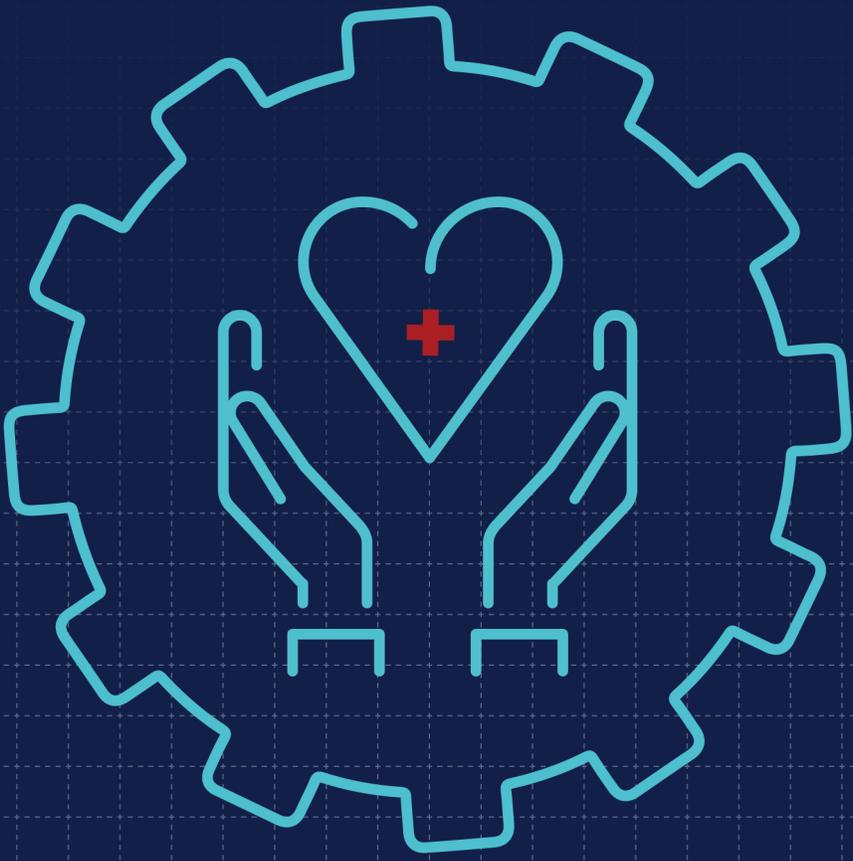




**June 14 + 15, 2022**

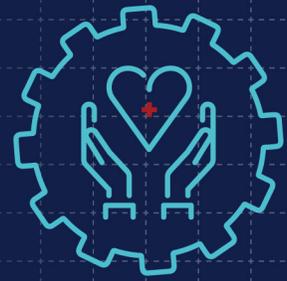
# Iowa Healthcare Collaborative Annual Forum



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**Leading Innovation: A Blueprint for Accelerating  
Healthcare Transformation in 2022**

# + Event Overview



## OVERVIEW

Convening providers and community stakeholders to work toward the common goal of exceptional healthcare in Iowa and across the nation.



## TARGET AUDIENCE

The Iowa Healthcare Collaborative (IHC) Annual Forum sessions will benefit physicians, CEOs, CFOs, senior administrators, nurses, quality assurance professionals, trustees/board members, clinic managers, infection control professionals, hospital pharmacy directors, clinical pharmacists and other healthcare personnel.



## REGISTRATION

There is no registration fee to attend the Annual Forum. Please click the link below to access materials and register for the event.

<https://www.ihconline.org/education/annual-forum>  
(Link)



## | Quotes from Last Year's IHC Annual Forum Attendees

*"Enjoyed the collaboration and willingness to share and problem solve from local facilities. I am always amazed that so many of us share the same types of issues."*

- Anonymous

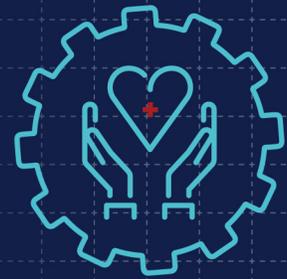
*"Really enjoyed the interaction and the wide variety of participants with various levels of stakeholder engagement."*

- Anonymous

*"Such dynamic speakers with real world experience and great ideas to implement."*

- Anonymous

# + Agenda



## Tuesday, June 14 | Day 1

9:00 - 9:30 AM (CDT)

### Welcome and Introduction

*Tom Evans MD, President and CEO at IHC*

9:30 - 11:00 AM (CDT)

### Fostering Leadership, Abundance and Joy in Ourselves and Others

*Dennis Wagner MPA, Principal and Managing Director at Yes and Leadership  
+ Jade Perdue-Puli MPA, Acting Deputy Director with the Agency for Health Research and Quality (AHRQ), Center for Quality Improvement and Patient Safety (CQIPS) + Brian Dieter FACHE, President and CEO at Mary Greeley Medical Center*

Grow our leadership impact through intentional, uplifting choices in the key domains of energy, language, being and intent.

