

IOWA SOCIETY FOR HEALTHCARE HUMAN RESOURCES ADMINISTRATION

April 14



PROGRAM OVERVIEW

This conference will bring together Iowa health care human resources professionals for a day of collaboration, learning and connection. Attendees will gain insights into emerging industry trends, engage with speakers and take part in discussions designed to strengthen human resources leadership.

INTENDED AUDIENCE

The Iowa Society of Healthcare Human Resources Administration recommends this conference for health care human resources professionals seeking practical strategies, industry updates and peer-to-peer learning.

PROGRAM SCHEDULE

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

8:50 a.m. **Welcome**

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

9 a.m. **The Employee Retention Ecosystem: A Human Resources Guide to Building a Thriving Culture**

Carrie Murphy, Retention Strategist, Magnet Culture, Louisville, Kentucky

How often have you launched a promising human resources initiative, only to see its impact undermined by external decisions beyond your control? Do you wish your executives, managers and team members would recognize the influence they each have on shaping a stronger company culture? In today's work world, many organizations are running like struggling ecosystems. When goals and budgets fall short, executives feel the pressure, leaders become overwhelmed, and employees end up overworked and undervalued. Caught in the middle, human resources professionals find themselves at the center of this blame game. What if we stopped working in silos and started building a thriving culture together? A comprehensive approach developed by Magnet Culture's workforce experts fosters organizational alignment by clarifying the critical roles that executives, leaders and staff must play to reduce unnecessary turnover. Let's stop the cycle of disconnection and start cultivating a workplace where everyone thrives.

Learning objectives:

- Audit your ecosystem to find whether your workplace is thriving, surviving or wilting
- Discover specific retention responsibilities across organizational levels, from executives to frontline employees
- Gain executive buy-in and position your human resources team as a strategic retention champion

10 a.m. **Break**

10:20 a.m. **IHA Advocacy Update**

Erin Cubit, Vice President, Federal and Regulatory Affairs, Iowa Hospital Association, Des Moines

The political and regulatory environment directly influences hospital operations and workforce strategy. This session provides updates on legislative and regulatory developments and offers guidance about engaging in IHA state and federal advocacy efforts.

Learning objectives:

- Detail legislative and regulatory issues facing the Iowa Legislature and U.S. Congress, and their impact on hospitals
- Explore how to engage with IHA advocacy efforts effectively
- Name key components of IHA's state and federal legislative agendas

11 a.m. **Employment Law for Human Resources Professionals**

Maggie Hanson and Spencer Willems, Shareholders, Dentons Law Firm, Des Moines

This session highlights recent developments in employment law alongside long-standing issues that continue to challenge health care human resources teams. Hanson and Willems will walk through real-world examples, surprising regulatory updates and best practices for resolving common employment concerns.

Learning objectives:

- Develop solutions to frequent employment challenges in health care
- Examine scheduling and workforce management issues
- Name regulatory updates that may affect compliance
- Recognize new and emerging legal changes affecting human resources

Noon **Lunch**

12:30 p.m. **Business Meeting**

1 p.m. **Networking Roundtable**

Moderated by ISHHRA board members

Participants will join small groups to discuss recruitment strategies, retention practices and workforce challenges. This collaborative session encourages idea-sharing, peer learning and practical takeaway solutions.

2 p.m. **Break**

2:15 p.m. **Microsoft 365 Copilot for Human Resources: Elevating HR Strategy With Generative AI**

Chris Porter, Director, Artificial Intelligence Program, Associate Professor and Co-chair, Department of Mathematics and Computer Science, and Chris Snider, Professor, School of Journalism and Mass Communication, Drake University, Des Moines

This session provides an overview of how Microsoft 365 Copilot integrates the power of generative artificial intelligence with your work data to enhance human resources strategy, streamline administrative processes and elevate employee experiences. Participants will explore how Copilot works across the Microsoft 365 suite, including Teams, Word, Outlook, PowerPoint and Excel, with a focus on practical applications for recruiting, onboarding, performance management, compliance and workforce planning.

Learning objectives:

- Apply Copilot tools to key human resources functions, including talent acquisition, employee communications, performance documentation and workforce analytics
- Identify Copilot entry points and core capabilities within Teams, Word, Outlook, PowerPoint and Excel
- Recognize responsible AI considerations in human resources, including data privacy, bias mitigation and policy alignment
- Understand how Copilot securely integrates with organizational work data and permissions

3:15 p.m. **AI in Human Resources – A Panel Perspective**

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

Panelists: *Samantha Weichert, Director of Human Resources, Kossuth Regional Health Center, Algona, and Tracy Ousey, Human Resources Director, Washington County Hospital and Clinics, Washington*

Panelists will discuss how AI supports decision-making, improves administrative efficiency, enhances recruitment and onboarding workflows, and strengthens workforce planning efforts. Through candid insights and practical use cases, attendees will gain a realistic understanding of the opportunities and challenges of adopting AI in human resources. The session will highlight strategies for implementing AI responsibly, ensuring transparency and keeping a human-centered focus, all of which are essential in health care environments.

Learning objectives:

- Assess the benefits and limits of integrating AI into human resources workflows, emphasizing balancing efficiency with ethical and compliance considerations
- Evaluate real-world case studies to decide how AI-driven insights can enhance strategic workforce planning and decision-making
- Identify practical AI applications used by health care human resources leaders, including tools that support recruiting, scheduling, employee engagement and retention
- Share ideas for responsible adoption of AI technologies that align with organizational culture, employee trust and health care regulatory expectations

4 p.m. **Closing Remarks and Adjourn**

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

REGISTRATION

Register online at www.ihaonline.org.

- ISHHRA members – \$50
- IHA members – \$50
- Non-IHA members – \$225



PROGRAM INFORMATION

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

- This is a paperless conference. IHA will email conference materials when available.
- 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.

CONTINUING EDUCATION



This Program ID: 734887, has been approved for 4.75 HR (General) recertification credit hours toward aPHR®, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through HR Certification Institute® (HRCI®).

LODGING

IHA offers a discounted corporate rate for overnight accommodation. IHA offers event attendees a discounted rate for “non-last room” availability, meaning it may not be available at times due to 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.