

IOWA HOSPITAL ASSOCIATION 2023 ADVANCED LEADERSHIP ACADEMY

The academy is designed to equip hospital leaders on a leadership track with the skills and knowledge to engage in operational factors in their positions. Participants are nominated by their hospital CEO. Academy class size will be limited to 25 participants to maximize engagement and interaction.

Curriculum

- Complete a capstone project and present the results to other facilities.
- Learn from and discuss issues with experienced health care leaders.
- Tour diverse health care settings and hear about alternative models of health care delivery.
- Meet routinely with program mentors to explore the topics presented and discuss how to use the lessons moving forward.
- Understand the integration of health care information and leadership development.
- Work with experts to improve public speaking and communication delivery.

Faculty

Former IHA board member and retired hospital executive Lisa Radtke will guide and mentor participants. Radtke worked in patient care and health care leadership for more than 40 years. Most of her career was with the Mayo Clinic Health System, culminating as chief administrative officer for Winneshiek Medical Center in Decorah. Radtke has a master's degree in community health education, is licensed in social work, holds certifications in Crucial Conversations and Influencer toolkits and is a certified Mindful coach.



Academy information

- After a CEO nomination, the candidate will complete a registration form to confirm enrollment.
- Participants will have a mentor assigned to them from their facility to further discuss and actualize Academy activities.
- Participants will complete a capstone project for their organization and present the results at the program's completion.
- Academy graduates are formally recognized at the 2024 IHA Summer Leadership Forum.
- Find all details and forms at www.ihaonline.org/academy.

BONUS BENEFITS - Complementary registrations to these IHA Signature Events: 2023 & 2024 IHA Summer Leadership Forums and the 2024 IHA Governance Forum

SESSION 1: JULY 12, IOWA HOSPITAL ASSOCIATION

8:30 a.m.

Welcome

Chris Mitchell, President and CEO, Iowa Hospital Association, Des Moines

9 a.m.

Your Leadership Promise: Leading and Sustaining a World-Class Service Culture

Eric Kidwell, Co-director, Smart CX Customer Experience Solutions, Orlando, Florida

Great health care leaders not only take care of patients, but also inspire their colleagues and staff to localize the organizational mission into their clinics, departments and hospitals, making it relevant and applicable to every team member. This session will illustrate the blueprints and tools needed to build a high-performing team that is well-aligned, focused and committed to being patient-driven, whether they directly care for patients or not.

Learning objectives:

- Define how to embolden your workforce to effectively communicate your vision.
- Define where loyalty comes from and learn how to garner it from health care team and customers.
- Discover why most initiatives die and the infrastructure needed to build and sustain long-term success.
- Identify tools for operational excellence from the top including face to face, electronic or mail.
- Recognize leadership styles and adjust to a more-effective style to more efficiently lead your health care organization.

Noon

Lunch

- 1 p.m. CEO, Board and Medical Staff Relations**
Todd Linden, FACHE, President, Linden Consulting, Cedar Rapids
- This session will provide participants with examples of how hospital administrators, boards and medical providers interact. Best practices and examples of ways to successfully navigate and develop these relations will be provided. Participants will learn key components of this triad and how to foster each of these components.
- Learning objectives:
- Analyze internal strengths and weaknesses and use this reflection to develop a cohesive plan to maximize interactions among health care administration, boards and providers.
 - Garner best practices to foster relations among these three entities.
 - Review and understand the unique functions of health care administration, boards and providers in a health care setting.
- 3:30 p.m. Adjourn**
- SESSION 2: SEPT. 12, VETERANS AFFAIRS HEALTH SYSTEM OF CENTRAL IOWA**
- 8:30 a.m. Welcome**
Darwin Goodspeed, Executive Director, Veterans Affairs of Central Iowa, Des Moines
- 9 a.m. A Day in the Life of a CEO**
Dan Varnum, Executive Coach, Varnum Group, Ankeny, and Doug Morse, Investor/Health Care Consultant, ExechHQ Alliance, Des Moines
- What is the role of a successful health care leader? This session will explore key themes to drive leader success and offer ideas that can begin immediately. This highly interactive session will provide participants with real-world examples of leaders' thoughts and behaviors in creating a positive impact on their organizations. As past CEOs, Morse and Varnum help leaders prepare for the next phase of their leadership journeys by identifying best practices and lessons learned in the rapidly changing health care environment.
- Learning objectives:
- Define actions the health care leader can take to develop the talent of others.
 - Identify personal values and how those values align with leader activities.
 - Recognize the critical role health care leaders play in defining organizational culture.
 - Understand the importance of the team surrounding the health care leader.
- 11:30 a.m. Lunch and Tour of the Veterans Affairs of Central Iowa**
- 1:30 p.m. Financial Business Skills for the Health Care Leader**
Susan Horras, CPA, FHFMA, Senior Vice President of Finance, Iowa Hospital Association, Des Moines
- Strong financial skills are necessary for effective leadership in the health care environment. This session will better equip leaders for the fiscal management responsibilities of their positions.
- Learning objectives:
- Examine ways to read and understand departmental financial performance reports.
 - Explain how budgets are developed and describe the role of budgeting as a key component of the administrative process.
 - Explore and understand revenue-cycle processes and price transparency in health care, outlining the impact these factors have on patient satisfaction.
 - Review common key performance indicators and statistics within health care for monitoring budget performance and variance analysis.
- 3:30 p.m. Adjourn**