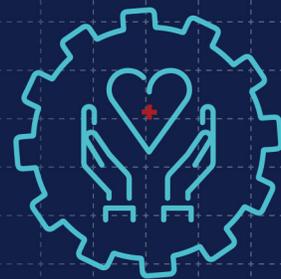
Leadership flows from self-accountability and deliberate choice. Dennis will help IHC get onto an upward spiraling leadership pathway by becoming more conscious and intentional about practicing leadership self-accountability in the key domains of Being and Intent, Energy and Language. Leadership is different from traditional management. Leadership flows from self-accountability and deliberate choices that often involve taking the risks that make us vulnerable, but that also attract the partners, resources and innovations that we need to overcome major challenges and commit to bold aims.

The resources we need are available to us. Gain command of the two key leadership speech acts of Requests and Offers that we can use with system and method to bring greater action and abundance into our work and our lives. Gain greater command of how each of us might apply the principle and methods of Choice and generating Abundance to our work on patient safety and other priorities.

Objectives:

- + Analyze that choice is foundational to our leadership: We CHOOSE how we respond to stimuli
- + Conceive as leaders, we can make intentional and more effective CHOICES in key domains of Energy, Language, Being and Intent
- + Choose to use the language of Requests and Offers with system and method is the key to unlocking resources and generating Abundance
- + Prioritize to renew our commitments and actions for providing safe care in the context of our new environment – there are solutions to the problems we're facing.

# + Agenda (Continued)



## Tuesday, June 14 | Day 1 (Continued)

11:15 AM - 12:45 PM (CDT)

### Using Bold Aims and Synergy-Producing Actions to Improve Health Equity and More

*Joe McCannon MA, Team Lead Office of Climate Change and Health Equity (OCCHE) for the United States Department of Health and Human Services (HHS)/AHRQ + Tom Evans MD, President and CEO at IHC + Dennis Wagner MPA, Principal and Managing Director at Yes and Leadership + Jennifer Brockman MHA, BSN, RN, Chief Clinical Program Officer at IHC + Pryia Bathija, Attorney, Adjunct Professor, Non-profit Trustee, Founder SABA Leadership Institute and Vice President of The Value Initiative at the American Hospital Association (AHA) + Anthony B. Coleman DHA, President and Chief Executive Officer at Broadlawns Medical Center*

Gain insight on the latest developments and leadership practices to improve health equity, address climate change, increase synergy and achieve results.

Hear directly from national leaders the latest information, new directions, and Bold Aims in the areas of equity and climate change. Learn from the best practices of local leaders who are in action and achieving improvements in these areas. Link this work and these examples with our own proven track record of achieving meaningful results with Bold Aims.

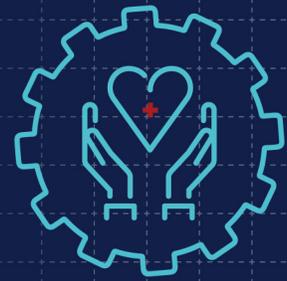
Bold Aims are challenging. They urge us to reach high and stay in action. At the same time, Bold Aims make our lives and our work better, richer, easier, and more rewarding. How can that be? How can challenging Aims improve our work and our lives?

Colleagues and partners in the IHC know the power, effectiveness and the meaning that flows from the systematic use of Bold Aims. They connect us directly with the things that matter most and that bring out the best in us:

- + Providing good, safe, high-quality care to the patients we serve.
- + Working together, with each other, in ways that are aligned and enable teamwork.
- + Empowering us to act with greater purpose, clarity, joy and synergy.

Identify and align our own work with national directions, local successes, and the leadership methods and mindsets that can enrich our lives and our work. Commit to the ways of being and specific actions that can advance the ball for our patients and communities on priorities of diversity, equity, inclusion and climate.

