



c

Monday, Oct. 6

**Preconference Workshop | Shaping Health Care's Future: Balancing
Today's Fires With Tomorrow's Vision**

1-4 p.m., IHA Conference Center, 100 E. Grand Ave., Suite 100, Des Moines

Craig Deao, MHA, Managing Director, Huron Consulting Group, Chicago, Illinois

***Sponsored by the Iowa Chapter of the American College of Healthcare
Executives***

In today's volatile health care environment, leaders face the dual challenge of managing short-term pressures while steering toward long-term transformation. This session examines the major forces reshaping the field, including demographic shifts, evolving consumer expectations and the accelerating impact of artificial intelligence. Participants will learn how to connect emerging trends with practical, future-focused strategies.

Through visioning tools and strategic frameworks, leaders will clarify both "what game

we want to play” and “how to win,” helping them position their organizations for growth, relevance and resilience in the decade ahead.

Learning objectives:

- Apply strategic frameworks and visioning tools to balance near-term operational demands with long-term transformation
- Identify and interpret key trends reshaping the health care landscape and assess their implications for organizational strategy

Craig Deao, managing director at Huron, has provided consulting services to health care organizations for two decades. Deao is a trusted adviser to boards and executive teams, focusing on governance, strategic planning, growth, engagement and patient experience. His expertise extends to board education, governance restructuring and the facilitation of strategic and leadership development initiatives. Deao’s work emphasizes the importance of creating high-performing governance structures and leadership teams to drive cultural and operational success. Throughout his career, he’s guided health care boards through complex strategic challenges, helping them clarify their vision, improve efficiency and strengthen their accountability frameworks. Deao is highly sought after for his ability to facilitate effective strategic planning and governance processes, enabling senior leaders and boards to develop forward-thinking goals. He’s a frequent speaker at national and international health care leadership conferences, including events hosted by the American College of Healthcare Executives, the American Hospital Association and over 20 state hospital associations. Deao has delivered over 400 presentations across the U.S., Canada and Australia, consistently earning top ratings from participants. His book, "The E Factor: How Engaged Patients, Clinicians, Leaders and Employees Will Transform Health Care," has sold over 20,000 copies. Deao’s

insights about governance and leadership have appeared in Health Executive, Trustee Magazine and Healthcare Philanthropy.

Before joining Huron, Deao held leadership roles at Vizient, where he led large-scale educational initiatives for health care executives, achieving significant improvements in organizational performance and satisfaction. He has a Master of Health Care Administration degree from the University of Minnesota and dual undergraduate degrees from Louisiana State University.

Iowa Society of Healthcare Attorneys Reception

5-7 p.m. Renaissance Des Moines Savery Hotel, 401 Locust St., Des Moines

Sponsored by Dorsey and Whitney

Join fellow health care attorneys for this social event. The Iowa Society of Healthcare Attorneys' reception provides an opportunity for participants to network with colleagues and discuss topics of interest related to their roles with their organizations.

Tuesday, Oct. 7

Opening keynote: Embrace the Shake: Transforming Limitations Into Opportunities

8:30-10:15 a.m., Grand Ballroom

Phil Hansen, Internationally Recognized Multimedia Artist, Speaker, Author and Innovator, Minneapolis, Minnesota

Sponsored by ServiShare and AssuredPartners

Success, especially in today's fast-changing business environment, depends on our ability to make creativity and innovation a continuous process. Leaders want to know how their teams can overcome challenges and succeed, despite what comes their way.

Artist Phil Hansen coined the phrase “embrace the shake” during his personal story of transformation. After developing a career-ending tremor in his drawing hand, Hansen embraced his physical and metaphorical “shake” by redefining his limitation as an impetus for creativity. He restored his artistic abilities and became a more creative and innovative artist. After sharing his message on the TED stage, “Embrace the Shake” became a motto for businesses to approach their limitations in a new way. Hansen’s powerful message of finding creativity within limitations will inspire you to stop looking outside and start looking within yourself for resources that can transform your challenges into opportunities for success. And like Hansen’s art, “embrace the shake” isn’t just talk; it’s an experience. Through jaw-dropping visuals and live, interactive art, you’ll break preconceived assumptions, activate your creative capacity and bring fresh ways of viewing the task at hand.

Learning objectives:

- Break down resistance to limitations by recognizing their role in driving – vs. stifling – creativity
- Explore ways to view problems with a fresh perspective by activating internal resources, the most-important being creativity
- Identify preconceived assumptions that cause us to believe obstacles have the power to limit success

Phil Hansen is an internationally recognized multimedia artist, speaker, author and innovator at the forefront of bringing art to a broader audience. Crashing irreverently through conventional boundaries, Hansen works at the intersection of traditional art, electronic media, offbeat materials and interactive experiences. He is widely known for

his meta-art videos, which document the creation process (sometimes through destruction), showing that art is action, not just a result. Hansen's work also extends deeply into traditional media, with features on the Discovery Channel, Good Morning America, The Rachael Ray Show, Last Call with Carson Daly and Glamour. His work is sought after by influential clients, including the Grammy Awards, Disney, Skype, Mazda and the Rockefeller Foundation.

For the tens of millions who have seen Hansen's art on TV and online, it's hard to imagine his artistic journey nearly ended when a tremor developed in his drawing hand. In exploring new ways to create art, he discovered that by embracing his shake, limitations could become the passageway to creativity.

His inspirational story was first shared on the TED stage to a standing ovation, then shared worldwide, including on PBS, BBC and CCTV. Now, Hansen's ability to draw parallels to the business setting has won him followers among industry and business leaders. He's designed a unique art experience. Companies seeking an unforgettable interactive experience for their audience are stunned by its originality, value and impact.

Networking break with IHA trade show exhibitors

10:15-10:45 a.m., Main Concourse and Trade Show Hall

T1: University of Iowa Mobile Sim Lab Demonstrations

10:45-11:45 a.m., Rooms XXX

Brian Rechkemmer, B.S., NREMT-P, Program Director, and Jacinda Bunch, PhD, RN, SANE-A, NREMT, Senior Program Adviser, Simulation in Motion-Iowa, University of Iowa College of Nursing, Iowa City

Join us for an engaging overview of Simulation in Motion-Iowa, a statewide mobile education program that brings high-fidelity simulation training to rural and

underserved communities. This session will explore how the program enhances emergency preparedness and clinical skills through realistic, firsthand scenarios in fully equipped mobile simulation units. Attendees will gain insight into the program's impact on health care outcomes, interprofessional collaboration and workforce development. Whether you're a health care provider, educator or policymaker, this session will highlight how the program is transforming training and improving patient outcomes statewide.

Learning objectives:

- Describe the mission and structure of Simulation in Motion-Iowa
- Examine opportunities for collaboration, participation or support with the program
- Explain the impact of the program on health care education, emergency preparedness and patient outcomes
- Identify the key components and capabilities of the program's mobile simulation units

Jacinda Bunch is a clinical assistant professor at the University of Iowa College of Nursing, with over 30 years of nursing experience. Dr. Bunch has worked in diverse settings and with a range of patients. She's a member of the advisory committee and president-elect of the International Society for Rapid Response Systems, a sexual assault nurse examiner with the Johnson County Sexual Assault Response Team and a first responder in Oxford. Dr. Bunch has a passion for pre-hospital and in-hospital rural health care and emergency medical systems. Besides Simulation in Motion-Iowa, she's taught simulation in graduate and undergraduate nursing programs. Dr. Bunch is a senior adviser for Simulation in Motion-Iowa.

Brian Rechkemmer is the program director for Simulation in Motion-Iowa.

Rechkemmer has over 30 years of experience in emergency medical services. He oversees the development, coordination and management of the program's mobile simulation education statewide. Rechkemmer has a bachelor's degree from Columbia Southern University and an associate's degree from Kirkwood Community College. With a strong commitment to advancing health care training, his leadership ensures high-quality, accessible simulation experiences for health care professionals and first responders statewide.

T2: Managing Commercial Payer Revenue Cycle Challenges

10:45-11:45 a.m., Rooms XXX

Martie Ross, JD, Principal, PYA, Kansas City, Missouri

Sponsored by the Iowa Chapter of the Health Care Financial Management Association

Commercial payers, including Medicare Advantage plans and Medicaid managed care organizations, are using prior-authorization requirements and payment denials to manage hospital utilization aggressively. In response, hospital leaders must harden their revenue cycle processes to protect patient care revenue. This session will highlight payers' specific strategies and tactics, helping hospitals develop a work plan to optimize revenue cycle operations.

Learning objectives:

- Understand commercial payers' use of prior authorization and payment denials
- Identify potential weaknesses in revenue cycle operations
- Prioritize initiatives to improve patient care revenue

Martie Ross is a principal with PYA, a national health care consultancy, and the firm's Center for Rural Health Advancement director. Following a successful two-decade career as a regulatory and transactional attorney, Ross is now a trusted adviser to providers navigating the ever-expanding maze of health care regulations. Her understanding of new payment and delivery systems, as well as public payer initiatives, is an invaluable resource for providers seeking to position their organizations for the future.

T3: Regulatory Year in Review for the C-Suite

10:45 a.m.-11:45 a.m., Rooms XXX

Michael Chase, JD, Partner, Baird Holm, Omaha, Nebraska

This session will provide a fast-paced review of significant health care regulatory and case law developments, as well as other state and federal actions that shape policymaking for all hospitals. Chase will focus on applying the lessons of the past year, including suggested steps to take, so health care executives and their teams are informed rather than surprised.

Learning objectives:

- Learn concrete suggestions and clear statements of lessons learned from the discussed developments
- Recognize significant health care regulatory and case law developments
- Understand the introductory provisions and impact of such developments

Michael Chase is a partner in the health care section at Baird Holm. Chase advises clients on federal and state regulatory matters, including federal health care fraud and abuse laws, physician contracts, compliance programs, HIPAA and institutional review board compliance. He is a member of the American Health Lawyers Association, the

Health Care Financial Management Association and the Health Care Compliance Association. Chase studied health care law at St. Louis University, where he also earned his master's degree in health administration.

