



We care about Iowa's health

100 E. GRAND AVE., SUITE NO. 100
DES MOINES, IA 50309



RENEWING VALUES | REBUILDING WORKFORCE | RECHARGING MISSIONS

IOWA HOSPITAL ASSOCIATION 2022 ANNUAL MEETING



RENEWING VALUES
REBUILDING WORKFORCE
RECHARGING MISSIONS
2022 IHA ANNUAL MEETING | OCT. 4&5

COMMUNITY CHOICE CREDIT UNION
CONVENTION CENTER | DES MOINES

WWW.IHAONLINE.ORG

THE IHA ANNUAL MEETING
IS SPONSORED IN PART BY



CELEBRATING 93 YEARS OF CARING FOR IOWA'S HEALTH!

Join your health care colleagues to share, learn and celebrate with us at the 2022 IHA Annual Meeting in Des Moines. As hospital leaders continue to grapple with myriad issues, including staffing and mounting financial pressures, recharging goals and missions is vital to successfully rebuilding and energizing teams. This year's annual meeting will offer valuable insights into renewing administrative and clinical values.

IHA again offers an outstanding agenda, condensed this year into two days. Those two days still feature amazing speakers, innovative case studies and countless opportunities to network and share ideas with colleagues. The IHA Annual Meeting is the perfect setting to gain perspective, share insights and experiences, and discuss how to sustain positive change while embracing our shared responsibilities to Iowans.

As the largest gathering of Iowa hospital leaders in the state, this is one event you won't want to miss.

We look forward to celebrating with you in Des Moines!



A handwritten signature in black ink that reads "Bob Kroese".

Bob Kroese
CEO, Pella Regional Health Center
IHA Board Chair



A handwritten signature in black ink that reads "Chris Mitchell".

Chris Mitchell
President and CEO
Iowa Hospital Association

EVENT DETAILS

LOCATION

Community Choice Credit Union Convention Center
730 Third St., Des Moines, Iowa 50309
515-564-8000

THE IHA ANNUAL MEETING IS FREE!

The IHA Annual Meeting is a benefit of IHA membership. Unless noted otherwise, educational session attendance is free for:

- Employees of IHA member hospitals and health systems.
- IHA Annual Meeting sponsors.
- IHA associate members.
- IHA personal membership group members.
- Members of the American College of Healthcare Executives of Iowa.
- Members of the Healthcare Financial Management Association.

Individuals not affiliated with IHA member institutions may attend for \$990. IHA prohibits the solicitation of members.

This year, we've designed a two-day format to maximize learning while still providing valuable time for networking and meeting with exhibitors.

ONLINE REGISTRATION

ATTENDEES MUST REGISTER ONLINE BY MONDAY, SEPT. 26.

Visit the IHA Annual Meeting website at www.ihaonline.org.

Name badges, on-site agendas and continuing education forms may be picked up at the IHA registration desk.

LODGING

A room block is reserved at Hilton Des Moines Downtown for Oct. 3-5. Complete the online reservation form at <https://bit.ly/3R1X44M>.

This reservation requires a credit card deposit of \$218.03 for one night.

CONTINUING EDUCATION

The IHA Annual Meeting will offer a range of continuing education credits covering a diverse group of health care professions. Visit www.ihaonline.org for details.



TRADE SHOW

Take advantage of the IHA Annual Meeting trade show to see the latest in health care products, services and technologies in one location. Trade show booths will feature local and national companies with the latest innovations in health care. Be sure to schedule time to visit the trade show and thank the exhibitors for their support of IHA and the Annual Meeting.

KEYNOTE SPEAKERS

TUESDAY, OCT. 4



STEVE CADIGAN

Steve Cadigan, LinkedIn's former Chief Human Resources Officer

Cadigan has been at the forefront of global talent strategy and company culture for the past 30 years. Most famous for scaling LinkedIn from 400 to 4,000 employees in 3 ½ years, he also led the development of LinkedIn's legendary company culture and was at the helm of the talent function for its period of highest growth and through their initial public offering. Today, Cadigan helps companies reframe what they offer to employees and helps employees take ownership of uncertain careers and futures.

WEDNESDAY, OCT. 5



HAYLEY ARCENAUX

Physician Assistant

A cancer diagnosis at 10 didn't put Arceneaux's dreams on hold. Her treatment and other experiences at St. Jude Children's Research Hospital not only cured her but also changed her career aspirations. Now a physician assistant at St. Jude, she's giving back to the place that saved her life. In September 2021, she was an ambassador for the hospital on SpaceX Inspiration4, the first all-civilian mission to orbit Earth.

IHA is proud to partner with MercyOne to bring this keynote to the Annual Meeting in honor of David Vellinga, a longtime Iowa hospital and health system leader and former chair of the IHA Board of Officers and Trustees.

Sponsored By
MERCYONE.



