

RURAL HOSPITAL LEADERSHIP FORUM

June 11



CONFERENCE OVERVIEW

One of Iowa's largest annual rural health conferences, this event is for people involved in the strategic direction and operations of rural hospitals.

INTENDED AUDIENCE

- American College of Healthcare Executives members
- CEOs
- Fiscal management professionals
- Human resource professionals
- Nursing leaders and managers
- Physician leaders
- Senior executives
- Trustees

CONFERENCE AGENDA

8 a.m. **Registration and Breakfast**

8:30 a.m. **Welcome**

8:45 a.m. **Unlocking Creativity With Human-AI Collaboration**

Kian Gohar, Founder and CEO, Geolab, Los Angeles

Based on Gohar's research, this keynote is a master class about using AI to elevate team performance. Through vivid storytelling and practical AI lessons, he'll provide foundational knowledge to help managers master AI in the workplace. How can we use AI to improve creativity, streamline workflow and become more efficient?

Learning objectives:

- Describe specific tools, tips and frameworks to use AI to solve any team problem
- Discuss where humans and AI can collaborate most effectively on teams
- Identify best practices in conversational AI and AI literacy

9:45 a.m. **Break**

10 a.m. **View From the Hill: Updates on Rural Health Policy**

Carrie Cochran-McClain, DrPH, MPA, Chief Policy Officer, National Rural Health Association, Leawood, Kansas

This session will provide a Federal update from Congress and the Trump Administration to keep rural health leaders knowledgeable about how national policies might affect their provision of healthcare.

Learning objectives:

- Learn about how session participants can engage in rural health advocacy on behalf of their communities
- Learn about the most recent actions by the Trump Administration affecting rural health providers and patients
- Learn about what is happening on Capitol Hill with the most recent legislative activity affecting rural healthcare

11 a.m. **Break**

11:15 a.m. Iowa Rural Health Transformation Program

Larry Johnson, Director, and Kelsey Feller, MPH, Chief Data Officer and Administrator, Data Privacy and Strategy Division, Iowa Department of Health and Human Services, Des Moines

Johnson and Feller will share an overview of Iowa's Rural Health Transformation program, Healthy Hometowns, and how it aims to strengthen health outcomes in rural communities. Their presentation will address early feedback from participants and highlight the program's goals, early successes and the partnerships that appeared through the initiative. Attendees will learn what's in store for Healthy Hometowns over the next three years, how providers can take part and what support is available from Iowa HHS. The session will also outline progress to date, next steps and what to expect as the initiative expands across Iowa.

Learning objectives:

- Discuss the Iowa Rural Health Transformation program
- Outline the program's progress to date
- Learn what to expect as the initiative expands.

12:15 p.m. Lunch

12:15 p.m. Rural Iowa Community Health Alliance Board Meeting

1:15 p.m. Workforce Challenges in Healthcare: A Peer Networking Roundtable

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

Workforce challenges remain one of the most-pressing issues facing hospital leaders. Despite efforts at the state and federal levels, many Iowa hospitals continue to experience significant demand for key positions.

This interactive networking roundtable brings hospital leaders together in small groups to candidly discuss workforce challenges and share practical, peer-driven solutions. Through guided discussion, participants will explore effective approaches to recruitment and retention, innovative facility and community partnerships, and strategic opportunities to outsource specialized abilities. Attendees will leave with ideas and best practices they can adopt in their organizations.

Learning objectives:

- Apply best practices to accelerate recruitment, support staff retention, explore and build effective partnerships, and evaluate opportunities for outsourcing
- Examine key workforce strategies related to recruitment, retention, partnerships and outsourcing
- Identify and discuss workforce challenges affecting hospitals

2:15 p.m. Break

2:45 p.m. The State of AI in Healthcare: The Ecosystem, Use Cases and What's Next

John Lynn, Founder and Chief Editor, Healthcare IT Today, Henderson, Nevada

The healthcare AI market is evolving at an incredible pace, with innovative solutions appearing across every corner of the industry. This session breaks down the AI ecosystem—from ambient documentation and clinical decision support to call center automation and revenue cycle optimization. Attendees will gain a clear framework for understanding the diverse types of AI solutions, how they fit into existing health information technology infrastructure, and how to evaluate where they can drive the most value.

Learning objectives:

- Discover where healthcare's AI solutions are headed
- Find out why AI solutions are hard to adopt in your organization
- Learn about available AI solutions
- Pinpoint near-term AI opportunities that can deliver measurable impact and return on investment

3:45 p.m. Adjourn

4 p.m. Reception

SPEAKERS

Carrie Cochran-McClain joined the National Rural Health Association staff in 2020, where she is the head lobbyist and advances the organization's rural health policy agenda. Cochran-McClain has more than 20 years of experience working in federal health policy development, including leadership roles at Health Management Associates, the U.S. Department of Health and Human Services, and the Federal Office of Rural Health Policy. In her earlier positions, she has focused on improving healthcare outcomes, promoting health equity for vulnerable populations and advising on healthcare policy issues. Cochran-McClain earned a bachelor's degree in sociology from Willamette University, a Master of Public Administration with a concentration in health policy and management from the Maxwell School at Syracuse University, and a Doctor of Public Health at the University of North Carolina's Gillings School.