T4: When Machines Take Over: The Next Era of HR and Technology

10:45-11:45 a.m., Rooms XXX

Tim Sackett, CEO, HRUTech, Lansing, Michigan

Artificial Intelligence is revolutionizing industries worldwide, and human resources is at the forefront of this transformation. AI offers HR professionals unprecedented opportunities to enhance efficiency, improve decision-making and elevate employee experiences. By automating routine tasks, AI enables HR teams to focus on strategic initiatives that drive organizational success. In this dynamic session, Tim Sackett, author of “The Talent Fix, Vol. 2,” will guide us through the exciting possibilities AI brings to HR, including:

- How AI is transforming HR and what this transformation looks like
- How we can prepare our HR teams for the AI-driven future
- The crucial questions we should address today to prepare for tomorrow

Sackett will provide insights and practical advice about positioning our HR functions – and ourselves – to harness AI's full potential. This is not a challenge to fear, but an opportunity to innovate and lead. By embracing AI, we can become change agents, creating better experiences for our employees and advancing our careers in unprecedented ways.

Learning objectives:

- Develop a better understanding of what AI is within HR
- Explore how HR will evolve in the coming years, using AI
- Learn how new HR technologies will affect the HR function

Tim Sackett is the CEO of HRUTech.com, a leading technical recruiting firm. Sackett has over 20 years of combined executive HR and talent-acquisition experience working for Fortune 500 companies. He's a sought-after international speaker on leadership, HR and talent acquisition. Sackett is a senior faculty member with the Josh Bersin Academy, an angel investor and adviser, and board member for several HR technology corporations. He's the author of the newly released book "The Talent Fix, Vol. 2." He also writes daily on his blog, the Tim Sackett Project. In 2025, Sackett was named a top global HR and recruitment influencer by HR Executive.

T5: The Intersection of Security and Health Care Administrative Services

10:45-11:45 a.m., Rooms XXX

Fred Langston, CISSP, CCSK, Executive Vice President of Professional Services, Lumifi Cyber, Renton, Washington

As we've seen with the Change Healthcare breach, it may not be the loss of medical records and systems that pose the most significant threats. Not receiving payments, processing payments and paying bills and staff, all the results of a breach, threatened the entire U.S. health care system. In this session, Langston will lead attendees through the many administrative processes standard to all health care provider organizations that may be targets of an attacker, what happens when they're successful and how everyone, including administrative professionals, will be asked to protect the organization and help it recover from an attack.

Learning objectives:

- Understand how your role and responsibilities make you a target for attackers
- Understand how your role will be affected because of a successful attack
- Understand your role and responsibility in helping recover rapidly from a cyberattack
- Understand your role and responsibility in protecting the organization

Fred Langston is the executive vice president of professional services at Lumifi Cyber and a cofounder of Critical Insight. Langston has long been at the forefront of information security. He has over 32 years of experience in information security, working with thousands of clients on projects to develop effective risk management strategies and enterprise security and data protection programs. Langston participated in the working group that drafted the proposed HIPAA security rule, has led security sessions at the Healthcare Information and Management Systems Society, was on the HITRUST Alternate Controls Committee and was in the working group that created Standardized Information Gathering and the acceptable use policy for the Banking IT Security Forum, Financial Institutions Shared Assessments Program.

T6: Violence Prevention in Health Care

10:45-11:45 a.m., Rooms XXX

Elizabeth Kain, Senior Loss Control Consultant and Occupational Therapist, Assured Partners, Des Moines

Kain will present an educational course designed to help reduce health care workplace injuries using evidence-based methods to identify who is at risk, create safe techniques to mitigate physical and verbal aggression in patient populations, and establish a culture of safety for patients, family members, caregivers and employees.

Learning objectives:

- Describe techniques and strategies to avoid physical harm
- Identify characteristics of aggression and combativeness in patients
- Learn about evidence-based assessments that help predict violence
- Recognize triggers that cause escalation in caregivers, patients and visitors
- Understand factors that may lead to aggression and violence

Elizabeth Kain is a board-certified occupational therapist who attended the University of Nebraska-Lincoln, where she majored in health sciences. Kain received her master's degree in occupational therapy from the University of North Dakota. She specializes in task analysis, workplace violence prevention, safe patient handling, ergonomics, and job modification and adaptation. Kain's a member of the Iowa Occupational Therapy Association and the American Occupational Therapy Association.

Tuesday lunch (registration is required)

Noon-1 p.m., Grand Ballroom

Sponsored by CEC

PAC Luncheon (invitation only)

Hangin' With Winners

Noon-1 p.m., Room 401

Ray Cole. Television Broadcaster, retired President and Chief Operating Officer, Citadel Communications, Broadcasting+Cable Hall of Fame inductee, Des Moines

“Hangin’ with Winners” delivers a compelling message of leadership, resilience and character rooted in personal stories from some of the most respected names in sports, media, business and public service. Cole draws from his book to share vivid, behind-the-scenes anecdotes featuring winners like Bob Iger (Disney), Barbara Walters (ABC News)

and Dick Vitale (ESPN), each offering timeless leadership takeaways. This presentation will challenge health care CEOs to reflect on their leadership legacies and inspire them to cultivate cultures grounded in integrity, gratitude and courage. Cole's authentic, story-driven style will leave leaders energized to drive meaningful impact in their organizations and communities.

Learning objectives:

- Describe how values such as character, integrity and gratitude influence long-term leadership success
- Identify core leadership principles demonstrated by high-achieving people across diverse industries
- Outline strategies to apply winning leadership behaviors in a health care organization to elevate culture and performance
- Recognize the power of authentic storytelling as a tool to lead, inspire and connect with teams

Ray Cole is a nationally recognized broadcasting executive, author and advocate for servant leadership whose message resonates deeply with health care professionals. With a career spanning five decades, Cole was president and chief operating officer of Citadel Communications, earning national and state-level acclaim for his visionary leadership and commitment to public service. In 2023, he was inducted into the prestigious Broadcasting+Cable Hall of Fame, joining legendary Iowan Johnny Carson. Cole's work extends far beyond media. His deeply personal and purpose-driven message focuses on character, community, and care – core values that align with the mission of health care organizations. In his book, "Hangin' With Winners: A Lifetime of Connections,

Anecdotes and Lessons Learned,” he shares inspirational stories that highlight the power of meaningful relations and the importance of giving back. The book has raised significant funds for Blank Children’s Hospital, Variety – the Children’s Charity of Iowa and The V Foundation for Cancer Research. A recipient of the Robert D. Ray Pillar of Character Award and the Leadership Award from the Broadcasters Foundation of America, Cole exemplifies how strong values and compassionate leadership can positively affect lives, within and beyond the boardroom. His message reminds health care professionals and leaders alike that doing good is good business, and lasting impact comes from caring deeply, leading humbly and serving others.

T7: Reducing Hospital Readmissions: A Proven Path to Better Outcomes

1:15-2:15 p.m., Rooms XXX

Charisse Coulombe, M.S., MBA, CPHQ, CPPS, Director, Hospital Quality Initiative, Compass Health Care Collaborative, Des Moines

Reducing hospital readmissions is a priority in advancing patient care and managing health care costs. From enhanced discharge planning to innovative community-based partnerships, a range of interventions has demonstrated measurable success in reducing readmission rates. In this session, attendees will explore one hospital’s journey to reduce readmissions. Through shared strategies, lessons learned and actionable insights, participants will leave with practical tools to apply in their organizations, whether they’re just getting started or aiming to elevate existing efforts.

Learning objectives:

- Examine a range of interventions designed to reduce hospital readmissions
- Identify takeaways that can support successful implementation in a hospital

Charisse Coulombe is Director of the Hospital Quality Initiative Department at Compass Health Care Collaborative. Coulombe oversees the Compass hospital-focused federal and state projects, leads the delivery of programs and activities and engages with states and hospitals to facilitate sustainable health care transformation. Coulombe has over 30 years of experience in health care and has completed state and federal programs, including leading one of CMS' hospital engagement networks and one of CMS' hospital improvement innovation networks. She holds an MBA from the University of Phoenix and a master's degree in biology from Western Illinois University. Coulombe is a certified professional in both health care quality and patient safety.

T8: Turning Financial Pressure into a Competitive Edge

1:15-2:15 p.m., Rooms XXX

*Jordan Cloch, Senior Vice President, Strategic and Financial Planning Practice,
Kaufman Hall, Chicago, Illinois*

Sponsored by the Iowa Chapter of the Health Care Financial Management Association

Sweeping Medicaid changes – with impacts still being calculated – are creating new pressure for health systems already operating on thin margins. With approximately 40% of hospitals nationwide with negative margins, most organizations face a choice: wait for clarity or use the moment to address persistent structural challenges. In this interactive session, Cloch will explore proven strategies Iowa hospitals can deploy to achieve financial sustainability in this uncertain environment, from service line optimization to strategic cost management and partnership opportunities. You'll leave with approaches your finance and executive teams can implement to drive durable change across your organization.

Learning objectives:

- Detail service line optimization and strategic cost-management partnership opportunities
- Discuss approaches finance and executive teams can implement to drive change across organizations
- Explore proven strategies Iowa hospitals can deploy to reach financial sustainability

Jordan Cloch is a senior vice president in Kaufman Hall's Strategic and Financial Planning practice. Over the past decade, Cloch has advised over 60 executive teams, helping a range of health systems navigate financial strategy, growth, partnerships, and mergers and acquisitions. Before joining Kaufman Hall, he was a health care operations and revenue cycle consultant at Kodiak Solutions. Cloch's thought leadership explores practical applications, including leadership effectiveness, financial performance optimization and strategic partnerships. He received a Bachelor of Science in finance and accounting from the Kelley School of Business at Indiana University. Cloch is a licensed certified public accountant in Illinois.

T9: Iowa's New State Behavioral Health System: An Update on Implementation

1:15-2:15 p.m., Rooms XXX

Marissa Eyanson, Director, Division of Behavioral Health, Iowa Department of Health and Human Services, Des Moines, Aaron Todd, MHCDS, MPP, CEO, Iowa Primary Care Association, Des Moines

Following the passage of HF2673 in 2024 to overhaul the state's behavioral health and disability services, the Iowa Department of Health and Human Services requested proposals for lead entities to implement the new systems. This year, the Iowa HHS

announced Iowa Primary Care Association as the statewide behavioral health administrative service organization, and Pottawattamie County, Central Iowa Community Services, Polk County Behavioral Health and the Mental Health/Disability Services of the East Central Iowa Region as district disability access points. This is to ensure Iowans have clear, consistent pathways to the care and support they need in each behavioral health and disability services district. The new system went live July 1. This session will update participants on the implementation and provide lessons learned in the first three months of operations.

