

**2022 SMALL & RURAL HOSPITALS  
ANNUAL MEETING**

# Inspiring Connections

1½-DAY IN-PERSON IHA SIGNATURE EVENT

**JOIN US FOR NEW STRATEGIES  
FOR TODAY'S TOP ISSUES:**

- Staff burnout
- Recruitment and retention
- Growth and sustainability

**CROWNE PLAZA SPRINGFIELD  
JUNE 16 - 17, 2022**



Your trusted voice and resource

As healthcare pivots, so must the leaders tasked with restoring purpose and hospital viability.

## **THE GOAL**

Emerge stronger and better prepared for tomorrow's challenges.

## **HOW TO GET THERE**

With practical strategies and a leadership approach that's both inspired and extreme.

**This year's annual meeting focuses on revitalizing your staff, growing your workforce, and exploring regulatory and financial impacts on sustainability.**

# Session Highlights



## Keynote Address

### The Future of Rural Hospitals: Critical Factors for Growth and Sustainability

**PAUL KECKLEY, PHD**

Managing Editor, *The Keckley Report*

The question of how to stay viable is nothing new for hospitals. The pandemic, though, amped up the pressure on hospital finances in multiple ways. As the worst of the pandemic seems passed us, now is the time to recover your financial strength through growth and sustainability. As leaders, you have the power to shape the future of rural healthcare, with an eye toward both refueling your organization's finances and meeting the needs of your communities. This keynote address will urge hospital leaders to embrace the uncertainty, invest strategically, operate efficiently and execute deliberately. Taken together, this formula for success can propel your organization forward, meeting the challenges of today while preparing for the future.



## Leadership

### Inspired Leadership

**RICH BLUNI, RN**

Senior Director, Huron Consulting, National Speaker and Author

Think back to the beginning of your healthcare career: What drove you to the profession? For many, it was the opportunity to help others, often in their most challenging moments. Yet healthcare today—after over two years of the pandemic—is facing its own steep challenges. Recapturing the purpose in healthcare depends on your leadership. With action-oriented steps and compelling personal stories, this session will show you how inspired leadership can restore your staff's energy and reignite their passion. This spark makes achieving the best results possible—for your workforce and your patients.

# Session Highlights



## Burnout

### Burnout Affects All of Us: Solutions to Restore Well-Being in Healthcare

**JESSICA GOLD, MD, MS**

Assistant Professor and Director of Wellness, Engagement and Outreach, Department of Psychiatry, Washington University School of Medicine, St. Louis

Burnout is the common denominator in healthcare today. No doubt it's impacted all healthcare professionals during the pandemic, affected staffing levels and increased the possibility of errors in patient care. As leaders, you aren't immune to burnout. You need solutions to restore your own well-being, as well as ideas to help your staff and rebuild capacity to meet the ever-present demands of healthcare. Two simple solutions: transparency of leaders and support from supervisors. The impact of both will surprise you during this much-needed session on mental health and organizational wellness.



## Recruitment

### Intensify your Recruitment Efforts through Process, Team and Action Steps

**MICHELLE VARCHO, MBA, SPHR**

Director, Education Outreach and Outcomes, 3RNET

Ask any 10 hospital leaders if they're looking to hire and all 10 will answer with a resounding "yes." Recruiting and retaining healthcare professionals is a top industry challenge. Yet rural hospital leaders know it's even more challenging to attract new staff to less populated areas. This sessions brings the expertise of an HR leader with a strategic approach to overcoming the unique barriers to recruiting and retaining healthcare professionals in rural areas.

# Session Highlights



## Compliance Strategies

### Federal Regulatory Update: Impact on Rural Providers

#### **MARTIE ROSS**

Kansas City Office Managing Principal and Director,  
Center for Rural Health Advancement, PYA

Managing the impact of federal legislation and new regulations requires something basic of every rural hospital leader: a to-do list. This session will break down major changes from the federal government to best position your hospital. You'll gain insight into key developments, from the No Surprises Act to the COVID-19 public health emergency.



## Leadership

### Extreme Leadership for High-Performing Teams

#### **URS KOENIG, PHD, MBA, MS, PCC**

International Keynote Speaker, Military Peacekeeper and  
Ultra-Endurance Competitor

Successful leaders must do three things well: build your organization; inspire your people and execute. Extreme leadership will challenge the notion of business as usual and re-energize your efforts to build high-performing teams. This year's closing session will inspire you with leadership success stories and leadership lessons so you can better relate to and inspire others. You'll learn how to engage passionately and personally and how to keep your focus and say "no" when necessary. Armed with this fearless approach to leadership, what will you do differently Monday morning?

