IOWA HOSPITAL ASSOCIATION
LEADERSHIP DEVELOPMENT PROGRAM
2020

Purpose
Accountability
Engagement
Collaboration
Performance
Teamwork

IHA CONFERENCE CENTER
DES MOINES
PROGRAM OVERVIEW

In today’s health care environment, accepting a leadership role is far more challenging and complex than ever before. Leadership accountabilities must be balanced with an excellent grasp of human relations skills in working closely and collaborating with others. The IHA Leadership Development Program (LDP) exists to develop critical leadership skills and competencies with the overarching objective of increasing retention of committed, quality staff in Iowa hospitals.

Experts who have fine-tuned their content after years of presenting to this audience and new speakers that enhance an already rich educational program offer a multidimensional leadership approach that helps participants better connect session learning to everyday situations. Additionally, designated small groups will allow a deeper level of networking, problem solving and confidence by applying lessons learned in real-life scenarios.

INTENDED AUDIENCE

This program is for health care professionals who have taken on new management or leadership responsibilities and accountabilities in their organizations. Experienced staff looking to refresh their skills and knowledge will also benefit.

PROGRAM SPONSOR

The Iowa Hospital Association thanks Wellmark for its support of education and excellence in health care leadership.

DAILY SCHEDULE

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>9:00 am</td>
<td>Program</td>
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<tr>
<td>Noon</td>
<td>Lunch (provided)</td>
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<tr>
<td>12:45 pm</td>
<td>Program</td>
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<td>3:00 pm</td>
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Breaks will be scheduled during the morning and afternoon.
This first session launching the 2019-2020 IHA Leadership Development Program (LDP) will offer a blend of learning experiences starting and ending with IHA Annual Meeting keynotes. Between keynotes, participants can customize their Annual Meeting experience by participating in a breakout session of their choosing. After the last keynote, participants will also meet other new leaders from hospitals across Iowa as the LDP’s foundational concepts are introduced and personal expectations for the program are set.

Learning Objectives:
• Define participation requirements for the LDP.
• Examine the LDP’s online learning courses and the software used.
• Explain the small group assignments used throughout the program.

Leadership development is about improving personal skills and examining one's attitude about leadership, management, relationships, career and self. But before one can decide on where to go, it is important to reflect on who a participant is and where they are starting from. This interactive workshop will enable participants with the tools to maximize strengths to communicate, solve problems and lead others effectively. This session will take a closer look at leadership styles and why they work.

Learning Objectives:
• Complete a behavioral leadership group assessment.
• Discuss major models of leadership and how they contribute to great outcomes.
• Discuss the importance of situational leadership using different scenarios.
• Examine how individual preferences and personality traits affect leadership.
• Apply temperament types to organizational processes such as communication, conflict, operations and organizational change.

Managers must know the laws and regulations that are effected by each decision made. Many new managers are unfamiliar with the guidelines for the Family Medical Leave Act (FMLA) and what action needs to be taken in the case that they must discipline or dismiss an employee. This program will provide valuable information for new managers on the legal aspects of their job. Such topics as FMLA, disciplinary action, interviewing questions, worker compensation and other issues will be addressed.

Learning Objectives:
• Define Americans with Disabilities Act and FMLA and the workforce issues that can arise.
• Identify legal issues important to managers regarding disciplinary action, reviews, interviewing and more.
• Identify legal strategies pertinent to day-to-day workforce issues.
• Discuss ways to implement practical solutions to problems.

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At every level of every organization, projects begin, tasks are assigned, efforts are made and deadlines are met or missed. Directions are given but employees don’t understand them. Agreements are misunderstood or never made. It is not really anyone’s fault - it’s just part of how people fail to communicate in a specific and clear manner about the tasks they assign or accept. This program will provide a systematic approach to assist leaders to plan and complete tasks and empower employees and teams to accept responsibility.

Learning Objectives:
• Apply the concepts of responsibility, empowerment and accountability and learn the role each plays in achieving project or task success.
• Discover when to be directive or when to delegate tasks with certainty of completion at the needed performance level.
• Create clear agreements with followers that maintain focus and overcome obstacles that prohibit successful task completion.
• Create guidelines for managing agreements, including renegotiating or updating.
Health care is one of the most regulated and changing industries in the US. Add to this an increasing demand for the newest pharmaceuticals, equipment and patient-centered care and one can see how difficult patient care, both direct and indirect, has become. When becoming a new leader, an added layer of financial responsibility is attached to existing responsibilities. This session will explain the financial picture for hospitals, including net revenue, statistics, expense management and capital expenditures. Attendees will gain an understanding for the various parts of a financial statement and how they impact their department, staff and patients.

Learning Objectives:
- Discuss what is included in gross revenue and how variances in this area can impact facilities' net revenue.
- Examine statistics within a facilities' productivity measures to assist in the bottom line.
- Identify the various expense types and provide best practices to assist with the management of expenses.
- Review the capital expenditure process with a focus on calculating a return on investment.

