

Iowa Organization for Nursing Leadership

Wednesday, May 24



PROGRAM OVERVIEW

As the health care environment evolves, nurse leaders also must adapt and respond to change. This conference is designed to bring together nurse 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

Nurse leaders influence, improve and advocate for the health of others through a variety of roles and settings. Nurse leaders work in many traditional and nontraditional roles including:

- Academic appointments.
- Bedside clinical care.
- Case management.
- Clinical care management.
- Development and engagement.
- Executive leadership.
- Information technology.
- Quality and data analytics.
- Shift leadership.
- Staff education.

PROGRAM AGENDA

7:15 a.m. Registration and Breakfast

8 a.m. Welcome, Awards and Business Meeting

Greg Opseth, M.H.A., B.S.N., RN, IONL Board President, Chief Operating Officer, Highland Medical Staffing, Gowrie

8:30 a.m.

Great Iowa Nurses

Amy Dagestad, MBA, M.S.N., 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:

- Preview the Great Iowa Nurse recognition video.
- Discuss the 2023 program.
- Hear about the Great Iowa Nurse program's future.

9 a.m. IHA Advocacy Update

Erin Cubit, Senior Director of Advocacy, Iowa Hospital Association, Des Moines

Legislative and regulatory advocacy is a key function of the Iowa Hospital Association and an important duty of health care stakeholders. In today's complex health care environment, an understanding and support of these issues is critical. 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. **Break and Visit Exhibit Hall**

10 a.m. **Cultivating a Healthy Workforce by Addressing Bullying and Incivility: Strategies for Health Care Leaders**

Diane Salter M.S.N., RN, CPAN, NE-BC, Bullying and Incivility Content Expert, Healthy Workforce Institute

Bullying leaves nasty fingerprints on employees, health care organizations, the nursing profession and patients. Its mark is damaging and long-lasting. Leaders have a responsibility to do their part to stop the cycle of bullying and incivility. In this keynote presentation, nursing leaders will learn practical tools and strategies they can immediately implement to address workplace violence, bullying and incivility in the care environment. When leaders are equipped to address disruptive behaviors, employees stay and patients achieve better outcomes.

Learning objectives:

- Discover behaviors that undermine a culture of safety and respect.
- Distinguish the differences between bullying, incivility and someone having a bad day.
- Summarize how successful leaders address and eliminate disruptive behaviors.
- Generalize three proven strategies to cultivate a professional and respectful work environment.

11 a.m. **Lunch and Visit Exhibit Hall**

Noon **The Evolution of Quality Improvement in Health Care**

Steve Berkowitz, M.D., FACC, Founder and President, SMB Health Consulting, Scottsdale, Arizona

It's been more than 20 years since the publications of "The Quality Chasm" and "To Err Is Human." Before these landmark articles, quality was assumed in hospitals and with providers. During the next 20 years, health care systems went through several phases of development. We now have a plethora of quality indicators. Multiple methodologies have been developed and implemented. Accrediting organizations and payers placed huge demands on the health care system to acquire and submit data. Despite "pay for performance" and data transparency, did health organizations make progress? Dr. Berkowitz will discuss the four phases of quality improvement in the last 20 years and offer national best practices that must be implemented to stay ahead of the curve and deliver the quality of care that health care providers strive to provide.

Learning objectives:

- Discuss the four stages of quality improvement in health care during the last 20 years.
- Review health care outcomes and address the issue of whether we have improved quality outcomes during this time.
- Discuss the various methodologies of quality improvement and critique their ultimate effect on outcome improvement.
- Review national best practices from organizations that have materially improved patient outcomes.
- Discuss state-of-the-art strategies for providers and health care systems to improve outcomes in an environment of transparency.

1 p.m. **Break and Visit Exhibit Hall**

1:30 p.m. **Prize Drawings**

1:45 p.m.

Successful Nursing Leadership

Steve Berkowitz, M.D., FACC, Founder and President, SMB Health Consulting, Scottsdale, Arizona

The incidence and severity of nurses leaving health care has been steadily increasing for all specialties. Fatigue and lack of personal well-being is not unique to nursing leaders. Nor is it unique to health care. The problem is not simply too much work, but rather the result of the frustration of the work, perceptions of powerlessness, and lack of optimal work/life balances. As organizations struggle to recognize and manage this problem, Dr. Berkowitz will discuss how we need to move ahead to change our concept of personal well-being moving toward the goal of provider health and retention.