SESSION 3: NOV. 13, IOWA HOSPITAL ASSOCIATION

1-4 p.m. **Advanced Communications Training**

Andy Garman, Wixted and Company, West Des Moines

Participants will learn ways to enhance their public speaking skills and capture an audience within 90 seconds by using the tools discussed in this session. This session will feature hands-on training followed by “on stage” practice and review.

SESSION 4: NOV. 14, BROADLAWNS MEDICAL CENTER, DES MOINES

8:30 a.m. **Welcome**

Anthony Coleman, D.H.A., President and CEO, Broadlawns Medical Center, Des Moines, and IHA Board Member

9 a.m. **Thinking Strategically**

Mary Sand, Ph.D., Consultant, Sand Consulting, Omaha, Nebraska

The further one travels up the organizational ladder, the more one is expected to think strategically versus tactically. Thinking strategically includes making decisions that lead the organization to its goals. This includes knowing and anticipating industry trends, capitalizing on the unique capabilities of the organization, seeing the big picture, painting a vision of possibilities and translating that vision into steps that others are inspired to achieve.

Learning objectives:

- Describe creative approaches to thinking, such as, contrast, combination, constraint and context.
- Examine trends in health care and review what’s working, what’s not and why.
- Explore how to transition from thinking to doing.
- Identify unique advantages in teams, community, location, resources and relations.
- Learn how to articulate the vision you are setting.
- Participate in scenario planning to help explore strategy development.

11:30 a.m. **Lunch and Tour of Broadlawns Medical Center**

1:30 p.m. **Advocacy 101 and State and Federal Policy Updates**

Erin Cubit, Senior Director, Government Relations, Iowa Hospital Association, Des Moines

Most legislators do not work in health care, they depend on expertise and stories from the front lines to understand what is happening in hospitals. With hospitals being one of the most regulated industries in the nation and 60% of hospital revenue coming from government payors it is critical for leaders to understand the impact advocacy has on a facility. This session will provide participants with the “how to” be an effective advocate and stress the importance of building a relationship with your representatives. The session will then review state and federal legislative activities that are affecting health care and hospitals.

Learning objectives:

- Describe the legislative process and the role a hospital leader has in it.
- Discuss legislative issues facing federal and state legislatures and the impact on Iowa hospitals.
- Explain how to get involved with IHA advocacy efforts.

2:30 p.m. **Media and Crisis Communication 101**

Andy Garman, Wixted and Company, West Des Moines

Learn how the media covers crisis situations, including the process they go through and when an organization or representative has control in the process. This session also will cover considerations for developing a message and tips for conducting an interview when the stakes are high. The session will use lecture, discussion, case studies and exercises to provide a realistic learning experience.

Learning objectives:

- Develop the needed skills to be an effective representative of a health care facility during a crisis.
- Identify ways to manage social media during a crisis.
- Outline a clearly defined process a health care facility can use to communicate messages during a crisis.

3:30 p.m. Adjourn

SESSION 5: FEB. 6, 2024, CHILDSERVE

8:30 a.m. Welcome

Teri Wahlig, M.D., CEO, ChildServe, Johnston

9 a.m. Building Workplace Culture With Seven Principles of Leadership

Brett Hoogeveen, Co-founder, BetterCulture, Bellevue, Nebraska

In the modern world of work, organizations understand the value of “culture.” Culture drives talent, talent drives quality, quality drives customers and customers drive revenue. But what does it take to drive culture? In this session, participants will learn a mental model and schema for leadership based on BetterCulture’s Seven Principles of Leadership. The session will explore data and trends, time-tested leadership best practices and dozens of practical skills and tactics that will equip leaders with the tools to develop their teams and strengthen their workplace culture.