Learning objectives:

- Determine steps to reduce disparity and improve outcomes for all Iowans
- Outline the responsibilities of the above entities
- Provide a platform for provider feedback and observations on the rollout
- Share lessons learned from the early days of implementation

Marissa Eyanson is the director of the Division of Behavioral Health for Iowa HHS, linking Iowa's state mental health authority, single state authority for substance abuse and the state's tobacco use, prevention and control work. From her first job as a direct support professional to her work in Medicaid managed care, Eyanson has focused on the intersections between behavioral health support, network capacity building and outcome improvement for complex patients. She can easily shift her perspective from provider to payer to regulator. Eyanson has worked with the Iowa Department of Human Services since 2018. Previously, she was the policy director for Iowa Medicaid, where she led program management and policy development across the spectrum of Iowa's Medicaid program. Eyanson has focused on leveraging systems and teams throughout her career to achieve high-quality outcomes. She has improved the

organizational structure, managed programs and developed policies by building solid partnerships, articulating a clear vision and aligning with purpose. Eyanson is committed to building successful teams and improving systems and services to ensure everyone has an opportunity to succeed. She's a lifelong small-town Iowan and an Iowa State University graduate.

Aaron Todd has been the senior leader of the Iowa Primary Care Association, INConcertCare and IowaHealth+ since 2015 and CEO since 2019. Todd leads an innovative team that supports the evolution of a statewide, integrated, community-health-focused safety net system of care. Previously, Todd was in various roles in Iowa's executive and Legislative branches, including senior adviser on health care and behavioral health policy and funding. Before his work in health care policy and operations, his career focused on economic and community development, a passion he now pursues through service with nonprofit organizations and government commissions. Todd is on the boards of directors of Open and Connected Health Information Network, the National Association of Community Health Centers, the Primary Care Leadership Council and Greater Des Moines Supportive Housing. He earned master's degrees in health care delivery science from Dartmouth College and public policy from Rutgers University, and a bachelor's degree from Iowa State University.

T10: Beyond Paychecks: How to Improve the Real Employee Experience in Health Care

1:15-2:15 p.m., Rooms XXX

Bryn Harari, Ph.D., Director of Organizational Development Consulting, Eide Bailly, Huntington Beach, California

This workshop introduces health care leaders to the concept of the employee value proposition. It explains why it has become a critical driver of retention, recruitment and culture, particularly in today's challenging labor market. Participants will learn how to identify the stated and unstated employee value propositions their teams are experiencing, and how to begin aligning their offerings with what employees value. Using a health care-specific framework, attendees will explore the four core components of a strong employee value proposition and learn how to tailor these components for distinct workforce segments across clinical and nonclinical roles.

Learning objectives:

- Apply a step-by-step process to assess, segment and redesign employee value propositions using data-informed strategies and real-world health care examples
- Define the key components of an employee value proposition and explain its relevance to retention, engagement and recruitment in a health care setting
- Recognize and evaluate employee value propositions – stated and implied – through employee experience indicators like job postings, surveys and informal feedback

Bryn Harari is the director of organizational development consulting at Eide Bailly.

Dr. Harari brings 30 years of expertise in organizational health, continuous improvement, change management and leadership development. She specializes in systems thinking, behavioral science and adult learning. Drawing on experience and intuition, Dr. Harari helps leaders articulate vision and implement systemic change. Her approach fosters collaboration, commitment and fulfillment, empowering teams to achieve organizational goals efficiently. Dr. Harari's extensive background and training equip her to customize effective strategies aligned with client objectives, delivering enduring solutions.

T11: Cybersecurity Risks and Prevention Strategies

1:15-2:15 p.m., Rooms XXX

Seth Goetz, Partner and Chair of the Cybersecurity Practice Group, Dorsey and Whitney, Des Moines; Gary Davis, Vice President of Information Technology, Iowa Hospital Association, Des Moines; and a rural hospital leader (TBD)

Hospitals face cyberattacks daily. These attacks put an organization in danger by threatening sensitive patient data records and essential hospital operations. This session will explore distinct types of risks and challenges faced by hospitals and health care providers, as well as offer practical strategies to protect sensitive hospital data and ensure operational resilience. Presenters will provide insights from the field by sharing their experiences.

Learning objectives:

- Describe the risks hospitals face from cyberattacks
- Explore specific security requirements and risk assessments, and address the installation and operation of essential security software and tools to protect organizations from cyberattacks
- Gain insights into identifying and managing risks associated with cyberattacks, data breaches and phishing activities

Seth Goetz is a former federal prosecutor and a seasoned trial lawyer with experience in white-collar crime, government investigations, cryptocurrency, and cybercrime. As an assistant U.S. attorney for the District of Arizona, Goetz partnered with federal agencies to investigate and prosecute financial fraud and cybercrimes. He has also litigated civil

and criminal matters, including high-profile cases in Arizona. Goetz is a trusted advocate for people and businesses facing government investigations or other regulatory efforts. He's also experienced in cybersecurity and is chair of Dorsey and Whitney's Cybersecurity Practice Group. While at the Department of Justice, Goetz led the District of Arizona's Darknet Marketplace and Digital Currency Crimes Task Force. He shares knowledgeable insights about how companies can mitigate cybersecurity and cryptocurrency risks and effectively respond to threats and problems.

Gary Davis oversees the information technology infrastructure and security of the Iowa Hospital Association. Before this, he dedicated 34 years to Great River Health in West Burlington, where he held various roles culminating in overseeing information technology and security for the system.

Networking break with IHA trade show exhibitors

2:15-2:45 p.m., Main Concourse and Trade Show Hall

T12: The Three Rs of Communication and Candor Update: More Cases, Successes and Good News - Copic

2:45-3:45 p.m., Rooms XXX

Daniel Rosenquist, M.D., Family Medicine, Copic, Columbus, Nebraska

COPIC's nationally recognized 3Rs Program is a practical application of the principles of transparency and accountability in situations that involve unanticipated outcomes.

These same principles are also applied during the Candor process in Colorado, Iowa, Utah and other states. This seminar examines program history, use and practical concerns of disclosure and resolution.

Learning objectives:

- Become familiar with program history, operational parameters and results
- Differentiate between “error” and “unanticipated outcome”
- Formulate common sense guidelines for communicating with patients who have experienced an unanticipated outcome
- Recognize liability concerns involved in the disclosure process

Daniel Rosenquist received his medical degree from the University of Nebraska and completed his family medicine residency with the University of Nebraska Affiliated Hospitals in Omaha. Dr. Rosenquist is certified by the American Board of Family Physicians and is a Fellow of the American Academy of Family Physicians. He maintains a medical practice with Columbus Family Practice Associates. Dr. Rosenquist was a member of Copic’s Nebraska claims committee until beginning his consultant role in March 2010. In 2022-2023, he was president of the Nebraska Medical Association.

T13: Medicare Advantage Program Update: Strategic and Practical Considerations

2:45-3:45 p.m., Rooms XXX

Ben Fee, MHA, JD, Attorney, Hall Render, Denver, Colorado, and Amy Mackin, A.B., JD, Attorney, Hall Render, Raleigh, North Carolina

Sponsored by the Iowa Chapter of the Health Care Financial Management Association

Medicare Advantage continues to grow at a remarkable pace, with half of Medicare beneficiaries now enrolled in a Medicare Advantage plan. This session will highlight issues unique to Medicare Advantage, review the latest Medicare Advantage policy, regulatory, compliance and contracting developments, and discuss how providers can respond.

Learning objectives:

- Describe key Medicare Advantage strategies and contracting approaches
- Identify recent Medicare Advantage trends and developments and the impact on providers
- Understand Medicare Advantage basics, including key differences compared to traditional Medicare

Ben Fee practices in health law, advising health systems and hospitals on a variety of regulatory, compliance and reimbursement matters. Fee regularly advises clients about reimbursement and financial strategies, government reimbursement and payment matters, corporate structure and reorganization, the 340B drug discount program and corporate compliance issues. He earned his law degree and a master's in health administration from the University of Iowa.

Amy Mackin focuses on health care regulatory law for hospitals, health systems, clinical laboratories and other providers. Mackin has an interest in managed care contracting.

T14: AHA Federal Update

2:45-3:45 p.m., Rooms XXX

Stacey Hughes, Executive Vice President, Government Relations and Public Policy, American Hospital Association, Washington, D.C.

This session will provide an update from the American Hospital Association on federal health care policies and their impact on health care organizations.

Learning objectives:

- Describe the policy implications of the Centers for Medicare and Medicaid Services and the U.S. Department of Health and Human Services from legislative and regulatory standpoints

- Discuss legislation before Congress and its impact on health care and hospitals

Stacey Hughes joined AHA in 2021 as executive vice president for government relations and public policy. Hughes supervises AHA's legislative, political, regulatory, grassroots and legal advocacy efforts. Before joining AHA, she was president and founding partner of The Nickles Group, a Washington, D.C.-based advocacy consulting agency. She is widely recognized for combining her deep understanding of complex health care policy with counsel specific to client needs. While leading The Nickles Group health care team, she ensured clients had an initiative-taking partner in Washington who anticipated opportunities and challenges in legislative and regulatory work, including the complexities of durable medical equipment, Medicare reimbursement and pharmaceutical issues. Hughes has also held multiple positions as leadership staff in the Senate, immersing herself in health care policy, managing primary legislation on the Senate floor, coordinating with various members and offices on both sides of the aisle, and running House-Senate conference committees. She was deputy staff director for the Senate Budget Committee, senior policy adviser in the Assistant Republican Leader's Office and lead staff on the Committee on Aging. Hughes received her bachelor's degree from Florida State University.

T15: Someone > No One. Or Not? Why Recruiting the Right Employee is Better Than Recruiting AN Employee

2:45-3:45 p.m., Rooms XXX

Kelly Marshall, Account Risk Manager, RAS Companies, Sioux Falls, South Dakota

Workforce recruitment and retention are no joke. Every year, organizations spend extensive hours and resources recruiting employees. The cycle can be relentless. With added pressure on everyone to do more with less, it's more important than ever to ensure the employees you are recruiting are those you also wish to retain for the long haul. Marshall will highlight considerations of the recruitment process and how to ensure you're setting up your organization and future employees for success.

Learning objectives:

- Define the importance of objective job descriptions in employee recruitment and placement
- Identify challenges in employee recruitment and retention
- Outline a process for incorporating functional job descriptions into your existing recruitment processes

Kelly Marshall joined RAS in early 2011 as a job analysis and ergonomics specialist, where her role included providing safety services to companies to help reduce their risk of loss related to musculoskeletal injuries. Kelly was promoted to account risk manager in 2018. Her responsibilities include managing strategic relations to deliver high-quality solutions and exceptional customer service.

