Healthcare Leadership Institute
Footprints for the Future of Minnesota Healthcare
March 4-6, 2015
Footprints for the Future of Minnesota Healthcare is an especially appropriate theme for our 2015 Leadership Institute as we learn to adapt to the challenges of reform and focus more intently on our goals and priorities as health care organizations. Now more than ever, it is important that we come together to reinforce our strengths and fortify the future of health care in Minnesota.

The Institute task force has developed a challenging and thought-provoking agenda that will take a look at not only how we do business, but how the changing environment will set the pace for how we move forward in years to come. This year’s Institute will give you the opportunity to broaden your thinking about current issues and help you tap into your instincts to create new opportunities and orchestrate better performance. We will provide you with the tools and strategies you need to navigate in this increasingly complex and changing environment.

This year’s Institute will offer a first-time ever, full day program on Thursday with Bryan Sexton on resilience training. Sexton is known world-wide for his ground-breaking programs around the topic of resiliency and burnout. You won’t want to miss this incredible day of learning and evidence-based tools you can use immediately when you return to your facility. Thanks also to MMIC for its generous contribution of co-sponsorship in making this program happen.

Whether you’re a veteran CEO, new to hospital leadership, or a member of your senior leadership team, please join your peers at the Institute to share strategies, challenges, concerns, and camaraderie. We believe you will find this event rich with information and sharing opportunities.
Wednesday, March 4

9 a.m.  Registration/Continental Breakfast

10 a.m.  Opening Remarks and Welcome

10:10 a.m.  Transformation Driven by Servant Leaders
            Dan Malmstrom, president/COO, Douglas Scientific LLC, Alexandria, MN
            Transformational outcomes do not happen by accident. As a successful business leader, Dan Malmstrom knows this first hand. He has guided hundreds of executives to accomplish extraordinary results by using proven, practical frameworks. Malmstrom has seen the power of shared vision unleashed by leaders that are stewards to something bigger than themselves. He intends to offer conference executives practical tools and relevant case studies in that regard. Today, Malmstrom is the CEO of one of Minnesota’s fastest growing life sciences companies — Douglas Scientific. The mission is to “make the world a better place” and the currency which enlists and fuels employee passion is life itself.

11:30 a.m.  Creating an Ambassador Program
            John Herman, site executive, Fairview Lakes Health Services, Wyoming and Fairview Northland Medical Center, Princeton; Caity Eggen, human resources strategy leader for North Region; Fairview Northland Medical Center, Princeton, MN
            This program will provide you with a look at how Fairview Northland Medical Center developed a new and innovative program with its employees, providers and board members to become ambassadors in their communities. In every community you have the responsibility to be a leader in sharing, educating and promoting good health while understanding and responding to the community’s health care needs. Learn how Fairview Northland developed and implemented this new program to help staff become ambassadors to their community by connecting, informing, promoting services and addressing service recovery. The success of this program in Princeton has proven to be rewarding for both the staff and community.

12:15 p.m.  Lunch

1:15 p.m.  Health Care Safety — Protecting Patients and Front Line Staff
            Moderator: Beth L. Heinz, vice president, operations and chief quality officer, Regions Hospital, St. Paul, MN; Panelists: John Strange, president & CEO, St. Luke’s Hospital, Duluth, MN; Laura Keithahn, senior operations leader for acute care hospitals, HealthEast Care System, St. Paul, MN; and Steven Underdahl, CEO, Northfield Hospital, Northfield, MN
            This program has been developed and is presented locally by ACHE Minnesota Healthcare Group Chapter. The American College of Healthcare Executives has awarded 1.5 ACHE Face-to-Face Education Credits to this program.
            Hospitals by their very nature are venues where human emotions ebb and flow under the best and worst circumstances. They are open to the public 24/7 and accept visitors and patients under all conditions. As a consequence, hospital staff can find themselves faced with circumstances that require an ability to avert and manage violent and potentially violent situations aimed at both themselves and the patients they care for. Protecting both patients and staff is a critical element of today’s health care world. This program will present a framework for a patient safety program that protects patients and health care providers from preventable injury. You will hear from health care professionals who have implemented programs and will provide you with lessons learned and what organizational infrastructure is required to successfully implement an effective safety program.

2:45 p.m.  Break

3:10 p.m.  Engaging Physicians in Leadership
            Warren M. Hoffman, Ph.D., chair, The AWL Group, Shoreview, MN
            Physicians are trained and prepared to be healers and advocates for patients. If you ask most physicians today, they did not go to medical school to be a manager or hospital leader. While they are willing to work with administrators and managers, their intention often is not to be a physician leader. This presentation will distinguish clearly the difference between management and leadership. Management deals with all that is fixed, known and predictable. Leadership deals with a fluid future, the unknown, the unpredictable, and often the chaotic. Management is virtually risk free while leadership is full of risk. Physicians know how to deal with the risks experienced by patients. That same skill can be applied with the risks inherent in working with staff, the clinic and hospitals. Participants will experience how to transfer their risk skills inherent in difficult situations.

