

# NHA PROGRAMS ◀ WEDNESDAY, OCTOBER 14 ▶

## Pre-Conference Workshop



### The Agencies of Health Care Leadership

8:30 a.m. – 2:00 p.m. (lunch provided)

The pre-conference workshop will address the compelling agencies that define exceptional leadership in today's health care organizations and will discuss the realities of today's health care environment, the changes in employee perceptions, and the strategies and behaviors that are critical to today's leaders. The program will include discussing the agencies of effective personal and organizational communication, future-focused change, closure and recovery from past negative events, and performance and accountability.

**Harry Chambers** Harry Chambers brings more than 30 years of practical business experience to his content-rich presentations. His experience ranges from that of an hourly employee to executive officer in the sales, operations, training and administrative areas with privately held and Fortune 500 companies. He is President of the Atlanta-based training and consulting company Trinity Solutions, Inc., and a graduate of Kent State University. Mr. Chambers has worked extensively with industry leaders such as Pratt and Whitney, Cingular Wireless and Carrier Corporation, as well as many public sector and non-profit agencies. He is a frequent presenter at *Inc. Magazine's* leadership development conferences and his work has been featured on the Web sites of CNN FN and *BusinessWeek*. An award-winning author, his books have been translated into six foreign languages. He has been a guest on NBC's *Today Show*, ABC's *Morning News* and National Public Radio's *Morning Edition*.

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## Opening Keynote Session



### Silence Kills: The Seven Crucial Conversations in Health Care

2:30 p.m. – 4:30 p.m.

The opening keynote session for this year's convention will feature Joseph Grenny, co-author of *Crucial Conversations: Tools for Talking When Stakes are High*. This is a widely popular book and was selected as one of this year's NHA One Book One Hospital titles. The opening keynote session is titled Silence Kills: The Seven Crucial Conversations in Health Care.

**Joseph Grenny** All too often, well-intentioned professionals in health care organizations choose not to speak up when they're concerned with behavior, decisions or actions of a colleague. This presentation will review seven categories of conversations that are especially difficult and at the same time appear to be especially essential for people in health care to master. These include broken rules, mistakes, lack of support, incompetence, poor teamwork, disrespect and micro-management. Mr. Grenny will discuss creating a culture where health care workers speak up before problems occur.

Over the past 20 years, Mr. Grenny has taught and advised more than one hundred thousand leaders on every major continent from the boardrooms of Fortune 500 companies to the slums of Nairobi, Kenya. He has advised CEOs and senior executives on more than a dozen major initiatives—receiving credit from Lockheed Martin Aeronautics' President as a key factor in helping the organization win the \$200 billion Joint Strike Fighter program.

He is co-author of three New York Times best sellers, *Influencer: The Power to Change Anything*, *Crucial Conversations: Tools for Talking when Stakes are High*, and *Crucial Confrontations: Tools for Resolving Broken Promises, Violated Expectations and Bad Behavior*.

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## Chairman's Reception

4:45 p.m. – 6:30 p.m.

Whether you're a seasoned veteran or this is your first time attending the NHA Annual Convention, this event is especially for you! Meet and mingle with other health care professionals as you reconnect and network at our opening reception. It's a fun way to jump start your convention experience. Enjoy the beautiful atmosphere of The Cornhusker Marriott at the Chairman's Reception.

Relax after a full day of convention programs by sipping on a glass of wine or enjoying your favorite beverage, while sampling from a tempting array of hors d'oeuvres. Each participant will be provided with two tickets for beverages.

# NHA PROGRAMS ◀ THURSDAY, OCTOBER 15 ▶

## Health Care Resource Displays

8:00 a.m. – 4:00 p.m.

NHA is pleased to collaborate with several additional non-profit health care organizations. Learn more about these groups and the services they provide at the Health Care Resource Displays area.

## Keynote Session 2



Todd Linden

## Living Great Leadership

8:30 a.m. – 10:30 a.m.

