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Saturday, May 14, 2022

Today's headlines:

- [IHA releases 'Thank you, Now More Than Ever' ad campaign](#)
- [Summer Leadership Forum returns in person](#)
- [HRSA releases additional COVID-19 relief funds](#)

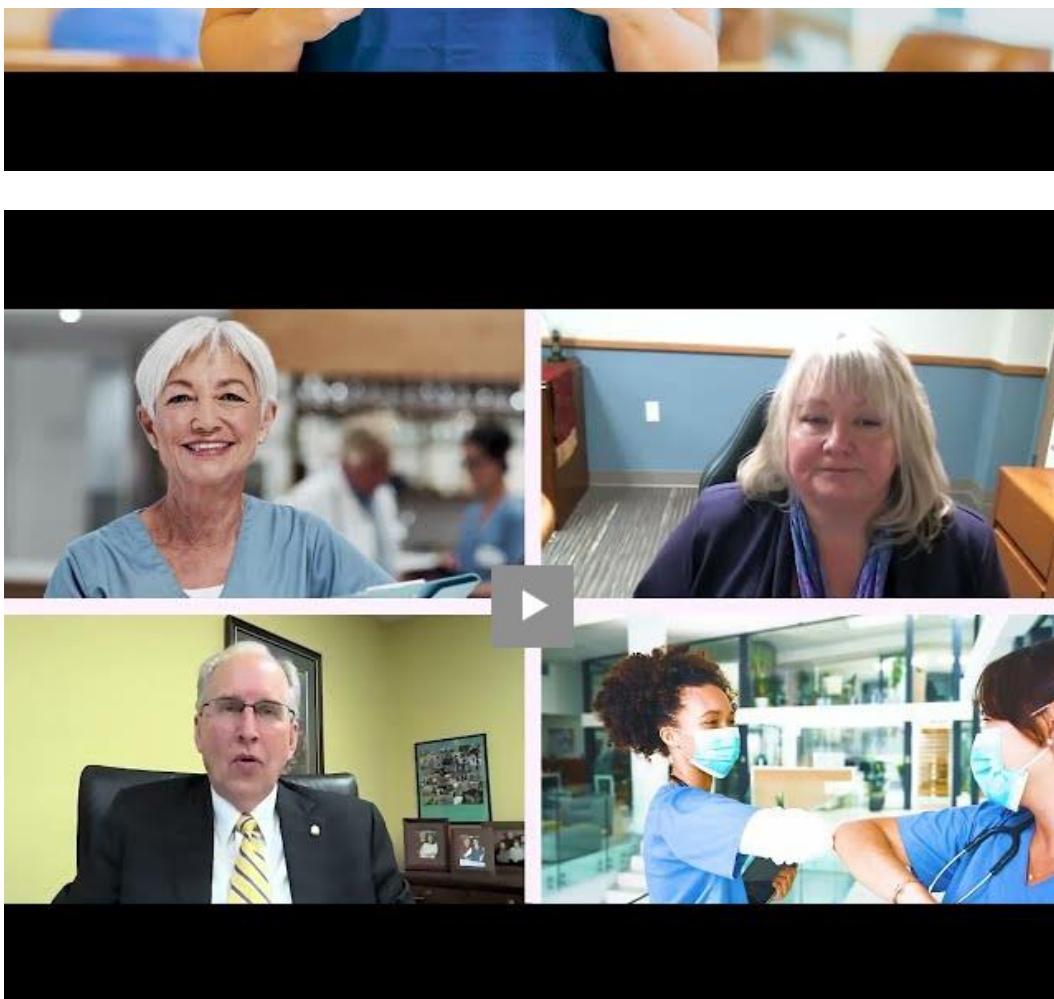
IHA releases 'Thank you, Now More Than Ever' ad campaign

"Thank you, Now More Than Ever," a promotional campaign thanking hospital employees for their efforts during the pandemic, launched this week. The campaign's two main commercials feature five hospital CEOs, one from each district, and will run through the first week of June.

