

Governance Forum

March 5



Program overview

Effectively governed hospitals require motivated and knowledgeable trustees who understand how to think and lead strategically. The IHA Governance Forum educates trustees and CEOs about governance functions, health care trends, advocacy initiatives and leadership competencies.

Intended audience

- Board chairs.
- Board members.
- CEOs and senior executives.
- Nurse leaders.
- Physicians.
- Staff members coordinating governing board activities.

Program schedule

8:45 a.m. **Welcome**

9 a.m. **Artificial Intelligence in Health Care**

Steve Berkowitz, M.D., SMB Health Consulting, Scottsdale, Arizona

Hardly a day goes by when there is not news about artificial intelligence and its impact on society. New advances in technology and applications – both exciting and scary – seem to be occurring exponentially. Evidence shows that AI can learn independently and “make things up.” Generative pretrained transformers are enabling technology that performs increasingly like humans. Computer-brain interfaces can physically connect the mind to the computer or a robot. How does the health care executive stay on top of science and make knowledgeable decisions? Dr. Berkowitz will review basic AI models and concepts – such as processing speed, machine learning and networks – emphasizing applications in health care. He also will discuss special interest topics such as:

- AI bias.
- Brain-computer interfaces.
- Emergent properties.
- Generative pretrained transformers.
- Singularity.

In addition, Dr. Berkowitz will discuss AI's impact on health care systems, patients and providers. Finally, he will discuss AI's moral implications and the role of future regulations and compliance.

Learning objectives:

- Discuss the implications of specific topics such as emergent properties, hallucinations, brain-computer interfaces and deepfakes, and how they can contribute to AI singularity.
- Discuss the importance of an AI partnership.
- Discuss AI's social and moral issues and the potential need for regulation.
- Explore the impact of generative pretrained transformer technologies, mainly how they affect patients, providers and hospitals.
- Review the basic AI definitions and models.

10 a.m. **Break**

10:15 a.m. IHA Advocacy Update

Clare Kelly, Chief Advocacy Officer, Iowa Hospital Association, Des Moines

Health care is deeply affected by the political and regulatory environment at the state and national levels. Advocacy is a crucial function of IHA and an essential duty of health care leaders. This session will outline IHA's legislative agenda components and explain how to get involved with IHA advocacy efforts.

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.

10:45 a.m. Building Strong and Appropriate Stakeholder Relations

Todd Linden, President, Linden Consulting, Centennial, Colorado

Fostering solid relations with key stakeholders is paramount to the success and sustainability of any hospital or health system in the dynamic and ever-evolving governance landscape. Achieving this goal is easier said than done. This session will explain the importance of building and nurturing connections with key stakeholders, including the C-suite, employees, medical staff and the community. This discussion will revolve around the effective management of stakeholder relations while respecting the hospital's administrative structure. Finally, we'll share best practices and case studies while inspiring participants to adopt a collaborative and initiative-taking approach to governance that drives success.

Learning objectives:

- Explore various tools and techniques for building stakeholder relations.
- Gain insights into why cultivating trust and collaboration with each stakeholder group is pivotal for achieving organizational goals.
- Learn the communication skills to engage stakeholders and build healthy relations effectively.

11:45 a.m. Lunch

12:45 p.m. Hospital and Trustee Recognition Presentations

1:15 p.m. Governing Through Financial Challenges

Kim Russel, Founder and CEO, Russel Advisers, Lincoln, Nebraska

For many hospitals and health systems, the "new normal" has involved a constant struggle to maintain operational profitability. This session explores the impact of governance during financially challenging times. The presentation will distinguish governance responsibilities from management duties when an organization is experiencing financial pressure. Methods to carry out the board's oversight role during financially challenging times will be highlighted, including a discussion about the interaction between the board's Finance Committee and the entire board. Sample questions for strategic boardroom discussion will be shared. Participants will leave the session with tools that can be adapted to their organization's specific financial circumstances.

Learning objectives:

- Define the board's and finance committee's roles during financial challenges.
- Derive governance-level questions for trustees to discuss with management at the board level.
- Discuss governance implications for future strategies when a hospital is facing financial stress.
- Identify specific methods for the board to carry out its oversight role during periods of financial instability.

2:15 p.m. Break

2:30 p.m. Effective Board Governance of Quality

James Moses, M.D., M.P.H., Chief Quality, Safety and Experience Officer, Corewell Health, Grand Rapids, Michigan

Understanding the role of boards in helping drive quality across health care organizations is critical to optimizing outcomes for our patients. Yet, we know there is widespread variation in how quality and safety are prioritized in board meetings. We also know board members' understanding of how quality is defined varies and their knowledge of how to leverage their role best to help ensure quality is a strategic priority that can be enhanced.

This session will focus on:

- The attributes of a board committed to quality and strategies to support your board's quality work.
- The Institute of Healthcare Improvement's framework on board governance that is a needs assessment and roadmap for board members to help drive health care quality.
- Why board governance drives optimizing quality outcomes for patients and families.

Learning objectives:

- Define the attributes of a board committed to quality.
- Explain the importance of board engagement with quality.
- Identify a framework for governance of health system quality.

3:30 p.m. Break

3:45 p.m. The Safari Way to Greater Happiness

Steve Fredlund, Motivational Speaker and Leadership Expert, St. Paul, Minnesota

In this session, participants will ask themselves: Is it possible to be successful and still be happy, or do we have to choose? Is there a way to be both? Through his career experience and research, Steve "The Safari Dude" Fredlund has uncovered the "Big 5" drivers of success and happiness. Surprisingly, they're the same factors that make an African safari incredible. Join Fredlund on this epic adventure to approach life, work and leadership.

