



# **Administrative Professionals Program**

November 17, 2017  
IHA Education Center  
Des Moines



IOWA HOSPITAL  
ASSOCIATION

# Administrative Professionals Program

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## Intended Audience

Those who provide administrative support to executives and senior management in health care facilities and any other organization with health care as its primary mission.

## Conference Overview

Whether facing conflicts with coworkers, unearthing energy to affect productivity or conceiving creative solutions to challenges, administrative professionals in health care must be ready to meet constantly-changing demands with efficiency and success. This interactive professional development workshop will provide opportunities for personal growth and vocational enrichment for innovative administrative professionals.

## Agenda

**8:30 am**    **Registration and Breakfast**

**9:00 am**    **The Innovative Admin: The Latest Innovation is You!**

*Julie Perrine, CAP-OM, MBTI Certified, Certified Productivity Pro, Consultant, Founder and CEO of All Things Admin, Fishers, IN*

To become the most marketable and respected administrative professional around and to stand out and have success in your career, embrace innovation and become the "Innovative Admin." Innovation isn't just for technology, it's the key to future career success. Health care organizations demand that administrative professionals generate and implement creative solutions and new ideas. It's time to unleash the power of innovation in your administrative career.

Learning Objectives:

- Apply the five stages of the innovation mindset adoption curve to each challenge you face.
- Demonstrate your creativity and initiative to get ahead.
- Define the champion of change role for your organization

**11:30 am**    **Decoding the Health Care Discussion: What's With All the Acronyms?**

*Erika Eckley, JD, MPA, Vice President for Federal Relations and Assistant General Counsel, Iowa Hospital Association, Des Moines*

This session will focus on how the new federal and state legislative bodies might impact Iowa health care and explore ways that administrative professionals can be hospital advocates.

Learning Objectives:

- Determine the meaning and significance of acronyms used frequently by hospital executives.
- Describe the potential changes to health care law.
- Discover a role in grassroots advocacy.

**12:00 pm**    **Lunch (provided)**

**12:45 pm**    **Your Energy and the Workplace**

*Malay Bouphakeo, CPC, ELI-MP, Life & Leadership Coach, Full Pursuit Life Coaching, Des Moines*

"Energy Leadership" is the process that develops a personally effective style of leadership that positively influences and changes not only yourself but also those with whom you work and interact, as well as your organization as a whole. Attendees will explore how an individual's energy affects happiness, productivity, stress and time management.

Learning Objectives:

- Assess and identify how one's own energy is presented in the workplace.
- Explain how one can influence colleagues and decrease stress simultaneously.
- Demonstrate self-empowerment.

**1:45 pm**    **Coffee, Conflicts and Cantankerous Coworkers: How to Stay Grounded When Conflict is Brewing!**

*Brenda Clark Hamilton, MA Ed., President of Brenda Clark Hamilton, Inc., Algona*

Conflicts and disagreements with others are an inevitable part of life. For administrative professionals, who work with people all day long, these conflicts are especially draining and unavoidable. The good news is that there are some simple techniques individuals can learn to increase the skills and confidence required in dealing with these disagreements in more peaceful, effective ways. Attendees will identify their own, natural style of responding to conflict and learn what to say, and not to say, to keep difficult conversations calm and productive. Attendees will leave armed with practical, take-home strategies for approaching whatever conflicts are brewing in their lives with skill and tact.

Learning Objectives:

- List several common causes of workplace conflicts and explain the costs of such conflicts to individuals and organizations.
- Describe a step-by-step framework for effectively resolving conflicts with coworkers.
- Explain what is meant by, "Start with facts, not conclusions."
- Compare and contrast silent and violent reactions to tense conversations.

**4:00 pm**    **Adjournment**

\*Breaks will be scheduled during the morning and afternoon sessions.

**Register Online**  
[www.ihaonline.org](http://www.ihaonline.org)

## Speaker Biographies

**Julie Perrine** is an administrative expert, author and all around procedures pro. She is the founder and CEO of All Things Admin, a company dedicated to developing innovative products, training, and resources for administrative professionals worldwide. Perrine's upbeat, step-by-step approach to handling the opportunities and challenges facing administrative professionals provides proactive strategies for developing a plan, creating forward motion and achieving great results.