IHA thanks Iowa's hospital staffs for their efforts and CEOs David Stark, [UnityPoint-Des Moines](#); Brett Altman, [Cass Health](#); Brian Dieter, [Mary Greeley Medical Center](#); Bob Kroese, [Pella Regional Health Center](#); and Robin Schluter, [Regional Health Services of Howard County](#), for participating in the campaign.

To further thank hospital staff for their dedication, remember to nominate a hospital staff member for the [IHA Hospital Heroes Award](#). The award celebrates employees who have acted courageously in a crisis or who have selflessly served their hospitals and communities throughout their careers. IHA will recognize 10 hospital employees at the 2022 Annual Meeting in October.





Summer Leadership Forum returns in person

For four plus decades the IHA [Summer Leadership Forum](#) has served as IHA's mid-year event bringing nationally recognized leaders in the health care field to IHA members. The 2022 Summer Forum will kick off with two sessions exploring diversity, equity and inclusion with attorney David Hunt, senior director for health equity with BCT Partners. Hunt will discuss how a more-diverse world affects the hospital workforce and patient care.

Following his opening keynote, Hunt will moderate a panel with Brenda Clouse and Angela Mortoza with [Dallas County Hospital](#) and Dr. Anthony Coleman with [Broadlawns Medical Center](#).

Other topics to be discussed include:

- Leading with humility to strengthen employee engagement and retention.

Marketing trends, including a focus on wellness and more educated patients

- marketing arenas, including a focus on wellness and more educated patients, and their impact on health care services.

There will be a welcome reception from 5:30-7:30 p.m., Wednesday, June 8, at the Embassy Suites in Des Moines.

Email [Autumn McGill](#) at IHA with questions.

HRSA releases additional COVID-19 relief funds

The Health Resources and Services Administration [released another \\$450 million in American Rescue Plan Act payments](#) to rural health care providers to address workforce challenges, lost revenue and increased expenses caused by the COVID-19 pandemic.

The American Rescue Plan Act designated \$8.5 billion in COVID-19 provider relief payments for providers who served rural Medicaid, Children's Health Insurance Program and Medicare beneficiaries from Jan. 1, 2019, to Sept. 30, 2020. More than \$176 million has been distributed to Iowa providers.

NewsStand

Iowa news

- [Iowa hospitals chart big dip in margins as operating costs skyrocket](#)
- [Multilevel mental health services available through UnityPoint Health](#)
- [MercyOne Siouxland adds special spiritual care team to roster](#)

National news

- [Mercy's app, online platform boosting nurse retention](#)
- [COVID-19 vaccines have boosted the development of an HIV vaccine](#)
- [Feds offer \\$10M for info about hacker group that targets hospitals](#)

Click [HERE](#) to read daily NewsStand postings.

Online education

- [2022 IHA Governance Webinar Series:](#)
Tuesday, May 17 - Tuesday, Nov. 15
- [2022 IHA Employment Law Four-Part Virtual Series:](#) Tuesday, May 24 - Tuesday, Aug. 16
- [Celebrate Everything:](#) Wednesday, May 25
- [Quality Assessment and Performance Improvement Program:](#) Thursday, June 2
- [Common Life Safety Code Deficiencies:](#)
Thursday, June 14
- [Emergency Preparedness Regulatory Conditions of Participation:](#) Tuesday, June 28
- [Workplace Violence Program Workshop:](#)
Thursday, June 30 - Thursday, Aug. 18

In-person meetings

- [Iowa Society of Healthcare Attorneys Conference:](#) Thursday, May 19
- [Iowa Trauma Coordinators Spring Conference:](#) Thursday, May 26
- [IHA Tee Off Golf Classic:](#) Wednesday, June 8
- [IHA Summer Leadership Forum:](#) Thursday, June 9
- [Behavioral Health Affiliate of Iowa Conference:](#) Thursday, June 16

Hospital jobs site connects hospitals with qualified candidates

Are you looking for qualified health care professionals for your Iowa hospital? [HospitalCareers.com](#) can help. This website connects thousands of nurses, providers and other hospital jobseekers with Iowa hospitals each year and is a main resource for jobseekers looking for work in health care.



Your resource for Iowa hospital and health system jobs.

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