Learning objectives:

- Describe steps needed to implement the "Big 5" ways to have more fulfilling adventures in every area of life.
- Experience better agency in life, work and leadership.
- Explore the impact of external pressures (defaults, expectations and "shoulds") on decisions.

5 p.m. Adjourn education

5 p.m. Governance Forum Reception – Liz Lidgett Art Gallery

111 E. Grand Ave., Suite 110, Des Moines (across from the IHA Conference Center)

7 p.m. Reception ends

Speakers



Steve Berkowitz, M.D., was the chief physician executive and president of the medical group for Northern Light Health. Before this, he was the chief medical officer of St. David's Healthcare in Austin, Texas, and the chief medical officer for the central and West Texas divisions of HCA Healthcare. Dr. Berkowitz was chairperson of the board of Capital Area Providers, a Texas medical foundation with over 800 participating physicians, and the national practice leader for physician services with the HayGroup. For Harris Methodist Health System, Dr. Berkowitz was the medical director of the system's health maintenance organization and CEO of their integrated delivery system. He was the medical/executive director for The Travelers. In 2014, Dr. Berkowitz was appointed chairperson of the Texas Institute for Health Care Quality and Efficiency board. He was on the boards of the Society of Cardiovascular Patient Care, the Texas Hospital Association, the Texas Health Care Information Council and the Texas Association for Healthcare Quality.



Steve Fredlund is an award-winning actuary with 25 years of experience in Fortune 500 companies, including leadership roles in investment, product management and human resources workforce analytics, where his research uncovered disruptive truths about the real drivers of productivity, engagement and retention. He is a sought-after speaker and coach, empowering others toward more success and happiness. Funny and engaging, Fredlund deeply connects with his audience. He was once called "the only actuary you actually want to sit next to at a dinner party."



Clare Kelly is the chief advocacy officer at the Iowa Hospital Association. Before joining IHA, she was a health policy adviser to Gov. Kim Reynolds. Before her state service, Kelly was executive vice president and CEO of the Iowa Medical Society and was also executive director of government and external affairs for Children's National Hospital in Washington, D.C. She's a native of Fort Dodge and received her bachelor's degree in English and political science from the University of Iowa.



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. He was on the American Hospital Association and Grinnell College boards and the National Rural Advisory Committee for the U.S. Department of Health and Human Services. Linden 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 faculty member for the American College of Healthcare Executives.



James Moses, M.D., M.P.H., is the system chief quality officer for Corewell Health and senior vice president of quality, safety and patient experience for Corewell Health West. Before joining Corewell Health in 2021, Dr. Moses was the chief quality officer and vice president of quality and safety for the Boston University School of Medicine. Dr. Moses oversaw the organization's quality, patient safety, regulatory compliance and infection control. He co-led Boston Medical Center's Clinical Learning Environment Review initiative, integrating residents and fellows into hospitalwide quality and patient safety priorities. Dr. Moses received his medical degree from the University of Chicago and completed his medical training in pediatrics at Boston Children's Hospital and Boston Medical Center. After working as the pediatric chief resident at Boston Medical Center, he received a master's degree in public health in biostatistics and epidemiology from Harvard University. In 2008, he became pediatric director of quality and patient safety at Boston Medical Center, where he was named associate chief quality officer in 2013.



Kim Russel has been a health care executive for over 40 years. Russel's proudest career accomplishments are her service as CEO of Mary Greeley Medical Center from 1995 to 2008 and as CEO of Bryan Health in Lincoln, Nebraska, from 2008 to 2020. Earlier in her career, she held various executive roles at Unity Point-Des Moines. After Russel retired from Bryan Health, she formed Russel Advisers to focus her time on advising health care boards and CEOs. She's an adviser to The Governance Institute and has published over 30 articles about governance and leadership topics. Russel has been a member of over 20 boards and has chaired 10 of them, including the Iowa Hospital Association's Board of Officers and Trustees.

Registration

Register online at www.ihaonline.org.

- IHA member – \$75
- IHA associate member – \$350

Continuing education

Nursing: IHA, Iowa Board of Nursing Provider No. 4, will award 4.5 nursing contact hours to event participants. IHA will not issue nursing contact hours without an Iowa license number on the certificate on the conference day. You must attend the entire educational program portion of the day to receive nursing contact hours or a certificate of attendance. No partial credit will be granted.

American College of Healthcare Executives (ACHE)-qualified education: IHA is authorized to award 4.5 hours of preapproved ACHE-qualified education credit for the conference toward ACHE advancement or recertification. 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 ACHE for advancement or recertification.

Hospital board certification: Board members participating in IHA's Hospital Board Certification Program can earn 5.75 hours of education toward certification for participating in the live events at the 2024 IHA Governance Forum.

Hospital Board and Trustee Certification Program

IHA has designed the Hospital Board Certification program to help hospitals use governance best practices to promote care coordination and the best use of resources. This demonstrates to lawmakers, regulators, physicians, employees, the business community and other community stakeholders that Iowa hospitals:

- Embrace community accountability and transparency.
- Govern according to a standard of excellence.
- Understand and embrace the need for governance accountability.

Certified trustees are recognized each year at the IHA Governance Forum.

Program 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.
- 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.

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 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: \$133/night plus taxes
515-280-3828
Corporate ID No.: 786828419

Downtown Des Moines AC Marriott
Corporate rate: \$174/night plus taxes
515-518-6060
Corporate ID Code: **3QR**

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 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.