

Click [here](#) if you are having trouble viewing this message.



Thursday, Oct. 7, 2021

Today's headlines:

- [Ben Hammersley looks ahead to brighter future](#)
- [Menner awarded Excellence in Governance Award](#)
- [Creating team culture requires disruptive innovation](#)
- [Prepare for cyberthreats to your organization](#)



Ben Hammersley looks ahead to brighter future

Ben Hammersley, futurist and former WIRED editor, spoke to IHA members today about the unpredictability of the future, but said leaders can and should reassess and adapt to prepare.

"When we look to the future, the first thing to know is our predictions are both absolutely true and absolutely not true," Hammersley said. "The future is not universal. It is incredibly personal."

Using the example of genomic testing, Hammersley said as technology advances, the cost decreases. Genomic testing is becoming less expensive, but the treatments for genetic disorders discovered through genomic testing is still expensive.

"Anything we predict is true somewhere, but is completely wrong everywhere else," he said.

That is why leaders must continually reassess their roles and capabilities. The pandemic made it clear that so-called "legacy processes" don't work in today's digital

"We have a completely new set of capabilities and from that, we have a new set of possibilities," he said. "No matter what level you are in your career, understanding new capabilities and possibilities is true leadership."

Hammersley encouraged members to use the "constant legacy-free reinvention" technique to learn to accept and embrace new technology and change. The technique requires people to pay attention to every action they take from the moment they wake up and ask themselves two questions:

- What problem am I solving by doing this?
- If I had to solve this problem today for the very first time, how would I solve this?

Thinking about legacy processes deliberately will help open people's minds to future innovations and change in all aspects of society.

"If we make it a habit of reassessing legacy processes we have as individuals and organizations, you'll bring yourself to the cutting edge of today," Hammersley said. "As dark as things appear, the future could be incredibly awesome as long as we are learning from the lessons right now."

All videos from the 2021 Virtual Annual Meeting will be available tomorrow through Oct. 30 on the LeaderPass website.



Menner awarded Excellence in Governance Award

Bill Menner, trustee of [UnityPoint Health – Grinnell](#), was awarded the Excellence in Governance Award for his commitments to strategic vision, diplomacy and leadership.

In their nomination, leaders at UnityPoint - Grinnell said Menner has been a dynamic, engaged and committed leader. He has served the rural community and led the decision to affiliate with a larger health system. Menner's involvement with the Council of Governance for AHA and the IHA Trustee certification program has shown his dedication to governance work, education and community support.

Congratulations, Bill, on your award!

Creating team culture requires disruptive innovation

Regional president of [Avera Healthcare](#) Todd Forkel said creating a team culture in health care requires a change in mindset and "disruptive innovation."

Mirroring Ben Hammersley's earlier keynote, Forkel said health care leaders need to reassess their goals and be open and honest with their teams.

"We will have to be very intentional about team culture," he said. "Part of change is

relaying to employees that we are never going back [to our pre-pandemic ways.]”

The COVID-19 pandemic was an awakening for organizations across all industries, but particularly for the health care industry where organizational stress can turn into trauma. Forkel said health care leaders need to help their staff develop resilience and offer support and care.

“If we want to hardwire successful teams, we have to be very aware of taking care of our teams,” he said. “We must share ownership, suffering, responsibility and our collective pride.”

Forkel said to foster camaraderie among staff, leaders should make themselves available to staff as often as they can including:

- Being open with goals and objectives of the organization.
- Hosting employee forums with a “tough” questions section.
- Include teams in problem-solving.
- Scheduling check-ins with staff to get a sense of their well-being.
- Scheduling yourself to be open and present with staff.

“We have to be very intentional about changing team culture,” he said.

Prepare for cyberthreats to your organization

Every person and organization is a target for malicious cyberthreats, but attorney and retired FBI agent Robert Kardell said there are steps health care organizations can take to protect themselves.

Health organizations are the third-largest target for cyberattacks behind general businesses and the financial sector. Cybercriminals can access health care networks in several ways. From most-preventable attacks to least-preventable they include:

- **Accidental** like data spills, lost laptops or staff exceeding their authority.
- **Malicious cyberattacks** like hacking and phishing.
- **Computer flaws** found in software holes and programming issues.
- **Advanced persistent threats** are like malicious cyberattacks but are instead carried out by governments against other governments or companies like North Korea and Sony.
- **Natural disasters.**

“Cyberbreaches ramped up and increased every year from 2016 to 2020,” said Kardell. “In just March 2020 alone, ransomware attacks jumped 148%.”

An IBM study said the cost of data breaches averaged \$250 per record affected, but the cost for a health care organization’s data breach is \$429 per record affected. Kardell said organizations should not pay ransoms and instead should focus on preventing data breaches.

“Payment of ransom is not a good data-recovery plan,” he said. “It is important that IT be a part of your overall disaster recovery plan.”

Prevention of data breaches should include all departments in an organization, not just IT. IT has the central role in cybersecurity, but each department has an important role to play:

- Board of directors should address cybersecurity and make it a priority.
- Human resources needs to implement strong onboarding training and off-

- Human resources needs to implement strong onboarding, training and onboarding policies.
- Management should continuously review and improve the workplace policies.
-

“As we take more software and plug it into existing systems and platforms, there is more room for risk,” said Kardell. “You need to control what you can.”

To see more tips to protect your organization against cyberattacks, click [HERE](#).

Upcoming events

- [The Power of You: Understanding and Maximizing Happiness and Well-Being Virtual Series](#): Oct. 14
- [Administrative Professionals Program](#): Oct. 20.
- [Pharmacy Conditions of Participation](#): Oct. 20.
- [Iowa Quality Residency Program](#): Oct. 21, 2021-April 8, 2022.
- [Making Your HVAC Systems Pandemic Ready with Needlepoint Bipolar Ionization](#): Oct. 26.
- [Workers' Compensation Conference](#): Oct. 27.
- [2021 Iowa Department of Inspections and Appeals Physical Environment Update](#) Nov. 9.

Hospital jobs site connects hospitals with qualified candidates

Are you looking for qualified health care professionals for your Iowa hospital? [HospitalCareers.com](#) can help. This website connects thousands of nurses, providers and other hospital jobseekers with Iowa hospitals each year and is a main resource for jobseekers looking for work in health care.



Your resource for Iowa hospital and health system jobs.

HospitalCareers.com



100 EAST GRAND, SUITE 100, DES MOINES, IA 50309-1835 | P 515.288.1955 F 515.283.9366 |
WWW.IHAONLINE.ORG