

# Iowa Society for Hospital Preparedness and Emergency Managers

March 26, 2025



## PROGRAM OVERVIEW

The Iowa Society for Hospital Preparedness and Emergency Managers Conference provides education about:

- IT downtime preparedness
- Leadership and influence
- Lessons learned from Iowa disasters

Participants also will have the opportunity to network with colleagues.

## PROGRAM AGENDA

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

**9 a.m.**          **Welcome**

**9:15 a.m.**      **Resilient Hospitals: Mastering IT Downtime Preparedness**

*Mark VanDyke, M.Ed., President, TranscendX, Grand Rapids, Michigan*

This interactive session equips healthcare leaders with the strategies to manage IT downtimes effectively. Through real-world case studies participants will explore the risks associated with system outages, develop practical solutions for maintaining operations without IT, and learn how to ensure a smooth recovery process. The session will provide actionable insights to enhance hospital resilience, minimize patient care disruptions, and strengthen future preparedness.

Learning objectives:

- Recognize the Risks and Impacts of IT Downtime in Healthcare
- Implement Practical Strategies for Maintaining Operations During Downtime
- Ensure a Smooth Recovery and Strengthen Future Preparedness

**10:15 a.m.**      **Break**

**10:30 a.m.**      **Lessons Learned From Iowa Emergencies**

Rural hospitals and communities face many challenges in today's health care climate. To best serve their communities, hospitals must continue to put the needs of their patients and employees first while adhering to tight budgets and ensuring safety. Hospitals must have even more resilience when navigating disasters. As a beacon of community safety, the need for health care institutions to stay operational and serve patients during times of turmoil is paramount. This three-part session will review the Spencer Hospital flooding, the Adair County Health System tornado and the Perry school shooting that affected hospitals and how they uniquely addressed the complexities of bringing health care back to their communities.

Learning objectives:

- Explore the importance of emergency preparedness plans
- Learn about lessons learned from each facility
- Understand the unique challenges health care facilities face, including natural disasters

**10:30 a.m.**      **Spencer Hospital Flood**

*Laura Manwarren, Safety Director; Christopher Meyer, EMS Director; and Brenda Tiefenthaler, President and CEO, Spencer Hospital*

- 11:15 a.m. Adair County Health System Tornado**  
*Stephanie Claussen, Director of Adair County Public Health; and Chris Roberts, EMS Manager Adair County Health System, Greenfield*
- Noon Lunch break with districts**
- 1 p.m. Business meeting**
- 1:15 p.m. Perry School Shooting**  
*Cindy Peeler, Chief Clinical Officer, Dallas County Hospital Family Medicine Clinics, Perry*
- 2 p.m. Roundtable discussion**
- 2:30 p.m. Break**
- 2:45 p.m. Critical Leadership Lessons That They Don't Teach You in School**  
*Jeff Whitehorn, MBA, LFACHE, ACC, Founder and CEO, Whitehorn Coaching and Consulting, Brentwood, Tennessee*

How soon in your leadership journey were you confronted with a situation or challenge for which you were completely unprepared? A strong educational background is essential for success, but schools don't teach all the leadership lessons. Leaders must learn them through experience. Indeed, experience is the primary teacher. Whitehorn shares 10 essential leadership lessons he learned "on the job" as a 25-year hospital CEO.

Learning objectives:

- Develop a toolbox of tips, strategies and ideas to use when untaught leadership challenges confront you
- Discover the No. 1 responsibility of a leader
- Identify and prepare for 10 untaught but real-life leadership challenges

### 3:45 p.m. Adjourn

## SPEAKERS

**Stephanie Claussen** is the director of Adair County Public Health in Greenfield.

**Laura Manwarren, RN, BSN**, is the safety director at Spencer Hospital.

**Christopher Meyer** is the EMS director at Spencer Hospital.

**Cindy Peeler** is the chief clinical officer for Dallas County Hospital. Peeler began her medical career 37 years ago at Mercy Medical Center as a staff nurse. She held several other positions over 24 years before working for five years as chief nursing officer at Adair County Health System. She is an Iowa Organization for Nursing Leadership member and has spoken at national conferences.

**Chris Roberts, CCP**, is the EMS manager for Adair County Public Health in Greenfield.

**Brenda Tiefenthaler** is the president and CEO of Spencer Hospital in Spencer. Tiefenthaler holds master's degrees in health care administration and nursing from the University of Phoenix, a bachelor's degree in nursing from the University of Iowa and an associate of nursing degree from the College of St. Mary in Omaha.

**Mark VanDyke, M.Ed.**, was a leader in the emergency management, business continuity and operational readiness team at Corewell Health for two decades, working as incident commander for several large-scale events. VanDyke's experience was instrumental when he led the design, build and day-to-day operations for the largest vaccine clinics in the country, vaccinating almost 13,000 people in an 11-hour shift. He built his work on ensuring people, health care organizations and businesses don't just make it through business disruptions but excel during them.

**Jeff Whitehorn** is an executive coach, author, speaker and certified facilitator. Whitehorn uses firsthand experiences from his 25 years as a hospital CEO with HCA Healthcare to help leaders unlock their potential. Whitehorn received his Bachelor of Science degree from Lipscomb University in Nashville, Tennessee, and his MBA from the University of Alabama. The International Coaching Federation has certified him as an executive coach, and the Association of Talent Development has certified him as a trainer and facilitator. Whitehorn founded Whitehorn Coaching and Consulting in 2018 to help others become better leaders. He believes that experienced leaders should pass on their lessons to others. Whitehorn is the author of "Leadership Treasure: 25 Bits of Gold Discovered From 25 Years as a CEO."

## REGISTRATION

Register online at [www.ihaonline.org](http://www.ihaonline.org).

- ISHPEM or IHA hospital members – \$50
- IHA associate members – \$175
- Non-IHA members – \$350



## LOCATION

### In-person

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

- If you have dietary restrictions or allergies, email [iharegistration@ihaonline.org](mailto:iharegistration@ihaonline.org).
- Dress for the conference is business casual. Layered clothing is recommended for your comfort.

### Virtual

This program also will be available through Zoom. Auto-generated captions (live transcription) will be available for virtual attendees.

## MATERIALS AND RECORDINGS

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

## CONTINUING EDUCATION

The Iowa Board of Nursing has approved the Iowa Hospital Association as provider No. 4 of continuing education for nurses. Participants are eligible for 4.25 contact hours if they attend all sessions. IHA will not grant partial credit. Participants can submit evaluations for this event to the Iowa Board of Nursing.

## 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:

### [Staybridge Suites Des Moines](#)

Corporate rate: \$139/night plus taxes

515-280-3828

Corporate ID No.: IXNRB

### [Downtown Des Moines AC Marriott](#)

Corporate rate: \$177/night plus taxes

515-518-6060

Corporate ID Code: 30R

## CANCELLATION/REFUND POLICY

- Cancellations and substitutions are welcome anytime. Email cancellations and substitution requests to [iharegistration@ihaonline.org](mailto: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.