



Indiana  
Hospital  
Association

ANNUAL  
MEETING  
2023



OCT 23 + 24

WESTIN INDIANAPOLIS

# ANNUAL MEETING | OCT 23-24

WESTIN INDIANAPOLIS | 241 W WASHINGTON ST

---

## REGISTRATION

Registration should be done online at <https://cvent.me/d81bKb>

IHA Hospital Members, Sponsors, and Endorsed Business Partners: \$895

Oct. 23 Awards Ceremony & Reception Only: \$100

Questions? Contact [Molly Kelly](#), IHA Member Engagement & Marketing Coordinator

## ATTENDANCE

If you are employed by an IHA member hospital, corporate sponsor, event sponsor, or Endorsed Business Partner, you are invited to attend IHA's Annual Meeting at the member rate. Please note that we do not have a non-member registration rate. If you are unsure whether your hospital is an IHA member, please reach out to [Shirley Jones](#).

## iHEN & ACHE

As an independent chartered chapter of the American College of Healthcare Executives, the Indiana Healthcare Executives Network (iHEN) are authorized to award a total of 7.0 hours of ACHE Qualified Education credits toward advancement or recertification in the American College of Healthcare Executives.

Participants in this program who wish to have it considered for ACHE Qualified Education credit should list their attendance when they apply to the American College of Healthcare Executives for advancement or recertification.



# ANNUAL MEETING AGENDA | OCT 23

---

<b>8 – 9 a.m.</b>	Board of Directors Meeting - Invitation only
<b>8:30 – 9:30 a.m.</b>	Networking Breakfast
<b>9:30 – 9:40 a.m.</b>	Welcoming Remarks
<b>9:40 – 10:40 a.m.</b>	Managing to Win - Joe Theismann
<b>10:40 – 11:10 a.m.</b>	Break
<b>11:10 a.m. – 12:10 p.m.</b>	From Handshake to Hashtag: Communicating & Marketing to Four Generations - Phil Gwoke
<b>12:10 – 1:15 p.m.</b>	Lunch
<b>1:15 – 1:45 p.m.</b>	Business Meeting - All members encouraged to attend
<b>1:45 – 2 p.m.</b>	Break
<b>2 – 3 p.m.</b>	Managing & Optimizing the Human Margin - Dr. Katherine Meese
<b>3 – 3:30 p.m.</b>	Break
<b>3:30 – 5:30 p.m.</b>	Awards Ceremony: The Power of Authentic Storytelling - Brandon Stanton
<b>5:30 – 6:30 p.m.</b>	Awards Reception

# ANNUAL MEETING AGENDA | OCT 24

---

<b>7:15 - 8:15 a.m.</b>	Networking Breakfast, Coffee, & Conversation - Dr. Ted James
<b>8:15 - 9:15 a.m.</b>	Making Your Industry's Voice Heard - Karl Rove
<b>9:15 - 9:30 a.m.</b>	Break
<b>9:30 - 10:30 a.m.</b>	Health Care AI: Do the Right Thing - Dr. Barry Chaiken
<b>10:30 - 10:45 a.m.</b>	Break
<b>10:45 - 11:45 a.m.</b>	Enhancing the Value of Health Care Delivery Through Physician Leadership and Clinical Innovation - Dr. Ted James
<b>11:45 a.m. - 12:45 p.m.</b>	Lunch
<b>12:45 - 2:15 p.m.</b>	Panel: The Health Care Organization's Role in Formulating Public Policy - Trent Fox, Dr. Eric Fish, Taryn Stone, Laura Smoots
<b>2:15 p.m. - 2:30 p.m.</b>	Break
<b>2:30 - 4 p.m.</b>	Balancing Act: Finding Your Future Footing - Casi Roethler
<b>4 p.m.</b>	Adjourn

# THANK YOU TO OUR CORPORATE SPONSORS!

---

## PLATINUM SPONSOR



## DIAMOND SPONSOR



## GOLD SPONSORS



## SILVER SPONSORS



## BRONZE SPONSORS

- Design Collaborative
- FORVIS
- Guidon Design
- Indiana Rural Health Association
- MedPro Group
- MKM Architecture + Design
- Regenstrief Center for Healthcare Engineering
- Taft