MICHAEL O'NEIL

Founder and CEO of GetWellNetwork

Sponsored By
Wellmark.

Following treatment for non-Hodgkin's lymphoma, O'Neil emerged humbled and inspired to finish graduate studies interrupted by cancer. Steering the final year of his Juris Doctor/MBA program from concept to business plan, he launched GetWellNetwork in August 2000 to tackle an unaddressed problem in health care: empowering patients to take control of their health care journeys. Today, O'Neil leads the global digital health company as founder and CEO.

WHAT WE WILL BE TALKING ABOUT

This year's IHA Annual Meeting will address the issues and topics that hospital leaders care about most. Knowledgeable presenters will provide the latest information and lead dynamic discussions that will leave participants informed and energized.

For more information about individual sessions and speakers, visit www.ihaonline.org.

CONFERENCE TOPICS

- Clinical leadership
- Cybersecurity
- Diversity, equity and inclusion
- Finance
- Governance
- Health care trends
- Innovations
- Leadership
- Regulatory
- Social determinants of health
- Workforce

CONFERENCE OBJECTIVES

This two-day event brings together Iowa health care professionals to learn and gain from experts in the industry. Conference attendees will learn how to:

- Ensure health care resources are responsive to their communities' needs.
- Identify emerging technologies and initiatives changing health care delivery.
- Implement practical ways of nurturing a customer-focused culture and manage employee engagement, burnout and patient satisfaction.
- Interpret and apply financial payment policies and recognize and understand trends affecting Iowa health care professionals and organizations.
- Interpret key legal and regulatory issues affecting how facilities deliver health care.
- Recognize innovative health care strategies and best practices that can enhance patient-focused initiatives.
- Use new skill sets to transform and advance the ability to lead a health care organization.



SPECIAL EVENTS

IOWA HOSPITAL HEROES AWARD



There are outstanding hospital employees who go above and beyond the call of duty with no expectation of award or recognition. Yet, IHA developed a program to do just that: recognize these dedicated women and men and honor their contributions to their communities. Take part in Wednesday morning's celebration of this year's Hospital Heroes.

LEADERSHIP AWARDS

Each year at the Annual Meeting, IHA presents three hospital leaders with awards recognizing the contributions they have made through their service and leadership. The awardees will be honored after Tuesday's keynote address. The awards are the Young Executive Achievement Award, Excellence in Leadership Award, and the Excellence in Governance Award.

STORYTELLERS' RECEPTION

IHA's Annual Meeting takes center stage this year with a live reflection of journeys in health care through authentic storytelling. Join IHA members from across the state Tuesday evening at the Hilton Ballroom for a night of celebration with food, fun and friendship.

HOUSE OF DELEGATES (official delegates only)

This annual business meeting takes place on Tuesday. New members and officers of the IHA Board of Officers and Trustees will be introduced and the incoming IHA board chair will address the voting delegates representing IHA member hospitals and health systems.

PAC LUNCHEON (invitation only)

The IHA PAC supports Iowa's electoral process and gives IHA and health care advocates an enhanced presence at the Statehouse and on Capitol Hill by providing financial support to those who recognize and support Iowa hospitals. Contributors to the IHA PAC who donate \$350 or more during the 2022 campaign will be invited to a special appreciation luncheon on Tuesday.

LEADERSHIP DEVELOPMENT PROGRAM CERTIFICATE CEREMONY

This ceremony will recognize people from IHA member hospitals who have completed the IHA Leadership Development Program requirements. Managers and leaders play a key role in creating satisfied, productive and committed employees, and this program is designed to help Iowa hospitals develop emerging leaders. Graduates will be recognized Wednesday afternoon.

IOWA ORGANIZATION FOR NURSING LEADERSHIP WINE AND CHEESE RECEPTION (invitation only)

Sponsored by CEC

Join fellow nurse leaders for this social event on Tuesday evening. The Iowa Organization of Nurse Leaders reception offers nurses the opportunity to discuss what they learned during the day and network with colleagues.



Annual Meeting participants are encouraged to bring as many members of their hospital teams as possible to conveniently learn and gain from the expertise assembled at this event.

Among those who will benefit from this conference:

- Administrators and senior executives.
- Auxiliaries and volunteers.
- CEOs.
- Clinical and nurse leaders.
- Compliance officers.
- Department managers.
- Education and staff development directors.
- Finance officers and business office leaders.
- Health care attorneys.
- Healthcare Financial Management Association and American College of Healthcare Executives of Iowa members.
- Human resource directors.
- Marketing communications directors.
- Medical group managers.
- Physician leaders.
- Quality and patient safety directors.
- Trustees.

EVENT INFO

Detailed session descriptions, handouts, surveys and sponsor and exhibitor information are available using the LeaderPass webpage. A link to this webpage will be included in your registration confirmation email.

