

Governance Forum

March 11, 2025
IHA Conference Center



PROGRAM OVERVIEW

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

INTENDED AUDIENCE

- Hospital and health system board chairs and members
- Hospital C-suite members
- Staff members coordinating governing board activities

PROGRAM SCHEDULE

9 a.m. **Welcome**

9:15 a.m. **IHA Advocacy Update**

Clare Kelly, Chief Government & External Affairs Officer, Iowa Hospital Association, Des Moines

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

Learning objectives:

- Discuss updates about legislative and regulatory issues facing the Iowa Legislature and U.S. Congress and their impact on hospitals.
- Explain how to get involved with IHA advocacy efforts.
- Outline components of IHA's state and federal legislative agendas.

10 a.m. **Break**

10:15 a.m. **Directed Payment Program Quality Measures and the Trustee's Role: A Panel Discussion**

Moderator: Jen Nutt, Vice President, Nursing and Clinical Services, Iowa Hospital Association, Des Moines

Panelists: Susan Horras, Senior Vice President, Finance Policy, Iowa Hospital Association, Des Moines; Megan Beck, Executive Director of Quality and Jeanette Todd, Obstetrics Director, Buena Vista Regional Medical Center, Storm Lake; Shawna Forst, Performance Excellence, Quality & Risk Coordinator, MercyOne Newton Medical Center, Newton; and Darla Handsaker, Executive Director of Quality Management, Mary Greeley Medical Center, Ames

This panel will focus on the quality measures tied to the Directed Payment Program: C-section, readmission and behavioral health follow-up visit metrics. The panel will share their processes and equip trustees and administrative teams with the tools to improve these outcomes. The panel will discuss the trustee's role in overseeing these quality measures and share examples of how they can help improve these metrics.

Learning objectives:

- Detail the Directed Payment Program and describe the quality measures tied to the program.
- Explore ways facilities can improve the Directed Payment Program's three quality measures.
- Showcase the Directed Payment Program quality metric best practices that high-performing hospitals have in place and share those practices with participants.

11:45 a.m. **Lunch**

12:45 p.m. **Hospital and trustee awards presentations**

- 1 p.m. Practicing Governance Best Practices: Enhancing Leadership and Impact**
Todd Linden, President, Linden Consulting, Centennial, Colorado
- This highly interactive session will empower hospital governing bodies to adopt and practice two cornerstone governance strategies that drive organizational excellence. First, participants will delve into the three essential modes of board governance: fiduciary, strategic and generative. Although fiduciary and strategic responsibilities are familiar to most boards, the generative mode often proves the most challenging and impactful. Second, effective boards build trust and foster high performance by regularly conducting well-structured executive or closed sessions with their CEOs. These sessions provide a platform for delivering real-time feedback, enhancing CEO satisfaction and improving organizational outcomes. Participants will role-play an executive session, providing feedback to an “actor CEO” on successes, areas needing more attention and opportunities for improvement. Participants will gain strategies and tools to elevate their governance practices, foster meaningful relations and enhance the effectiveness of their boards in addressing the dynamic challenges of health care.
- Learning objectives:
- Explore the three governing modes – Participants will examine fiduciary, strategic and generative governance frameworks and apply generative tools to address contemporary health care challenges through interactive simulations.
 - Identify and apply key governance strategies – Participants will learn two cornerstone governance strategies and practice implementing them to improve board performance.
 - Strengthen board-CEO relations through effective executive sessions – Participants will develop skills to conduct structured executive sessions, providing actionable feedback to enhance trust, CEO performance and organizational outcomes.
- 2 p.m. Break**
- 2:15 p.m. How to Prepare and Respond to a Disaster at the Hospital: A Panel Discussion**
Moderator: Catherine Hillestad, CEO, Adair County Health System, Greenfield
- Panelists: Ken Sharp, Operations Deputy, Iowa Department of Public Health, Des Moines; Angela Mortoza, CEO, Dallas County Hospital, Perry; Deb Tindle, Trustee, Adair County Health System, Greenfield; and Glenn Zevenbergen, CEO, Hegg Health Center, Rock Valley*
- Hospitals are a beacon of community safety during times of turmoil. This session will look back at disasters that affected Iowa and the health care community, explore lessons learned and provide participants with the tools to respond if a disaster should occur in their communities. The session will provide trustees and administrative teams with directions on items they thought they knew and prepare them for the things for which they didn't plan. Panelists will dive into trustees' roles before, during and after a disaster and how their collaboration can affect the community response.
- Learning objectives:
- Discuss lessons learned from each facility's experience with their respective disasters.
 - Examine how facilities can collaborate with state and local resources to ensure an effective and cohesive response occurs during an emergency management event.
 - Explore the trustee's role before, during and after an event and how trustees can affect the community response and help facilities respond and recover.
- 3:45 p.m. Break**
- 4 p.m. Fostering a Culture of Curiosity: Driving Innovation and Growth in Your Organization**
Jon Carmichael, World-Renowned Astrophotographer and Keynote Speaker, Las Vegas
- Every business knows that innovation fuels success, but what fuels innovation? Carmichael discovered the answer is curiosity. As a photographer, he has had the rare opportunity to go behind the scenes of some of the world's most successful (and unsuccessful) brands, working directly with their CEOs and executive teams. His experience spans companies like X, Dell, Microsoft and ESPN. In this keynote, Carmichael shares invaluable insights gleaned from his career, offering a unique behind-the-scenes perspective. He reveals the common thread among the most successful companies: a deep-rooted culture of curiosity. Carmichael has found that the best leaders are also the most curious – they encourage their teams to ask questions and are genuinely eager to hear their perspectives and ideas. By fostering a culture of curiosity, these leaders ignite the driving force behind innovation.
- Learning objectives:
- Discover essential strategies for cultivating a creative and innovative workplace.
 - Examine how to create deeper, more meaningful connections within your team.
 - Explore how to inspire employees to ask more questions and embrace curiosity.
- 5 p.m. Closing comments**

