

IOWA SOCIETY FOR HEALTHCARE MARKETING, PUBLIC RELATIONS AND HOSPITAL FOUNDATION PROFESSIONALS

June 4



PROGRAM OVERVIEW

Effective marketing, public relations and foundation support are vital to the success of any hospital. The Foundation Professionals for Iowa Hospitals and the Iowa Society for Healthcare Marketing and Public Relations support hospital communications and foundation development professionals by sharing ideas and fostering networking. This year's conference highlights how to use artificial intelligence in your daily operations, as well as marketing tactics and fundraising best practices.

TARGET AUDIENCE

- Fundraising roles, hospital foundation advancement professionals, senior leadership and foundation board members in hospitals and health systems
- Hospital marketing and public relations professionals, including digital marketers, social media managers and leadership

PROGRAM AGENDA

8:30 a.m. **Registration and breakfast**

9 a.m. **Welcome and introductions**

9:30 a.m. **Harnessing the Power of Generative AI: From Theory to Practice**

Jarad Johnson, Founder and CEO, Mostly Serious, Springfield, Missouri

Johnson and his Mostly Serious colleagues have designed this interactive, firsthand session for hospital foundation, fundraising, marketing and public relations professionals who want to move beyond AI buzzwords and into practical, everyday use. Participants will explore how generative AI can support fundraising strategy, donor engagement, content creation, marketing campaigns, media relations and operational efficiency. Through guided, real-world exercises, attendees will work with AI tools to develop fundraising communications, donor outreach materials, marketing content and campaigns. They'll leave with usable techniques that support advancement goals and communications priorities across their organizations.

Learning objectives:

- Apply generative AI tools to real fundraising and communications tasks through firsthand exercises that participants can replicate back at their organizations.
- Identify practical generative AI use cases for hospital fundraising, marketing and public relations, including donor communications, campaign planning, storytelling and workflow efficiency.

11:30 a.m. **Lunch**

12:30 p.m. **FPIH Breakout – Panel: From Planning to Practice: Lessons From Variesly Sized Hospitals**

Moderator: Colleen Rogers Messenger, Director of Philanthropy, Kids Operating Room, Des Moines

Panelists: Erica Axiotis, President, UnityPoint Health – Des Moines Foundation, Des Moines; Sonja Hamm, Vice President, Human Resources and Foundation Resources, Lakes Regional Healthcare, Spirit Lake; and Tiffany Nagel Spinner, Vice President, Development, ChildServe, Johnston

This panel offers candid, real-world perspectives about how fundraising teams navigate strategy, staffing and donor engagement amid limited time and resources. Panelists challenge “best practices” by sharing what works – and what they have stopped doing – while demystifying planned giving, noncash assets and team sustainability. The session closes by reinforcing the need for adaptability, clear ownership, and stronger alignment between fundraising and marketing, despite organization size.

Learning objectives:

- Apply lessons learned from peer experiences to inform fundraising decision-making in their organizations
- Assess how factors such as donor strategy, board engagement and organizational alignment affect fundraising outcomes
- Distinguish strategies and approaches that have not produced desired results
- Identify effective hospital fundraising practices shown by peer organizations

12:30 p.m. ISHMPR Breakout – Your Digital Front Door: Six Tactics That Get Patients to Choose You First

John Seal, Founder and CEO, Hangar Marketing, Rexburg, Idaho

How do patients and community members find, evaluate and select a health care provider in today's digital-first world? Before a patient ever calls your organization, they've already made a series of decisions about you based on what they found online. Your website, Google Business Profile, online reviews and social media presence form your "digital front door" – and for most health care organizations, that door has cracks that silently send patients to competitors. In this fast-paced, tactical session, Seal walks participants through six high-impact marketing tactics that decide whether patients find your organization, trust what they see and pick up the phone. Seal explains each tactic with real-world health care examples, ranks them by return on investment and ease of implementation, and accompanies each with a clear "do this Monday morning" action step.

