

Nurse Manager Leadership Workshop

Jan. 18 | Feb. 22 | March 21 | April 18

PROGRAM OVERVIEW

The Nurse Manager Leadership Workshop is an interactive program combining lecture and discussion by Iowa nursing leaders. Attendees will discover their leadership potential while learning about:

- Fiscal management.
- Human resources.
- Performance improvement.
- Personal and professional accountability.
- Planning.

Attendees also will identify their roles in the future of nursing.

PROGRAM STRUCTURE

The workshop offers four virtual meetings comprised of two sessions each (eight sessions total). The sessions are scheduled January-April 2024. If a participant misses a session, a recording will be available to watch.

REQUIRED: Participants are required to complete pre-and post-AONL Nurse Leader Competency Self-Assessment tools.

INTENDED AUDIENCE

This workshop is intended for new and aspiring nurse managers.

SESSION ONE: THURSDAY, JAN. 18, 2024 | 10 A.M.

[Personal and Professional Accountability for Nurse Leaders](#)

Amanda Bireline, M.S.A., B.S.N., RN, Chief Operating Officer, Cass Health, Atlantic; Greg Opseth, M.H.A., B.S.N., RN, Chief Operating Officer, Highland Medical Staffing, Gowrie

In this session, participants will learn to develop and grow personally and professionally. Presenters will discuss pathways for advancement and leadership effectiveness in several areas including education advancement, continuing education, career planning and annual self-assessment. Nurse leaders will be introduced to the correlation between personal accountability and the performance of the teams they lead.

Learning objectives:

- Define ethical behavior and understand what it looks like in everyday leadership.
- Develop a personal method for succeeding in the industry.
- Identify three ways to grow personally and professionally.
- Identify your “square squad” for your annual self-assessment.
- Recognize how leadership accountability influences teams.
- Recognize what specialty certifications can do for your career.

SESSION TWO: THURSDAY, JAN. 18, 2024 | 1 P.M.

Strategic Management for Nurse Leaders

Denise Cundy, M.S., RN, Vice President and Chief Nursing Executive, UnityPoint Health-Des Moines; Amanda Bireline, M.S.A., B.S.N., RN, Chief Operating Officer, Cass Health, Atlantic

This session will teach participants about seeing and developing the big picture, while finding their voices in leadership. Participants will learn to engage with front-line staff in not only the development of plans, but also their execution. Participants should be ready for a fun and engaging session about strategy, leadership and management.

Learning objectives:

- Describe the steps to developing a front-line-led nursing strategic plan.
- Discover how to run highly effective meetings.
- Discuss influencing executive decisions in nurse-led innovation.
- Discuss the “leadership three-step.”
- Identify the key role that shared decision-making teams play in supporting leaders.
- Recognize the four steps of “Eight Seconds of Change Management” and learn to lead through change.

SESSION THREE: THURSDAY, FEB. 22, 2024 | 10 A.M.

Personal Journey Disciplines and Action Learning for Nurse Leaders

Dawn Schwartz, D.N.P., ARNP, NNP-BC, IBCLC, CBIS, CHPPN, CPN, CENP, Vice President of Care Quality, ChildServe, Johnston; Mary Jo Kavalier, RN, M.S.N., Retired Vice President and Site Administrator, MercyOne Cedar Falls Medical Center

Through self-assessment and group dialogue, participants will explore and develop their tendencies and skills in emotional intelligence and communication styles. Application to real-life scenarios facing nursing leaders will be the context of discussion and role-playing. The learning environment will be a safe place to share questions and challenges while trying new skills.

Learning objectives:

- Discuss the importance of conversational and emotional intelligence as it relates to peer interactions, self-awareness and resiliency.
- Identify professional problem-solving techniques and communication styles.
- Define two communication style adaption techniques that can occur in the health care and educational environment.
- Describe how the use of communication styles in the leadership role affects working relations.

SESSION FOUR: THURSDAY, FEB. 22, 2024 | 1 P.M.