Learning objectives:

- Clarify approaches to employee recognition and appreciation designed to maximize employee motivation.
- Demonstrate the importance of pride in generating employee loyalty and engagement.
- Identify seven core leadership principles proven to generate lasting employee engagement.
- Understand the business case for the value of culture to health care organizations.

11:30 a.m. Lunch and ChildServe Tour

1:30 p.m. Dimensions Discovery Datalytics

John Richardson, Senior Director, IPOP and Data Analytics, Iowa Hospital Association, Des Moines

This session will overview IHA’s newest data program, Dimensions Discovery Datalytics. The presentation will focus on program dashboards and show attendees how to gain access to the tool, explain how and when to use specific dashboards and provide real-life cases for several dashboards.

Learning objectives:

- Identify key uses for Dimensions Discovery Datalytics within hospitals.
- Identify which dashboards to select for different analyses.
- Understand the basic function of Dimensions Discovery Datalytics.

2:30 p.m. Health Care Redesign

Kevin Kincaid, CEO, Knoxville Hospital and Clinics, Knoxville, and IHA Board Member

This session creates a foundational exercise for the complexities of leading health care organizations. Why are health care leaders needed? What needs to change? This session will investigate the complex world of leading health care organizations, providers and boards. Participants will explore their strengths and opportunities for improvement. Systems of care will be analyzed as each participant presents their version of health care redesign.

Learning objectives:

- Describe a strategic direction in health care.
- Explain how to develop a program that manages health care resources statewide.
- Identify a system that improves the health of Iowa statewide.

4 p.m. Adjourn

March 3, 2024, Advanced Leadership Academy Project Practice Call, Time TBD.

April 8, 2024, Academy Capstone Project Recording (part 1).

April 22, 2024, Academy Capstone Project Recording (part 2).

SPEAKERS

Andy Garman is a communication adviser and trainer with more than two decades of broadcasting, management and social media experience. Garman has a wealth of knowledge about the inner workings of newsrooms, tips for improving presentation skills, using social media and finding ways for stories to cut through the clutter and be noticed. He earned his bachelor's degree in communication studies from the University of Iowa.

Brett Hoogeveen is co-founder of BetterCulture, a product and technology company focused on making the world a better place to work. Hoogeveen is a former engineer, an experienced health care executive, business consultant, executive coach, angel investor and professional speaker. He holds a degree in civil engineering from the University of Kansas, but spent most of his career working in health care. In over a decade at the Omaha-based rehabilitation provider QLI, he helped lead the organization to national prominence and five consecutive selections as the best place to work in metropolitan Omaha.

Susan Horras is vice president of finance policy with IHA. Before joining IHA, Horras was the director of finance at UnityPoint Accountable Care Organization, director of network economics for Wellmark Blue Cross and Blue Shield, chief financial officer at a critical access hospital and spent several years in health care consulting at RSM.

Eric Kidwell started his career as an entertainer, working in USO shows worldwide in places like Egypt, Turkey, Italy, Spain and the deck of the USS America in the middle of the Mediterranean Sea. His entertainment experience translated to 17 years working in broadcast television as a creative director, customer service trainer and occasional on-air talent. Kidwell moved from television to health care, working on the strategy, marketing and development team with Riverside Health System in Newport News, Virginia. He became the primary customer service trainer for the system's 10,000 team members. He then joined Integrated Loyalty Systems in Orlando, Florida, as senior vice president and senior consultant, traveling the country working with health care organizations to elevate the human side of health care.

Kevin Kincaid joined Knoxville Hospital and Clinics in 2011 as the CEO. He has more than 25 years of experience working in hospitals large and small and has served in numerous capacities with key results. He also is active on the state and federal level in health care advocacy efforts. Kincaid holds a master's degree in health administration through Des Moines University and is a fellow through the American College of Healthcare Executives. In addition, he is a veteran of the United States Navy where he served as a hospital corpsman with the USS Alexander Hamilton/USS Tunny and at Balboa Naval Hospital.

Todd Linden is president of Linden Consulting. Linden retired after 24 years as president of Grinnell Regional Medical Center, where he was named CEO emeritus. He is a fellow in the American College of Healthcare Executives and served on the boards of the American Hospital Association, Grinnell College and the National Rural Advisory Committee for the U.S. Department of Health and Human Services. Linden has testified on Capitol Hill and met with presidents Bill Clinton and Barack Obama about health care and economic development. He is an adjunct professor at the University of Iowa and a regular faculty member for the American College of Healthcare Executives.