T16: From OR to AI: A Practicing Physician's Guide to Real-World Clinical Intelligence

2:45-3:45 p.m., Rooms XXX

Mehmet Kazgan, Founder & CEO, Cliexa, Denver, Colorado

How can we move beyond the hype of artificial intelligence to empower clinicians? Join Mehmet Kazgan as he shares his experience adopting real-time AI-powered insights to improve care and operations without disrupting clinical workflows. This session breaks

down the practical starting points for leveraging clinical intelligence platforms like Cliexa, how to avoid common pitfalls such as resistance to change and trust barriers, and what it takes to integrate AI into your electronic medical record. Built for clinicians, this session offers a candid conversation about embracing innovation from inside the examination room, not the boardroom.

Learning objectives:

- Identify common barriers to AI adoption in clinical settings, including physician skepticism, workflow disruption fears and compliance concerns, and learn strategies to overcome them
- Learn where and how to start using AI meaningfully, including smart intake, documentation automation and predictive insights to solve real-world problems faced by physicians
- Understand how AI-powered clinical insights can be integrated into electronic medical records to drive operational efficiency, improve documentation and maximize reimbursements without workflow fatigue

Mehmet Kazgan has over 23 years of experience spanning technology, medicine and business leadership. With a clinical background in pain medicine, a master's in computational science engineering and an MBA, Kazgan bridges the worlds of advanced technology, clinical care and strategic growth. He has held leadership and engineering roles at Microsoft, Google, PayPal, Visa and Aetna, contributing to landmark innovations such as the Google Translate engine, Adobe Acrobat 4.0 Unicode text engine and Microsoft Sync hardware design with voice recognition. As Aetna's vice president of technology, Kazgan spearheaded transformative health care initiatives before founding Cliexa in 2016. In 2018, he founded Rocky Mountain Pain Solutions,

integrating pain management, mental health, physical therapy, diagnostics and surgery, serving 10,000+ patients monthly. There, he developed CliexaAI's Opioid Use Disorder Risk Prediction Platform. Kazgan anchors his work with his patented evidence-based indexing model that powers CliexaAI. His collaborations with the American College of Cardiology have produced algorithms for cardiovascular comorbidity management and remote patient monitoring. Kazgan's clinical research includes published ML/AI studies in pain management and adolescent mental health.

House of Delegates *(official delegates only)*

4-4:30 p.m., Rooms 314-315

New members and officers of the IHA Board of Officers and Trustees will be introduced, and the incoming IHA board chair will address the voting delegates representing IHA member hospitals and health systems.

Iowa Organization for Nursing Leadership Wine and Cheese Reception *(This reception is hosted by IONL and is open to IONL, IAHQ, BHAI, and ITC personal membership groups)*

4-5 p.m., Room 402

Sponsored by CEC

Join fellow leaders for this social event. The Iowa Organization for Nursing Leadership reception provides participants with the opportunity to share their learning experiences and connect with colleagues.

Information Technology Networking Social

4-5 p.m., Room 321

Sponsored by Carrier Access IT

Join your information technology peers for this reception and opportunity to network and discuss issues your organizations face.

IHA Annual Meeting Reception

5-7 p.m., Hilton Cloud Ballroom

Join IHA members from across the state at the Hilton Cloud Ballroom for a night of celebration with food, fun and friendship.

Wednesday, Oct. 8

RICHA Breakfast and Meeting

7:30 a.m.-8:30 a.m., Room 402

Opening Keynote: The Other End of the Stethoscope

8:30-10:15 a.m., Grand Ballroom

Marcus Engel, M.S., CPXP, CSP, Certified Speaking Professional & Author, Orlando, Florida

Sponsored by MercyOne

Blending lived experience with evidence-based research, Engel helps put an unforgettable name and face to patient experience. Using a lens of narrative medicine and compassion science, he helps engage clinicians and leaders alike. Engel's lived experience as a long-term trauma patient, combined with the latest data on patient experience and staff engagement, provides tools for staff retention, engagement and satisfaction. The purpose of this session is to provide insights and strategies for achieving excellence in health care, grounded in a foundation of presence, compassionate communication and empathetic leadership.

Learning objectives:

- Convey the foundation of compassionate care: human presence

- Demonstrate an understanding of the field of narrative medicine and how it can be applied to workforce engagement
- Implement best practices in staff and patient communication

Marcus Engel is a certified speaking professional and author whose messages provide insight and strategies for excellent patient care. His keynote presentation, “The Other End of the Stethoscope,” has been viewed by tens of thousands of health care professionals, and his books are used in scores of nursing and allied health programs to teach the fundamental foundations of caregiving. As a college first-year student, Engel was blinded and nearly killed after being struck by a drunk driver. Through two years of rehabilitation, over 350 hours of reconstructive facial surgery and adaptation through a multitude of life changes, he witnessed the good, the bad and the profound in patient care. Engel has written four books. He holds a Bachelor of Science in sociology from Missouri State University and a Master of Science in narrative medicine from Columbia University. In 2017, the Philadelphia College of Osteopathic Medicine awarded Engel with an honorary doctorate, and he’s an adjunct professor at the University of Notre Dame, where he teaches premedical students the art of “being with.”

Networking break with trade show exhibitors

10:15-10:45 a.m., Main Concourse and Trade Show Hall

W1: Level Up: Elevate Your Leadership Game & Crush Your Goals

10:45-11:45 a.m., Grand Ballroom

Allyson Van Hooser, President and CEO, Van Hooser Associates, Princeton, Kentucky

Today’s workforce requires a new leadership style if success is to be an option. Van Hooser reframes and redefines how leaders must position themselves and their teams to drive results and capitalize on new opportunities. This program is for established and

emerging leaders who want to motivate their teams to take initiative and responsibility, as well as transform their organizational culture to improve recruitment and retention, and empower everyone to reach their full potential.

Learning objectives:

- Define a practical three-step process for clarifying individual and team strategic goals and plans
- Describe a profound perspective shift and a common language for creating a leadership culture that breeds high-performance
- Identify inspiration to develop innovative approaches for engaging teams and achieving long-term success

Alyson Van Hooser is the author of “Infinite Influence” and “Level Up,” as well as an inspirational speaker on leading in the future of work. Van Hooser’s mission is to help leaders succeed in the complex workforce. She knows the pressure and responsibility that come with breaking through significant obstacles to achieve impressive personal and professional results. As president and CEO of Van Hooser Associates, and as a trusted authority and resource for managing and leading people, Van Hooser uses her management experience with Walmart, her leadership experience in the financial industry and her work as a city council member – all by the age of 26 – to equip her to relate authentically with the challenges leaders face. She understands the price of admission to leadership and the keys to levelling up. Van Hooser now guides leaders to achieve even greater results! Tough beginnings taught her the ownership mindset of transforming the trajectory of life and achieving goals. But it wasn’t just immense grit that launched her success. It was coupled with effective strategies. In Van Hooser’s latest book, “Infinite Influence,” she unveils a future-proof and practical plan for

captivating, connecting and compelling people to move forward with you, whether they are customers or employees. Her results-obsessed inspiration guides people at all stages of their careers to make practical changes that drive real-life results.

W2: Clinically Integrated Networks, is it right for you?

10:45-11:45 a.m., Rooms XXX

Faraaz Yousuf, Managing Director, Healthcare Strategy and Finance, Forvis Mazars, Dallas, Texas

Sponsored by the Iowa Chapter of the Health Care Financial Management Association

This session will provide a brief look into the role a clinically integrated network can play in a health care market or region. Participants will explore the diverse types of networks, addressing both their advantages and disadvantages. This will include topics such as contract opportunities, how networks are used to engage and promote physicians, and finally, what the applications are in rural, suburban and urban markets.

Learning objectives:

- Assess if a clinically integrated network can help your organization and how
- Describe a clinically integrated network
- Identify the advantages and disadvantages of a clinically integrated network

Faraaz Yousef is a nationally recognized health care executive with over two decades of experience leading complex health care systems through operational transformation, strategic growth and cultural renewal. With leadership experience spanning multibillion-dollar health systems including HCA, Bon Secours Mercy Health and Sutter Health, Faraaz brings deep expertise in system integration, physician enterprise development, capital planning and performance improvement. His collaborative and

mission-driven approach has yielded measurable improvements in quality, financial strength and team engagement. As a speaker and thought leader, Faraaz offers insights into the intersection of strategy, execution and value-based leadership in today's evolving health care landscape.

W3: Centers of Excellence – Grant Recipient Panel – An ACHE Discussion
10:30-Noon, (90-minute session), Rooms XXX

Moderator: Kevin DeRonde, CEO, Mahaska Health, Oskaloosa

David-Paul Cavazos, MBA, Rural President, & Laura Juel, RN, MSN, NEA-BC, Vice President, Nursing and Clinical Services, UnityPoint Health-Grinnell Medical Center, Grinnell; Garen Carpenter, CEO, & Haley Brewington, RN, Population Health Manager, Van Buren County Hospital, Keosauqua; Ashleigh Wiederin, B.S., RN, CPST, Maternal Health and Clinical Care Coordinator, St. Anthony Hospital, Carroll; Matt Gritters, M.D., Chief Medical Information Officer, Emergency Room Medical Director, Mahaska Health, Oskaloosa

This session is an American College of Healthcare Executives in-person panel discussion.

Gov. Kim Reynolds and the Iowa Department of Health and Human Services announced Iowa's Centers of Excellence Program to support and improve health care delivery in rural Iowa. Centers of Excellence increase access to specialized, multidisciplinary care and are devoted to addressing the significant health needs and disparities confronting rural Iowans. The awarded funds help regional and local health systems build and enhance systems to ensure rural Iowans have the same access to specialized care as those living in metro areas. Panelists will describe what innovative initiatives they

developed to maximize the grant funds in maternal health, geriatric care and other regional hubs of medical expertise.

Learning objectives:

- Describe lessons learned throughout the process
- Describe what outcomes have been measured since receiving the grant
- Describe what the Center of Excellence grant dollars have initiated and what programs have been developed

David-Paul Cavazos is the Rural President for UnityPoint Health – Grinnell Regional Medical Center. Cavazos is a seasoned health care leader with more than 28 years of experience across several health care systems, including Nobel Health and Republic County Hospital, a Great Plains Health Alliance hospital. In addition, he was the COO for Southeast Kansas Mental Health Center. Most recently, Cavazos served as CEO for Hodgeman County Health Center in Jetmore, KS, where he focused on organizational development, workforce recruitment and strategic growth efforts with physician partners. Cavazos has a bachelor's degree from the University of Missouri, Kansas City and a master's degree of business administration in health care management from Ottawa University, Overland Park, KS.