Communication Skills for Nurse Leader

Dawn Schwartz, D.N.P., ARNP, NNP-BC, IBCLC, CBIS, CHPPN, CPN, CENP, CPHQ, Vice President of Care Quality, ChildServe, Johnston; Laurie Johnson, MHA, RN, CNOR, Executive Director Surgical Services, UnityPoint Health Des Moines

Attendees will learn communication skills that will allow them to communicate effectively in different situations. This session will allow attendees to practice communication techniques and share questions and challenges.

Learning objectives:

- Describe how to manage conflict.
- Discuss how to finesse a hard conversation.
- Examines ways to communicate effectively with hospital leadership and medical staff.
- Identify ways to build confidence in giving presentations and public speaking.
- Discuss how communication style needs to be adapted when in the nurse manager role.

SESSION FIVE: THURSDAY, MARCH 21, 2024 | 10 A.M.

Human Resources for Nurse Leaders (DESK, Performance Plans, Precepting, Behavioral-based Interviewing)

Greg Opseth, M.H.A., B.S.N., RN, Chief Operating Officer, Highland Medical Staffing, Gowrie; Cheri Geitz, Director of Human Resources, Hanson Family Hospital, Iowa Falls

Attendees will learn to manage human resources issues in their nursing units. Attendees will discuss strategies to select and retain staff, manage staff performance and development, and handle disciplinary actions. These strategies will help a nurse manager oversee the personnel on their units.

Learning objectives:

- Describe overseeing and evaluating the effectiveness of staff orientation.
- Discuss staff discipline.
- Discuss staff performance management and staff development strategies.
- Examine staff selection and interview techniques.
- Examine staffing needs including evaluation of staffing patterns and matching staff with patient acuity.
- Identify improvements for staff retention including assessing staff satisfaction and staff recognition.
- Explain the nurse manager's role and responsibilities with the Family Medical Leave Act, workers' compensation and contracted staff.

SESSION SIX: THURSDAY, MARCH 21, 2024 | 1 P.M.

Financial Management for Nurse Leader

Victor Bycroft, M.H.A., B.S.N., RN, Chief Nursing Executive, Humboldt County Memorial Hospital, Humboldt; Denise Cundy, M.S., RN, Vice President and Chief Nursing Executive, UnityPoint Health, Des Moines

Attendees will learn the basics of fiscal responsibility for nursing services. Attendees will review a departmental budget, identify staffing and flexing alternatives to meet patient care requirements, and discuss recognizing and responding to budget variances. The discussion and case study will allow attendees to understand the financial responsibilities they will face daily within their nursing units.

Learning objectives:

- Describe monitoring a budget including expense management, variance reporting, capital requests, flex staffing and coding.
- Discuss maximizing care efficiency and throughput.
- Recognize the impact of reimbursement on revenue.

SESSION SEVEN: THURSDAY, APRIL 18, 2024 | 10 A.M.

Performance Improvement for Nurse Leaders

Jessica Kendrick, M.S.N., RN, CPPS, Patient Safety Officer, Administrator of Performance Excellence, Ottumwa Regional Health Center, Ottumwa; Ron Smith, Manager, Performance Improvement and Lean Facilitation, Mary Greeley Medical Center, Ames

This session will cover the core principles of patient safety and how nurse leaders can be drivers of safety initiatives at the department level. Nurse leaders also will learn how to evaluate and achieve their department's regulatory compliance and maintain a state of survey readiness.

Learning objectives:

- Discuss using data to improve patient outcomes.
- Examine patient safety and the nurse manager role.
- Explain applying patient engagement scores in improving processes and outcomes.
- Understand the importance of maintaining survey readiness.
- Use key performance indicators, data collection, evaluation and outcome measures to improve performance.

SESSION EIGHT: THURSDAY, APRIL 18, 2024 | 1 P.M.