# + Agenda (Continued)



## Tuesday, June 14 | Day 1 (Continued)

### Using Bold Aims and Synergy-Producing Actions to Improve Health Equity and More (Continued)

Objectives:

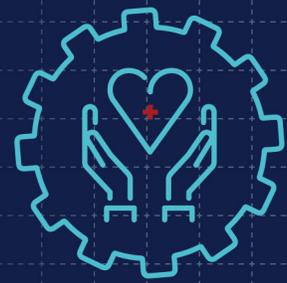
- + Prepare hospitals and healthcare providers in the IHC have a shared track record of success in using aims to generate extraordinary results (Partnership for Patients, Early Elective Deliveries, vaccinations, 100,000 lives and more).
- + Visualize and connect with the benefits of Bold Aims: meaningful results, alignment, and empowerment.
- + Draw from national and local leaders and experts how we can understand and act on ways to improve Diversity, Equity, and Inclusion in rural America.
- + Assemble requests from HHS, AHA senior leader and IHC to lean in and commit to further improvement on the priorities of equity and climate.

12:45 - 1:00 PM (CDT)

### Day One Adjourns

*Tom Evans MD, President and CEO at IHC*

# + Agenda (Continued)



## Wednesday, June 15 | Day 2

9:00 - 9:15 AM (CDT)

### Welcome and Introduction

*Tom Evans MD, President and CEO at IHC*

9:15 - 10:45 AM (CDT)

### Accessing the Mindsets that Help Us to Learn, Grow, Change and Prosper

*Doug Krug SUS, Organization and Cultural Transformation Expert for Sustainable Profitable Growth, Institute for unLearning and Author for The Missing Piece In Leadership + Dennis Wagner MPA, Principal and Managing Director at Yes and Leadership*

Everything we will explore together today is based on a belief that we wouldn't have to spend so much time, energy or money overcoming resistance to change if we didn't cause so much resistance to begin with. It is not human nature to resist change. We will prove it together in less than two minutes. That belief alone is the cause of much of the stress and effort experienced today.

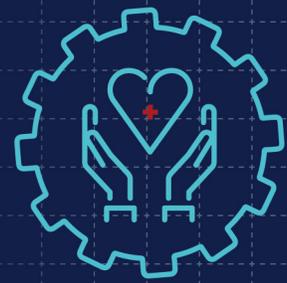
We believe people have learned how to, been conditioned to actually cause much of the stress and effort experienced today. Our current culture suggests that we're getting better at working harder and harder, with little or no evidence of the relationship between how hard we work and the improvements we desire.

One of the costliest aspects of the old way of thinking is how often leaders keep trying harder and harder to continue doing the same things that prove over and over that they don't work. It is possible to achieve more of what we desire than we may have imagined; and, with far less stress and effort. We believe the key to achieving more of what you want is a function of un-learning rather than being taught something new. We believe that all of the answers we will ever need are already within us and available, once we ask the right questions.

Objectives:

- + Provide freedom from perhaps the costliest outdated belief systems (B.S.), which is the cause of major stress and effort.
- + Emphasizing a reawakening of conscious awareness returning common-sense back to common practice.
- + Receive a proven tool to implement effective change without the resistance.

# + Agenda (Continued)



## Wednesday, June 15 | Day 2 (Continued)

### 11:00 AM - 12:30 PM (CDT) **Strengthening Our Resilience**

*Dennis Wagner MPA, Principal and Managing Director at Yes and Leadership  
+ Jeneen Iwugo, Deputy Director of the Center for Clinical Standards and Quality (CCSQ) at Centers for Medicare and Medicaid Services (CMS)*

Learn to access powerful and needed sources of Resilience - like Don Berwick's strategy of teaming with partners to "never worry alone." Deliberately and intentionally cultivate and strengthen our personal and professional Resilience. Gain insight and understanding on how we can get more comfortable being uncomfortable. Learn how to tap the sources of Resilience for ourselves and help our colleagues, patients, board members, families, and other key stakeholders to do so as well.

