

2021 Leadership Webinar Series

This educational activity is jointly provided by AXIS Medical Education and the Idaho Hospital Association.

REGISTRATION

Per Person Fee:

- \$25 per session/per person OR
- \$100 for series/per person

You may register for any or all sessions in the series.

To participate in Session 1 or register for the series, registration must be completed online by **5:00 p.m. MT on April 22** at <https://teamiha.org/event/virtual-speaker-series-2021/>. Registration for all other sessions must be completed by 5:00 p.m. five business days prior to the session date.

Each session will be a 40-45-minute presentation (either live or recorded based on speaker preference), followed by a live Q&A session.

Continuing Education (CE) offered for healthcare executives, nurses, and licensed nursing home administrators.

Not sure if you'll be able to make the live session? Everyone who registers will receive a link to the recording. The recording link will remain valid for four weeks post-session. **Please note that there are no CEs offered for the recordings.**

QUESTIONS

Contact [Toni Pugmire](#) at 208.489.1409.

OVERVIEW

This is a 5-part series of educational webinars, developed with and for healthcare leaders and clinicians. The series will include 5 areas that leaders and clinicians should be looking at in 2021 as healthcare moves past the first year of COVID-19. Topics will include telemedicine and hospital at home; diversity and inclusion; supply chain and materials management; and working as teams and culture.

TARGET AUDIENCE

Senior leadership, clinical leadership, and healthcare leaders

Registration is open to employees of IHA member hospitals and health systems only.

Session 1:
April 29

Session 2:
June 3

Session 3:
June 17

Session 4:
July 15

Session 5:
August 19

*All sessions are scheduled from
10:00 – 11:00 a.m. MTN; 9:00 – 10:00 a.m. PAC*



Session 1: Telemedicine Post COVID-19, Hospital at Home and Expansion of Technology

Daniel Kraft, MD

CE: Healthcare Executive, Nurse, LNHA

COVID-19 has served as a catalyst across healthcare innovation and delivery. The pandemic has accelerated the digitization and virtualization of healthcare from telemedicine to remote patient monitoring, with long term implications for more continuous, proactive, personalized, anytime, anywhere health and medicine, increasingly moving from the hospital to the home. In this activity, Dr. Kraft, will explore what's emerging and coming next in prevention, diagnostics and therapy and its implications for hospital systems and providers.

Learning Objectives:

- Explain several of the major shifts that have been accelerated in the context of the COVID-19 pandemic and their implications for the future of health and medicine;
- Explore how the pandemic has enabled new forms of diagnostics and therapy that will have impact beyond infectious diseases; and
- Examine how big data, AI and new forms of collaboration have accelerated our understanding of COVID-19, and our ability to respond to and prevent future pandemics.



Daniel Kraft is a Stanford and Harvard trained physician-scientist, inventor, entrepreneur, and innovator. With over 25 years of experience in clinical practice, biomedical research and healthcare innovation, Kraft has chaired the Medicine for Singularity University since its inception in 2008 and is the Founder and Chair of Exponential Medicine, a program that explores convergent, rapidly developing technologies and their potential in biomedicine and healthcare.

He has multiple scientific publications and medical device, immunology and stem cell related patents through faculty positions with Stanford University School of Medicine and as clinical faculty for the pediatric bone marrow transplantation service at University of California San Francisco.

Session 2: Diversity and Inclusion

Kim Blue, MSOP, SHRM-CP

CE: Healthcare Executive, Nurse, LNHA

This activity will provide moderated Q & A with Kim Blue. As an executive within the Zoom organization, Blue leads the company's worldwide team of HR business partners. She has extensive experience in leading diversity and inclusion initiatives which have provided her the collective understanding that inclusion allows for all perspectives to have a place at the table that is not conditioned by agreement of being like-minded. With keen insights and a strategic perspective Kim Blue will share data on diversity and inclusion so providers will be aware of variations in care and employment based on biases which include race, ethnicity, religion, sexual orientation or economic means. Kim will help identify biases and share ways to bring awareness to provide care customized to the needs of each patient.

Learning Objectives:

- Examine intentional inclusion and strategies for change in mental, engagement and operating models as nurses their care to reach all patients regardless of race, ethnicity, religion, sexual orientation or economic means.

- Discover why mindset matters using key components of a growth mindset, including moving below the surface level of your mindset to get uncomfortable to assure all patients receive care regardless of race, ethnicity, religion, sexual orientation or economic means.
- Outline approaches to be more aware of diversity as you recruit and mentor health care providers and leaders.
- Investigate what it looks like to bring your full authentic self to work every day to assure your treatments and offerings to patients and staff are consistent regardless of any perceived or hidden biases.



Kim Blue uses her insights and a strategic perspective, to help people align their passions, talents, and values for success. She has created and executed organizational blueprints for top-flight organizations including ESPN and Microsoft. In October 2020, she joined Zoom as the Global Head of People Experience Partners, where she leads the company’s worldwide team of HR business partners.

