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Thursday, Sept. 30, 2021

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President's message: Thank you for 20 years of growth and friendship

It's a cliché to say much has changed in the past 20 years but listening to Alan Jackson singing, "Where Were You" Sept. 11, 2021, in Wells Fargo Arena, it was impossible not to think about where I was on Sept. 11, 2001, and all the waters that we have navigated since then.

Over the past 20 years, Iowa's health care system, led by Iowa's hospitals, has witnessed an extraordinary renewal of infrastructure and successful redesign efforts. To name a few, IHA bringing greater equity to Medicare, rewriting the certificate-of-need statute, expanding Medicaid, establishing a new rural hospital payment option and providing an unparalleled data resource that brings even greater sustainability to our health system.

Our health care system and hospitals also have witnessed the destabilizing effects of natural disasters, the pandemic, government misuse of appropriations like Medicaid managed care and workforce shortages. Although these shortages are cyclical, today we also face a crisis of resilience. The relentlessness of the pandemic, the failure of many to follow public health requests and politicians' desires to create wedge issues from the same public health measures that save lives all converge to test the spirit and commitment of the entire health care workforce.

In Des Moines, the neighborhood near the river that used to be referred to as the "southeast bottoms" could be the face of the health care professional workforce of tomorrow. First and second-generation Americans are the students that now predominate the school bus stops. They wait for their bus equipped with smartphones, digital notebooks and tablets. Nothing like 40 years ago, when political canvassers went to that same neighborhood to round up voters because no one had phones.

Traditional recruitment and retention strategies will need redesigning to attract these younger Iowans into professions like health care. Hospitals will need programs fostering employee "ownership" and commitment to the success of the entire organization as well as providing individual satisfaction with professional growth

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 organization as well as providing individual satisfaction with professional growth. These programs must invite and seek substantive input from employees about workflow, care protocols and scheduling, all of which have historically been the province of management.

Although currents have often been challenging since 9/11, hospitals remain a constant. The quality of life and economic vitality of communities is directly influenced by the presence of hospitals. The need for politicians to internalize the importance of vibrant community hospitals is another constant. This will only happen when an engaged, mobilized and unified health care community makes it a priority. Unification of the message only happens when the IHA board endorses a position, and a strategy is coordinated and supported through IHA.

Leading provides many privileges, and it's been my great privilege to lead the representation of Iowa's community hospitals for nearly 20 years as I was appointed to the interim CEO position just a couple of months after 9/11. It's been an even greater privilege to build relationships within and outside of IHA that have benefited Iowa's hospitals and allowed me to sustain invaluable personal and professional relationships that otherwise wouldn't have existed. My greatest evaluations perhaps have come from the thank you notes from children of IHA members after board retreats. My favorite was the thank you note for the allotted "spending money." It said it was just what they needed to buy a slingshot!

Nonetheless, Annette's and my greatest contribution to health care over the past 20 years is through our two daughters. We've watched and supported them as they pursued health care professions and achieved their doctorates in nursing practice. Now they are compassionately serving our fellow Iowans, and we couldn't be prouder.

Yes, a lot of water has flowed, and it will continue.

Keith Norriss



Don't miss out on the 2021 Virtual Annual Meeting

It's not too late to register for the 2021 IHA Virtual Annual Meeting scheduled Oct. 5-7. You won't want to miss out on this year's slate of keynote speakers and award ceremonies.

This year's keynote speakers will discuss resilience and what the future holds. On day one, former U.S. Army Staff Sgt. Sal Giunta, an Iowa native and the first living Medal of Honor recipient in the 21st century, will recount his experience as a patrol team leader while on duty in Afghanistan's Korengal Valley. His team was ambushed by an insurgent force, but through teamwork and leadership, he advanced his team, administered first aid and saved a soldier from being captured by the Taliban. Giunta's message of teamwork, leadership and service before self will resonate with Iowa hospitals as they work under overwhelming circumstances.

Award-winning journalist and mental health advocate, Jane Pauley, will sit down with MercyOne chief executive officer, Bob Ritz, to discuss her bipolar disorder diagnosis at age 50. Pauley revealed her diagnosis several years later and has been an outspoken advocate for breaking the stigma about mental health disorders since.