May 13, 2020

**Financial Skills for Health Care Managers**

Lorraine Cannon, MBA, CFO, HCA-Methodist Healthcare System, Methodist Specialty and Transplant Hospital, San Antonio, TX

Health care is one of the most regulated and changing industries in the US. Add to this an increasing demand for the newest pharmaceuticals, equipment and patient-centered care and one can see how difficult patient care, both direct and indirect, has become. When becoming a new leader, an added layer of financial responsibility is attached to existing responsibilities. This session will explain the financial picture for hospitals, including net revenue, statistics, expense management and capital expenditures. Attendees will gain an understanding for the various parts of a financial statement and how they impact their department, staff and patients.

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April 7, 2020

**Cultural Responsive Care: An Imperative in the 21st Century (morning)**

Rich Salas, PhD, Chief Diversity Officer, Assistant Professor, Department of Behavioral Medicine, Medical Humanities and Bioethics, College of Osteopathic Medicine, Des Moines University and Tom Newkirk, JD, Partner, Newkirk Zwagerman, PLC, Des Moines

The rapidly changing demographics of the US and local communities require leaders to be proactive in facilitating respectful conversations that challenge implicit biases, cultural biases and stereotypes. There is overwhelming scientific evidence for the effect of implicit bias on medical care diagnosis and treatment and the perception of patients. Education and awareness are the first steps to reduce this risk. This session will utilize the Des Moines University/Kaiser Permanente Spirit is Able and Touching the Dream Diversity Health Series short films to focus on different cultures and be used to frame a conversation about the importance of understanding historical and present-day events in cultural communities.

Learning Objectives:
- Draw a better understanding of the dangers of forming stereotypes and how biases may affect communication, judgement, relationships and patient care.
- Demonstrate an understanding of the Intercultural Awareness Stretch model.
- Increase participants’ level of awareness regarding health care issues facing diverse populations.
- Design a safe forum to be engaged in dialogue and learn from one another.

April 7, 2020

**Strong Negotiation and Communication Skills: Part of a Leader’s Repertoire for Conflict Management (afternoon)**

Dr. Azeemuddin Ahmed, MD, MBA, Clinical Professor and Executive Vice Chair, Department of Emergency Medicine, University of Iowa

To be an effective health care leader, one must have a robust repertoire of negotiation and communication skills. Regardless of context, leaders often have formal responsibility for negotiating agreements with other firms or constituencies, must compete with colleagues for scarce organizational resources and are often called upon to resolve disputes between colleagues. The purpose of this session is to facilitate the basic understanding of the theories and processes of negotiation and conflict management as they are practiced in a variety of settings.

Learning Objectives:
- Identify sources of team conflict.
- Distinguish among the five different negotiations/conflict management styles.
- Understand the common underlying principles of the conflict management model.

JUNE 16, 2020

**Secrets to Successful Teams: Competency and Commitment**

Donna Wright, RN, MS, Creative Health Care Management, Inc, Minneapolis, MN

This session will explore the elements needed to create a successful competency program and strong teams. Creative strategies to assess competency in all domains of skill - technical, critical thinking and interpersonal - and creative ways to verify competencies in all departments will be discussed. How commitment and team actions can affect the outcomes of daily work will be explored along with a humorous look at how to make all this happen and create a system that really works.

Learning Objectives:
- Discuss the goal of competency assessment and the driving forces behind the process.
- Discover how to create a strong and effective competency program for all departments.
- Discuss ways to deal with negativity and how to address commitment issues.
Azemuddin Ahmed is a clinical professor of emergency medicine for the University of Iowa Carver College of Medicine and adjunct clinical professor of management and organizations for the University of Iowa Tippie College of Business. Dr. Ahmed is board-certified in emergency medicine and sub-specialty board-certified in emergency medical services by the American Board of Emergency Medicine. Dr. Ahmed completed his bachelor’s degree at Augustana College in Rock Island, Illinois, his doctorate degree of medicine at the University of Iowa Carver College of Medicine, his emergency medicine residency training program at Michigan State University and his executive master’s degree in business administration at the University of Iowa Tippie College of Business.

Lorraine Cannon has been the CFO for Methodist Specialty and Transplant Hospital in San Antonio, Texas since 2016. Prior to that position, she was the assistant CFO/senior controller for Rose Medical Center in Denver, Colorado. She is skilled in relationship building and communication and had been an instructor at Rose University for a variety of people from front line staff to executives in financial metrics and business acumen. Cannon received her bachelor’s degree in business administration and accounting from Dakota Wesleyan University in Mitchell, South Dakota and received her master’s degree in business administration from Webster University in St. Louis, Missouri.

Mike Freel is the program director for health care programs at Bellevue University’s College of Arts and Sciences. Freel has a professional background in health care as well as experience in corporate organization and employee development. He is a member of the American College of Healthcare Executives and serves on the Education Advisory Group for the Nebraska Hospital Association. He earned his doctorate degree in human resource development from the University of Nebraska at Lincoln with a focus in leadership and organizational change.