**Erika Eckley** is vice president for federal relations at the Iowa Hospital Association, where she is responsible for federal advocacy and monitoring the impact of federal legislation on Iowa hospitals. Eckley earned her law degree from Drake University and a master's degree in public administration from Iowa State University. She has been adjunct professor at Des Moines University, teaching about health care law and ethics. Before joining IHA, she worked in private practice and in other positions in which she wrote and spoke about issues impacting Iowa industries and groups.

**Malay Bouaphakeo** is a life coach and information technology recruiter based in Des Moines. As an Institute for Professional Excellence in Coaching Certified Professional Coach (CPC) and an Energy Leadership Index Master Practitioner (ELI-MP), she specializes in coaching individuals in their personal lives, careers and through health and wellness. Bouaphakeo is the daughter of Laotian immigrants. She was born in northwest Iowa and raised by a single mother who spoke no English and worked overtime at a meat-packing plant to make ends meet. Bouaphakeo received a bachelor's degree from Drake University and finds that life coaching is a natural culmination of her strengths: connecting with people, leading, setting goals and expectations and then rising above them.

**Brenda Clark Hamilton** is a dynamic keynote speaker who provides fresh perspectives in leadership, communication, team-building, change management and offering one's personal best to life, relationships and career. She launched her speaking business in 2005 by offering training to businesses in her northern Iowa community. Since that time, she has become a nationally-recognized conference speaker and audience favorite, keynoting at hundreds of events in 17 states. Hamilton holds a master's degree in education.

## Registration

Register online at [www.ihaonline.org](http://www.ihaonline.org).

## Registration Fees

IHA Member – \$149

Non-IHA Member – \$174

Late Registrations – A \$25 fee per participant will be charged for registrations received after November 3, 2017.

## Conference Location

Education Center, Iowa Hospital Association  
100 East Grand Avenue  
Des Moines, IA 50309

## Conference Lodging

A special rate for IHA group booking has been put in place for 2017 at the AC Hotel Des Moines East Village at a rate of \$159.00 plus tax per night, subject to availability. Reservations can be made by calling 515-518-6060 and referencing the Iowa Hospital Association rate. To reserve a room online at [Marriott.com](http://Marriott.com), enter the corporate/promotional code: 3QR

AC Hotel Des Moines East Village  
401 East Grand Avenue  
Des Moines, IA 50309

## Conference Notes

Dress for the conference is business casual. Layered clothing is recommended for your comfort.

## Blue Zones Initiative to Eat Wisely

The Iowa Hospital Association has made a commitment to support your health by designing all meals and snacks to follow the Blue Zones philosophy. Blue Zones guidelines are designed to nourish your body, leaving you feeling satisfied, alert and awake. IHA practices mindful eating by encouraging you to slow down and enjoy the flavors in your food.

## Dietary Restrictions

If you have any dietary restrictions or allergies, please contact Ellen Waller ([iharegistration@ihaonline.org](mailto:iharegistration@ihaonline.org)) by email.

## Handout Information

This is a paperless conference. You will be notified via email when the handouts are available online, with a direct link to access the files. Paper copies of handouts will not be available onsite at the conference.

## Registration/Cancellation/Refund Policy

- If registering by mail attach a copy of the registration form when payment is sent.
- No-shows will be billed.
- Cancellations and substitutions welcome anytime. All cancellations and substitution requests must be sent to Ellen Waller ([iharegistration@ihaonline.org](mailto:iharegistration@ihaonline.org)) by email.
- A full refund will be given to all cancellations received 10 or more business days prior to the conference.
- A \$50 administrative fee will be charged to all cancellations received six to nine business days prior to the conference.
- No refunds will be given to cancellations received five or fewer business days prior to the conference.
- Refunds will be calculated by the date received and the IHA business days remaining prior to the conference.
- IHA reserves the right to cancel the conference due to insufficient enrollment, in which case pre-registered participants will be notified and full refunds provided.

## ADA Policy

IHA does not discriminate in its educational programs on the basis of race, religion, color, sex or handicap. IHA wishes to ensure no individual with a disability is excluded, denied services or segregated or otherwise treated differently than other individuals 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 in order to attend this conference, please call 515-288-1955 or write to the Department of Education at IHA.