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Thursday, May 5, 2022

Today's headlines:

- [Nurses Week begins Friday](#)
 - [EMTALA series content updated](#)
 - [IHA wins gold for 'I've Had It' ad campaign](#)
 - [IHA PAC Committee Sets 2022 Goal](#)
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Nurses Week begins Friday

Friday kicks off Nurses Week, a recognition of nurses' contributions and sacrifices they make to keep us healthy. Nurses Weeks is celebrated between May 6 and May 12, the birthday of Florence Nightingale and International Nurses Day.

According to Gallup's annual rating of honesty and ethics in various professions, 81% of those polled showed a very high trust in nurses. IHA knows the importance of nurses to our hospitals and health systems. That is why IHA continues to advocate for policies supporting our nurses including:

- Gov. Kim Reynolds' workforce bill, expanding the scholarship, tuition reimbursement, training and loan repayment programs.
- Federal legislation to [protect health care staff like airline staff](#).

"Nurses week is a time of the year to celebrate all nurses in all settings. This is a time to reflect and be proud of the growth in the nursing profession and to look forward to what will come," said Jen Nutt, vice president of nursing and clinical services with IHA. "The quote 'A nurse is not what you do, it is what you are,' embodies the selfless dedication of nurses."

IHA thanks Iowa's nurses for their dedication and commitment to their patients and communities.

EMTALA series content updated

Recent citations in Iowa have prompted Nancy Ruzicka, speaker for the [Emergency](#)

[Medical Treatment and Labor Act Series](#), to update the content for the series.

There have been an increasing number of investigations and escalating civil monetary penalties for noncompliance. The series' revised content will review the basic requirements of EMTALA and examine the most problem-prone areas of medical screening examinations and appropriate transfers. Ruzicka also will discuss recent deficiencies and civil monetary penalties in the U.S. and EMTALA violations in behavioral health settings.

The virtual series still is scheduled to begin Wednesday, May 11.

IHA wins gold for 'I've Had It' ad campaign

More than 4,300 entries were submitted for the [39th Annual Healthcare Advertising Awards](#) and IHA won gold in the COVID-19 Response Materials for the ["I've Had It" COVID-19 vaccination campaign](#).

The campaign was aimed at encouraging Iowans to get their COVID-19 vaccinations and ran across print, television, radio and digital platforms. The campaign was funded by a grant from the Iowa Department of Public Health.

The [University of Iowa Health Care](#) also won a silver award in the COVID-19 Marketing Campaign category for its vaccine print series.

A national panel of judges reviewed all entries based on creativity, quality, message effectiveness, consumer appeal, graphic design and overall impact, with 512 Gold awards presented.

IHA PAC Committee Sets 2022 Goal

The IHA PAC Committee met April 29 and approved a statewide campaign goal of \$125,000. It's the same goal as last year. Expectations for all 118 hospitals and the health systems engaging in the PAC were discussed. IHA President and CEO Chris Mitchell told committee members that when the PAC isn't strong, the hospital community is disadvantaged.

Committee actions also included:

- Amending PAC bylaws to have the IHA board chair-elect serve as PAC chair. Currently, the immediate past-chair of the board leads the committee.
- Approving new hospital and health system goals.
- Discussed and confirmed campaign messaging.

The campaign formally kicks off June 8 with the [IHA Tee-Off Golf Classic](#) event. Campaign materials will be mailed to each hospital and health system CEO, and will be accessible online. Direct questions to IHAPAC@ihaonline.org or 515-288-1955, ext. 316.

Members of the 2022 IHA PAC Committee are:

- Jason Harrington, Chair, [Lakes Regional Health Care](#).
- Kevin Kincaid, Vice Chair, [Knoxville Hospital and Clinics](#).
- Chris Mitchell, Treasurer, Iowa Hospital Association.

- Robert Kroese, Ex-officio, [Pella Regional Health Center](#).
- Ben Davis, District A, [Osceola Regional Health Center](#).
- Chad Wolbers, District B, [UnityPoint Health-Finley Hospital](#).
- Jennifer Havens, District C, [UnityPoint Health-Grinnell Regional Medical Center](#).
- Matt Sells, District D, [Shenandoah Medical Center](#).
- Teri Wahlig, M.D., District E, [ChildServe](#).
- Carl Behne, At-large, [Burgess Health Center](#).
- David Burd, At-Large, [Methodist Jennie Edmundson](#).
- Kim Price, At-large, [Franklin General Hospital](#).
- David Stark, At-large, [UnityPoint Health-Des Moines](#).
- Becky Anthony, Staff liaison, Iowa Hospital Association.

FDA approves first COVID-19 treatment for younger children

The U.S. Food and Drug Administration [expanded the approval of the COVID-19 treatment Veklury \(remdesivir\)](#) to include pediatric patients 28 days and older weighing at least 3 kilograms, or about 7 pounds who are:

- Hospitalized.
 - Not hospitalized and have mild-to-moderate COVID-19 and are at high risk for progression to severe COVID-19 including hospitalization or death.
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NewsStand

Iowa news

- [How to map out an innovation strategy](#)
- [Steindler Orthopedic sells Iowa City office](#)
- [Newly reported COVID-19 cases, hospitalizations rise in Iowa](#)

National news

- [Virus mutations aren't slowing down](#)
- [Study finds COVID-19 ICU patients' families suffer PTSD symptoms](#)
- [What a medium COVID-19 risk level means](#)

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

Online education

- [Emergency Medical Treatment and Labor Act \(EMTALA\) Series](#): Wednesday, May 11 - Wednesday, May 25
- [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

In-person meetings

- [Iowa Organization for Nursing Leadership Conference](#): Tuesday, May 10
- [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

- [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
- [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](https://www.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.



