

49TH ANNUAL SUMMER LEADERSHIP FORUM

JUNE 8-9, 2022



PROGRAM OVERVIEW

The IHA Summer Leadership Forum is an opportunity to share strategies, challenges and camaraderie. With nationally recognized presenters, this year's forum will continue conversations about issues facing hospitals and health systems today: health equity, diversity and inclusion, industry trends, innovation, employee retention and engagement.

INTENDED AUDIENCE

Hospital CEOs, senior executives, trustees, nursing leaders and managers, professionals focused on advancing diversity and inclusion and improving community health, financial officers, human resource professionals, and physician leaders.

WELCOME RECEPTION | 5:30-7:30 P.M.

Embassy Suites, 101 E. Locust St., Des Moines

Join us on the outdoor patio at the Embassy Suites for stunning views of the Des Moines River, networking, a hosted bar, great food and live music by [Dueling Fiddles](#). This is a perfect way to enjoy a summer evening with your peers. Open to Summer Leadership Forum attendees only. The hotel is within walking distance of the IHA Conference Center. Complimentary parking is available at the IHA Conference Center at the corner of Grand Avenue and Robert D. Ray Drive.

Reception sponsor: ServiShare

CONFERENCE AGENDA | JUNE 9

7:30 a.m. Registration and breakfast

8:30 a.m. Welcome

8:45 a.m. **Health Equity: From Evidence to Action**

David Hunt, J.D., Senior Director for Health Equity, BCT Partners

This session will discuss three demographic megatrends and their implications for Iowa hospital leaders. These megatrends include the increase of racial diversity, changing immigration patterns and new cultural influences like language and religion. These trends will be examined for hospital workforce and patient care. For patient care, racial and ethnic disparities, language access for limited English-proficient and deaf and hard-of-hearing patients, and disparities stemming from the rise of global medicine will be discussed. The factors that produce these disparities and new, evidence-based approaches for reducing or mitigating them will be reviewed. The session will conclude by discussing some of the new professional competencies that administrators must master to manage a diverse workforce and provide clinically competent care in a globally mobile world.

Learning objectives:

- Describe three demographic megatrends affecting American hospitals.
- Examine the implications of these trends for hospitals' workforce and patient care obligations.
- Explain why past efforts to reduce racial and ethnic disparities have failed and identify emerging best practices.
- Identify the new leadership competencies that administrators and providers must learn to manage a diverse workforce and provide clinically competent care in a globally mobile world.

TEE OFF GOLF CLASSIC

WEDNESDAY, JUNE 8

TERRACE HILLS GOLF COURSE | ALTOONA

Join us for the PAC program and lunch followed by the Tee Off Golf Classic. The golf classic provides IHA members with a fun opportunity to support IHA advocacy efforts. Contributions allow IHA to support lawmakers who support Iowa hospitals. You are not required to make a PAC donation to attend.

Registration is separate. Click [here](#) to register.



9:45 a.m. Break

10 a.m. Iowa Hospital Leaders in Health Equity

Brenda Clouse, Human Resources Director, Dallas County Hospital; Anthony Coleman, D.H.A., President and CEO, Broadlawns Medical Center; Angela Mertoza, CEO, Dallas County Hospital; moderated by David Hunt, J.D.

Following his opening session, David Hunt will moderate a panel discussion with Iowa hospital leaders known to be diversity/health equity champions in their institutions. Each leader will offer examples of how they are addressing diversity, equity and inclusion issues in their workforces or in patient care.

Following those remarks, panelists will respond to questions from Hunt and attendees.

Learning objectives:

- Explain the obstacles hospital leaders encountered in addressing DEI and health equity issues and how they overcame these obstacles.
- Identify practical, real-world examples of what leading Iowa hospitals are doing to address diversity-related workforce and patient-care issues.
- Identify practical examples of what Iowa hospitals are doing to address health equity issues in patient care.
- Obtain practical advice and lessons learned on how best to address DEI/health equity issues.

10:45 a.m. Break

11 a.m. Driving the Future of Health

Simon Gisby, B.A., M.A., Principal, Global Leader Life Science and Healthcare, Deloitte Corporate Finance, New York

This presentation will discuss the market forces and trends shaping the future of health care services and delivery. Gisby will examine the move from health to care to wellness in meeting the needs of the educated patient and highlight the roles of non-health care players in shaping the future.