Thomas Newkirk is a civil rights attorney practicing in Iowa for 30 years. For the last 15 years, his primary focus has been to better understand implicit bias and its harmful effects on persons of color, women and other protected classes. Newkirk has continued to develop methods to reduce the risk of implicit bias denying equal access to criminal and civil justice, employment, education and medical care. Newkirk speaks regularly to groups interested in the risk of implicit bias such as National Association for the Advancement of Colored People, civil rights agencies, lawyers, social workers, educators and the general public. He holds degrees from Drake University and Drake Law School in Des Moines.

Rich Salas serves as the chief diversity officer at Des Moines University (DMU) where he is responsible for multicultural programming and provides students/faculty/staff training in the area of cultural competency/cultural humility as well as provides lectures across three colleges. He also serves as assistant professor for the department of behavioral medicine, medical humanities and bioethics at the DMU College of Medicine, as human rights commissioner for the city of West Des Moines and serves on the board of directors for the National Association of Diversity Officers in Higher Education.

Thomas Westbrook serves as professor of leadership and adult development at Drake University and CEO of Learn Associates. He frequently presents on leadership topics including situational leadership, the five practices of exemplary leaders, leading with emotional intelligence, conflict, change, communication, adult learning and brain-based selling.

JoEllen Whitney practices primarily in the areas of labor and employment law, privacy and fair housing with extensive practice in the field of health law. She is the author of multiple editions of the “Iowa Guide to Medical Records” and as a long-term member of her firm’s human resources committee, she brings practical experience on business planning, discipline and termination.

Donna Wright is a staff development specialist with Creative Healthcare Management in Minneapolis. She is the author of “The Ultimate Guide to Competency Assessment in Healthcare,” which has recently been translated into Japanese and is being used throughout Japan. She has lectured across the nation and internationally. Wright received her master’s degree in nursing education from the University of Minnesota.
REGISTRATION
Register online at www.ihaonline.org.

REGISTRATION FEES
IHA Member Full Program Registration–$997
IHA Non-Member Full Program Registration-$1,250

Late Registrations – A $25 fee per participant will be charged for registrations received after October 11, 2019.

PROGRAM LOCATION

**October 10, 2019 at IHA Annual Meeting**
Community Choice Credit Union Convention Center
730 Third Street, Des Moines, IA 50309

**Program Location for November – June Programs**
IHA Conference Center
100 East Grand, Des Moines, IA 50309

PROGRAM NOTES
Dress for the conference is business casual. Layered clothing is recommended for your comfort. All information regarding to the IHA Leadership Development Program can be found on the IHA website at www.ihaonline.org/leadership.

LODGING
IHA has a corporate discount rate at the listed hotels. The corporate discount rate is being offered to event attendees on a “non-last room” availability, meaning that there are times when this rate will not be available due to high demand so it is important to book early. When calling, please reference the Corporate ID.

**Staybridge Suites Des Moines Downtown**
Corporate Rate: $133 per night + taxes
Telephone: 877-238-8889
Corporate ID #: 786828419

**Embassy Suites Des Moines Downtown**
Corporate Rate: $141 per night + taxes
Telephone: 515-244-1700
Corporate ID #: 560001333

CONTINUING EDUCATION
Nursing: The Iowa Hospital Association has been approved as a provider of continuing education for nurses by the Iowa Board of Nursing, provider #4. 4.75 Nursing Contact Hours will be available for participants who attend November through June sessions in their entirety. Partial credit for individual sessions will not be granted. NOTE: To receive Contact Hours or a certificate of attendance, you are required to attend the entire session that credit is being requested for. No partial credit will be granted. Evaluations for this event can be submitted directly to the Iowa Board of Nursing.

IHA is authorized to award 5 hours of pre-approved ACHE Qualified Education Credits for each program from November through June. Participants can use these Qualified Education Credits for advancement, recertification or reappointment in the American College of Healthcare Executives.

ONLINE COURSES
Fees for the careLearning courses are included in the price of the full series. The courses will be posted in the online learning center for easy access.

THE AGILE CHAMPION
This online course equips leaders with the skills to maneuver through changing requirements, problems and barriers by focusing on culture, becoming a systems thinker and anticipating change.

THE NEVER SATISFIED CHAMPION
Learn how to refine your curiosity in this course and increase your drive to propel your organization forward.
IHA LEADERSHIP CERTIFICATE QUALIFICATIONS

• To receive a certificate of completion, individuals must meet the following criteria:
  • Participate in all seven on-site programs.
  • Complete each careLearning online course.
  • Individuals are given credit if they have attended programs within the series in two consecutive years, at an additional fee. Contact Tori Hanson (hansont@ihaonline.org) to confirm this option.
  • Individuals meeting the certificate requirements will be recognized during the IHA Annual Meeting, October 6-8, 2020.

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.

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 Tori Hanson by email (hansont@ihaonline.org).

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 at iharegistration@ihaonline.org.
  • 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.