

2022 Excellence in Leadership Award Nominee



Marty Guthmiller, CEO

Orange City Area Health System, Orange City

- Years of service at the hospital/organization = 28
- Years of service in health care = 32

Nomination No. 1

Jason Harrington, President and CEO

Lakes Regional health care, Spirit Lake

I would like to recommend Mary Guthmiller for the IHA Leadership Award. Marty served as the Chair of the IHA Board of Officers and Trustees from 2019-2021 and is the only chair that I am aware of that served two terms at the request of the board. Marty served during a very transitional period for the association. The IHA CEO had announced his retirement, and relations with the systems and the governor's office were strained.

Marty led the association through many challenging discussions and worked tirelessly to improve relationships with both the systems and the governor's office. He played a key role in moving the rural emergency hospital legislation through the federal process and was actively involved in many meetings since its inception.

Because of the transitional period, Marty graciously agreed to serve a second term as board chair to ensure consistency and stability as trust was rebuilt. All this through the beginning of the COVID-19 pandemic.

Marty is the definition of high moral character, professionalism, and a true dedication to doing what is in the best interest of all Iowa hospitals and the patients we serve.

I can think of no one more deserving of this award than Marty.

Nomination No. 2

Lisa Burg, Marketing and Public Relations Manager

Orange City Area Health System, Orange City

During his tenure as CEO for Orange City Area Health System since 1994, Marty oversaw the planning, fundraising and construction of its \$29.6 million expansion project, which was the first critical access hospital relocation in Iowa, completed in 2006. Marty is an accomplished community leader serving on numerous community volunteer boards. He also served two terms as chair of the IHA Board of Officers and Trustees, from 2019-21.

During this challenging time – as the nation experienced an unprecedented pandemic – Marty became, in many ways, the face and voice of calm and trust in northwest Iowa as he represented health care and our communities with transparency and accountability. Most notably, he shared relevant, timely and solid facts and information about COVID-19 and the state of health care through nearly 130 Zoom-based “Community Briefings,” which were shared weekly/biweekly on social media and reached thousands of area residents. These trusted briefings not only represented the hospital’s COVID-19 task force, but also the entire health care team, and often

included various staff – our chief medical officer, quality director, pediatrician, behavioral health providers and senior care leadership.

Marty recognizes that employees are the lifeblood for success, including patient experiences and medical outcomes. He stays engaged with staff through regular lunch meetings, an “Ask Marty” page on our intranet and a monthly column in our employee newsletter. This past December, Marty held more than 20 meetings with all employees from our various campuses (including senior care) to listen to their concerns and gather feedback to improve morale and retention. According to Jason Jauron, human resources director, “This feedback indicated that staff appreciate Marty’s down-to-earth style, and they trust his leadership.” More than 100 of our nearly 600 employees have been with the health system for more than 20 years, including Marty himself.

Marty is also the point person for all physician recruitment. He understands that “culture fit” is as important as medical skills, and he personally engages candidates throughout the process. This relationship-building leads to a dedicated, professional, long-term team – from family medicine to birth care, to surgical and radiology services – and contributes to our consistently high patient satisfaction scores and award-winning achievements.

Finally, as CEO, Marty works closely with our board of trustees and leadership team to develop forward-thinking strategic plans, advancing our service offerings while being good stewards of our resources. During the COVID-19 pandemic, Marty went to great lengths to discern how federal and state monies could best be used to secure the future of quality health care services in our rural area. According to Tim Zeutenhorst, chair of the Orange City Area Health System board of trustees, “Marty made sure all funds were allocated appropriately, keeping the board well-informed. He demonstrated professionalism, integrity and honesty throughout the process.”

For Marty, health care is a wholistic continuum of care and includes many of the social determinants of health, from birth care to senior care. Recognizing the changing needs of seniors in the region – and housing challenges in our area – Marty is focusing on this continuum as it relates to independent living, assisted living and nursing home care. As a result, plans are

underway to expand Landsmeer Ridge Retirement Community services to ease the staffing challenges for Prairie Ridge Care Center and develop a new 55-plus living community that creates a pathway for seniors as they require additional services.

Marty is not only a proven leader in health care, but for the entire region and the many communities we serve in Iowa.

Summary

Marty's hands-on, thoughtful and long-term leadership not only in health care but also the communities/region's economic health, quality of life and vibrancy make him a trusted voice, representing Iowan's best interests. He is forward-thinking and engaged, willing to take strategic risks to help ensure the viability of quality health care services in rural Iowa.

Letter of Support

Robb Gardner, Former CEO

Henry County Health Center

I am writing this letter of support for Marty Guthmiller, CEO of Orange City Area Health System, to be selected as the 2022 Iowa Hospital Association Excellence in Leadership Award winner. I have had the incredible fortune of serving on the IHA Board of Officers and Trustees with Marty for six years. Three of those years, I served with Marty on the IHA Board of Officers and Trustees Executive Committee. I witnessed firsthand Marty's incredible leadership for our association and the entire state of Iowa. I believe Marty's legacy as board chair for IHA will be seen as one of the most important times in IHA's history.

Marty is a very caring, patient and influential leader. He is a trusted adviser for his home community in Orange City as well as the entire state of Iowa. Marty's commitment to serving his friends, neighbors and fellow Iowans is unwavering. He demonstrates how bringing people together for a common goal elevates our quality of life and health care we receive. Examples of Marty's impact on Iowa are numerous and exemplary. Orange City Area Health System has grown significantly during Marty's tenure as CEO, he has volunteered his leadership locally by serving as member of the board of trustees for Northwestern College and his engagement with other business community leaders in Orange City has led to great growth in the region. Marty also successfully led IHA's Rural Health Taskforce to successfully work with our federal leaders for the passage of the Rural Emergency Hospital legislation.

Marty's leadership as board chair for IHA came at a critical time. Marty's strong commitment to do what is right and treat everyone with respect helped keep our association together. His agreement to serve for two years as board chair is an example of Marty's incredible servant leadership. He never wavered in giving of his time and talent to ensure IHA's success for today and tomorrow. We are fortunate to have had Marty as the IHA board chair during that period.

In closing, there is no more deserving hospital executive in the state as Marty. I strongly support Marty to be chosen by the selection committee for this incredible honor.

IHA involvement

Education:

- 2022 IHA Tee Off Golf Classic
- 2022 IHA Summer Leadership Forum
- 2021 Statewide District Meeting
- 2021 Critical Access & Rural Hospital Forum

Board/Council memberships:

- IHA Board of Officers and Trustees, 2012-2021 (Chair 2018-2020, two terms)
- IHA Governance Committee, 2021-2022
- IHERF Board of Directors, 2011-2012
- ServiShare Board of Directors, 2002-2005
- IHA PAC Committee, 2019 and 2020
- HPI Board, 2000-2002

Attendance at IHA District Meetings:

- May 2022
- September 2021
- June 2021

IHA PAC Contributor:

- 2020
- 2019
- 2018
- 2017

Other:

- Young Executive Achievement Award, 2000