of teams no one wants to leave. But when leaders themselves feel disconnected, how can they create the kind of culture everyone wants to be a part of? After leading teams of thousands for a Fortune 300 company, Long understands these critical make-or-break moments. He'll share how exceptional leadership isn't about grand strategies, but about deliberate choices that make people feel seen, valued, and energized every day.

- A mindset shift from managing performance to energizing people
- Immediate actions to become the kind of leader people choose to follow
- Practical ways to boost morale, trust and retention

2:45 p.m. **ITC – Initial Assessment and Transfer of the Burn Patient**

Nicole Koshatka, MSN, RN, Staff Nurse, University of Iowa Health Care, Iowa City

This session will focus on the assessment and early management of burn patients. University of Iowa Health Care has designed this presentation for emergency department nurses and providers, emergency medical services personnel and fire service teams who play a critical role in initial burn care.

- Identify primary and secondary survey components
- Identify the mechanism of burn injury and determine burn depth
- Understand initial fluid rates
- Understand the Rule of 9s or the use of the Plamar method to measure burn percentage

3:45 p.m. **Adjourn**

SPEAKERS

Ryan Bouda is a keynote speaker, trainer and coach specializing in leadership development, team building and communication. Bouda draws on firsthand experiences, client case studies, and scientific research to deliver practical and impactful messages that resonate with diverse audiences. He equips attendees with tools to elevate communication, strengthen cultures and foster leadership. Whether inspiring a room of executives or coaching teams through transformative change, Bouda's passion for developing people shines through in every interaction. He holds a master's degree in leadership development, is Everything DiSC-certified and is pursuing a doctoral degree in organizational psychology. Bouda has collaborated with NASA, HCA Healthcare, the Society for Human Resource Management and Habitat for Humanity.

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.

Dan Davis is a critical care paramedic with 28 years of experience in ground and air medical services and 30 years in the fire service. Davis is also a hazardous materials technician and has been on the Des Moines Technical Rescue Team. He's been a leader in improving patient care, building relationships across programs, and advancing innovative technology and skills in the Des Moines Fire Department. Davis has a bachelor's degree in industrial technology from the University of Northern Iowa. He is a lieutenant in the EMS section at Des Moines Fire, where Davis is the clinical educator and quality assurance/improvement officer.

Rachel Druckenmiller creates experiences that motivate, energize and empower people to show up with greater purpose, performance, confidence, connection and courage. For over a dozen years, Druckenmiller worked with organizations and leaders to elevate engagement, well-being and workplace culture as the director of well-being and employee engagement. No matter the industry, she saw the same struggles play out: disengagement, stress, burnout and the challenge of navigating change, uncertainty and adversity. But these weren't just challenges Druckenmiller witnessed; they were battles she fought herself. For years, Druckenmiller muted her joy, silenced her voice and hustled for validation, afraid of taking up space or falling short. It wasn't until life forced her to pause – through a health crisis of burnout and a spinal fracture after a pickup truck hit her – that Druckenmiller began to reflect, recalibrate, and reclaim her voice. Through a season of adversity, she uncovered a deep well of resilience, creativity and hope that carried her forward. Druckenmiller began to advocate for herself, shared her voice unapologetically, and embraced her passion for connecting with and empowering others. Today, she helps people and teams unmute themselves, navigate challenges with courage, and unlock and amplify what's possible.

Sarah Ennis is a former educator and the founder and president of SparkPoint. She has devoted the last 25 years to helping organizations, leaders and teams unleash their vast potential. Ennis has a passion for helping organizations build 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.

Abbey Ferenzi is a licensed mental health counselor and the senior director of behavioral health services at Iowa Primary Care Association, where she plays a leading role in advancing Iowa's behavioral health system transformation. With over 20 years of experience in behavioral health services, Ferenzi has been involved in programming across the spectrum. Her work has consistently centered on meeting the complex needs of individuals and families through person-centered, community-based supports. Ferenzi's expertise spans program design and implementation to public engagement. Her numerous roles throughout her career have given her a grounded, firsthand understanding of strategic, system-level work. Known for her passion and vision, Ferenzi continues to champion collaborative, innovative approaches to strengthen Iowa's behavioral health infrastructure and improve lives statewide.