Objectives:

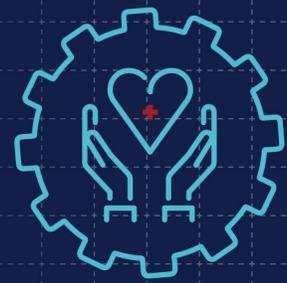
- + Identify we can intentionally and effectively cultivate Resilience in ourselves and others.
- + Interpret how Partners, Purpose, Perspective, Problems and Choice are all powerful sources of Resilience.
- + Discover how to tap these sources with effective, efficient strategies like Don Berwick's "Never worry alone" approach to using Partners as source.

### 12:30 - 12:45 PM (CDT)

### **Conference Closing**

*Jennifer Brockman MHA, BSN, RN, Chief Clinical Program Officer at IHC*

# + More Details



## Location

This is a virtual event that will be run through Zoom.



## Notes

All presentations for this event occur in Central Daylight Time (CDT). Zoom events requires the most up to date version of Zoom. Participants must also log-in individually on each day of the event in order to receive continuing education credit and a certificate of attendance.



## Videos

Registration and participation in the IHC Annual Forum constitute an agreement by the registrant to IHC's use and distribution (now and in the future) of the registrant or attendee's image or voice in photographs, video, electronic reproductions and audio recordings of such events and activities.



## Handout Information

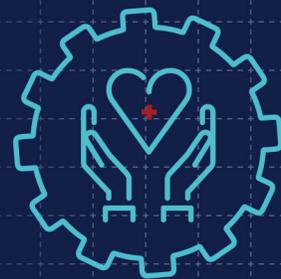
This is a paperless conference. You will be notified via email when the handouts are available online, with a direct link to access the files.



## Cancellation Policy

IHC reserves the right to cancel the Annual Forum due to insufficient enrollment, in which case pre-registered participants will be notified.

# + Continuing Education



## Continued Education

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of HCA Healthcare Continental Division and Iowa Healthcare Collaborative. HCA Healthcare Continental Division is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

### Credit Designation:

HCA Healthcare Continental Division designates this activity for a maximum of 6.0 AMA PRA Category 1 Credit™. Physicians should claim only the credit commensurate with the extent of their participation in the activity. The American Academy of Nurse Practitioners Certification Board, The American Nurses Credentialing Center, and The American Academy of Physician Assistants (AAPA) accept AMA PRA Category 1 Credit™ issued by organizations accredited by the Accreditation Council for Continuing Medical Education (ACCME) toward recertification requirements. \*We suggest that learners check with their state licensing board to ensure they accept reciprocity with AMA PRA Category 1 Credit™ for re-licensure.

### Commercial Support:

This Activity was developed without support from any ineligible company.\*The ACCME defines ineligible companies as those whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients. Note: The ACCME does not consider providers of clinical service directly to patients to be commercial interests – unless the provider of clinical services is owned, or controlled by, and ACCME defined ineligible company.

### Disclosure:

HCA Healthcare Continental Division is committed to providing CME that is balanced, objective, and evidenced-based. In accordance with the Accreditation Council for Continuing Medical Education Standards for Integrity and Independence all parties involved in content development are required to disclose all conflicts of interest with ACCME defined ineligible companies. The CME planning committee who are in a position to control the content of this CME Activity, have no relevant financial relationships with ineligible companies to disclose. The HCA Healthcare Continental Division has identified, reviewed, and mitigated all conflicts of interest that speakers, authors, course directors, planners, peer reviewers, or relevant staff disclose prior to the delivery of any educational activity.

## + Speakers



### **Tom Evans MD, FAAFP, President and CEO at IHC | Des Moines, IA**

Tom Evans, MD has been resident and CEO of the IHC since 2005. Dr. Evans received both BA and MA degrees from Drake University. He received his MD degree from the University of Iowa in 1983 and completed his Family Medicine residency at Broadlawns Medical Center in 1986. He practiced family medicine for 13 years before serving as Chief Medical Officer for the Iowa Health System from 1999 to 2005. Dr. Evans has served as President of both the Iowa Medical Society and the Iowa Academy of Family Physicians. He has also served on the delegations for both the American Medical Association (AMA) and the American Academy of Family Physicians (AAFP). Dr. Evans is a faculty member with the Institute for Healthcare Improvement (IHI), the College of Medicine at Des Moines University, and the College of Public Health at the University of Iowa. He also serves on the Board of Trustees for Bethel University in St. Paul, Minnesota.