Laura Juel, RN, MSN, NEA-BC, is the vice president of nursing and clinical services at UnityPoint Health – Grinnell Regional Medical Center. Juel has worked at UnityPoint Health – Grinnell since 2019. Prior, Juel worked at UnityPoint Health – Des Moines, where she served as the executive director of critical care, trauma, neurosciences, stroke, renal/transplant and inpatient acute dialysis. She has served in several manager and leadership roles within UnityPoint Health – Des Moines since 2006. Juel earned her bachelor's and master's of science in nursing from the University of Iowa. She has also

earned honors within the nursing profession such as the 100 Great Iowa Nurses and the DAISY Leader.

Kevin DeRonde is the CEO of Mahaska Health, the third-largest critical access hospital in Iowa, which is physician- and nurse-led, serving 23,000 county residents and 70,000 regional residents from 28 counties. Mahaska Health employs 648 dedicated teammates with 86 physicians and affiliate providers. DeRonde brings more than 20 years of health care business management and executive leadership experience to Mahaska Health.

Haley Brewington earned her associate degree in nursing, beginning a path that would weave together clinical expertise, leadership and compassionate outreach, and she started her nursing career in labor and delivery at Van Buren County Hospital. Brewington expanded her experience in medical-surgical care, rose into nursing leadership, and embraced the power of technology and data through clinical informatics. Each role molded and prepared her for her current position as a population health manager at Van Buren County Hospital. Today, Brewington's work focuses on caring for complex patient populations, those who require resources, advocacy and help in navigating the complexities of modern health care. She led the initiation of a complex care program at Van Buren County Hospital, connecting patients with vital services and support. Brewington is secretary on the Southeast Iowa Complex Care Network and chairs the hospital's health equity subcommittee, where she works to eliminate barriers to care and access that impact vulnerable communities. She's been recognized with an innovation award at her organization for embodying the hospital's belief in embracing bold, innovative ideas to revolutionize health.

Matt Gritters obtained his bachelor's degree in biology from Trinity Christian College in Chicago and his medical degree from the University of Iowa. Dr. Gritters completed his residency training in family medicine at MercyOne Family Medicine Residency-North Iowa. He's a member of the American Academy of Family Practice and was board-certified in family practice before transitioning to emergency services. Dr. Gritters has an extensive background in leadership and service. His commitment to leadership is evident in his role as chief medical information officer and his emergency medicine practice at Mahaska Health.

Ashleigh Wiederin received her bachelor's degree in child, adult and family services from Iowa State University and her associate's degree in nursing from Des Moines Area Community College. Throughout her nursing career, Wiederin has gained experience in pediatric home health, acute inpatient care and various outpatient settings. She has spent over seven years in maternal and child health-related roles. She oversees key maternal health programs at St. Anthony, including the Center of Excellence in Maternal Health award and a pilot project supported by Iowa's Maternal Health Innovation grant. Wiederin's leadership in these initiatives has strengthened partnerships with local maternal health agencies, enabling the integration of services aligned with Iowa's Healthy Pregnancy Program. These services include screening for mental health conditions and substance use disorders, providing comprehensive perinatal and newborn education, and connecting patients with community support during routine prenatal and postpartum care. She's a member of St. Anthony's interdisciplinary team, participating in Iowa's Perinatal Quality Care Collaborative, where she contributes to the implementation of the Alliance for Innovation on Maternal Health patient safety bundles. Wiederin also leads quality improvement initiatives that

span multiple departments across the organization. Beyond her work at St. Anthony, she's engaged in broader advocacy and policy efforts, serving on the board of the Iowa Chapter of Postpartum Support International. Wiederin participates in county-level maternal and mental health coalitions and is a selected contributor to the federal HHS Maternal Mental Health Task Force.

W4: The Critical Connection: A Dialogue With State Policymakers and Hospital Leaders

10:45-11:45 a.m., Rooms XXX

Moderator: Sandi Conlin, Contract Lobbyist, Iowa Hospital Association, Des Moines

Panelists: Erin Muck, CEO, Crawford County Memorial Hospital, Denison, and

Michelle Russell, RN, BA, CEO, Mitchell County Regional Health Center, Osage

This dynamic panel discussion brings together key decision-makers to explore the importance of developing relations and maintaining dialogue between health care leaders and policymakers. This session will provide valuable insights into the legislative process, policymakers' perspectives on what makes for effective advocacy, and the collaborative efforts needed to ensure a strong health care delivery system in Iowa. Attendees will have the opportunity to engage with panelists and contribute to a vital discussion about the future of health care in our state.

Learning objectives:

- Explore opportunities for collaboration between policymakers and hospital leaders and discuss concrete examples of how policymakers and hospital leaders can work together to address shared goals

- Gain insights into how hospital leaders can effectively communicate their needs and concerns to state policymakers, and how policymakers can engage with hospitals to ensure sound policy decisions
- Understand the role of state policy in shaping health care through legislation, regulations and funding

Sandi Conlin owns and is the CEO of Iowa Policy, a government relations consulting firm in West Des Moines. Conlin has worked in public affairs for over 25 years and has been an independent contract lobbyist at the Iowa Legislature for 16 years. She represents IHA at the Iowa Capitol.

Erin Muck has been the CEO at Crawford County Memorial Hospital in Denison for the last three and a half years. She has 31 years of experience working in the health care field, specifically in rural critical access hospitals, as an administrator and a front-line caregiver. Muck is a registered nurse and was chief nursing officer at her facility for six years before being named CEO. Her expertise spans a range of fields, encompassing nursing, leadership and business acumen.

Michelle Russell has been CEO of Mitchell County Regional Health Center in Osage since 2014. Russell leads three rural health clinics and a critical access hospital. A resolute advocate for enhancing the quality of rural health care, she has been on IHA's Board of Officers and Trustees since 2018. Russell also served on the American Hospital Association Regional Policy Board for the Midwest region. Locally, she was on the Osage Development Council, the Mitchell County Economic Development Council, the Mitchell County Substance Abuse Council and the Osage Rotary. Recognized by Becker's Healthcare as one of the Top 70 critical access hospital CEOs to know in 2019 and 2023, Russell has more than 35 years of experience. Early in her career, she held various

clinical nursing roles in Illinois. As the quality director for Memorial Health Center in Medford, Wisconsin, she led efforts to improve diabetes care and outcomes in the clinic. In 2005, Russell co-authored The Joint Commission's Ernest Codman Quality award-winning abstract, "Improving Diabetes Care and Outcomes in a Rural Primary Care Clinic." The following year, Memorial Health Center was honored with the National Rural Health Quality Award for its work to improve diabetes care in the Medford region. Russell was also the Operations Improvement Administrator for Aspirus and the Director of Population Health and Care Coordination at Aspirus Wausau Hospital. Before assuming her current role, Russell was Chief Nursing Officer at Mitchell County Regional Health Center. During her tenure, she's driven significant growth in outpatient services and facilitated the recruitment of new providers. With Russell's leadership, the health center was named a Chartis Top 100 Critical Access Hospital in 2018, 2019, 2023 and 2024, a Top 20 Critical Access Hospital for Patient Satisfaction in 2019 and a Guardian of Excellence Award in 2024 for emergency department patient satisfaction. Russell is a graduate of Western Illinois University.

W5: AI in Health Care: Real World Tools You Can Use Today to Boost Efficiency and Reduce Workload

10:45-11:45, Rooms XXX

Chris Cheetham-West, MBA, Founder, LR Training Solutions, Houston, Texas

The rapid pace of artificial intelligence can be overwhelming, but in health care, it also presents a powerful opportunity. This session is designed for hospital leaders across human resources, information technology and executive teams, as well as team members seeking practical ways to integrate AI into their operations. This presentation

provides a direct look at how health care facilities use AI tools to streamline workflows, reduce administrative tasks and enhance productivity. From automating documentation and scheduling to improving communication and data analysis, you'll leave with a clear list of tools, use cases and implementation ideas tailored to the health care environment.

Learning objectives:

- Discover how AI can support compliance, onboarding and employee experience in health care settings
- Explore specific use cases in human resources, information technology and operations where AI is reducing workload and improving efficiency
- Identify top AI tools hospitals are using today, including ChatGPT, Google Gemini, and health care-specific platforms
- Learn how to implement AI for tasks like patient communication, scheduling, staffing, internal training and documentation
- Walk away with a list of immediate actions and AI-powered strategies that can be piloted or scaled at your organization

Chris Cheetham-West is the founder of LR Training Solutions. Previously, Cheetham-West held a position at Google, where he helped businesses use Google products for growth. Not only did his career take him to 48 states, but he also conducted presentations for teams in Serbia, Germany, Canada and France. He helps teams save time and focus on what truly matters by prioritizing productivity and using leading technology. Cheetham-West was awarded a scholarship from the National Speakers Association for his MBA. He's collaborated with teams at associations and global brands, including Mercedes-Benz, Canon, Charles Schwab and Tractor Supply. Cheetham-West has written two books, including "Leading in a Virtual World."

W6: Overcoming Rural Recruitment Bias: Strategies to Attract and Retain Physicians

10:45-11:45 a.m., Rooms XXX

Tori Schuessler, Senior Business Development Manager, Jackson Physician Search, Alpharetta, Georgia; Matt Sells, President and CEO, Shenandoah Medical Center, Shenandoah; Thomas Marquardt, DPM, Chief Medical Officer, WinnMed, Decorah

Although urban areas often experience a steady influx of health care providers, rural communities face significant challenges in accessing quality care. Nearly one in five Americans living in rural areas face limited health care access, contributing to worsening health outcomes and a lower quality of life. This issue is further exacerbated by an aging physician workforce, with 40% nearing retirement, and a declining number of rural-raised medical professionals entering the field. Heightening the problem are general biases about rural practice, such as perceptions of professional isolation, limited career growth and inadequate resources that discourage physicians from considering these opportunities. But new research shows a path forward: 90% of physicians would consider practicing in rural areas if the right conditions are in place. This session will explore how health care organizations can reframe the narrative around rural practice by addressing these biases and highlighting the advantages these communities offer. We will also share a real-world success story to demonstrate how modern recruitment techniques, targeted incentives and a focus on cultural fit can successfully attract physicians and ensure long-term retention.

