

NOONS IN JUNE

AN IHA SUMMER LEADERSHIP
FORUM VIRTUAL SERIES

June 3 • June 10 • June 17 • June 24



IOWA HOSPITAL
ASSOCIATION

We care about Iowa's health

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PROGRAM OVERVIEW

Whether you're a veteran or new CEO, a member of your hospital's leadership team or early in your career and seeking to learn more about health care's biggest issues, please join us at the Iowa Hospital Association's Noons in June. This virtual series offers a twist to one of the association's longest running annual signature events, the Summer Leadership Forum.

During Noons in June, Iowa Hospital Association members can enjoy a bite to eat over the lunch hour while gaining new insights each week. With nationally recognized presenters, this year's series continues the conversations about COVID-19 as it concerns innovation, sustainability and health equity. Register once and get access to all four Noons in June from Noon-1 pm every Thursday in June.

INTENDED AUDIENCE

- Administrators, CEOs and presidents.
- Aspiring administrative leaders and early careerists.
- Clinical leaders.
- C-suite team members and senior executives.
- Diversity, health equity and inclusion leaders.
- Governing board members.
- Home health leaders.
- Physician leaders.
- Telemedicine managers.

PROGRAM AGENDA | JUNE 3

Noon **Telemedicine After COVID-19, Hospital at Home and Expansion of Technology**

COVID-19 is a catalyst across health care innovation and delivery. The pandemic has accelerated the digitization and virtualization of health care from telemedicine to remote patient monitoring, with long-term implications for more continuous, proactive, personalized, anytime-anywhere health and medicine, increasingly moving from the hospital to the home. Who better to explore what is emerging and coming next in prevention, diagnostics and therapy and its implications for hospital systems than Daniel Kraft, MD? Dr. Kraft has been a favorite of the Iowa Hospital Association members, serving as a keynote speaker at both a previous summer forum and annual meeting.

Learning objectives:

- Examine how big data, artificial intelligence and new forms of collaboration have accelerated our understanding of COVID-19 and our ability to respond to and prevent future pandemics.
- Explain several of the major shifts that have been accelerated because of the pandemic and their implications for the future of health and medicine.
- Explore how the pandemic enabled new forms of diagnostics and therapy that will have an impact beyond infectious diseases.



Daniel Kraft, MD, is a Stanford- and Harvard-trained physician-scientist, inventor, entrepreneur and innovator. With more than 25 years of experience in clinical practice, biomedical research and health care innovation, Dr. Kraft has chaired the Medicine for Singularity University since its inception in 2008 and is the founder and chair of Exponential Medicine, a program that explores convergent, rapidly developing technologies and their potential in biomedicine and health care.

PROGRAM AGENDA | JUNE 10

Noon **Health Care Strategy Post-crisis: What the “Big Playbook” Should Look Like**

The US health system will change dramatically as organizations emerge from the pandemic and a new administration takes over in Washington, DC. In this session, we'll discuss the five areas these changes are likely to occur:

- Actions and regulatory reforms.
- Capital sourcing and deployment.
- Clinical innovation.
- Consumer attitudes.
- Technology.

In each of these areas, recent events and anticipated tipping points will be discussed, with specific relevance to Iowa.

Learning objectives:

- Discuss uncertainty in the regulatory and competitive environments, and mechanisms to prepare.
- Equip leaders with a framework to monitor key changes in the health system likely to affect strategies for growth, sustainability and risk-avoidance.



Paul Keckley, PhD, is an independent health care industry analyst, policy expert and entrepreneur. Dr. Keckley has successfully launched four health care companies. His focus is the implementation of the Affordable Care Act, its intended and unintended consequences, and the likelihood of Health Reform 2.0. Dr. Keckley serves on the boards of the Ohio State University Medical Center, Healthcare Financial Management Leadership Council and Lipscomb University College of Pharmacy. He is member of the Health Executive Network and adviser to the Bipartisan Policy Center in Washington, DC. He completed his bachelor's degree at Lipscomb University, master's and doctoral degrees from Ohio State University and a fellowship in economic policy at Oxford University.