### **Dennis Wagner MPA, Principal and Managing Director, Yes and Leadership | Alexandria, VA**

Dennis Wagner is a national and international leader in quality improvement, hospital patient safety, organ donation and transplantation, social marketing and the environment. Dennis and teams that he has led have supported large public and private sector communities of practice in achieving unprecedented improvements and results. Dennis believes in committing to and achieving bold goals in work and in life. Over 33 years in federal civil service, Dennis has learned to respect and appreciate the ability of government to catalyze and support vibrant, rapid, results in national communities of practice. He has also been surprised and profoundly grateful to learn that U.S. civil servants have amazing careers that enable them to lead, support and contribute to major changes and improvements in our nation and the world. Dennis stated that he was privileged to be among the key leaders of a major initiative that has achieved unprecedented improvements in patient safety in United States hospitals, resulting in more than 87,000 lives saved and over \$19 billion in cost savings. Dennis and two of his CMS colleagues were recognized as Federal Employees of the Year for this work.

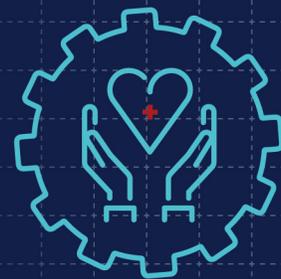
### **Jennifer Brockman MHA, BSN, RN, Chief Clinical Program Officer at IHC | Des Moines, IA**

Jennifer Brockman is chief clinical program officer at Iowa Healthcare Collaborative where she leads an organizational structure that supports quality improvement, patient safety, change management, data analytics, and achievement of strategic directives. Ms. Brockman has more than 20 years of clinical nursing experience in a variety of healthcare settings including acute and long-term care, quality management and infection prevention. She received a bachelor's degree in science and nursing from the University of Iowa and a master's degree in healthcare administration from Walden University. Ms. Brockman has extensive experience designing and executing small and large scale clinical and population health strategies, statewide alignment strategies, and national provider networks.

### **Brian Dieter FACHE, President and CEO at Mary Greeley Medical Center | Ames, IA**

Brian Dieter has served as president and CEO of Mary Greeley Medical Center since July 2008. Prior to that, he was the medical center's chief financial officer for nearly nine years. Before joining Mary Greeley, he spent 10 years at Ancilla Systems Inc. at three affiliated healthcare organizations in financial leadership positions. He received his Bachelor of Science degree in Business from Indiana University in 1985 and his Master of Science degree in Administration from the University of Notre Dame in 1998. He is a Fellow in the American College of Healthcare Executives and former board chair for the Iowa Hospital Education and Research Foundation (IHERF). Dieter is the treasurer of the Iowa Hospital Association. He also serves on the IHC and Health Enterprises boards. He is active in a variety of community organizations, including the Ames Chamber of Commerce, Ames Economic Development Commission, Rotary Club of Ames, and United Way of Story County.

## + Speakers (Continued)



### **Doug Krug SUS, Organization and Cultural Transformation Expert for Sustainable Profitable Growth, Institute for unLearning and Author for The Missing Piece In Leadership | Denver, CO**

Doug is a thought leader in the area of creating and sustaining high-performance teams and organizations. He has written three books (two as co-author) on the power of transformation-in-thinking. The essence of Doug's work is built around the premise that the core of what makes an effective and inspiring leader cannot be taught, not in the traditional sense - it has to be brought out from within. This includes 15 years as part of the Graduate Program at Johns Hopkins University, being part of executive development programs at the Centers for Disease Control and Prevention, Federal Bureau of Investigation, United States Navy, Booz Allen Hamilton, College of Southern Maryland, Medicare, The National Aeronautics and Space Administration, United States Department of Veterans Affairs, Secret Service Academy as well as working with executive teams at General Electric, General Motors, National Association of Securities Dealers Automated Quotations, Lockheed-Martin, Avaya and Governor's Cabinets in three states. For the last 20 years Doug has been designing and implementing effective national health AND care improvement initiatives.