Todd Linden, President and Chief Executive Officer of Grinnell Regional Medical Center, an 81-bed, private non-profit hospital in Grinnell, Iowa, will deliver keynote session 2, Living Great Leadership. In his message, Mr. Linden will give participants an opportunity to share their best leadership ideas. The presentation will focus on the best strategies for developing a leadership culture for your hospital, your community and even yourself. Attendees will leave the session armed with practical and proven ideas for empowering leadership, and will gain to make it happen.

Mr. Linden serves on the American Hospital Association's board of trustees; is past-chair of both the Iowa Hospital Association and Health Enterprises of Iowa; serves on the Grinnell College board of trustees; and is a past board member for the Des Moines University–Osteopathic Medical Center. He is also an adjunct faculty member at the University of Iowa and Des Moines University. He has been active at the state level through appointments made by Iowa's governor, including chair of the Iowa Telemedicine Advisory Council, member of the 461 Task Force (legislative study group of the Iowa Communication Network) and member of IowACCESS (intergovernmental technology committee).

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# NHA PROGRAMS ◀ THURSDAY, OCTOBER 15 ▶

## NHA Annual Business Meeting *Revised meeting format!*

11:00 a.m. – 12:00 p.m.

All institutional members of the Nebraska Hospital Association are invited to attend the Annual Business Meeting to learn about NHA projects, progress and current health care issues, and to vote in new members to the NHA board of directors. This newly revised meeting arrangement includes a video presentation that will update members on NHA activities, recognition of the Meritorious Service Award recipient and more.

## NHA Trade Show

11:30 a.m. – 2:30 p.m.

The NHA 2009 Annual Convention Trade Show is the largest health care trade show in Nebraska with 86 exhibitors! Enjoy a fresh box lunch sponsored by Sampson Construction Company and visit the many business partners of Nebraska's hospitals and health systems. Drawings will be held throughout the trade show event, so be sure to fill out drawing slips at each of the vendor's booths. Please take time to visit our business partners and learn about the products and services they provide that can help your hospital prosper.



## Women's Leadership Luncheon

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Sally Ganem

### The Role of First Lady

12:30 p.m. – 1:30 p.m.

First Lady of Nebraska Sally Ganem will discuss with attendees how she has successfully combined her professional experience as an educator with her public duties.

Ms. Ganem is the former principal of Howard Elementary School in Fremont, Nebraska. She was born and raised in Omaha and graduated from Omaha South High School. She later received both her bachelor's and master's degrees from the University of Nebraska at Omaha. Ms. Ganem has been involved in several organizations and programs, including ServeNebraska, Keeping Children Alcohol Free, Mothers Against Drunk Driving, National Board of Mothers Against Drunk Driving, Nebraska Children and Family Foundation, Nebraska Association of Elementary School Principals, the Nebraska Council of School Administrators and Read Aloud Nebraska.

As honorary chair of the Nebraska Volunteer Service Commission, Ms. Ganem has established the First Lady's Outstanding Community Service Awards, which recognize distinguished volunteer service by individuals or groups who have helped to make Nebraska a better place to live, work and raise families.

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## Keynote Session 3



John Robbins

### Thriving in Extraordinary Times

2:30 p.m. – 4:30 p.m.

Keynote session 3 will be led by John Robbins, FACHE, President and Chief Executive Officer of Robbins and Associates Consulting, a health care consulting company. The health care environment will continue to be more uncertain and challenging each year, increasing the demands and pressures on health care leaders. It is imperative for leaders to successfully cope with the constant demands and pressures in their professional and personal lives. Practical suggestions will be shared in this session from life lessons learned to help leaders thrive in these uncertain times. This will be an inspirational session which encourages leaders to serve with greater purpose, optimism, strength and effectiveness regardless of the circumstances.

Prior to establishing Robbins and Associates Consulting, Mr. Robbins served for almost 40 years in senior leadership roles including President and Chief Executive Officer of Conway Regional Health System in Conway, Arkansas; Executive Vice President of Baptist Memorial Health Care in Memphis, Tennessee; and Administrator of Baptist Hospital in Pensacola, Florida. He has served with numerous health care boards and leadership roles and on the adjunct faculty for the University of Alabama in Birmingham Health Care Administration program. Mr. Robbins has a passion for using his many years of various experiences and vast network of relationships to provide assistance and support to leaders dealing with many complex issues.