Learning objectives:

- Analyze a rural recruitment success story to understand key strategies, incentives and steps that lead to hiring physicians who stay and thrive in rural settings

- Identify and overcome common biases about rural practice, focusing on how to present the advantages and opportunities in rural health care settings, such as professional growth, leadership roles and meaningful patient relations
- Understand the state of the rural health care market, exploring the growing demand for health care services, the physician shortage and the importance of filling rural positions to improve access to care and quality of life for the underserved population

Tori Schuessler has spent her 10-year career in sales development and marketing. In 2022, Schuessler joined Jackson Physician Search's Midwest Division, where she works exclusively with hospitals, clinics and medical practices of all sizes in Missouri and Iowa. Born and raised in St. Louis, she knows what makes the Midwest a wonderful place to live and work. She understands the culture in this area and the importance of finding physicians, dentists, and advanced practice providers who are good fits for the communities. Collaborating closely with our team of Midwest recruiters, Schuessler is a trusted long-term partner for clients facing challenges with provider staffing and retention, or those with urgent and critical needs to fill.

Matt Sells is the president and CEO at Shenandoah Medical Center. Sells has previous experience as the chief financial officer at Brown County Hospital and as an audit senior associate at KPMG. He began his career as an accounting intern at Cargill Meat Solutions. Sells holds a Bachelor of Arts degree from Doane University, with a major in accounting and a minor in political science. He also has an MBA with an emphasis in health care administration from Ashford University.

Thomas Marquardt was in private practice for nine years in the Milwaukee area, working closely with and training residents at St. Joseph's Regional Medical Center. He joined Mayo Clinic Health System in 2006. Dr. Marquardt is certified by the American

Board of Podiatric Surgery. His undergraduate degree is from Luther College, and he received his doctor of podiatric medicine degree from the Dr. William M. Scholl College of Podiatric Medicine in Chicago.

Wednesday lunch (*registration required*)

11:45 a.m.-12:45 p.m., Grand Ballroom

Sponsored by Risk Administration Services, Inc.

W7: Delivering Kindness: The Healing Power of Pets

1-2 p.m., Grand Ballroom

Kwane Stewart, DVM, Veterinarian, 2023 CNN Hero of the Year and Founder of Project Street Vet, San Diego, California

In his inspirational keynote, Dr. Kwane will recount his journey from private practice veterinarian to contemplating leaving shelter medicine behind to walking the streets solo and helping the pets of the unhoused. He'll share moving stories and experiences that reflect the childlike care and passion he has come to believe is in us all and drives the work we do to support animal health care. This is an exploration of the collective potential for positive change when people channel their skills, pursue their passions and contribute to the well-being of humanity.

Learning objectives:

- Describe how caregivers can combat burnout and compassion fatigue
- Detail ways in which we are all equals, despite our social or financial status
- Examine how people need purpose and love to thrive
- Explore how kindness is often free and transformative

Kwane Stewart is a graduate of the renowned Colorado State University veterinary program and has been a practicing veterinarian in California for 22 years. Dr. Stewart

has worked in nearly every part of the profession, honing his clinical and business expertise. His journey started in 1997 as an associate and emergency clinician in San Diego. From there, Dr. Stewart climbed the ranks quickly, becoming the chief medical officer of Vetco Hospitals. Later, he would take the reins of a struggling municipal shelter as county veterinarian and reverse one of the worst euthanasia rates in the country. Most recently, Dr. Stewart completed a six-year stint as the chief veterinary officer of American Humane and director of their legacy program, No Animals Were Harmed, protecting over 100,000 animals every year around the globe. Now, he's Netflix's veterinary consultant, in charge of Animal Oversight. Behind the scenes, Dr. Stewart has worked on films ranging from "War Horse" to "Once Upon a Time in Hollywood." He has been sought out for his expertise by media outlets and major companies – including Disney, United Airlines and SeaWorld – for guidance on improving their animal care standards. Dr. Stewart is known for his outspoken, compassionate, charismatic and genuine nature. His story is being chronicled on a new television series called "The Street Vet," following him as he travels the streets of California, helping pets and people alike, while hearing remarkable and inspiring stories of sacrifice and hope. With that came the founding of [Project Street Vet](#). Dr. Stewart's nonprofit organization provides free veterinary care, treatment and support to the pets of those experiencing homelessness or financial hardship.

W8: Transformation or Triage? Rethinking Sustainability in a Shifting Health Care Landscape

1-2 p.m., Rooms XXX

Dan DeBehnke, M.D., MBA, Senior Vice President and Chief Physician Officer, Coker Group, Milwaukee, Wisconsin

Sponsored by the Iowa Chapter of the Health Care Financial Management Association

Hospitals and health systems are navigating an increasingly volatile landscape of rising costs, workforce constraints and growing demands for value. Strategic transformation is no longer optional — it's a necessity for long-term financial sustainability and mission impact. This session explores pragmatic, high-leverage strategies hospitals can deploy to realign operations, reduce nonlabor expenses, optimize the physician enterprise and unlock performance from within. The focus will be on insights drawn from real-world engagements — not theory — with an emphasis on integrated approaches that create lasting value across the enterprise.

Learning objectives:

- Describe how to identify and act on cost-saving opportunities beyond workforce reduction
- Explore the intersection of physician alignment, governance and operational performance in sustainable transformation
- Learn how integrated strategies across revenue cycle, supply chain, health information technology, pharmacy, physician enterprise and shared services can drive margin improvement
- Review practical steps for building internal readiness and cultural alignment to support lasting change

Daniel DeBehnke is a nationally recognized physician executive and strategic adviser with over 30 years of experience leading transformation across hospitals, health systems and medical groups. Dr. DeBehnke is the senior vice president and chief physician executive at Coker Group, where he leads the firm's national performance

transformation practice. In this role, he partners with organizations to drive measurable improvement in care delivery, workforce redesign, financial performance and digital enablement. A trusted adviser to boards and executive teams, Dr. DeBehnke brings a blend of clinical insight and operational expertise to support health care leaders as they navigate disruption, reset priorities and chart a sustainable path forward. He has helped C-suites and governing bodies translate vision into executable strategy across a range of settings, from regional health systems to complex integrated networks. Previously, Dr. DeBehnke was CEO of a \$1.5 billion integrated health system, where he led enterprise wide initiatives that achieved top-decile performance in quality and safety, expanded patient access and significantly improved financial outcomes. His pragmatic approach to leadership is grounded in decades of front-line clinical experience as a board-certified emergency physician, combined with a deep understanding of system dynamics and provider alignment. A frequent speaker and published thought leader, Dr. DeBehnke helps organizations tackle their most-complex challenges with clarity, confidence and results.

W9: Workforce Grant Initiatives Panel: What Are Hospitals Doing With Their Dollars – An ACHE Panel Discussion

12:45-2:15 p.m., (90-minute session) Rooms XXX

Moderator: Clare Kelly, Chief Government and External Affairs Officer, Iowa Hospital Association, Des Moines

Panelists: Merle Mack, Vice President of Human Resources, Cherokee Regional Medical Center, Cherokee; Amanda Bireline, MSA, BSN, RN, Chief Operating Officer, Cass Health, Atlantic; Kolton Hewlett, MBA, SPHR, SHRM-CP, CHC, CPHQ, Chief

Financial Officer, Cass Health, Atlantic; Dennis Henderson, Broadlawns Medical Center, Des Moines

This session is an American College of Healthcare Executives in-person panel discussion.

Iowa Workforce Development funded initiatives in 2023 for communities to develop registered apprenticeship programs to help with Iowa's workforce shortages in key careers. Hear from a panel of hospital members who innovated within and outside of their hospital walls to build apprenticeship programs. These initiatives are designed to create a new pipeline for key roles in their hospitals, ensuring a well-trained and ready workforce for the future.

Learning objectives:

- Describe the process of building the apprenticeship program
- Detail the lessons learned throughout the process
- Discuss the “why” behind the decision to apply for the grant

Amanda Bireline is the chief operating officer for Cass Health in Atlantic. Bireline also has clinical and leadership experience in a for-profit residential substance use disorder treatment center, a nonprofit hospice home, rural health clinics and critical access hospitals. She received her bachelor's degree in nursing, a master's degree in administration and a certificate in organizational leadership, all from the University of South Dakota.

Dennis Henderson is Broadlawns Medical Center's TEACH/TECH Apprenticeship coordinator. The TEACH/TECH Apprenticeship is modeled after the Anchor Program created at Johns Hopkins Medical Center. This program creates a path for people with barriers to access careers in health care. The program has an 84% graduation rate and

has helped over 200 people enter the health care space. Henderson was instrumental in securing a \$2.3 million health care apprenticeship grant for Broadlawns from the governor's office to create this registered nurse apprenticeship program. He was previously employed as a resource specialist for the Des Moines Area Community College Gateway 2 College Program. Before that, he worked at Urban Dreams as their reentry coordinator, creating the Growing Thru Gardens program in 2013. Henderson worked as a lobbyist for the Justice Reform Consortium from 2014 to 2015 and volunteers frequently to help marginalized populations.

Kolton Hewlett is the chief financial officer at Cass Health, where he collaborates with teams across the organization to lead finance, revenue cycle, compliance, human resources, educational services, performance improvement, marketing, the foundation, public health, and various operational and support departments. Hewlett helps guide Cass Health's workforce development efforts, including the registered nurse apprenticeship program. This initiative, developed through a team-based approach, supports over 30 participants, building a sustainable pipeline of health care professionals for rural Iowa. Under his collaborative leadership, Cass Health continues to expand its work-based learning opportunities through partnerships with the governor's office, Iowa Workforce Development and local community colleges. Hewlett has over a decade of health care leadership experience and holds an MBA, as well as multiple certifications in human resources, compliance, revenue cycle and health care quality. He is a past-president of the Iowa Society for Healthcare Human Resources Administration and was appointed vice chair of the Iowa State Apprenticeship Council in 2025 by Gov. Kim Reynolds.

Clare Kelly is the chief government and external affairs officer at the Iowa Hospital Association. Before joining IHA, she served as a health policy adviser to Gov. 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.

