

Iowa Society for Healthcare Human Resources Administration

April 15, 2025



PROGRAM OVERVIEW

This conference brings together Iowa health care human resource professionals for collaboration, knowledge-gathering and networking.

INTENDED AUDIENCE

The conference is for health care human resource professionals.

PROGRAM SCHEDULE

8:30 a.m. **Registration and continental breakfast**

8:50 a.m. **Conference welcome**

Sonja Hamm, Vice President of Human and Foundation Resources, Lakes Regional Healthcare, Spirit Lake

9 a.m. **Becoming THAT Organization: Three Keys to Creating a Workplace Everyone Wants to Join**

Vanessa McNeal, MSW, Public Speaker, Des Moines

In an era where 92% of employees prioritize their emotional and psychological well-being, the question isn't just why, it's how. What transforms a good workplace into THAT organization – the one everyone dreams of joining and no one wants to leave? This powerful keynote gives leaders a science-backed framework for creating magnetic organizational cultures. Through McNeal's innovative Nervous System Ladder methodology and proven strategies, discover how to create an environment where people thrive. Organizations implementing these practical tools have seen significant increases in engagement, performance and loyalty – and that's exactly what McNeal wants for you.

Learning objectives:

- Implement science-backed strategies for sustainable growth and discover practical tools and proven techniques to enhance team engagement, increase organizational loyalty and drive measurable improvements in employee satisfaction and productivity
- Master the Nervous System Ladder Methodology and gain insights into this innovative framework for fostering resilience, connection and peak performance, enabling leaders to cultivate a thriving and adaptive workplace culture
- Understand the connection between well-being and workplace culture and explore how prioritizing emotional and psychological well-being directly affects employee engagement, performance and retention, transforming your organization into a destination workplace

10 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

10:30 a.m. Break

10:40 a.m. Disaster Planning and Response From a Human Resources Perspective: A Panel Discussion

Moderator: Lydia Larson, Director of Human Resources, Stewart Memorial Community Hospital, Lake City

Panelists: Julie Douglas, Chief Human Resources Officer, Adair County Health System, Greenfield; Michael Schauer, Director, Human Resources, Spencer Hospital; Brenda Clouse, Senior Human Resources Business Partner, Dallas County Hospital, Perry

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 occurs in their communities. The session will also provide human resources professionals with direction on items they thought they knew and prepare them for the unexpected. Panelists will dive into human resources roles before, during, and after a disaster and discuss how their involvement can help facilities work through disasters effectively.

Learning objectives:

- Discuss lessons learned from each facility's experiences with their disasters
- Examine how facilities can collaborate with state and local resources to ensure an effective and cohesive response during an emergency management event
- Explore the role of human resources before, during and after an event

11:40 a.m. Lunch

12:20 p.m. Iowa Society for Healthcare Human Resources Administration Annual Business Meeting

12:30 p.m. Health Sciences Career Day and the Iowa Health Education Portal Introductions

Corey Martin, Senior Vice President, Education, and Jen Nutt, Vice President, Nursing and Clinical Services, Iowa Hospital Association, Des Moines

12:50 p.m. Networking Roundtable

Moderated by ISHHRA board members

Participants will break out into small groups and share recruitment strategies and any retention methods that have proven successful. Participants can present topics to their peers and learn from one another.

1:50 p.m. Break

2 p.m. Employment Law for Human Resources Professionals

JoEllen Whitney, Attorney, Dentons Davis Brown Law Firm, Des Moines

This session will focus on recent changes to employment law as well as long-standing and sometimes intractable issues.

Learning objectives:

- Identify recent legal changes within the field
- Examine issues encountered within shift management
- Recognize surprises in various agency regulations
- Resolve common employment problems facing health care today

3:30 p.m. Conference Closing Remarks

Julie Douglas, Chief Human Resources Officer, Adair County Health System, Greenfield

3:35 p.m. Adjourn

SPEAKERS

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.

Vanessa McNeal, MSW, is a trailblazing speaker renowned for her dynamic presentations that ignite lasting transformation. With two impactful TEDx talks and certification as a life coach, she's a thought leader in mental resilience, overcoming adversity and well-being. From women's events to university lecture halls and military institutions, McNeal's mission is to inspire and drive positive change. She seamlessly blends personal stories with practical strategies, empowering audiences to navigate life's challenges. An Inspiring Women of Iowa and Statement Maker awards recipient, McNeal offers an unforgettable journey of growth and inspiration.

Jo Ellen Whitney, JD, is a senior shareholder of Dentons Davis Brown Law Firm and practices primarily in employment and health law. As the chair of the firm's employment and labor relations department, she brings over 20 years of practical experience to business planning, discipline and termination issues for employers. In health law, she focuses on privacy and confidentiality issues, including medical staffing, credentialing, privileging, and consent and risk analysis for hospitals, clinics, physician practices and long-term care facilities. She frequently provides clients with on-site training for all levels of employees and is a highly sought-after presenter on labor and health law issues.

REGISTRATION

Register online at www.ihaonline.org.



- ISHHRA members – \$50
- Associate members – \$175
- Non-IHA members – \$350

PROGRAM LOCATION

IHA Conference Center, 100 E. Grand Ave., 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.

PROGRAM MATERIALS

This is a paperless conference. IHA will email you a link to the handouts when they are available. Paper copies of handouts will not be available onsite at the conference.

CONTINUING EDUCATION



This Program ID: 694894, has been approved for four HR (General) recertification credit hours toward aPHR®, aPHRI™, PHR®, PHRca®, SPHR®, GPHR®, PHRI™ and SPHRI™ recertification through HR Certification Institute® (HRCI®).



The Iowa Hospital Association is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP® recertification activities. This program is valid for 4.0 PDCs for SHRM-CP® or SHRM-SCP® recertification.

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.