

LEADERSHIP AND RESILIENCY:

Navigating Through and Beyond COVID-19

a virtual speaker series



PROGRAM OVERVIEW

The Iowa Hospital Association, in partnership with more than 30 state hospital associations, is excited to present a virtual leadership series for health care executives. Nationally known speakers will share their expertise in health policy, financial and strategic planning, unconscious bias, health equity and the new health care ecosystem. This webinar series is provided at no charge to all IHA hospital member C-suite leaders.

INTENDED AUDIENCE

This series is designed for hospital and health system C-suite executives.

LEARNING OBJECTIVES:

- Assess the impact of unconscious bias on the quality and safety of patient care.
- Discuss threats to health equity that have intensified because of the pandemic.
- Examine the economic impact of COVID-19, both on the general economy and health care.
- Explain how the aging demographics of the US affect health care systems.
- Summarize the leading viewpoints from top scholars to anticipate what to expect next, including some promising treatments.

JULY 9 | NOON



Update on Coronavirus: What's Next and How to Plan

Marty Makary, MD, Johns Hopkins Surgeon and Professor of Health Policy

Marty Makary, MD, a leading public health expert at Johns Hopkins and editor-in-chief of MedPage Today, reviews the latest on the coronavirus and what organizations can do to prepare for the growing epidemic. Using plain English, he interprets data from overseas and US studies projecting the impact. Dr. Makary also reviews best practices of employee policies and how to adapt your business to deal with the epidemic.

Marty Makary, MD, is a health care futurist, Johns Hopkins surgeon and professor of public health. Dr. Makary is a frequent medical commentator on NBC and FOX News and a leading voice for physicians, writing for The Wall Street Journal and USA Today. He advises policy leaders at the highest levels of government on health care and leads an advocacy effort to rebuild the public trust in American hospitals.

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JULY 23 | NOON



The Post-COVID Health Care Landscape: Implications for Strategy

Jeff Goldsmith, President of Health Futures

What will the US health system look like post-COVID-19? Hospitals and health systems will be facing the financial aftereffects of a COVID-19-related economic slowdown or recession. They also will have to deal with the political uncertainties created by the 2020 national election. Finally, they will face the continued threat of disruption of their existing businesses by new technologies and new competitors. What are the most significant threats and opportunities in this post-COVID-19 landscape? How do health system boards and leadership set strategic priorities for this uncertain near-term future?

Jeff Goldsmith is president of Health Futures. For 11 years ending in 1990, Goldsmith was a lecturer in the Graduate School of Business at the University of Chicago on health services management and policy. He has also lectured on these topics at the Wharton School of Finance, Johns Hopkins, Washington University and the University of California at Berkeley. His interests include biotechnology, health policy, international health systems and the future of health services.

AUGUST 6 | NOON



How Hospitals and Health Systems Can Lead a "Quiet Revolution" for Healing During a Pandemic

Dayna Bowen Matthew, Dean of George Washington University Law School

Dayna Bowen Matthew, JD, PhD, is the new Dean for George Washington University Law School in Washington, DC, and the former William L. Matheson and Robert M. Morgenthau Distinguished Professor of Law and the F. Palmer Weber Research Professor of Civil Liberties and Human Rights at the University of Virginia School of Law. She also holds an appointment in the School of Medicine's Department of Public Health Sciences and, as a Robert Wood Johnson Health Policy Fellow, worked on Capitol Hill, helping to address public health disparities for disadvantaged communities. In her presentation, Dr. Matthew identifies the historic and contemporary role that health providers can play in increasing health equity. In addition, she defines the need for health care equity during the COVID-19 pandemic and the threats to health equity that have been heightened during this challenging period.

Dayna Bowen Matthew, a leader in public health who focuses on racial disparities in health care, joined the University of Virginia faculty in 2017. She is the author of the book "Just Medicine: A Cure for Racial Inequality in American Health Care." Dr. Matthew previously served on the University of Colorado law faculty as a professor, vice dean and associate dean of academic affairs. She was a member of the Center for Bioethics and Humanities on the Anschutz Medical Campus and held a joint appointment at the Colorado School of Public Health.

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AUGUST 20 | NOON



When Good Isn't Good Enough: How Unconscious Bias Harms Patients During the COVID-19 Pandemic ... Despite Our Good Intentions

Gloria Goins, Former Chief Diversity and Inclusion Officer for Bon Secours Mercy Health System

The outcomes of unconscious bias can be seen across all industries. But in health care, mitigating unconscious bias is of particular importance. Evidence-based impacts of unconscious bias on safety, quality and mortality show that we are unintentionally putting our patients at risk. Cross-cultural competency is a "must have" skill as we define what it means to address, support and manage the ever-changing US population, particularly as the world faces the effects of COVID-19. In this session, you will learn about practical actions that can be taken to reduce the effects of unconscious bias in health care operations.

Gloria Goins is the former chief diversity and inclusion officer for Bon Secours Mercy Health System, where she also led the organization's employee-engagement strategy. For three consecutive years, DiversityInc recognized Bon Secours as one of the 10 best health care systems for diversity and inclusion. Becker's Hospital Review recognized Goins as one of the top 15 chief diversity officers in the country. Under her leadership, Bon Secours achieved the highest employee-engagement score (99th percentile) in the organization's history and was recognized by the Gallup Organization as one of the Top Best Workplaces in the world.

SEPTEMBER 3 | NOON



The New Health Care Ecosystem

Tom Koulopoulos, Chairman of Delphi Group

What the COVID-19 crisis has made abundantly clear is that the current health care ecosystem is ill-prepared to deal with the type of health care needs that will be typical of the 21st century. With an aging global demographic that will put more than half of the world's population in the 60+ age group by 2060, the world's real health care crisis has barely begun. The challenge isn't advances in medicine, the threat of future pandemics or our ability to develop new pharmaceuticals and therapies, but rather a health care ecosystem that pits payer against provider, forces gaming of the system and poorly orchestrated supply chains, and the enormous burden on providers to handle so many of the administrative aspects of health care. The best hope for health care is to rethink how to refocus every part of the health care ecosystem on what it is best at.

Tom Koulopoulos is chairman of the Boston-based global futures think tank Delphi Group, which was named one of the fastest-growing private companies in the US by Inc. Magazine. He is the author of 11 books, a frequent business commentator on MSNBC, a columnist for Inc.com, an adjunct professor at Boston University Graduate School of Management, an executive in residence at Bentley University, the past executive director of the Babson College Center for Business Innovation and past executive director of the Dell Innovation Lab.

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REGISTRATION

Click [HERE](#) to register for this complimentary series. The webinars are biweekly on Thursdays from noon-1 pm.

Registration is available for the full series or by selecting individual sessions. Approximately two days before each webinar, you will receive the Zoom access link. Each state hospital association has a limited number of connections, so register now to secure your spot. A recording of each webinar will be available for two weeks after each presentation.

EARLYBIRD BONUS RECORDING

Bite-sized Coping During Times of Uncertainty

Bryan Sexton, Director, Duke Center for Healthcare Safety & Quality

(Registrations received by Friday, June 26, will receive this bonus webinar recording. The link will sent June 26 and will be active until Thursday, July 9.)

CONTINUING EDUCATION

1.0 nursing contact hours will be awarded for each session in 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 this executive leadership series offered by IHA, participants may earn up to five qualified education hours toward initial certification or recertification of the fellow of the American College of Healthcare Executives designation.

ADA POLICY

IHA does not discriminate in its educational programs based on race, 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.