Learning objectives:

- Audit your digital presence using a practical evaluation framework
- Identify high-impact digital marketing improvements for your organization, prioritized by return on investment
- Leave with a specific, prioritized action list you can bring back to your team
- Understand which online channels drive patient volume for health care organizations and which to deprioritize

1:30 p.m. Break

1:45 p.m. FPIH Breakout – Corporate Governance Practices for Foundations

Michael Gilmer, Special Counsel, Dentons Davis Brown, Des Moines

This session will provide a high-level overview of the relationship between the foundation and its affiliated hospital, with an emphasis on nonprofit governance and compliance considerations. The discussion will include the concepts of private inurement and private benefit, how a foundation board should be structured and operate to remain aligned with its charitable mission, and key considerations for receiving and managing in-kind donations.

Learning objectives:

- Apply governance best practices to strengthen board effectiveness and foundation operations in your organizations
- Assess governance structures and policies that support accountability, risk management and organizational sustainability
- Identify core governance responsibilities of hospital foundation boards, including fiduciary duties and oversight roles
- Recognize key legal, regulatory and compliance considerations affecting health care and nonprofit foundations

1:45 p.m. ISHMPR Breakout – From First Call to Raving Fan: Six Tactics That Fill Schedules and Build Loyalty

John Seal, Founder and CEO, Hangar Marketing, Rexburg, Idaho

In his first session, Seal talked about getting found. This session is about being chosen and ensuring nothing falls through the cracks when patients raise their hands.

Most health care organizations focus their marketing efforts on attracting new patients – but the biggest growth opportunity often lies in their existing database. Dormant patients whom providers haven't seen in over 12 months, and leads who called but never booked an appointment, are an enormous untapped revenue source. In this session, Seal covers the six tactics that happen after a patient discovers your organization. These are the systems, processes and communication strategies that turn interest into booked appointments and one-time patients into loyal advocates. Each tactic includes a clear implementation roadmap that your team can start building the week they get home.

Learning objectives:

- Build a patient follow-up system that ensures no lead or inquiry falls through the cracks
- Create a simple marketing measurement framework to track what's working and report results to leadership
- Design a reactivation campaign to reengage dormant patients within 30 days
- Implement tactics to turn your website into an appointment booking system

2:45 p.m. Break

3 p.m. FPIH Breakout – Networking Roundtable

Moderated by Foundation Professionals for Iowa Hospitals board members and liaison

Participants will break into small groups to share fundraising strategies and methods that have proven successful. Participants can present topics to their peers and learn from one another.

3 p.m. ISHMPR Breakout –Networking Roundtable

Moderated by Iowa Society for Healthcare Marketing and Public Relations members and liaison

Participants will break into small groups and share marketing and public relations strategies and methods that have proven successful. Participants can present topics to their peers and learn from one another.

4 p.m. Adjourn

FACULTY

Erica Axiotis is president of the UnityPoint Health – Des Moines Foundation, where she leads the health system's philanthropic efforts. With a career spanning leadership roles at Mary Greeley Medical Center, MercyOne and ChildServe, Axiotis brings deep ability in health care philanthropy. She is a Des Moines Business Record Forty Under 40 honoree and active community volunteer. Axiotis holds a Bachelor of Arts in Spanish from Simpson College and a Master of Public Administration from Drake University.

Michael Gilmer practices primarily in tax and nonprofit law. Gilmer's nonprofit practice focuses on forming entities, obtaining tax-exempt status, and supporting charities and other tax-exempt organizations with their legal and business needs. Tax-exempt organizations often have complex structures that require careful analysis to ensure compliance with tax-exempt status requirements and to minimize exposure to unrelated business income tax. He counsels his nonprofit clients on operational matters, including contract preparation and review, employment matters, regulatory compliance, board governance and representation before government agencies. Gilmer's clients include several hospitals and related foundations, and he regularly helps with governance and fundraising activities for those entities.

Sonja Hamm is vice president of human resources and foundation resources at Lakes Regional Healthcare, where she leads organizational talent strategy and guides philanthropic governance and external partnerships. Hamm works closely with executive leadership and the foundation's board of directors to strengthen workforce effectiveness, community engagement and long-term organizational sustainability. Previously, she was co-chair of the Blue Zones Project in Spirit Lake, development director and chief financial officer for the Bedell Family YMCA, and federal programs director and grants manager for the Page Unified School District in Arizona. Hamm holds a Bachelor of Science in Business Administration from the University of South Dakota and is a certified professional with the Society for Human Resource Management.