3:50 p.m.  Stretch Break
4 p.m.  Protecting Minnesota’s Health Care Campaign Update  
Darin Broton, senior consultant, Tunheim Partners, Minneapolis, MN  
MHA partner Darin Broton will lead members through plans for our multi-year public relations and advocacy campaign to better promote the great work hospitals and health systems do every day in our communities. The Protecting Minnesota’s Health Care Campaign is a public-facing campaign, promoting hospitals’ efforts to improve the health of our communities; mobilize hospital resources when needed; and make sure mental health needs are met in the community. Broton will share tools for MHA member hospitals to use with their employees, community stakeholders and elected officials to engage them on behalf of hospital issues as we move forward with MHA’s new four year, multi-faceted campaign to advance, support and defend hospitals’ and health systems’ reputations for high quality and safe patient care.

5 p.m.  Reception — sponsored by CliftonLarsonAllen LLP

Thursday, March 5

9 a.m.  Essentials for Enhancing Professional Resiliency  
J. Bryan Sexton, Ph.D., associate professor, Duke University Health System, Raleigh, NC  
This all day program will provide you with real-time feedback on the essentials of enhancing professional resiliency. You will leave with specific instructions and tools to use to help promote your own resilience and well-being along with an understanding of how to help your employees and physicians in their own fatigue management.

One third to one half of all health care workers are burned out. Burnout predicts clinical and quality outcomes better than any other variable. Sexton will present an enlightening, refreshing, interactive, and entertaining day that will review the prevalence and severity of burnout, describe fatigue management, and provide you with evidence-based resilience tools that you can use immediately.

Dr. Sexton has captured the wisdom of frontline caregivers through rigorous assessment of safety culture and teamwork. His research instruments have been used around the world in over 2,500 hospitals in 20 countries.

10:15 a.m  Break

10:35 a.m  Essentials for Enhancing Professional Resiliency – Part II  
J. Bryan Sexton, Ph.D., associate professor, Duke University Health System, Raleigh, NC  
Before we care about quality, we have to care about work; and before we can care about our work, we have to take better care of ourselves. Where are the role models for resilience and self-care? The growing consensus in the peer-reviewed literature is that burnout levels in health care workers are reaching the breaking point. Against the backdrop of health care reform and economic uncertainty, our resilience is even further compromised. Quality improvement efforts frequently ignore the need to make sure that caregivers are ready for the next big initiative. Rarely do they first build up the resilience of staff before expecting even higher levels of quality and safety to be delivered. For some, jumping into innovation is a reasonable first step; but for many individuals and work units, there needs to be a focus on the caregivers and their needs, to build capacity and bounce back from burnout before providing the training and the tools to improve quality in a sustainable way.

12 p.m.  Lunch

1 p.m.  Essentials For Enhancing Professional Resiliency – Part III  
J. Bryan Sexton, Ph.D., associate professor, Duke University Health System, Raleigh, NC  
In follow-up to the morning session, you will experience laughter, joy and recharging nearly dead batteries as you learn and practice effective techniques to address and manage fatigue, burnout and coping with change. Sexton will end the day with techniques to use as you return to your facility and face the upcoming challenges.
3:40 p.m.  Break

4 p.m.  MHA Region Meeting Jamboree!
  MHA Staff Dialogue
  MHA will host our all-regions briefing on the most important issues Minnesota’s hospitals and health systems face. These meetings will replace the region meetings previously scheduled in March.

5 p.m.  Reception — sponsored by Eide Bailly LLP

Friday, March 6

8:30 a.m.  Telemedicine in the Health Care Delivery System
  Moderator: Steven Mulder, M.D., president & CEO, Hutchinson Health, Hutchinson, MN; Panelists: Maureen Ideker, R.N., B.S.N., MBA, director of Telehealth, Essentia Health-Graceville, Graceville, MN; Kelly Rhone, M.D., Avera McKennan Hospital, Sioux Falls, S.D.
  This program has been developed and is presented locally by ACHE Minnesota Healthcare Group Chapter. The American College of Healthcare Executives has awarded 1.5 ACHE Face-to-Face Education Credits to this program.
  Telemedicine has become increasingly popular throughout the years. Its innovative benefits are of vital interest amid the implementation of the Affordable Care Act. Telemedicine uses a variety of forms of electronic communication technology to provide a convenient method to delivery health care services and education. This program will explore the current and future role of telemedicine in the delivery of health care and will delve into how well this technology has been utilized and received by clinicians and patients. Technical, operational, regulatory and financial aspects of the development of telemedicine programs will be investigated.

10 a.m.  Break

10:20 a.m.  Behavioral and Mental Health Issues in Minnesota — Are We Heading for a Crisis?
  A representative from the Department of Human Services, St. Paul, MN
  Will the Department of Human Services “Reform 2018” initiative come fast enough to help decrease the anxiety and fear of both patients and providers when it comes to behavioral and mental health issues in Minnesota? Reform 2018 is slated to include the issues for psychiatric residential treatment facilities for children and adolescents; tiered payments for intensive residential treatment services and creation of a wrap-a-round benefit for adults with more intensives need. Join us for an update from DHS and get a look at what the future might be from the state’s perspective.