Merle Mack is a seasoned executive with a diverse background in human resources and general management across the restaurant, retail, agriculture, manufacturing and health care industries. Mack has held senior leadership roles in small businesses, mid-sized organizations, and Fortune 50 companies, bringing a broad leadership perspective to every challenge he faces. Mack is widely recognized for his ability to identify and nurture top talent, build innovative staffing pipelines, and lead cultural and operational transformation. With a strategic mindset and a people-first approach, he consistently aligns workforce development with organizational success. Since joining Cherokee Regional Medical Center in 2020, he's led a focused effort to build a resilient, locally rooted workforce capable of adapting to the rapidly evolving health care landscape. Under his leadership, a strong and supportive workplace culture has driven employee engagement to exceed the 85th percentile among health care organizations nationwide. This foundation has enabled Cherokee Regional to attract and retain high-performing teams dedicated to delivering exceptional patient care and serving the community with excellence.

W10: Medical Malpractice Case Updates and Overviews

1-2 p.m., Rooms XXX

Eric Bergeland, JD, and Stacie Codr, JD, Attorneys, Finley Law Firm, Des Moines

Bergeland and Codr will provide an overview of the medical malpractice litigation environment in Iowa and, based on recent cases, review litigation avoidance and risk management strategies to help hospitals prioritize specific areas of quality and care.

Learning objectives:

- Describe litigation avoidance and risk management strategies
- Learn concrete suggestions and clear statements of lessons learned from the discussed developments
- Recognize significant medical malpractice litigation developments

Erik Bergeland is a trial lawyer specializing in complex civil matters. This work includes defending claims of medical negligence, construction litigation, employment disputes, personal injury and fire loss. Bergeland is a member of the American Board of Trial Advocates and an elected fellow of the Iowa Academy of Trial Lawyers. His involvement in more than 30 trials formed the basis for admission to these organizations.

Stacie Codr maintains a diverse civil litigation and trial law practice. Her practice includes health law, professional liability and malpractice defense, professional licensing, employment law, products and premises liability, personal injury, insurance defense, insurance subrogation and appeals. Codr frequently represents clients in complex litigation, defends employers and individuals in employment-related litigation, and provides employment-related advice. A significant portion of her practice is dedicated to representing hospitals, physicians and other licensed health care providers, and entities in defense of civil litigation, compliance and in connection with internal and administrative investigations and complaints. Stacie is an elected fellow of the Iowa Academy of Trial Lawyers, an invitation-only organization whose membership is limited

to lawyers with substantial jury experience. She is the past-president of the Polk County Bar Association and is on the Board of Governors for the Iowa State Bar Association. Codr is also co-chair of the Iowa Jury Instruction Committee and a member of the adjunct faculty at Drake University Law School, where she teaches medical malpractice litigation.

W11: Panel: Real-world Tools Health Care Leaders Are Using to Improve Efficiency and Reduce Workload

1-2 p.m., Rooms XXX

Moderator: Chris Cheetham-West, MBA, Founder, LR Training Solutions, Houston, Texas.

Panelists: James Blum, M.D., FCCM, AME, Chief Health Information Officer, Associate Professor of Anesthesiology, University of Iowa Health Care, Iowa City; Ben Cleveland, AI Strategist and Executive Director of Analytics, Advising and Data Science, UnityPoint Health, West Des Moines

Artificial intelligence is no longer a distant promise. It's reshaping health care operations today. In this engaging panel discussion, we'll hear from health care leaders across information technology, human resources and operations who are integrating AI into their organizations to drive real-world results. From automating administrative tasks to enhancing patient communication and streamlining internal workflows, our panelists will share how they've successfully implemented tools that have been effective in their organizations. This session is designed for hospital executives, department heads and team leaders who seek practical, experience-based insights into how AI is being successfully applied in health care environments.

Learning objectives:

- Get expert insight into AI's impact on staffing, onboarding, patient communication and operational efficiency
- Hear real-world examples of how AI is reducing workload in human resources, information technology, scheduling and documentation
- Learn how different hospitals and health care systems are piloting and scaling AI tools across departments
- Understand the organizational mindset shifts and training approaches that support successful implementation
- Walk away with tested ideas, lessons learned and strategies you can apply to your organization today

James Blum M.D. received his medical degree from Johns Hopkins University and completed his residency in anesthesiology and fellowship in critical care medicine at the University of Michigan. Dr. Blum was the chief health information officer for the University of Iowa Health Care and a member of the clinical faculty in the operating rooms and intensive care units. He is also a senior aviation medical examiner with Human Intervention Motivational Study certification. This enables Dr. Blum to help navigate the most complex clinical cases for pilots. As a commercially certificated pilot, he understands the needs of aviators seeking medical advice.

Chris Cheetham-West is the founder of LR Training Solutions. Previously, Cheetham-West held a position at Google, where he helped businesses use Google products for growth. Not only did his career take him to 48 states, but he also conducted presentations for teams in Serbia, Germany, Canada and France. He helps teams save time and focus on what truly matters by prioritizing productivity and using leading technology. Cheetham-West was awarded a scholarship from the National Speakers

Association for his MBA. He's collaborated with teams at associations and global brands, including Mercedes-Benz, Canon, Charles Schwab and Tractor Supply.

Cheetham-West has written two books, including "Leading in a Virtual World."

Ben Cleveland is a nationally recognized health care data science and analytics leader with over 20 publications and speaking invitations in AI and data science events nationwide. Cleveland founded the AI governance function at UnityPoint Health and works collaboratively to establish its clinical and business AI strategies. His teams have received awards for health care AI innovation, including first place in the Innovation Awards by Healthcare Innovation and, most recently, "The Technology Most Needed in Your Health System" at the Healthcare Analytics Summit AI Expo.

W12: Enhancing Maternity Care in Rural Communities Through Design

1-2 p.m., Rooms XXX

Shelbie DeLaughter, IIDA, Interior Designer, CMBA Architects, Sioux City; Adam Wheelock, AIA, LEED, AP BD+C, Project Architect, CMBA Architects, Sioux City; Tara Geddes, MHA, RN, Chief Nursing Officer, Floyd Valley Healthcare, Le Mars

New data from the [Center for Health Care Quality and Payment Reform](#) shows that 61% of Iowa's rural hospitals do not offer labor and delivery services. This lack of maternity care is putting mothers and babies statewide at increased risk of complications. Floyd Valley Healthcare is working against these trends by growing patient volume in a rural market. To meet the needs of its community, the hospital partnered with CMBA Architects to transform its obstetrics wing into a sophisticated facility, featuring spacious units, an improved working environment and increased space for families. Ultimately, Floyd Valley Healthcare partnered with CMBA Architects for a \$2 million,

5,000-square-foot expansion of the obstetrics department. The project relocated the department to an underutilized area, introducing spacious labor, delivery, recovery and postpartum rooms while ensuring patients remain undisturbed after delivery. These modernized rooms blend care and comfort seamlessly with concealed medical gases and power outlets, evoking a hospitable ambiance to support recovery. Through intricate and strategic planning, CMBA Architects is helping rural hospitals take a significant step toward solving the state's maternity care crisis.

Learning objectives:

- Discover how design can help increase patient retention
- Learn how design can help providers improve their quality of care
- Understand how design can impact the quality of care

Shelbie DeLaughter is a registered interior designer at CMBA, with over nine years of experience in 3D modeling and interior design, as well as a background in industrial engineering drafting. DeLaughter earned her Bachelor of Science in interior design from the University of Northern Iowa's Council for Interior Design Accreditation program and is a member of the International Interior Design Association. She has contributed to a range of health care projects, helping create spaces that promote healing, efficiency, and comfort for patients and staff. Her health care portfolio includes work for Floyd Valley Healthcare, UnityPoint Health-St. Luke's and Haxtun Health. Whether designing infusion centers or obstetrics suites, DeLaughter brings mindfulness and a deep understanding of clinical needs to every project.

Tara Geddes has worked as a registered nurse for nearly 25 years. Throughout her career, Geddes has worked in various nursing disciplines including hospice, pharmaceuticals, primary care, public health, oncology and surgery. She joined Floyd

Valley Healthcare in 2014 as the community health manager, a department consisting of home health and public health services for Plymouth County. The department's home health services were consistently recognized as a Strategic Healthcare Programs Top Performer. Geddes also served as the primary point of contact during the COVID-19 pandemic for the state, county, hospital and public. In 2022, she was promoted to chief nursing officer. The care at Floyd Valley Healthcare has been consistently recognized as a top 100 critical access hospital and has received Women's Choice awards for patient experience. In 2024, the hospital was recognized as a Top 20 Critical Access Hospital in America by the National Rural Health Association.

Adam Wheelock is a licensed architect at CMBA with over 22 years of experience in health care design. Wheelock holds a Bachelor of Arts degree in architecture from Iowa State University and is licensed in Iowa, with National Council of Architectural Registration Boards certification and Leadership in Energy and Environmental Design accreditation in building design and construction. He is a member of the American Institute of Architects' Iowa chapter and is on the board for Big Brothers Big Sisters of Siouxland and the Sioux City Art Center. Throughout his career, Wheelock has led planning and design efforts for a range of health care projects across the Midwest. His portfolio includes work for Floyd Valley Healthcare, UnityPoint Health-St. Luke's, MercyOne Medical Center and Broadlawns Medical Center. Wheelock's expertise spans master planning, behavioral health design, outpatient care and facility assessments, helping clients deliver environments that support both patient well-being and operational efficiency.

Networking break

2-2:15 p.m., Grand Ballroom Foyer

Join colleagues for mocktails in the foyer of the grand ballroom before the start of the closing keynote.

Closing Keynote: Results-based Leadership: The Framework for Driving Outcomes through Clarity, Alignment and Accountability

2:15 p.m., Grand Ballroom

Jessica Kriegel, Ed.D., Public Speaker and Chief Strategy Officer of Workforce and Labor, Culture Partners, Sacramento, California

Sponsored by Wellmark

In today's fast-paced world, leaders need more than vision: they need results. This keynote introduces a practical and purposeful framework that empowers leaders to clarify expectations, align teams and foster genuine accountability. Grounded in the proven Results Pyramid and Four Steps to Accountability, you'll learn how to transform beliefs into actions and actions into measurable success.