Learning objectives:

- Describe how hospital organizations can lead transformation.
- Explain the convergence of health, technology and retail.
- Gain an understanding of the trends in health care.
- Understand the role of the educated consumer.

Noon Lunch (sponsored by INVISION)

1 p.m. Advanced Leadership Academy recognition

1:15 p.m. Humbitious: The Power of Low-Ego, High-Drive Leadership

Amer Kaissi, Ph.D., Professor of Healthcare Administration, Trinity University, San Antonio, Texas

Despite strong evidence of arrogance and narcissism in society, humility is making a surprising comeback in business and leadership. Based on research from different fields, this discussion suggests leaders who combine humility with ambition can lead themselves, their teams and their organizations into high performance. Employee retention, engagement and innovation are crucial. Dr. Kaissi argues that leaders modeling and stimulating learning, open-mindedness and experimentation can play a significant role in improving employee engagement. Moreover, leaders building trust and psychological safety with their team can encourage experimentation and unleash the innovation and creativity of their teams and organizations. Supported by real-life case studies and interviews, this talk is based on Dr. Kaissi's book, "Humbitious: The Power of Low-Ego, High-Drive Leadership," which focuses on tangible take-home behaviors that leaders can implement right away.

Learning objectives:

- Develop leadership skills and behaviors that help strengthen employee retention and engagement, and unleash creativity and innovation in teams and organizations.
- Implement behavioral changes that are compatible with humility and ambition.
- Understand the importance of humility and ambition in leadership.

2:45 p.m. Break with book signing to follow with Dr. Amer Kaissi (sponsored by AssuredPartners)

3 p.m. Oh No! Not More of That Fluffy Stuff!

Rich Bluni, RN, Senior Director, Huron Consulting Group, Chicago

When we are feeling stressed and burned out, it's not because we are lacking an "intellectual skill" or because we don't care enough ... quite the contrary! Often, we start getting burnt out because we care a lot! But what happens when you aren't "feeling it" anymore? What if we focused on our stories? Thought about how we start? Talked about giving people what they need rather than what we think they need? Does that sound like "fluffy stuff"? Good! Because it is! In this session, you may discover there are times when all that fluffy stuff is exactly what you need.

Learning objectives:

- Define and describe the power of why and our stories.
- Describe the value of starting well.
- Discuss what really matters.
- Summarize not allowing the external environment to change who you are inside.

4 p.m. Closing remarks

FACULTY



Rich Bluni, RN, joined Huron Consulting Group as a high-performing coach in 2007. Bluni has presented to tens of thousands of people across the U.S. and Canada, frequently headlining major national and state conferences, hospital organizations, medical practices and universities. Bluni specializes in topics related to inspiration, burnout, connections to purpose and engagement. Through his stories, humor and unique style, Bluni connects heart to mind and people to purpose.



Anthony Coleman, D.H.A., has been the president and CEO of Broadlawns Medical Center in Des Moines since December 2021. Before this, Dr. Coleman was vice president of operations and assistant hospital administrator for Kaiser Permanente's San Bernadino service area in California. He also was a Naval officer, chief operating officer and chief financial officer during his 20 years of military service. Dr. Coleman earned his doctorate in health administration and policy and a master's degree in health administration from the Medical University of South Carolina. His bachelor's degree is in workforce, education and development from Southern Illinois University.



Brenda Clouse has been human resources director at Dallas County Hospital in Perry for the last three years. She also was senior human resources business partner for MercyOne in Des Moines for 17 years. Clouse received her bachelor's degree in psychology from Simpson College in Indianola. She has 23 years of experience in health care human resources.



Simon Gisby is a senior corporate strategy and mergers and acquisitions professional with more than 20 years of experience in the life science and health care industries. Besides founding and leading the life science and health care practice at Deloitte Corporate Finance, he leads The Future of Health for Deloitte Risk and Financial Advisory and co-leads the health care strategy and growth practice. Gisby focuses on facilitating partnerships across the entire life science and health care ecosystem. His clients include global pharmaceutical and medical device companies, health insurance companies, health systems and health care information technology companies.