11:15 a.m.  Teamwork, Commitment and Vision
  Speaker to be determined
  At the time of printing the closing speaker has not yet accepted our invitation to speak. Please watch for final announcement in a future edition of Newsline.

12 p.m.  Adjourn
About the Institute

Audience
The Institute is geared toward hospital and health care system executives, department leaders and financial officers, but is open to all health care professionals.

Certification
The content of this Institute is being reviewed by the Minnesota Board of Examiners for Nursing Home Administrators for clock hours. The quantitative value assigned will be indicated on the certificate of attendance awarded to participants who attend all sessions. For confirmation of clock-hour approval, please contact the education department at the Minnesota Hospital Association.

Accommodations
The Institute will be held at the Crowne Plaza Minneapolis West, 3131 Campus Drive, Plymouth, Minnesota. The hotel is holding a block of sleeping rooms at the rate of $129 single or double. Call (763) 559-6600 to make reservations and be sure to mention you are with the MHA Healthcare Leadership Institute. Registration cut-off date for the special room rate is Feb. 10, 2015. Click here to make your reservations online.

Fees
Cost is $315 per person from a member facility, $400 per person for sponsoring associate members or $450 for non-sponsoring associate members and non-members. A special rate of $199 is available for Thursday only if you attend the all-day Resiliency Program with your CEO. Your registration fee includes scheduled luncheons, breaks, receptions and course materials. Registration is personal and made for the entire period of the Institute. If you have special health, mobility or dietary needs, please indicate this on your registration form. All cancellations must be submitted in writing. For cancellations received on or before Feb. 25, 2015, tuition will be returned less a $25 processing fee. After Feb. 25, 2015 no refunds will be made, although registration is transferable to another person from the same organization.

Confirmations
Written confirmation will be emailed or mailed to all registrants. If you do not receive a confirmation letter please call Cari Kronschnable at (651) 641-1121 or (800) 462-5393.

Registration Process
You may register in any of the following ways:
Mail the enclosed form to:
Minnesota Hospital Association
2550 University Ave. W., Suite 350-S
St. Paul, MN 55114-1900
Fax the enclosed form to MHA at (651) 659-1477.
Online: www.mnhospitals.org
Log-in and click on the “Calendar of Events” link to register.

2015 Institute Task Force
Special thanks to the following people for their help and ideas in providing information for development of the 2015 Institute:

Mary Klimp, chair, chief administrative officer
Mayo Clinic Health System in New Prague

James Bymark, vice president – clinical development
Range Regional Health Services, Hibbing

Chad Cooper, president/CEO
Riverwood Healthcare Center, Aitkin

Kevin Gish, administrator & regional V.P., West Region
Essentia Health-Fosston

John W. Herman, site executive
Fairview Lakes Health Services, Wyoming
Fairview Northland Medical Center, Princeton

Joy Johnson, chief operating officer
Sanford Bemidji Medical Center

Jeffrey Lang, chief executive officer
United Hospital District, Blue Earth

Mary B. Maertens, regional president
Avera Marshall

Dennis Miley, administrator
CentraCare Health – Paynesville

Steve Moburg, CEO/administrator
Madison Hospital

Tim Rice, president/CEO
Lakewood Health System, Staples

Mary J. Ruyter, chief executive officer
Sanford Jackson Medical Center

Daniel J. Swenson, administrator/CEO
CentraCare Health – Long Prairie

Carl Vaagenes, chief executive officer
Douglas County Hospital, Alexandria

Program Location
Crowne Plaza Minneapolis West
3131 Campus Drive
Plymouth, Minnesota 55441
(763) 559-6600
www.cpplymouth.com/

For specific directions to the hotel, please call the Crowne Plaza directly. A map will be provided with your confirmation letter.
Registration Form — Healthcare Leadership Institute, March 4-6, 2015

List names as you wish them to appear on name tags:

Name________________________________________ Title________________________________________

Email Address________________________________________________________________________

Name________________________________________ Title________________________________________

Email Address________________________________________________________________________

Facility________________________________________________________________________________

Address_______________________________________________________________________________

City_________________________________________ State_______________ Zip_______________

Phone ( ) _________________________________ Fax ( ) _________________________________

☐ Full conference (see fees)
☐ Thursday only ($199)

☐ Enclosed is a check payable to Minnesota Hospital Association

☐ Charge to MasterCard

☐ Charge to Visa

Card # _________________________________ Sec. Code: ___________ Exp. Date ____________
(3 digit code on back of card)

Name on Card________________________________________________________________________

Signature____________________________________________________________________________

Send form with payment to:
Minnesota Hospital Association
Attn: Education
2550 University Ave. W., Ste. 350-S
St. Paul, MN 5514-1900
Fax to: (651) 659-1477
Register Online: www.mnhospitals.org