PROGRAM AGENDA | JUNE 17

Noon **Diversity and Inclusion**

As an executive with Zoom, Kim Blue leads the company's worldwide team of human resources business partners. In this role, Blue has gained extensive experience in leading diversity and inclusion initiatives, providing her the collective understanding that inclusion allows for all perspectives to have a place at the table. That place at the table is not conditioned by an agreement of being like-minded. This Noons in June session is a conversation with Blue that dives into intentional inclusion, personal mindset and being your authentic self in an organizational environment.

Learning objectives:

- Examine intentional inclusion and how to develop space for change in your health care engagement and operating models.
- Discover why mindset matters and the key components to a growth mindset, including moving below the surface of your mindset to get uncomfortable.
- Investigate what it looks like to bring your full authentic self to work every day.



Kim Blue uses her keen insights and a strategic perspective to help people align their passions, talents and values for success. She has created and executed organizational blueprints for top-flight organizations including ESPN and Microsoft. In October 2020, she joined Zoom as the global head of people experience partners, where she leads the company's worldwide team of human resources business partners. During her career, she has earned a reputation as a trusted adviser who can motivate leaders to embrace growth, change, diversity, and inclusion to improve themselves and their organizations.

PROGRAM AGENDA | JUNE 24

Noon **Running Toward Chaos**

Monday, April 15, 2013, Natalie Stavas, MD, approached the finish line of her fifth Boston Marathon. Just blocks away, Dr. Stavas heard explosions and she ran toward them. Arriving at the scene, she went to work administering CPR, applying tourniquets and triaging the wounded. What led her to make that fateful decision to run into a terrorist attack? An expert on chaos, Dr. Stavas attacks every obstacle with the same attitude: "Run toward that which you fear, that which challenges you, that which is oppositional." Running toward chaos makes chaos more manageable.

Learning objectives:

- Find meaning in a chaotic world.
- List strategies for conquering fear in health care.
- Provide constructive insight on the importance of altruism.



Natalie Stavas, MD, is an assistant professor of pediatrics at the University of California, San Diego. Trained and educated at Harvard University, Dr. Stavas' areas of experience are childhood trauma, youth violence and better protecting and serving high-risk children. After the bombings, she increased her efforts to prevent childhood violence and improve the health of urban communities. She is a mentor for Sole Train, a nonprofit organization guiding inner city youth onto a path toward fulfilling their potential through running. Dr. Stavas is also the medical adviser for the Appalachian Mountain Club, helping improve the health of children by getting them outside. Her work goes beyond borders, traveling to Haiti throughout the year to provide medical care to children and help strengthen the country's fragile medical infrastructure. In 2013, she received the Bostonian of the Year Award.

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REGISTRATION

Register online at www.ihaonline.org.

REGISTRATION FEES

Registration fee is per individual:

IHA hospital/health system member – Complimentary

Association members - \$149

Non-members - \$349

CONTINUING EDUCATION

1.0 nursing contact hours will be awarded on June 3, 1.0 nursing contact hours will be awarded June 10 and 1.0 nursing contact hours will be awarded June 17 for this series by IHA, Iowa Board of Nursing Provider No. 4. Iowa nursing contact hours will not be issued unless your Iowa license number is provided. For nursing contact hours to be offered, your webinar sign-in and sign-out times will be verified. If you are part of a group participating, you must assign an on-site proctor to oversee the process required by the Iowa Board of Nursing and Iowa Hospital Association.

By attending the NOONS IN JUNE virtual series offered by Iowa Hospital Association, participants may earn up to 4.0 ACE-qualified education hours toward initial certification or recertification of the fellow of the American College of Healthcare Executives designation.

Board members participating in IHA's Hospital Board Certification Program can earn 1.0 hours of face-to-face education for each webinar for up to 4.0 hours for the series.

REGISTRATION/CANCELLATION/REFUND POLICY

- If registering by mail, attach a copy of the registration form when payment is sent.
- No-shows will be billed.
- Cancellations and substitutions are welcome anytime. Cancellations and substitution requests must be sent to iharegistration@ihaonline.org.
- A full refund will be given to cancellations received 10 or more business days before the conference.
- A \$50 fee will be charged to cancellations received six to nine business days before the conference.
- Refunds will not be given to cancellations received five or fewer business days before the conference.
- Refunds will be calculated by the date received and the IHA business days remaining before the conference.
- IHA reserves the right to cancel the conference because of insufficient enrollment. If so, preregistered participants will be notified, and full refunds provided.

ADA POLICY

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