SPEAKERS



Jon Carmichael is a photographer and keynote speaker who documents corporate and political events and specializes in astrophotography and contemporary art. He's had the honor to collaborate with many inspiring people including President Barack Obama, the Dalai Lama and Lady Gaga. NASA, TEDx and X have invited Carmichael to share the inspiring stories behind his photographs and travels. He speaks on the power of curiosity, passion, perseverance and personal leadership. Carmichael is best known for his large cosmic photographic mosaics. For 10 years, his contemporary work was neither printed nor sold. In 2015, he produced his first set of artist proofs, which Sir Elton John discovered and became Carmichael's biggest collector, inviting him to debut his first series of collectible works, "The Decade," at Caesars Palace Las Vegas. This gave the public a rare chance to view and collect his printed works for the first time. Carmichael's latest project of the Great American Eclipse, "108," received international acclaim.



Catherine Hillestad has been CEO of Adair County Health System since 2021. Beyond her role at the health system, her distinguished leadership extends to being president of the Iowa Chapter of the American College of Healthcare Executives. She received the Iowa Hospital Association's Young Executive Achievement Award in 2024. Hillestad formerly was a practice administrator at The Iowa Clinic and has leadership experience in rural health care as interim CEO at Davis County Hospital in Bloomfield. Hillestad holds a Master of Healthcare Administration degree from the University of Iowa and a bachelor's in biology and French from Luther College.



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



Todd Linden, president of Linden Consulting, leads ways to improve the well-being of people and advance the quadruple aim for health care. Linden Consulting works with governing boards on best practice development, governance education, facilitating board workshops and strategic planning retreats, and building optimal board, medical staff and administration relations. Linden received his master's and bachelor's degrees from the University of Iowa, is a fellow in the American College of Healthcare Executives and retired after 24 years as president of Grinnell Regional Medical Center, where he is a CEO emeritus. He was also the administrator of Greene County Medical Center in Jefferson from 1989 to 1994. The Washington Post cited Grinnell Regional Medical Center for its optimal healing environment and The New York Times and The Wall Street Journal noted the medical center's innovations in quality and patient safety. Linden has received numerous honors including the University of Iowa's Outstanding Alumni Award, the Iowa Hospital Association's Excellence in Leadership Award and the Board of Trustees Award from the American Hospital Association. He has testified in Congress and at special conferences with Presidents Bill Clinton and Barack Obama about health care and economic development issues. Linden is an adjunct professor and executive in residence for the Health Management and Policy Department at the University of Iowa and a faculty member for the American College of Healthcare Executives. Linden is also an adviser for GovernWell, a nationally recognized governance excellence organization.