Finally, Ben Hammersley, futurist and WIRED editor, will look to the future with his presentation, Human Healthcare in a Machine World. Hammersley explores how society reacts to technological innovation. He will help participants prepare for the future by addressing the changing nature of the workplace and outline the cognitive tools needed to flourish in the coming decades.

Awards

Don't forget to tune in and find out who are the winners of the IHA leadership awards, Hospital Heroes awards and Iowa Organization for Nursing Leadership (IONL) awards.

This year's nominees showed courage and leadership in the face of an ongoing pandemic and continue to lead their colleagues into the future. The leadership awards include:

- The Young Executive Award is presented to up-and-coming health care executives, age 40 or younger, who made a significant contribution to health care in Iowa.
- The Excellence in Leadership Award is presented to an outstanding hospital or health system executive who shows achievement in health care affairs, community contribution and leadership among peers.
- The Excellence in Governance Award is presented to a hospital trustee who typifies the traits of strategic vision, diplomacy and leadership.

The Hospital Heroes and IONL awards recognize the heart of Iowa hospitals: the employees.

This year IHA will recognize 11 Hospital Heroes who performed courageous acts in a moment's crisis or have selflessly served their hospitals and communities throughout their careers.

IONL will present three awards at the annual meeting:

- The IONL scholarship will be presented to three nurse leaders for their continuing education. Award winners must be an active nurse leader in Iowa who expresses their intent to remain in nursing leadership.
- The Outstanding Nurse Leader and Outstanding Nurse Executive awards are presented to a nurse leader and nurse executive demonstrated outstanding achievement in nursing management and nursing leadership.

Register [HERE](#) today to celebrate the achievements of Iowa's hospitals and



Sal Giunta



Jane Pauley



Ben Hammersley



I joined Adair County Health System in July 2021.

I hold a bachelor's degree from Luther College and a master's degree in health care administration from the University of Iowa.

I hope to create a strong culture within Adair County Health System while serving as a pillar in the community for high quality care.

I am a Des Moines native and I enjoy being with my family and friends, playing with my dog, traveling and being active.



CEO PROFILE

— CATHERINE HILLESTAD —

CHIEF EXECUTIVE OFFICER
ADAIR COUNTY HEALTH SYSTEM

FIVE THINGS ABOUT ME

1

I grew up playing soccer and **played all through college.**

2

MUSIC I LISTEN TO

Old rock songs, Matchbox 20, Lumineers, Fat Boy Slim, Lord Huron

3

CURRENT HOSPITAL PROJECTS

We are working on a future master facilities plan and projects related to COVID-19. We're thinking about how to adapt to what happens next.

4

THE PEOPLE I ADMIRE MOST

My parents worked hard to get to where they are and taught me to have a strong work ethic that I bring to my career.

5

My favorite IHA event is the Annual Meeting. It's awesome for health care leaders around the state to come together and



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learn from each other. I get to
network with a lot of people there.

Complete survey for 2021 annual provider training dates

The Iowa Department of Human Services and the Iowa Medicaid Enterprise is planning to hold its annual provider sessions in late October or early November. To ensure the sessions are convenient and topics are relevant, Medicaid providers are asked to complete an online survey. The survey will help improve the quality and content of the annual provider trainings.

You can find the survey [HERE](#).

Surveys should be completed by Friday, Oct. 8.

IMQCC newsletter now available

The Iowa Maternal Quality Care Collaborative fall 2021 newsletter is now available. To read the newsletter, click [HERE](#).

The Iowa Maternal Quality Care Collaborative is a multidisciplinary group of key stakeholders for maternal health including:

- Health care and allied health providers.
- Patient and community representatives.
- Payers.
- Public health professionals.
- Quality improvement experts.
- Statewide partners.

NewsStand

Iowa news

- [Gov. Reynolds announces broadband grant recipients](#)
- [MercyOne expands partnership with Navigate Wellbeing Solutions](#)
- [23 state-of-the-art birthing suites part of \\$15M addition at Mary Greeley](#)

National news

- [The hospitals where the ICU occupancy stayed high](#)
- [Ransomware is leading hospitals to pour more money into cybersecurity](#)
- [Has the spread of COVID-19 peaked in the US?](#)

Click [HERE](#) to read daily NewsStand postings.

Upcoming events

- [IHA Health Equity Data Resources](#): Sept. 30.
- [2021 IHA Virtual Annual Meeting](#): Oct. 5-7.
- [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](https://www.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



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