David Hunt, J.D., is the senior director for health equity for BCT Partners and leads the firm's national health care consulting practice. BCT Partners is a national management consulting and training firm that specializes in diversity, equity and inclusion. Before joining BCT, Hunt was president and CEO of Critical Measures, a national management consulting and training firm that specialized in health equity matters with leading hospital systems. A former employment law and civil rights attorney, he is nationally known for his expertise in racial and ethnic disparities, cultural competence in health care, the law of language access and global medicine.



Amer Kaissi, Ph.D., is an award-winning professor of health care administration at Trinity University. He is the author of the book, "Intangibles: The Unexpected Traits of High-performing Healthcare Leaders," which won the 2019 American College of Healthcare Executives Book of the Year award. At Trinity, Dr. Kaissi teaches courses in leadership, professional development and public speaking and is the director of the executive program. His research focuses on leadership, coaching and strategy. Dr. Kaissi is a national speaker with Huron/Studer Group and a faculty member with ACHE. He is a certified executive and physician coach and works with top leaders to maximize their leadership potential. Dr. Kaissi earned his doctorate in health services administration from the University of Minnesota and a master's of public health degree with a concentration in hospital administration from the American University of Beirut in his native Lebanon.



Angela Mortoza has been the CEO at Dallas County Hospital in Perry for the last six years. She also was CEO for Adair County Hospital in Greenfield for four years. Mortoza received her Bachelor of Science degree in nursing from Mercy College, Des Moines, and her Master of Science degree in health care administration from the University of St. Francis, Joliet, Illinois. She has 20 years of experience in nursing management at Mercy's children's emergency center and neonatal intensive care.

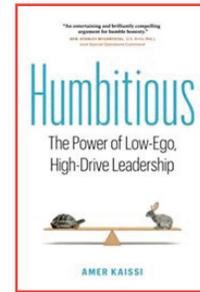
REGISTRATION

Register online at www.ihaonline.org.

REGISTRATION FEES PER PERSON

- IHA member – \$225
- IHA associate member – \$275
- Non-IHA member – \$375

A copy of Dr. Kaissi's "Humbitious: The Power of Low-Ego, High-Drive Leadership," will be included in your registration.



Book sponsor: AssuredPartners

CONTINUING EDUCATION

American College of Healthcare Executives Qualified Education: This program has been developed and is presented locally by ACHE of Iowa. The American College of Healthcare Executives has awarded 1.5 ACHE face-to-face education credits to this program.

The Iowa Hospital Association is authorized to award 4.75 hours of preapproved ACHE-qualified education credit toward advancement or recertification in the American College of Healthcare Executives. Participants in this program who wish to have the continuing education hours applied toward ACHE-qualified education credit should indicate their attendance when submitting their application to the American College of Healthcare Executives for advancement or recertification.

Hospital Board Certification: Board members participating in IHA's Hospital Board Certification Program can earn 6.25 hours of face-to-face education toward certification for the Summer Leadership Forum.

Nursing: 4.25 nursing contact hour will be awarded for this conference by IHA Iowa Board of Nursing provider No. 4. Iowa nursing 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

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. Layered clothing is recommended for your comfort.

PROGRAM MATERIALS AND RECORDINGS

This is a paperless conference. IHA will email conference materials when available. This program will not be recorded but will be livestreamed for those who are not able to attend.

LODGING

A discounted guest room rate has been secured at the Embassy Suites in Des Moines for \$169 plus tax per night. Reservations can be made by calling 515-244-1700 and referencing the Summer Leadership Forum room block. To receive the discounted rate, reservations must be made no later than May 18.

WHERE TO PARK? Participants will have access to the Iowa Hospital Association parking lot from Wednesday, June 8 through Sunday, June 12. Those who reserve their room at Embassy Suites through the conference room block will be provided a keycard from the hotel staff that will raise the gate to the IHA parking lot. Parking is sponsored by RDG Planning and Design.

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.



RENEWING VALUES
REBUILDING WORKFORCE
RECHARGING MISSIONS

2022 IHA ANNUAL MEETING

OCT. 4-5

Community Choice Credit Union
Convention Center