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### NHA Sponsors' Social

4:30 p.m. – 6:30 p.m.

Following keynote session 3 by John Robbins, you will want to return to the trade show for the NHA Sponsors' Social. Each participant will be provided with two tickets for beverages.

See if you have won any prizes while you visit with vendors and take advantage of the fantastic reception menu and open bar. It's the perfect mix of business and pleasure. Each participant will be provided with two tickets for beverages.

Dig this jazz quartet's crazy beat and wild musicianship. The combo includes Jim Williamson, Tony Hillhouse, Jeff Richmond and Brian Morrow. Jeff's powerful trumpet combined with Jim's hypnotic bass guitar, Brian's silky smooth saxophone and Tony's wailing skins creates a sensational sound that is certain to get you feeling the groove.

# NHA PROGRAMS ◀ FRIDAY, OCTOBER 16 ▶

## Keynote Session 4



Dr. Brian Wong

### TRUST is Everything: Saving Lives, Changing Lives From Bedside to Boardroom

9:00 a.m. – 11:00 a.m.

While mistrust, misalignment and miscommunication are endemic to almost all hospital-physician relationships, it is possible to overcome years of discord when all parties can learn the value and experience the power of mutually trustworthy behavior. Through discussion and interaction, Brian Wong, MD, MPH, will teach you the proven methods for creating a TRUST Cycle™—a self-reinforcing cycle of measurable, sustainable improvement. You will learn how to engender trust-building behavior and eliminate trust-busting behavior among physician leaders, administration, medical staff, nurses, and other members of an interdisciplinary health care team that will lead to solving problems and improving processes that until now seemed unsolvable.

Dr. Wong is widely recognized as an innovator in health care strategy. With a career spanning 30 years in the industry, he has pioneered invaluable educational programs to address the inherent and growing disconnect among all key members within health care organizations. For the past 16 years, he has worked directly with individual hospitals and associations across the country to revamp interpersonal relations and strategize methods for creating a high-trust, highly productive and profitable environment. The formation of "The Bedside Project" is dedicated to this pursuit. Utilizing his TRUST Cycle process and Physician Advisory Leadership (P.A.L.) model, he re-establishes trust among administrators, physicians, nurses, board members and others. What follows are breakthrough improvements across the board.

### CARING KIND LUNCHEON & KEYNOTE MESSAGE

*30<sup>th</sup> Anniversary*

12:00 p.m. – 2:00 p.m.

For 30 years, Nebraska hospitals have paid tribute to their finest at this annual celebration of caring by receiving the Caring Kind Award. Additional awards presented include the Excellence in Service Award recognizing one Nebraska hospital executive for outstanding health care leadership; the Quest for Excellence Awards rewarding outstanding work in the area of hospital quality and performance improvement; the Trustee of the Year Award; and the Class VI graduates of the NHA Leadership Institute recognizing achievements in professional development.



Dr. Sally Karioth

### Care of the Caregiver

Dr. Sally Karioth's message will help caregivers will take a look at their own gifts, celebrate the exquisite moments and explore the concepts associated with compassion fatigue, as well as help distinguish between minor and major events. It will identify life traps and find ways to celebrate an individual's differences, focusing on taking care of oneself and increasing emotional intelligence.

She has acquired varied experiences as a nurse, teacher, writer, talk show hostess and nationally renowned grief therapist. If one sentence characterizes her speeches, it is her slogan, "Life is not a dress rehearsal. Every day, you should have at least one exquisite moment." For more than 25 years, Dr. Karioth also has been a counselor, helping people cope with the death of loved ones. Her particular concern is parents who have lost a child to death. Her book, *If You Want to Know if You're Dying, Ask the Cleaning Lady (And Other Thoughts on Life and Happiness)* offers

a common sense and sometimes humorous approach to illness and death, and emphasizes that bereavement is a natural part of life to which we are all entitled. Dr. Karioth has also contributed to several other widely available books.

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