## SUPPORTER SPONSORS

- CPS
- Fresenius Kabi
- Krieg DeVault
- Labcorp
- Vitivity
- Wittkiewer

# THANK YOU TO OUR ENDORSED BUSINESS PARTNERS

---



---

## EVENT SPONSORS

CarDon & Associates - Break Sponsor

CarePort - Awards Ceremony Sponsor

Concord Medical Group - Hand Sanitizer

Cornerstone Companies - Breakfast Sponsor

Cyrano Video - Event Sponsor

Evolv Technology - Break Sponsor

Hall Render - Session Sponsor

Jorie Healthcare Partners - Session Sponsor

Krieg DeVault - Session Sponsor

Meadows & Ohly - Session Sponsor

Patients Choice Laboratories - Break Sponsor

Saguaro Forensic Consulting Firm - A/V Sponsor

Schmidt Associates - Breakfast Sponsor

STL Communications - WiFi Sponsor

US Anesthesia Partners - Lunch Sponsor

## GENERAL SESSION

---

### MANAGING TO WIN | MON, OCT 23 | 9:40 A.M.

In his charismatic and entertaining style, Joe Theismann draws parallels between his successful career as an NFL quarterback and you – the executive, manager, or staffer – with the goal of managing to win. He understands that good management and effective leadership is not a game of follow the leader; it's all about people. Listening, trusting, and motivating individuals to take ownership of team goals is the driver of success.



**JOE THEISMANN,  
FOOTBALL LEGEND**

#### Session Objectives:

1. Learn the importance of listening to people and trusting them.
2. Learn to motivate individuals to take ownership of team goals.

*\* This session is eligible for one (1) ACHE Qualified Education credit*

Joe Theismann is an entrepreneur and the former star quarterback for the Washington Redskins, now known as the Commanders. Most recently, he spent the last 2 decades working for ESPN and the NFL Network as an NFL analyst. Joe graduated in 1971 from the University of Notre Dame, where he received All-American honors in both Football and Academics.

Joe was selected as the NFL's Man of the Year in 1982 for his community service and dedication to the health and welfare of children. In 1983, he won the league's Most Valuable Player Award, leading Washington to a second consecutive Super Bowl appearance. Joe Theismann's career ended abruptly in 1985 after sustaining a badly broken leg during a Monday Night Football game against the New York Giants on national television.

With every chapter of his life, Joe evolved from athlete to the ultimate businessman. An Emmy award-winning analyst, businessman and athlete, he utilizes his gifts, talent and high energy to share his strategies for handling unforeseen change.

**THIS SESSION IS SPONSORED BY:**

**Meadows & Ohly**

### FROM HANDSHAKE TO HASHTAG: COMMUNICATING & MARKETING TO FOUR GENERATIONS | MON, OCT 23 | 11:10 A.M.

To effectively reach customers or a broader targeted audience, it's essential to understand them beyond their income, education, and spending habits. While these are indeed valuable factors, an often-neglected perspective is the generational lens. Understanding each generation's behavior in the marketplace and how their unique needs play out in decision making is essential for communicating and marketing to all generations. Adding a level of generational understanding to a health care team's communication toolkit will make a difference in patient care.



**PHIL GWOKE,**  
BRIDGEWORKS  
GENERATIONAL EXPERT

#### Session Objectives:

1. Expect to walk away with a greater understanding of how to handle communication, trust, and collaboration.
2. Learn what approaches and techniques appeal to each generation by offering hands-on advice for individuals who want to reach a diverse demographic, no matter the generation.

*\* This session is eligible for one (1) ACHE Qualified Education credit*

Around BridgeWorks HQ, Phil is known as the motivator and the historian. Before becoming a speaker, he pursued his passion to help people be their best selves as a high school teacher, college admissions professional, marketing coordinator, corporate trainer, and even small business owner. He has maintained strong ties to his local community as a mentor and consultant to young entrepreneurs, and he brings his diverse background and skillset to the BridgeWorks team.