Learning objectives:

- Describe how to provide effective feedback to employees and concentrate on actions, the impact of those actions and how they can demonstrate cultural beliefs
- Detail ways to walk away with tools to create clarity, build alignment and ignite accountability to deliver extraordinary outcomes every time
- Understand and create an intentional workplace culture

Jessica Kriegel is driven by data and defined by results. Dr. Kriegel transforms corporate culture for success. As seen on CNBC, MSNBC, CNN, FOX Business, Yahoo Finance, The New York Times, Forbes, NBC and The Today Show, she's a household name in the workplace, labor, leadership, women in the workplace and job markets. Culture Partners acquired Dr. Kriegel's renowned Culture Equation in 2021, where she

serves as the chief scientist of workplace culture. As a member of the executive team at Culture Partners, Dr. Kriegel leads groundbreaking research, strategy and innovation in collaboration with institutions such as Stanford University. Culture Partners is reshaping the DNA of Fortune 10 and Fortune 500 companies to increase revenue, drive sales and ensure retention. With a doctoral degree in human resources development, educational leadership and management from Drexel University, she's one of the few female leaders in her field who's uncovering the uncharted territories of culture and leadership. As a single mom, she is also a fierce advocate for women in the workplace, designing a job that works for you, not a job you work for. Dr. Kriegel's groundbreaking research is detailed in her debut book, "Unfairly Labeled," a manifesto for equality and transformation in the modern workplace, which disrupts the narrative that Baby Boomers and Gen Z are misaligned in the workplace. It's her mission to dispel the stereotype that unfairly labels workers today. As a keynote speaker who is a force on the national and international stage, Dr. Kriegel leads with data-driven results that amplify revenue and deliver tangible outcomes. With an MBA and fluency in three languages, she's a champion of progress, innovation and data-driven transformation. In a world where culture isn't just a concept but a catalyst, Dr. Kriegel is scripting a narrative of evolution, empowerment and enduring success.

Conference information

Target audience

IHA encourages you to bring members of your hospital teams so all can learn and gain from the expertise assembled at one convenient event. Those who will benefit from this conference include:

- Administrators and other C-suite members

- CEOs
- Clinical and nursing leaders
- Compliance officers
- Department managers
- Education and staff development directors
- Finance officers and business office leaders
- Health care attorneys
- Health Care Financial Management Association and American College of Health Care Executives of Iowa members
- Human resources directors
- Marketing communications directors
- Medical group managers
- Physician leaders
- Quality and patient safety directors
- Trustees

Conference objectives

This two-day event brings together Iowa health care professionals to learn from industry experts. Conference attendees will learn how to:

- Ensure health care resources are responsive to their communities' needs
- Identify emerging technologies and initiatives that are transforming the health care landscape
- Implement practical strategies to foster a patient-focused culture and manage employee engagement, burnout and patient satisfaction

- Interpret and apply financial payment policies, recognizing and understanding trends that affect Iowa health care professionals and organizations
- Interpret critical legal and regulatory issues affecting care delivery
- Recognize innovative health care strategies and best practices that can enhance patient-focused initiatives
- Use new skill sets to transform and advance health care leadership

Location

Community Choice Convention Center, 833 Fifth St., Des Moines, 515-564-8000

Lodging and Transportation

The Hilton Des Moines Downtown room block is for Oct. 6-8. Check availability [HERE](#).

This reservation requires a non-refundable one-night deposit.

Otherwise, you can reserve rooms at hotels close to the Community Choice Credit Union Convention Center. Options include:

- [Des Moines Marriott Downtown](#) offers a shuttle service.
- [Fairfield Inn and Suites by Marriott](#) is across the street from the convention center.
- [Renaissance Des Moines Savery Hotel](#) is a short walk to the convention center.

Registration

Register by **Wednesday, Oct. 1**, at www.ihaonline.org.

Attendees may pick up name badges, on-site agendas and continuing education forms at the IHA registration desk.

Program fees

The Annual Meeting is a benefit of IHA membership. Employees of IHA member hospitals and health systems, associate members and sponsors of the Annual Meeting, and members of IHA personal membership groups, the Health Care Financial Management Association and the American College of Health Care Executives of Iowa may attend the education sessions at no charge unless noted otherwise. Those not affiliated with IHA member institutions may attend for a fee of \$1,000. IHA prohibits the solicitation of its members.

Cancellation

Substitutions are welcome anytime. We will refund meal tickets and nonmember registration fees by Wednesday, Sept. 17. Please email cancellation and substitution requests to iharegistration@ihaonline.org.

Meal tickets

We encourage you to register for meals during the conference. We will sell a limited number of tickets at the registration desk for an additional \$25 per ticket. The conference center guarantees meals in advance. Tickets are nonrefundable, but you may transfer them to another attendee.

Handout information

This is a paperless conference. We will make handouts available on the IHA Annual Meeting webpage as soon as possible. We do not provide paper copies of handouts at the conference.

Parking

Parking is available north of the Iowa Events Center, with entrances located off Third, Fifth and Crocker streets. Iowa Events Center lots offer the closest and most-convenient access to the facility, as well as easy access to Interstate Highway 235 and other major

routes. Parking for people with disabilities is available at the Iowa Events Center, located in the lot south of Crocker Street, adjacent to the Community Choice Convention Center. The cost is \$13 (cash or credit) per vehicle per entrance.

City parking garages are throughout downtown, with convenient skywalk access to the Iowa Events Center. City garages collect payment each time you enter. The City of Des Moines' downtown parking-sign system provides real-time information about available parking in the garages.

Street parking is available throughout downtown. Meters have different time limits and parking restrictions. Typically, street parking is not allowed from 4 to 6 p.m.

Continuing education

For complete details about the Annual Meeting education sessions, including continuing education credits and learning objectives, visit the [IHA Annual Meeting webpage](#).

Available continuing education includes:

- American College of Health Care Executives face-to-face and qualified education
- Certified Professional in Health Care Quality
- Continuing Legal Education
- Human Resources Certification Institute
- Iowa nursing contact hours
- Iowa Nursing Home Administration
- SHRM Society for Human Resource Management

Please refer to the sections below for instructions on obtaining continuing education.

Certificate of attendance

The certificate of attendance may be used for self-reporting continuing education that has been attended or completed to certify to professional organizations. Some national, state and local licensing boards and professional organizations will grant continuing education credits for attendance at this conference when you submit the course outline (save the conference brochure) and a certificate of attendance.

You can pick up your certificate of attendance at the registration desk for each day of the conference. After completing the form for each day of attendance, please retain it for your records.

American College of Healthcare Executives

ACHE in-person

ACHE will award 3.0 in-person education credits for the Preconference Workshop and 1.5 in-person education credits for sessions W3 and W9.

You must sign in to the sheet at the entrance to each session and complete each evaluation. Please submit these evaluations at the end of each session. IHA will not provide partial credit.

ACHE-qualified education

IHA is authorized to award up to 8.0 hours of preapproved ACHE-qualified education credits for this conference. Participants can use these qualified education credits for ACHE advancement, recertification or reappointment. All sessions are approved for 1.0 ACHE-qualified education credits except W3 and W9.

Continuing legal education (PENDING)

Iowa and Nebraska have approved IHA to provide up to 4.0 hours of CLE credits. Sessions available for 1.0 contact hours each are:

- Tuesday: T2, T3, T11, T13 and T14

- Wednesday: W10

Human Resources Certification Institute

This program has been pre-approved for 10.0 credit hours toward aPHR®, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through HR Certification Institute® (HRCI®).“ The content of the program submitted has met the criteria for

Recertification Provider Program. Sessions available for 1.0 contact hours in HR, unless otherwise noted, are:

- Monday: Preconference Workshop (3.0 hours, Business)
- Tuesday: T4 (Business), T6, T10, T14, and T15
- Wednesday: W3 (1.5 hours), W6, W9 (1.5 hours), and Wednesday Closing Keynote

HRCI is self-reporting. Use a certificate of attendance for each conference day to track your attendance.



Iowa nursing contact hours

IHA will provide a certificate of attendance after completing the program evaluation and strongly encourages nurses to retain a program brochure as documentation of their participation. Nurses determine whether course content meets the Iowa Board of Nursing's criteria for appropriate continuing education.

Nursing home administration

Sessions will be offered during the event, providing attendees with the latest management, leadership and teamwork strategies for achieving long-term success in the care setting. Administrators, owners and department heads can earn up to 8.0 contact hours for licensure renewal by attending event sessions.

- Monday: Preconference Workshop (3.0 hours)
- Tuesday: T2, T3, T4, T5, T6, T8, T9, T10, T13, T14, and T15 (1.0 hour each)

- Wednesday: W1, W4, W5, W8, W10 and W11 (1.0 hour each)

Hospital Board Certification Program

Board members participating in IHA's Hospital Board Certification Program can earn credit toward certification for the 2025 IHA Annual Meeting. Sessions are approved for 1.0 credit hours unless otherwise noted:

- Monday: Preconference Workshop (3.0 hours)
- Tuesday: All sessions, including the opening keynote
- Wednesday: All sessions, including opening and closing keynotes. W3 and W9 (1.5 hours)

Hospital Board Certification Program credit is self-reporting. To track your attendance, use a certificate of attendance for each conference day.

Certified Professional in Healthcare Quality (PENDING)

The National Association for Healthcare Quality has approved the 2025 IHA Annual Meeting for up to 12.0 certified professionals in health care quality continuing education credit hours. Sessions are approved for 1.0 Certified Professional in Healthcare Quality credit hours unless otherwise noted:

- Monday: Preconference Workshop (3.0 hours)
- Tuesday: Tuesday Opening Keynote, T1, T3, T6, T7, T9, T12, T14, and T16
- Wednesday: Wednesday Opening and Closing Keynotes, W1, W3 (1.5 hours), W4, W5, W6, W7, W9 (1.5 hours), W10, W11, and W12

Certified Professional in Healthcare Quality is self-reporting. Use a certificate of attendance for each conference day to track your attendance.

SHRM Society for Human Resource Management (PENDING)

The Iowa Hospital Association is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP® recertification activities. A total of 10.0 credits are available.

Sessions available for 1.0 contact hours, unless otherwise noted, are:

- Monday: Preconference Workshop (3.0 hours)
- Tuesday: T4, T6, T10, T14, and T15
- Wednesday: W3 (1.5 hours), W6, W9 (1.5 hours), and Wednesday Closing Keynote

SHRM is self-reporting. Use a certificate of attendance for each conference day to track your attendance.

ADA policy

IHA does not discriminate in its educational programs based on race, religion, color, sex or disability. IHA wishes to ensure it does not exclude, deny services, segregate or treat anyone with a disability differently from others because of the absence of auxiliary aids and services. If you require auxiliary aids or services identified in the Americans With Disabilities Act to attend this conference, call the IHA Education Department at 515-288-1955 or email iharegistration@ihaonline.org.

2026 IHA Annual Meeting

Next year's IHA Annual Meeting is scheduled Oct. 6-7, 2026, at the Community Choice Convention Center in Des Moines.