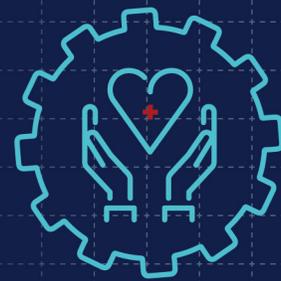
### **Anthony B. Coleman DHA, President and Chief Executive Officer at Broadlawns Medical Center | Des Moines, IA**

Anthony (Tony) enlisted in the United States Navy, serving onboard warships in the Persian Gulf and the Gulf of Oman. After completing two full sea tours, Tony was commissioned as a Naval Officer. While in graduate school, Tony worked in a rural South Carolina hospital where he discovered his passion for eliminating health disparities among vulnerable populations. During his tenure as a naval officer, Tony served in various roles of increasing responsibility, including department head, medical administrative officer onboard USS HARRY S. TRUMAN (CVN 75) and CFO and executive board member at Naval Hospital Beaufort, South Carolina. Some highlights of his 20-year military career include earning the enlisted surface warfare specialist designation, surface warfare medical department officer qualification and the executive medicine additional qualifying designator. While in the military, Tony received a secretary of defense appointment to serve as a United States senate youth program military mentor and served as treasurer of the National Association of Health Services Executives, a nonprofit organization whose mission is to promote the advancement and development of African American health care leaders and to elevate the quality of healthcare services rendered to minority and underserved communities. Tony is a member of the American College of Healthcare Executives and holds the dual distinction of being an Executive Development Program Fellow and Executive Diversity Scholar. He is also a marshall memorial fellow (MMF) of the German Marshall Fund.

### **Jade Perdue-Puli MPA, Acting Deputy Director with AHRQ, CQuIPS | Catonsville, MD**

Jade has spent the past nineteen years serving as a catalyst for healthcare transformation in areas with the most vulnerable populations. Her government career began in the field of organ donation and transplantation at the Health Resources and Services Administration where she, as part of a dynamic team of dedicated professionals saved 15,000 additional lives by culling and spreading best practices of high performing organ procurement organizations and transplant centers. Using that knowledge, she joined the CMS, Quality Improvement Innovation Group where she has worked to improve healthcare quality in nursing homes, hospitals and vulnerable populations. Jade's current role is Acting Deputy Director with AHRQ, CQuIPS.

## + Speakers (Continued)



### **Jeneen Iwugo, Deputy Director of the CCSQ at CMS | Windsor Mill, MD**

Jeneen Iwugo is deputy director of the CCSQ at CMS. She is the senior government executive accountable for leadership, management and operations of the Center for Clinical Standards and Quality. Jeneen has 20 years of government leadership, resource management, quality improvement, communications and policy development expertise. Jeneen is an expert in implementing quality improvement techniques to develop and execute on innovative approaches to the evolving needs of the nation's healthcare system. In her current role as CCSQ deputy director, Jeneen has executive leadership responsibility for CMS' Quality programs including the agency's Quality Improvement Networks, Quality Measurement development, Medicare Coverage and Analysis, Medicare Conditions of Participation and the agency's Survey and Certification work.

### **Joe McCannon MA, Team Lead OCCHE for the HHS/AHRQ | Culver City, CA**

Joe McCannon works at the HHS/AHRQ as part of the team standing up the new OCCHE; he leads the office's work to mobilize and support the health sector. He previously served in the Obama Administration as senior advisor to the administrator at CMS and was part of the founding leadership team at the CMS Innovation (CMMI). Joe was also vice president at the IHI, where he led large-scale improvement initiatives including the 100,000 Lives Campaign, and he was the co-founder and CEO of the Billions Institute, an organization which has supported hundreds of foundations, governments and nonprofits in scaling effective innovations. He has consulted on the topic of large-scale systems change to the Bill and Melinda Gates Foundation, the World Health Organization and several nations, and he has taught graduate-level courses on large-scale change and quality improvement at the UPenn School of Social Policy and Practice and the Harvard T.H. Chan School of Public Health.

### **Priya Bathija, Attorney, Adjunct Professor, Non-profit Trustee, Founder of SABA Leadership Institute and Vice President of Strategic Initiatives at AHA | Chicago, IL**

Priya Bathija is the vice president of strategic initiatives at the AHA where she leads AHA's effort, The Value Initiative, which guides hospitals as they promote value and affordability. She also leads the organization's work on maternal and child health, the societal factors that influence health and is a member of AHA's Health Equity Strategies team. Priya is an adjunct professor at the Loyola University Chicago School of Law where she teaches healthcare payment and policy. She serves as a board member of Chicago Volunteer Legal Services, which provides free legal aid for low income residents in Cook County, and 2020 Mom, an organization aimed at closing gaps in maternal mental healthcare. She also serves as a board member for the SABA of North America and founded and facilitates the SABA Leadership Institute, a professional development program for mid-career attorneys that is now in its second year.