Jennifer Nutt, DNP, RN, CENP, is the vice president of nursing and clinical services for the Iowa Hospital Association. Nutt leads the hospital-based nursing profession in advocacy and education, provides facilitation in the areas of workforce, clinical research, quality and patient safety for IHA member hospitals and health systems. She is a liaison with various national and state nursing organizations including the Iowa Organization for Nursing Leadership and as the IHA spokesperson on workforce and clinical service issues. In this role, she develops workforce solutions and clinical education programs, participates in statewide quality and patient safety initiatives and is a liaison with various clinical and quality-related organizations. Nutt received her doctoral of nursing practice in health systems in 2015 and her bachelor's in nursing in 2004 from the University of Iowa. She has worked at IHA since 2015.

REGISTRATION AND INFORMATION

Register online at www.ihaonline.org.

- IHA member – \$75
- IHA associate member – \$350
- IHA nonmember – \$500

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

CONTINUING EDUCATION

Nursing: IHA, Iowa Board of Nursing Provider No. 4, will award 5.75 nursing contact hours to participants who attend the entire event. IHA will not issue nursing contact hours without an Iowa license number on the certificate on the conference day. You must attend the entire educational program. IHA will not grant partial credit.

American College of Healthcare Executives (ACHE)-qualified education: IHA is authorized to award 5.75 ACHE-qualified education credits for the conference toward ACHE advancement or recertification. Participants in this program who wish to have the continuing education hours applied toward ACHE-qualified education credit should indicate their attendance when submitting their application to ACHE for advancement or recertification.

Hospital board certification: Board members participating in IHA's Hospital Board Certification Program can earn 5.75 hours of education toward certification for participating in the events at the 2025 IHA Governance Forum.

HOSPITAL BOARD AND TRUSTEE CERTIFICATION PROGRAM

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

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

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

PROGRAM LOCATION

In-Person

IHA Conference Center, 100 E. Grand Ave., Suite 100, Des Moines.

- If you have dietary restrictions or allergies, email iharegistration@ihaonline.org.
- Dress for the conference is business casual. Layered clothing is recommended for your comfort.

Virtual

This program also will be available through Zoom. Auto-generated captions (live transcription) will be available for virtual attendees.

LODGING

IHA has a discounted corporate rate that attendees can use for overnight accommodation. The discounted rate is offered to IHA event attendees on "non-last room" availability, meaning there are times when this rate will not be available because of high demand. Book early if you think you may need arrangements. When calling, please reference the corporate ID:

Staybridge Suites Des Moines
Corporate rate: \$139/night plus taxes
515-280-3828
Corporate ID No.: IXNRB

Downtown Des Moines AC Marriott
Corporate rate: \$177/night plus taxes
515-518-6060
Corporate ID Code: 3QR

CANCELLATION/REFUND POLICY

- Cancellations and substitutions are welcome anytime. Email cancellations and substitution requests to iharegistration@ihaonline.org.
- IHA will refund cancellations received 10 or more business days before the conference.
- IHA will charge a \$50 administrative fee to cancellations received six to nine business days before the conference.
- IHA will not refund cancellations received five or fewer business days before the conference.
- IHA will calculate refunds by the date received and the IHA business days remaining before the conference.
- IHA may cancel the conference because of low enrollment. If so, IHA will notify preregistered participants and provide full refunds.

ADA POLICY

IHA does not discriminate in its educational programs based on race, religion, color, sex or disability. IHA wishes to ensure no one with a disability is excluded, denied services, segregated or treated differently than others because of the absence of auxiliary aids and services. If you need auxiliary aids or services identified in the Americans With Disabilities Act to attend this conference, call IHA at 515-288-1955 or write to the IHA Education Department.