Kelsey Feller is the principal investigator of Iowa's Rural Health Transformation Program, Healthy Hometowns, and is the chief data officer and division administrator for data privacy and strategy for the Iowa Department of Health and Human Services. Feller's role involves overseeing the spectrum of information sharing, including open records and confidential information, while balancing data security and privacy with the use of data for health and human services initiatives and research. Her work is pivotal in ensuring data is used effectively and responsibly to support health and human services goals and improve the well-being of Iowans. As the principal investigator of Healthy Hometowns, Feller oversees the development and implementation of all five Iowa initiatives and reports progress to the Centers for Medicare and Medicaid Services.

Kian Gohar is a futurist, AI researcher, and the founder and CEO of Geolab, a research laboratory focused on helping organizations build the next frontier of human-AI collaboration through training and strategy. A former executive director of the XPRIZE Foundation and Singularity University, Gohar has coached the leadership teams of dozens of Fortune 500 companies on AI, innovation and the future of work. His latest research on human-AI collaboration has been featured in the Harvard Business Review, Financial Times, NPR and the Wall Street Journal. In 2022, Gohar co-wrote the bestselling book "Competing in the New World of Work," published by Harvard Business Review and translated into seven languages. He's a graduate of the Harvard Business School and is on multiple corporate and nonprofit boards.

Larry Johnson has been the director of the Iowa Department of Health and Human Services since October 2025. Before this, Johnson worked for almost 15 years in state government as the director of the state's largest regulatory agency (the Department of Inspections, Appeals and Licensing), the state public defender and legal counsel to the governor. He previously practiced administrative law in private practice. Johnson received his law degree from Creighton University and his Bachelor of Science in management from Purdue University's Mitch Daniels School of Business.

John Lynn is the founder and chief editor at Healthcare Scene, which includes Healthcare IT Today and Swaay.Health communities, publications, podcasts and conferences. Healthcare IT Today is the leading healthcare information technology community with over 19,000 published articles, 1,000 video and audio podcasts, and 200,000 followers. Swaay.Health is the only place where healthcare business-to-business marketers and hospital and health system marketers come together to improve patients' lives, including at the Swaay.Health LIVE annual conference.

Corey Martin is the senior vice president of education services for the Iowa Hospital Association. Martin oversees all educational programming, including the IHA Annual Meeting, Governance Forum and Advanced Leadership Academy. He is also the executive director of the Iowa Rural Health Telecommunications Program. Martin holds a bachelor's degree in sociology from the University of Northern Iowa, focusing on gender studies. Before joining IHA, he worked in hospitals for 26 years, finishing as the supply chain director at Rose Medical Center. While there, Martin became a Crucial Conversations trainer and provided communications training to leadership teams at the medical center and their sister hospitals in the HCA Continental Division.

Jennifer Nutt, DNP, RN, CENP, is the vice president of nursing and clinical services for the Iowa Hospital Association. Nutt leads the hospital-based nursing profession in advocacy and education and facilitates workforce, clinical research, quality and patient safety topics for IHA member hospitals and health systems. She is a liaison to various national and state nursing organizations, including the Iowa Organization for Nursing Leadership, and is the IHA spokesperson on workforce and clinical service issues. In this role, she develops workforce solutions and clinical education programs, takes part in statewide quality and patient safety initiatives, and is a liaison to various clinical and quality-related organizations. Nutt received her doctoral degree in nursing practice in health systems in 2015 and her bachelor's in nursing in 2004 from the University of Iowa. She has worked at IHA since 2015.

REGISTRATION

Register online at www.ihaonline.org.

- IHA member – \$75
- IHA associate member – \$350

The first 100 registrants will receive a copy of "Competing in the New World of Work: How Radical Adaptability Separates the Best from the Rest," coauthored by Kian Gohar.

IHA is limiting registration to two people per associate member company to allow more members to take part in this signature event.

CONTINUING EDUCATION

American College of Healthcare Executives-qualified education: IHA will award 5.0 hours of preapproved American College of Healthcare Executives-qualified education credit toward advancement or recertification in ACHE. Participants who wish to have the continuing education hours applied toward ACHE-qualified education credit should indicate their attendance when sending their application to ACHE for advancement or recertification.

Hospital board certification: Board members taking part in IHA's Hospital Board Certification Program can earn 5.0 hours of face-to-face education toward certification for this forum.

Nursing: IHA will provide a certificate of attendance on completion of the program evaluation and strongly encourages nurses to keep a program brochure as documentation of their participation. Nurses decide whether course content meets the Iowa Board of Nursing's criteria for continuing education.

CONFERENCE LOCATION

The Meridian, 7001 Westown Parkway, West Des Moines

- Dress for the conference is business casual. Layered clothing is recommended for your comfort.
- If you have dietary restrictions or allergies, email iharegistration@ihaonline.org.
- This is a paperless conference. IHA will email conference materials when available.

LODGING AND PARKING

Hotels near The Meridian are:

- Hampton Inn West Des Moines, 7060 Lake Drive, West Des Moines, 515-223-4700
- Staybridge Suites West Des Moines, 6905 Lake Drive, West Des Moines, 515-223-0000
- West Des Moines Marriott, 1250 Jordan Creek Parkway, West Des Moines, 866-994-81100

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 for cancellations received six to nine business days before the conference.
- IHA will calculate refunds by the date received and the number of IHA business days remaining before the conference.
- IHA will not refund cancellations received five or fewer business days 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

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