Doug Morse is a former rural hospital CEO and lifelong rural health care zealot. He knows small hospitals and clinics are the health care and economic engines that drive the rural way of life. Today he helps leaders and boards achieve exceptional scorecards and strong community support through 1:1 coaching, entrepreneurship training seminars and mission discernment processes for key decisions. The author of "You Got This: How to Make Big Decisions at Small Hospitals", Morse was twice recognized as a college faculty Teacher of the Year, and years ago was recognized with the Iowa Hospital Association Young Executive Achievement Award.

John Richardson is a director of inpatient/outpatient data and data analytics for IHA, where he manages the Dimensions program and is a member of the IHA data analytics team. Richardson also helps with IHA data services for quality and patient safety in cooperation with the Iowa Healthcare Collaborative's partnership for the Compass Hospital Improvement Innovation Network.

Mary Sand, Ph.D., is a proven leader with more than 35 years of experience in health care, nonprofit organizations and higher education. Most recently, Dr. Sand was vice president of strategic operations and performance excellence for Avera Health. She has collaborated on large-scale projects designed to reduce expenses and optimize operations. Dr. Sand's experience also includes working with physicians and leaders of clinical service lines. She has a doctorate in interpersonal communication in health care from The Union Institute and a master's degree in public administration from the University of Missouri-Kansas City.

Dan Varnum is an executive coach with Varnum Group. Varnum retired from MercyOne in 2020 after more than 30 years as a health care executive with MercyOne, Wellmark and UnityPoint Health. He was president and CEO of MercyOne North Iowa, where he led the development of cultural transformation, implementing The Mercy Way as a lean leadership system.

REGISTRATION

Register online at www.ihaonline.org.

REGISTRATION FEES

Single enrollment (paid in full): \$2,850

Single enrollment (paid in three installments):

- \$1,000 – due at registration
- \$950 – due July 12, 2023
- \$900 – due Aug. 6, 2023

PROGRAM LOCATION

This program is hosted at the Iowa Hospital Association and other health care facilities in the Des Moines area.

- 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.

CONFERENCE MATERIALS AND RECORDINGS

- This is a paperless conference. IHA will email conference materials when available.
- This program is being recorded and will be available to registered participants for 30 days after the event.

LODGING

IHA has a discounted corporate rate 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: \$133 per night plus taxes

515-280-3828

Corporate ID No.: 786828419

Downtown Embassy Suites Des Moines

Corporate rate: \$143 per night plus taxes

515-244-1700

Corporate ID No.: 560001333

CONTINUING EDUCATION

5.5 nursing contact hours will be awarded for the July 12, 5.0 nursing contact hours for Feb 6, 2024, and 4.5 hours for the Sept. 12 and Nov 14 sessions 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 to be completed the day of the program.

American College of Healthcare Executives: IHA is authorized to award hours of preapproved ACHE-qualified education credits for each program. Participants can use these credits for advancement, recertification or reappointment in the American College of Healthcare Executives.

To receive nursing contact hours or a certificate of attendance, you must attend the entire program. No partial credit will be granted.

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.

2023 ADVANCED LEADERSHIP ACADEMY



ATTENDEE INFORMATION

Name _____ Title _____

Email Address (required) _____ Telephone _____

Organization Name _____

I have dietary restrictions or allergies. Please specify: _____

NOMINATOR INFORMATION

Name _____ Title _____

Email Address (required) _____ Telephone _____

MENTOR INFORMATION

Name _____ Title _____

Email Address (required) _____ Telephone _____

REGISTRATION FEES

- IHA Member – \$2,850 IHA Non-Member – \$4,000
 Single registration (paid in three installments) \$1,000/\$2,000 due at registration, \$950/\$1,000 due July 12, and \$900/\$1,000 due August 6.

PAYMENT INFORMATION

- Option 1: Bill my institution.
 Option 2: Enclosed is my check payable to IHA in the amount of \$ _____.
 Option 3: Charge my credit card, please call Corey Martin at IHA.

OFFICE USE ONLY
Program # 125-5130-206323
Date Received _____
Fee Amount \$ _____
Check # _____
Check Total \$ _____



 Email : iharegistration@ihaonline.org

 Website : www.ihaonline.org

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Des Moines, IA 50309
Attn: Ellen Waller