Advocacy and Regulation for Nurse Leaders

Michele Kelly, B.S.N., M.S.N., Chief Clinical Officer, Buena Vista Regional Medical Center, Storm Lake; Erin Cubit, Senior Director, Advocacy, Iowa Hospital Association, Des Moines; Kelley Blackburn, D.N.P., RN, CENP, CPHQ, Executive Director of Nursing Operations and Clinical Professional Development, UnityPoint Health-Des Moines

This session provides nurse leaders with a comprehensive look at how to effectively and concisely advocate for the many health care issues that come before the Iowa Legislature. Nurse leaders also will learn why advocacy is so important and the impact it has on patient care and hospital operations.

Learning objectives:

- Compare effective tools and strategies to help advocate for issues that matter most.
- Discuss strategies for effectively engaging elected officials.
- Describe the legislative process from idea to law.
- Discuss why nurse leaders need to be involved with advocacy.
- Explain how advocacy affects hospital regulations, hospital economics and policy.

SPEAKERS

Kelley Blackburn is the executive director of nursing operations and clinical professional development at UnityPoint Health-Des Moines. Blackburn has worked for the organization for 11 years in multiple roles including process improvement, quality, ACO and education. Her previous positions include nursing faculty for the University of Iowa College of Nursing RN-B.S.N. program and surveyor for the Iowa Department of Inspections and Appeals. Blackburn earned her bachelor's, master's and doctoral degrees in nursing and health systems from the University of Iowa.

Amanda Bireline is the chief operating officer for Cass Health in Atlantic. Bireline also has clinical and leadership experience in a for-profit residential substance use disorder treatment center, a nonprofit hospice home, rural health clinics and critical access hospitals. Bireline received her bachelor's degree in nursing and master's degree in administration with a certificate in organizational leadership from the University of South Dakota.

Victor Bycroft is the chief nurse executive at Humboldt County Memorial Hospital and has been with the organization since 2014. With more than two decades of nursing and health care experience in Iowa, Illinois and North Dakota, Bycroft has worked in multiple nursing departments, with a primary focus on emergency and trauma care. Bycroft began his career in the U.S. Army as a combat medical specialist before returning to civilian life and obtaining his bachelor's degree in nursing from Blessing-Rieman College of Nursing. He received a master's degree in business administration from Tulane University and a master's degree in health care administration from Clarkson College.

Erin Cubit is senior director of advocacy at the Iowa Hospital Association. She works on federal and state lobbying activities and regulatory issues. Cubit is a graduate of the University of Northern Iowa where she received her bachelor's and master's degrees in public policy. She has worked at IHA since 2018.

Denise Cundy has been the chief nursing executive for UnityPoint Health-Des Moines since 2020. Cundy joined the organization in 2009 and most recently was assistant vice president for nursing and care coordination at UnityPoint Health-Des Moines. Cundy earned her degree in nursing from Sioux Valley Hospital School of Nursing in Sioux Falls, South Dakota, her bachelor's degree in nursing at Huron University in South Dakota and her master's degree with a focus on nursing education from South Dakota State University. She also is a board-certified nurse executive by the American Nurse Credentialing Center, completed the executive fellowship in health care innovation leadership at Arizona State University and was named a Top 100 Great Iowa Nurse in 2015. She is on the board of directors for the Iowa Donor Network.

Cheri Geitz is the human resources director for Hansen Family Hospital in Iowa Falls. Geitz has 31 years of experience in human resources with the last 23 years at Hansen Family Hospital. During her years of service, she has helped leaders with hiring, talent development, performance management, colleague engagement, disciplinary action and employment law. Geitz received her bachelor's degree in business management from the University of South Dakota.

Laurie Johnson started at Iowa Methodist Medical Center in Des Moines in 1978 as a surgical technician in the operating room, then in the operating room at the University of Iowa and Des Moines General Hospital. She graduated from the Iowa Methodist School of Nursing in Des Moines and continued to work in the operating room and in a private practice office until she moved into leadership as the administrative director of an ambulatory surgery center. In 2009, she joined UnityPoint and helped open Methodist West Hospital in Des Moines. Her scope included oversight of surgical services and an inpatient unit. As the Executive Director for Surgical Services at UnityPoint Health Des Moines, she has responsibility for all areas of surgical and endoscopy services across four campuses.