Phil is one of BridgeWorks' resident Gen Xers and brings his unique humor, experiences, research, and generational expertise to every session he delivers. He's also the proud father of a recent Gen Z college graduate.

### MANAGING & OPTIMIZING THE HUMAN MARGIN | MON, OCT 23 | 2 P.M.

With employee burnout, disengagement, and departure from the field of health care, maintaining a healthy and flourishing workforce is one of the grandest challenges facing organizations today. The research on what is driving turnover, burnout and disengagement is not what you might think. This interactive session translates decades of research into evidence-based strategies to maximize the odds of successfully sustaining a thriving workforce.



**KATHERINE MEESE, PHD,  
UNIVERSITY OF ALABAMA,  
BIRMINGHAM**

#### Session Objectives:

1. Discuss elements that support human flourishing
2. Identify organizational & team strategies to optimize recruitment & retention
3. Explore the role of job crafting and empowering leadership in engaging the workforce
4. Discover evidence-based strategies for improving individual and organizational resilience

*\* This session is eligible for one (1) ACHE Face-to-Face Education Credit*

Katherine is an assistant professor in the Department of Health Services Administration at UAB. She also serves as the director of wellness research in the UAB Medicine Office of Wellness, director for the Center for Healthcare Management and Leadership, and as program director for the Graduate Certificate in Healthcare Leadership. She earned her PhD in health services administration with a specialization in strategic management from the University of Alabama at Birmingham.

In addition to an upcoming book co-authored by Quint Studer, *The Human Margin*, she is a co-author of two textbooks on organizational behavior in healthcare that are used in programs across the country. Her research has been published in *Anesthesia & Analgesia*, *Health Services Management Research*, *Journal of Health Administration Education*, and *Health Care Management Review*.

**THIS PROGRAM HAS BEEN DEVELOPED AND  
IS PRESENTED LOCALLY BY iHEN**



# ANNUAL AWARDS & SPECIAL PRESENTATION

---

## THE POWER OF AUTHENTIC STORYTELLING | MON, OCT 23 | 3:30 P.M.

As the founder of the street portrait blog, “Humans of New York,” Brandon Stanton has emerged as a worldwide Internet phenomenon and one of today’s most influential storytellers. With millions of social media followers, Brandon candidly shares his own story, which like those on HONY, illustrates the power of the Internet, the value of storytelling, and our desire to remain connected with real people in a tech-driven world.



**BRANDON STANTON,**  
**HUMANS OF NEW YORK**

### Session Objectives:

1. To show the power of one person and one idea to inspire millions.
2. To encourage others to be a force for good and contribute something meaningful to the world.

*\* This session is eligible for one (1) ACHE Qualified Education credit*

Brandon’s gift for storytelling has spawned two best-selling books, “Humans of New York,” which spent 45 weeks on the New York Times best-seller list, and “Humans of New York: Stories.” On stage, he candidly shares his own personal story, and the perspective he has gained since embarking on his journey to help others tell theirs. Listeners take away a renewed appreciation for the power of one person and one idea to inspire millions, and encouragement to be a force for good and contribute something meaningful to the world.

At the conclusion of Brandon’s inspiring conversation, we’ll turn our attention to our annual awards celebration, where we will highlight several individuals who have indeed made very meaningful contributions to their communities and their professions.

Honors include Distinguished Service Award, Award of Merit, Douglas J. Leonard Caregiver of the Year Award, Administrative Professional Excellence Award, and the Stella Scholarship. Plan to join this session as we reveal the recipients and celebrate “the power of one” to inspire all of us to be a force for good.

## THIS SESSION IS SPONSORED BY:



## GENERAL SESSION

---

### MAKING YOUR INDUSTRY'S VOICE HEARD | TUES, OCT 24 | 8:15 A.M.

Political consultant and policy advisor Karl Rove will lead a conversation about how health care facilities can more effectively be heard by leaders in Washington. He says the key is in marshalling our true strength at the local level to make our case to the right people in the right way at the right time.

