



CREATING SUCCESSES IHA'S SUMMER SERIES FOR HEALTH CARE LEADERSHIP



PROGRAM OVERVIEW

IHA and 19 other state hospital associations are joining together this summer to provide four virtual presentations about creating:

- An inclusive environment for employees and patients.
- Compassion and trust.
- Innovation.
- Valuable patient experiences.

This series is designed to help leaders create and generate successes with their teams, departments and the organization. The four one-hour sessions are scheduled monthly May through August from noon to 1 p.m., making it easy to schedule for leadership teams.

Recordings will be available to participants for four weeks after each session.

SESSION 1

Noon-1 p.m. Tuesday, May 3

Everyday Habits to Create a Culture of Innovation

Natalie Painchaud, Director of Learning, Innosight

A major source of untapped energy is the innovation potential that exists inside organizations. Yet, most organizations struggle to create innovative cultures. That's why Natalie Painchaud and her co-authors wrote "Eat, Sleep, Innovate." It lays out a system-level way to encourage and enable people to think and act beyond the status quo. Success requires focusing on changing people's daily habits and ensuring they stick and scale.

Learning objectives:

- Apply the three steps to encourage and enable behavior change in an organization.
- Inspect behavioral blockers – what people do instead of the desired behaviors.
- Use behavior enablers, artifacts and nudges to drive habit adoption.

SESSION 2

Noon-1 p.m. Tuesday, June 14

Creating an Environment of Trust Through Compassion

Karen Cook, RN, Coach and National Speaker, Huron

Although every organization strives to deliver trusted and safe patient-centered care, do they really? A consumer's perception of quality at an organization is affected by moments of truth – moments that form an impression. This session is about hardwiring behaviors and processes that lead to a culture of higher clinical quality and reliability, safe and efficient care delivery, and operational excellence from patient, employee and physician perspectives. Karen Cook will lay the foundation for how to create an environment of trust. Every interaction can affect trust and the perception of quality, but those that show care and concern can be key differentiators. Starting with our own accountability, strategies to ensure compassion in all interactions will be shared throughout the session. Not only is this good for patient- and family-centered care, but it also creates an environment of trust that contributes to our resilience.

Learning objectives:

- Define the value of compassion in health care.
- Outline five moments of truth that affect a customer's perception of quality.
- Describe two strategies to build resilience through compassion.

SESSION 3

Noon-1 p.m. Tuesday, July 12

The Patient as a Consumer: How to Create Experiences Patients Value

David Duncan, Ph.D., Managing Director, Innosight

Consumers are becoming increasingly influential, empowered and demanding. The maxim “the consumer is boss” has become more urgent as the digital revolution, social media, expanding choices and continuous connectivity have empowered consumers and heightened their expectations. Health care is not immune to this trend, as health care systems and big tech companies compete to provide better experiences for patients and caregivers. David Duncan will share techniques from his new book, “The Secret Lives of Customers.” Dr. Duncan will discuss how to gain insight into patients' most-important health challenges and aspirations and how to find innovative and helpful ways that consumers will value.

Learning objectives:

- Illustrate the relevance of consumer insights for health care.
- Examine techniques that will help you better understand your customers.
- Identify how these techniques can be applied.

SESSION 4

Noon-1 p.m. Tuesday, Aug. 16

Creating and Leading a Change-ready, Inclusive Environment

Kristie Tobias, Director, National Speaker and Author, Huron

Transforming your culture to support a more-inclusive environment for your team members, patients and communities requires an intentional strategy and commitment to integrate equity and inclusion into all aspects of your organization and your leadership approach. Kristie Tobias will explain how to lead a change-ready, inclusive environment.

Learning objectives:

- Create awareness of factors that can reduce trust, such as biases we may hold that affect our actions.
- Define the role leaders play in fostering an environment of values-driven, psychological safety.
- Outline the impact of building trust and inclusion in your environment.

REGISTRATION

Register online at www.ihaonline.org.

REGISTRATION FEES PER ORGANIZATION

The fee includes all four sessions.

- IHA member rate – \$200.00
- IHA associate member rate – \$200.00
- Nonmember rate – \$1000.00

CONTINUING EDUCATION

Board members participating in IHA's Hospital Board Certification Program can earn up to 4.0 hours of continuing board education hours as each webinar will have 1.0 hour available.

NURSING CONTACT HOURS

IHA, Iowa Board of Nursing provider No. 4, will award 1.0 nursing contact hour for each webinar in this series.

For nursing contact hours to be offered for individuals, IHA will verify your electronic virtual sign-in and sign-out times. You must enter your nursing license number on the access registration page. If you are participating as part of a group, you must assign an on-site proctor to oversee the process required by the Iowa Board of Nursing and IHA. After registering, email Tori Hanson (hansont@ihaonline.org) to receive the proctor agreement and instructions.

RECORDINGS POLICY

Recordings of the webinar series will be available to participants for four weeks after each session.

REGISTRATION POLICY

- Each organization that registers is required to provide an email address.
- The email address listed will be sent logon information and handouts at least 24 hours before the webinar.

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.