Jason Grellner is vice president of health care for Evolv. Grellner has an extensive history in the public safety sector, with 25 years as a police officer in Missouri. During his tenure, he was a lieutenant and a narcotics unit commander and coordinator. Grellner was also vice president of the National Narcotics Officers' Associations' Coalition, representing 60,000 officers nationwide. Before joining Evolv, he had transitioned to the private sector, where he was executive director of public safety for Mercy Healthcare with responsibility for the security of 42 hospitals, 600 clinics, 76 retail pharmacies and 43,000 coworkers. Grellner holds a Bachelor of Criminology and Sociology from the University of Missouri.

Ai Huong Phu, D.O., is a physical medicine and rehabilitation physician. She attended Nova Southeastern University's Doctor of Osteopathic Medicine program and completed her residency at Sinai Hospital in Baltimore. She trained in spinal cord injury rehabilitation at the University of Maryland Rehabilitation and Orthopedic Institute. As a staff physiatrist at MercyOne Des Moines, she has worked with the interdisciplinary trauma team since 2014. Her role enables her to see acute spinal cord injury patients and follow them continuously as outpatients.

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.

Nicole Koshatka has spent 18 years working on the University of Iowa Health Care's burn unit. Koshatka has developed clinical expertise and a strong commitment to patient-centered care. Over the last three years, she has been an educator for the University of Iowa Health Care's burn outreach program, helping expand knowledge, prevention and best practices in the community. Koshatka holds a master's degree in nursing education from Grand Canyon University.

Paul Long is a leadership and culture expert who teaches organizations a deliberate approach to connection that creates unbeatable workplace cultures. In organizations today, overwhelmed leaders and teams are carrying the weight of constant change, yet companies expect exceptional cultures. Long's work addresses this gap by showing culture isn't something we fix; it's something we create through deliberate choices. His methodology centers on three simple practices: owning what you can control, breaking cycles through brain pattern interrupts, and creating moments that matter. Long equips leaders and teams with immediate strategies to energize teams and build cultures where people thrive.

Brian Rayhons is a critical care paramedic with experience in ground EMS, rotor and fixed-wing flight operations. Rayhons advances emergency medical services and prehospital care through education and strong leadership. He has a passion for innovation in EMS practices and collaborative efforts aimed at improving patient outcomes. Rayhons completed his paramedic training at the University of Iowa and holds a bachelor's degree in fire science and a master's degree in public administration. He's the EMS deputy chief of training and quality management for West Des Moines, where he continues to affect the quality of emergency care in the community.

Erin Walsh is co-founder of Spark and Stitch Institute and author of *It's Their World: Teens, Screens and the Science of Adolescence*. She has collaborated with communities nationwide that want to understand child and adolescent development better and cut through conflicting information about kids and technology. The Washington Post, Edutopia, Parents.com, Psychology Today and Minnesota Public Radio have featured her work. She co-authored the 10th anniversary edition of the national bestseller "Why Do They Act Way? A Survival Guide to the Adolescent Brain for You and Your Teen" and has collaborated with school districts, parent groups and other youth-serving organizations throughout the United States and Canada on issues related to digital media, parenting, and child and adolescent development.

REGISTRATION

Register online at www.ihaonline.org.

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



CONTINUING EDUCATION

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

The National Association for Healthcare Quality has approved this program for up to X CPHQ continuing education hours.

IHA has applied for X hours of continuing education for emergency medical services.

PROGRAM INFORMATION

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

- Dress for the conference is business casual. IHA recommends layered clothing for your comfort.
- If you have dietary restrictions or allergies, email iharegistration@ihaonline.org.
- This is a paperless conference. IHA will email the conference materials to you and make them available in My Registrations in your IHA account.

LODGING

IHA has a discounted corporate rate that attendees can use for overnight accommodation at the conference location hotel and conference center. IHA offers this discounted rate for "non-last room" availability, which may not be available because of high demand. Book early if you think you may need arrangements. When calling, please reference the group code: **IAHOSASSN0526**

[Prairie Meadows Hotel](#)

- King or Queen: \$149 per night plus taxes
- Junior King Suite: \$169 per night plus taxes
- 515-957-3000 or 800-325-9015

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 for cancellations received six to nine business days before the conference.
- IHA will calculate refunds by the date received and the number of IHA business days remaining before the conference.
- IHA will not refund cancellations received five or fewer business days 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 not to exclude, deny services, segregate or treat anyone with a disability differently because of the absence of auxiliary aids and services. If you need auxiliary aids or services found in the Americans With Disabilities Act to attend this conference, call IHA at 515-288-1955 or write to the IHA Education Department.