#### Session Objectives:

1. The importance of regular contact by your staff and board with elected officials, but contact with substance, even if there's no ask.
2. Seeing your people where they work - why that's useful for you to offer and for them have offered.
3. Yours is a complicated enterprise: the need to focus on what's important in a way that's helpful for you and them.
4. The importance of acknowledging time and interest.

*\* This session is eligible for one (1) ACHE Qualified Education credit*

Karl Rove, an iconic political strategist and one of the most sought-after political pundits of our time, is best known for his provocative and robust knowledge of major political issues. He served as Senior Advisor to President George W. Bush from 2000-2007 and Deputy Chief of Staff from 2004-2007, and was the architect of President Bush's 2008 and 2004 White House victories.

Rove writes a weekly op-ed for the Wall Street Journal, and is the author of the New York Times bestseller, "Courage and Consequence." His latest book is, "The Triumph of William McKinley." A Colorado native, Rove lives in Austin, Texas where he teaches at the University of Texas and serves on the Texas State History Museum and McDonald Observatory boards.



**KARL ROVE,**  
POLITICAL STRATEGIST

THIS SESSION IS SPONSORED BY:



## GENERAL SESSION

---

### HEALTH CARE AI: DO THE RIGHT THING | TUES, OCT 24 | 9:30 A.M.

While artificial intelligence (AI) offers clinicians, researchers, and administrators amazing tools to enhance patient safety, improve quality, develop new therapies, and better manage costs, how we implement AI will determine our level of success. AI offers both great promise and peril.

#### Session Objectives:

1. Review the healthcare domains AI can influence and provide value
2. Learn the basic steps needed to leverage AI in their work and organization effectively
3. Understand the risks and benefits AI offers
4. Explore best practices incorporating AI into clinical and administrative workflow and processes

*\* This session is eligible for one (1) ACHE Qualified Education credit*

Barry P. Chaiken, MD, MPH has over 25 years' experience in healthcare information technology, clinical transformation, and business intelligence. He is the author of the recently released *Navigating the Code: How Technology Transforms the Patient-Physician Journey*, a groundbreaking book on healthcare information technology and its potential impact on quality, access, and cost of care.

He currently serves as President of DocsNetwork Ltd. and previously worked with the National Institutes of Health, UK National Health Service, McKesson, Infor, and Salesforce/Tableau. He has served as guest lecturer and consultant on topics including patient safety, clinician adoption of information technology, quality improvement, and managed care.

Dr. Chaiken is board certified in General Preventive Medicine and Public Health as well as Health Care Quality Management. He is also an Overseas Fellow of the Royal Society of Medicine.



**BARRY CHAIKEN,**  
**MD, MPH,**  
**DOCSNETWORK LTD.**

**THIS SESSION IS SPONSORED BY:**

**J O R I E**  
healthcare  
partners

## GENERAL SESSION

### ENHANCING THE VALUE OF HEALTH CARE DELIVERY THROUGH PHYSICIAN LEADERSHIP & CLINICAL INNOVATION | TUES, OCT 24 | 10:45 A.M.

In the ever-evolving landscape of health care, physician leadership and clinical innovation are key in driving value. This session provides an exploration of the intersection between these two crucial areas. Dr. James discusses how health care organizations can empower physician leaders to lead innovation efforts, fostering a culture of continuous improvement that enhances patient care. He further explores practical strategies and methods that can be employed to stimulate creativity and collaboration, encouraging health care professionals to envision and implement new approaches to clinical care.



**TED JAMES,**  
**MD, MHCM, FACS,**  
**HARVARD MEDICAL**  
**DIRECTOR**

#### Session Objectives:

1. Understand the role of physician leadership in driving clinical innovation and enhancing health care delivery value.
2. Gain insight into strategies for fostering a culture of innovation within health care settings.
3. Employ practical methods to empower physician leaders in their roles as innovators and change agents.
4. Explore examples of how physicians can drive patient-centered, value-based organizational performance.