Jarad Johnson is co-founder and CEO of Mostly Serious, a company that helps organizations solve digital, organizational and AI problems through three connected divisions: digital strategy (Mostly Serious), management consulting (Habitat) and applied AI (MSAI). MSAI launched the day ChatGPT went public. Mostly Serious built MSAI on a bet that organizations would need help moving from AI curiosity to use. Johnson has led AI workshops for health care organizations, including the Missouri Hospital Association and The Healthcare Roundtable, and his team works with health systems like CoxHealth, Mercy and Saint Francis. Everything MSAI teaches in workshops runs inside Mostly Serious first.

Tiffany Nagel Spinner is vice president of development for ChildServe, a leading pediatric health care organization and home to Iowa's only children's specialty hospital, headquartered in Johnston. Nagel Spinner leads philanthropic strategy to advance ChildServe's mission to partner with families to help children with special health care needs lead a great life. With more than two decades of fundraising experience, she's held leadership and development roles with Children's Cancer Connection, Des Moines Performing Arts, the Des Moines Art Center, Iowa Public Radio and the Iowa State University Foundation. Nagel Spinner was a member of the Des Moines Business Record's Forty Under 40 class of 2011. Her commitment to service extends to her volunteer life, where she has contributed to Lead DSM, Des Moines Y Camp, Mid-Iowa Planned Giving Council and the Association of Fundraising Professionals – Central Iowa Chapter. She holds a Bachelor of Arts in political science and journalism from Butler University and a certificate in fundraising management from the Lilly Family School of Philanthropy at Indiana University.

Colleen Rogers Messenger leads major gift fundraising and donor strategy for Kids Operating Room USA, advancing access to safe surgical care for children in underserved regions worldwide. With more than 20 years of experience and a chartered adviser in philanthropy designation, Rogers Messenger oversees the growth of the organization's U.S. fundraising program and secures philanthropic investments from individuals, foundations and institutions. She specializes in relationship-driven fundraising, strategic pipeline development, and building partnerships that strengthen health systems and expand pediatric surgical care globally. Since joining Kids Operating Room USA in 2024, Rogers Messenger has secured significant philanthropic investments and set up the strategy and donor partnerships needed for long-term growth. She is on the board of directors for the Rotary Club of Des Moines. She has held leadership roles with the Association of Fundraising Professionals Central Iowa Chapter, where Rogers Messenger was chapter president.

John Seal is the founder of Hangar Marketing and a seasoned marketing strategist with over 20 years of experience helping businesses bridge the gap between lofty ideas and actual sales. Known for his high-energy and actionable speaking style, John specializes in brand differentiation and lead generation, moving past "fluff" to deliver clear, executable growth strategies. Since founding his agency in 2006, he has worked with organizations of all sizes to transform their marketing into a predictable revenue engine. Based in Rexburg, Idaho, John brings a unique, innovation-driven perspective to every stage, empowering audiences to cut through market noise and build brands that truly stand out.

REGISTRATION

Register online at www.ihaonline.org.

- ISHMPR/FPIH member – \$50
- Associate member – \$175
- Non-IHA members – \$350



CONTINUING EDUCATION

Full participation in the Iowa Hospital Foundation Professionals/Healthcare Marketing and Public Relations Joint Spring Conference is applicable for X points in Category 1.B: Education of the Certified Fundraising Executive International application for first certification or recertification.

PROGRAM INFORMATION

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

- If you have dietary restrictions or allergies, email iharegistration@ihaonline.org.
- Dress for the conference is business casual. IHA recommends layered clothing for your comfort.
- This is a paperless conference. IHA will email conference materials when available.

LODGING

IHA offers a discounted corporate rate for overnight accommodation. IHA offers event attendees a discounted rate for "non-last room" availability, meaning it may not be available at times due to high demand. Book early if you think you may need arrangements. When calling, please reference the corporate ID:

[Staybridge Suites Des Moines](#)

Corporate rate: \$139/night plus taxes
515-280-3828
Corporate ID No.: IXNR

[Des Moines AC Marriott East Village](#)

Corporate rate: \$177/night plus taxes
515-518-6060
Corporate ID Code: 3QR

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

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