Learning objectives:

- Discuss the changed role and responsibilities for nurse leaders
- Discuss organizational strategies for select and groom nurse leaders
- Discuss how nurse leaders can change their culture to one of health care provider well-being and retention.
- Review opportunities to speed the learning curve for new nurse leaders

2:45 p.m.

Break

3 p.m.

Turning the Tides of Nursing: Recruitment and Retention Strategies

Ashley Holechek, MBA, M.S.N., RN, NE-BC, Clinical Excellence Nurse Manager, Medical Solutions, Omaha, Nebraska

Nursing is facing a steadily growing shortage of nurses that has been exacerbated by the pandemic. But health care leadership can turn the tide of the nursing industry. To do so, they must create a sustainable pipeline of nurses, invest in employee development and cultivate an environment of support. This session will help clinical leaders better understand what steps can be taken to improve the recruitment and retention of nursing staff.

Learning objectives:

- Discuss how to invest in the nursing pipeline.
- Learn how to invest in employee development.
- Share how to cultivate a supportive workplace.

4 p.m.

Adjourn

SPEAKERS

Steve Berkowitz, M.D., has more than 25 years' experience in health care management and consulting. For 13 years, he was the chief medical officer for St. David's Healthcare, an eight-hospital system in Austin, Texas. During his tenure, St. David's won the Texas Award for Performance Excellence, an award based on Baldrige criteria. He also was the division chief medical officer for Central and West Texas Division of HCA Healthcare. Dr. Berkowitz was a senior executive for Harris Methodist Health System serving as medical director of the system's HMO and chief medical officer for the integrated delivery system. He began his administrative career as medical and executive director for The Travelers in Phoenix. Dr. Berkowitz is on the board of trustees of the Texas Hospital Association and the board of the Society of Chest Pain Centers. Dr. Berkowitz is board-certified in internal medicine.

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 District D hospitals and the Foundation Professionals for Iowa Hospitals personal membership group. She also leads the Hospice and Palliative Care Association of Iowa. She is a board member for the Des Moines chapter of the New Leaders Council and EyesOpenIowa. Cubit is a graduate of the University of Northern Iowa where she received her bachelor's and master's degrees in public policy.

Ashley Holechek, MBA, M.S.N., RN, NE-BC, is a clinical excellence manager at Medical Solutions. Holechek is an experienced director of nursing for preoperative and post-anesthesia care units, an emergency department nurse leader and an experienced emergency department registered nurse. She is well-versed in hospital operations and leadership and is a strong health care services professional. Holechek holds a bachelor's degree in nursing from the University of Nebraska. She received master's degrees in business administration, nursing leadership and nursing administration from Nebraska Wesleyan University. Holechek is a board-certified nurse executive.

Diane Salter has been a nurse for 23 years. Salter began her career in the health insurance industry before going to nursing school. She holds professional certifications in perianesthesia nursing and as a nurse executive. Salter spent two years in the emergency department as a sexual assault forensic examiner nurse. She also was an adjunct faculty member at York College of Pennsylvania, and nurse manager of the post-anesthesia care and short-stay units at WellSpan Health York Hospital in York, Pennsylvania. Salter is currently the director of surgical services for WellSpan Health Ephrata Community Hospital in Ephrata, Pennsylvania. She has been a guest presenter about bullying and incivility at numerous health care conferences and was on the American Nurses Association's #EndNurseAbuse Professional Issues Panel Advisory Committee. Salter received bachelor's degrees in biology from Lafayette College in Easton, Pennsylvania, and nursing from York College of Pennsylvania, and a master's degree in nursing administration and leadership from Chamberlain College of Nursing.

REGISTRATION

Register online at www.ihaonline.org.

REGISTRATION FEES PER PERSON

- IONL member – \$170
- IHA associate member – \$195
- Non-IHA member – \$220

- IONL mugs – Pick up at the conference, shipping is not available.
- \$15 – Pay when you register.

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CONTINUING EDUCATION

IHA (Iowa Board of Nursing provider No. 4) will award 4.5 nursing contact hours. Contact hours will not be issued unless your Iowa license number is provided on the certificate completed the day of the conference. To receive contact hours or a certificate of attendance, you must attend the entire conference. 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. 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

- King: \$126 per night plus taxes
- Double queen: \$126 per night plus taxes
- Junior king suite: \$156 per night plus taxes

515-957-3000 or 800-325-9015

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Password: 863000128

REGISTRATION/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 any of the 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.