# Hotel & Registration

Registration is open only to IHA-member hospitals and health systems and 2022 IHA Corporate Sponsors.

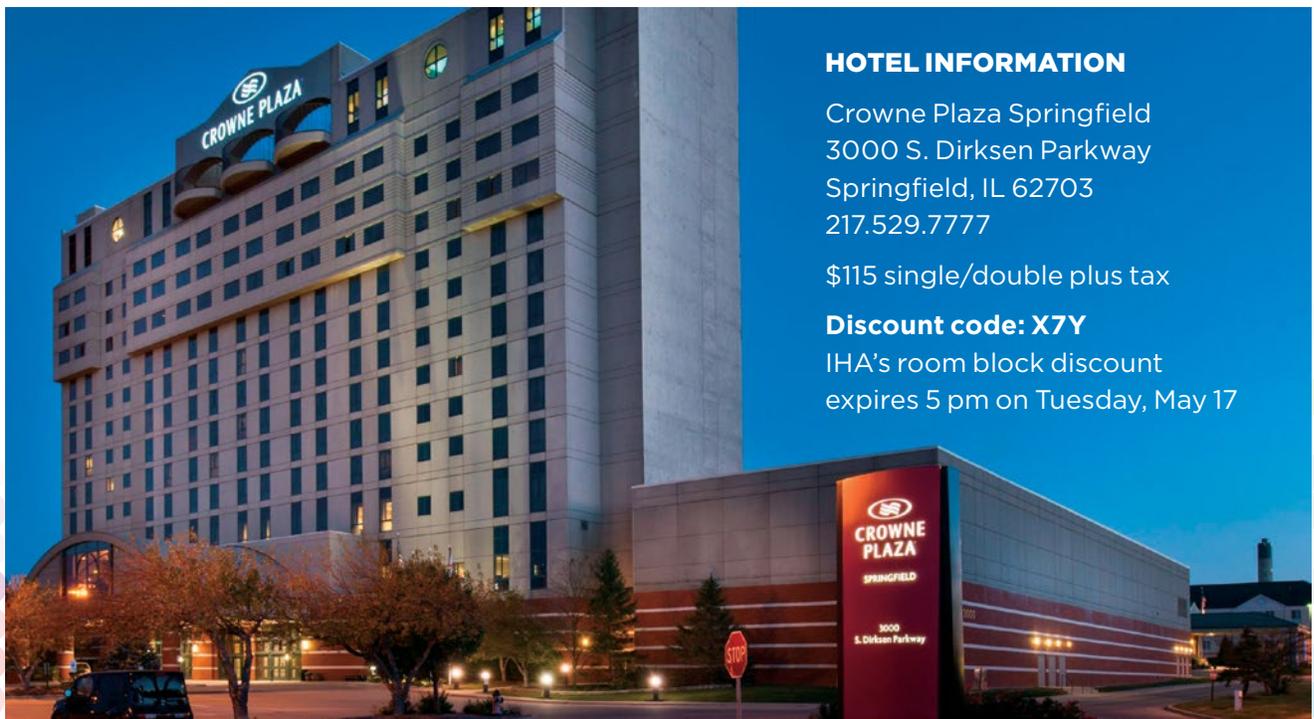
## REGISTRATION FEES

First staff member per hospital or health system	\$300
Each additional staff member*	\$275/person
Hospital board members	\$175/person
Any one-day registration	\$150/person

\* The additional registrant(s) must be employed at the same hospital or health system corporate office as the first registrant to qualify for this discount.



<https://cvent.me/IPawG1?RefId=smallandrural2022>



## HOTEL INFORMATION

Crowne Plaza Springfield  
3000 S. Dirksen Parkway  
Springfield, IL 62703  
217.529.7777

\$115 single/double plus tax

### Discount code: X7Y

IHA's room block discount expires 5 pm on Tuesday, May 17

# IHA Small & Rural Hospitals Education Committee

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**Dana Taylor, MSW, LCSW, ACSW**  
Chief Operating Officer, Fairfield  
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