*\* This session is eligible for one (1) ACHE Qualified Education credit*

As a physician leader, educator, and health care management consultant for more than 20 years, Dr. Ted James inspires individuals to become engaged change agents who have a positive impact on organizational culture. He believes that the only way to succeed in health care is to promote new ways of meeting patients' needs and to create clinical teams that thrive. As a medical director and lecturer within the Harvard health care system, he leads international programs focused on digital health, clinician engagement, and patient experience. He is an author who writes about the trends shaping the future of medicine and strategies for transforming the health care ecosystem.

Dr. James has received numerous awards for his contributions to teaching, leadership, and quality. One of his greatest professional satisfactions comes from partnering with others to reimagine healthcare in ways that improve organizational performance and the wellbeing of patients, care teams, and communities.

### THIS SESSION IS SPONSORED BY:



## PANEL DISCUSSION

---

### THE HEALTH CARE ORGANIZATION'S ROLE IN FORMULATING PUBLIC POLICY TUES, OCT 24 | 12:45 P.M.



As the movement continues from volume to value in health care, leaders must be knowledgeable about Medicare and Medicaid changes, and Federal, state and local health care legislation issues. Health care leaders also must consider critical issues that confront their organizations daily, from access to care, patient safety and population disparities. In addition, leaders must also be in tune with payer demands for cost containment and the growing expectation for transparency as well as innovative models to deliver health care in their community. How can your organization advocate and stay on top of the various public policy issues that clearly affect your community and health care providers? How important is it for health care leaders to become involved in policy issues at the local, state and national levels? Can your participation really impact how regulatory and fiscal decisions get made? What are the advantages or disadvantages to your organization in joining this kind of an advocacy effort?

#### Topics for Discussion:

1. How can health care leaders keep informed about Federal, state and local policy issues?
2. How can health care organizations become involved in public policy?
3. What are the issues that are most immediately of concern?
4. What are the longer-term issues?
5. Is there a role for local health care organizations in the local, state and national policy arena?
6. What could that role be?
7. How do you ensure your voice is heard and issues are addressed?

*\* This session is eligible for one (1) ACHE Face-to-Face Education Credit*

#### Panelists:

- Trent Fox - VP of Government Relations, Indiana Hospital Association
- Dr. Eric Fish - President/CEO, Schneck Medical Center
- Taryn Stone - Partner, Ice Miller
- Laura Smoots - Executive Director of U.S. State Public Policy, Eli Lilly

THIS PROGRAM HAS BEEN DEVELOPED  
AND IS PRESENTED LOCALLY BY iHEN



### **BALANCING ACT: FINDING YOUR FUTURE FOOTING | TUES, OCT 24 | 2:30 P.M.**

As financial pressures, workforce challenges, capacity constraints, consumer expectations and post-pandemic implications plague health systems, near-term needs must be balanced with long-term strategy. Health care executives are called to balance priorities—rolling budgets with long-term planning, capacity challenges with growth goals, dwindling margins with health equity commitments, and more. Join Sg2 expert, Casi Roethler, as she shares the trends critical to your organization and how you can create beauty in the balance and take tangible steps to the future for your organization.



**CASI ROETHLER,  
SENIOR CONSULTING  
DIRECTOR, SG2**

As part of the enterprise and physician strategy practice on Sg2's Intelligence team, Casi works with strategy leaders, boards of directors, and executive teams to understand the impact shifts in the health care environment will have on their organizations. She has specific expertise in enterprise strategy planning and execution, value-focused health care organizations, health technology, and how venture capital and private equity are impacting the broader health care landscape. She also serves as a faculty member of Sg2's strategic planning course, providing workshops and presentations for members in service of developing all types of health care leaders into more strategic and future-oriented thinkers.

Prior to joining Sg2, Casi acquired over 10 years of health care experience, predominantly spent in operational and program development roles in large health systems. Much of that time was spent focused on financial turnarounds, value-focused operations, leveraging analytics for performance, and innovations around new care models and programs to meet market needs. Most recently, Casi worked for a pediatric mental health start-up, and prior to that she worked with the executive team at Ochsner Health as a leader in its strategy office.

Casi received a bachelor's degree from the University of Northern Iowa and a masters of health administration and masters of business administration: corporate finance from the University of Iowa.