Mary Jo Kavalier's leadership roles have encompassed acute care, critical care, house supervision, clinical informatics and multidisciplinary teams. She was the administrator of a 100-bed community hospital. Her learning journey began as an elementary education major, which quickly morphed into a nursing diploma program and completion of bachelor's and master's degrees in nursing.

Michele Kelly is the chief clinical officer at Buena Vista Regional Medical Center in Storm Lake. A nurse for 44 years, she has served in various leadership roles since 1989. Her background includes leadership in home health and hospice, adult day care, addictions counseling, and process improvement and quality. She achieved her associate degree in nursing from St. Joseph's School of Nursing in Sioux City; her bachelor's degree in nursing from Briar Cliff University, and her master's degree in nursing administration from Clarkson College in Omaha, Nebraska. She has held certifications in community health nursing and quality. She has also been in various roles at both the district and state level of IONL and serves on the Iowa Hospital Association Board of Officers and Trustees.

Jessica Kendrick is the director of quality, safety and regulatory at Ottumwa Regional Health Center. She has worked in health care for 20 years, with many of those years as an emergency department nurse. She is a certified professional in patient safety and is a Lean Six Sigma Black Belt. She is an IONL board member and holds a master's degree in nursing management and leadership.

Greg Opseth is the chief operating officer at Highland Medical Staffing in Gowrie. Before this, he was chief nursing officer at Guthrie County Hospital in Guthrie Center. Opseth was instrumental in launching a shared governance platform in the hospital's nursing department. Under Opseth's leadership, the Guthrie County Hospital nursing team achieved 100% patient satisfaction scores in four different HCAHPS categories, launched a new staffing matrix and full-time equivalent structure, and implemented recognition programs for registered nurses (DAISY Award) and certified nursing assistants (Sunshine Award). He sits on the board of directors for the IONL, Iowa Nurses Association and the Iowa Nurses Foundation. Opseth has a bachelor's degree in psychology with a minor in Spanish from Buena Vista University and a bachelor's degree in nursing from Nebraska Methodist College. He obtained his master's degree in health care administration from Walden University.

Dawn Schwartz is vice president of care quality at ChildServe and a neonatal nurse practitioner at MercyOne Medical Center in West Des Moines and St. Luke's Hospital in Cedar Rapids. Schwartz is a certified lactation consultant, brain injury specialist, pediatric nurse, hospice and palliative pediatric nurse, compassion fatigue professional, nursing practice executive and health care quality professional. She also is an educator for the American Academy of Pediatrics Neonatal Resuscitation Program, The S.T.A.B.L.E. Program and ChildServe's Pediatric Palliative Care Program. Schwartz received her diploma in nursing from the Mercy School of Nursing in Des Moines and a bachelor's degree in nursing, a master's degree in nursing-neonatal nurse practice and a doctoral degree in nursing practice-nursing leadership, all from the University of Missouri-Kansas City. She has received The DAISY Foundation Nurse Leader Award and been recognized as one of the 100 Great Iowa Nurses.

Ron Smith serves as performance improvement manager for Mary Greeley Medical Center. Smith is responsible for facilitating rapid improvement event teams and works with departments throughout the medical center to implement standardized work and managed for daily improvements. He is a certified Lean Six Sigma Green Belt and a lead examiner, coach and judge for the Iowa Recognition for Performance Excellence Program and has served on the Malcom Baldrige National Board of Examiners since 2015. Additionally, he is a board member for the Iowa Quality Center and Aging Resources of Central Iowa and is a standing member of the Iowa Lean Consortium.

REGISTRATION

Register online at www.ihaonline.org.

REGISTRATION FEES PER PERSON

- IHA hospital members – \$269
- IHA associate members – \$319
- Nonmembers – \$550

CONTINUING EDUCATION

IHA, Board of Nursing Provider No. 4, will award 4.0 nursing contact hours for each day in this conference. Iowa nursing contact hours will not be issued unless your Iowa license number is provided on the certificate completed the day of the conference. To receive nursing contact hours or a certificate of attendance, you must attend the entire educational program portion of the day. No partial credit will be granted.

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