Over her career, she has earned a reputation as a trusted adviser who is able to motivate leaders to embrace growth, change, diversity, and inclusion to improve themselves and their organizations. Leading Diversity and Inclusion efforts at some of today's top brands, she built a collective understanding that inclusion allows for all perspectives to have a place at the table that is not conditioned by agreement or being like-minded. Kim believes when diversity and inclusion are part of the culture of any organization, there is the opportunity for them to step beyond the shore of diversity and really explore the ocean that is inclusion. That ocean is filled with so much possibility if we are willing to be vulnerable, humble, and explore.

Kim is a graduate of East Carolina University and Queens University of Charlotte and lives in Atlanta. She is an Executive Board Member at The Black in HR and is active in other not for profit organizations. In her spare time, you’ll usually find her cheering for her son, Avery Ross, from the sideline of a sporting event.

Session 3:
Supply Chain Excellence in the Post-Pandemic World
Mark Graban, MSME, MBA
CE: Healthcare Executive, Nurse, LNHA

It’s time for hospitals to put more focus and attention on supply chains and materials management. It might seem like a mundane topic, but supply chain excellence can co-exist with (and support) the clinical excellence and patient experience goals that all hospitals strive for. In this talk, supply chain expert Mark Graban will share lessons and best practices from his experience with a world-class supply chain in the computer industry and also from leading health systems. He will explore proven ideas and methods that can help us all better prepare for the next pandemic (or the next unexpected or surprising event) that we’ll face.

Learning Objectives:

- Review the role of proper inventory planning to assure critical needed supplies such as PPE, Ventilators and medications are available to meet healthcare needs.
- Compare the impact of supply chain design decisions on daily operations — in normal times and during a pandemic with a focus on the critical need of the healthcare industry and its impact on patient care and safety.
- Examine effective methods for managing materials that reduce stockouts and reduce the required labor burden so patients and staff have mission critical supplies when needed.
- Employ strategies to better prepare, in times of need, patients and staff to have the proper supplies available or sound protocols in place for appropriate access to substitutes.



Mark Graban is an internationally-recognized consultant, published author, professional speaker, and blogger. He builds upon a deep education in engineering and management with practical experience working with executives and frontline employees in multiple industries to synthesize and practice methods including Lean management, continuous improvement, statistical methods, and people-centered leadership approaches.

Mark's humbly helps others learn how to improve and sustain performance. In his healthcare work, this means improving the quality of care and patient safety, while also reducing cost and improving the workplace experience. Across multiple sectors, goals also include improving the customer (or patient) experience, to help the development of leaders and employees, and to build stronger, more adaptive organizations for the long term. Mark also consults part-time as a Senior Advisor for healthcare clients with the firm Value Capture. He is also a Senior Advisor to the technology and software company KaiNexus.

His latest book is *Measures of Success: React Less, Lead Better, Improve More*, a management book about using simple, yet practical statistical methods that help leaders at all levels overreact less to their metrics, which frees up time for real, focused sustainable improvement. Mark is also the author of the book *Lean Hospitals: Improving Quality, Patient Safety, and Employee Engagement*. Mark has also co-authored a second book, *Healthcare Kaizen: Engaging Front-Line Staff in Sustainable Continuous Improvements*.

Mark earned a Bachelor of Science in Industrial Engineering from Northwestern University as well as a Master of Science in Mechanical Engineering and an MBA as a Fellow in the MIT Sloan Leaders for Global Operations Program.

Session 4: The Emotional Impact of COVID-19: Leading your Team and Culture Past the Collective COVID PTSD to an Emotionally Healthy Workplace

Nicole Lipkin, PSY-D, MBA

CE: Healthcare Executive, Nurse, LNHA

2020 highlighted our individual and collective strengths and weaknesses. We learned that our mental and physical capacity is great. We also learned that more than ever, we need workplace cultures and leadership that are supportive, agile and responsive to developing and strengthening the emotional wellbeing of its employees who care for our patients. In this activity, learn how to shift to leadership behaviors and practices that help increase organizational and individual resilience and emotional

sustainability to move away from the collective post COVID PTSD experience to one of deeper capacity, connection and organizational strength.

Learning Objectives:

- Incorporate the practices of mental agility to enhance individual and organizational resilience;
- Outline tools to counteract prolonged stress reactions and enhance emotional wellness in the workplace; and
- Outline approaches to counteract biased and flawed thinking that interferes with emotionally healthy practices and cultures in the healthcare environment.



Dr. Nicole Lipkin is an internationally recognized leadership expert, business psychologist, speaker, and author of two popular business books *What Keeps Leaders Up at Night: Recognizing and Resolving Your Most Troubling Management Issues* and *In the Workplace: Managing the “Me First” Generation*. As a business psychologist, her goal is to help companies develop resonant, powerful and masterful leaders.

Combining the science of human behavior with practical approaches to business and leadership, Dr. Lipkin has been helping leaders transform their approach and their cultures for the past 15-years. After years in corporate America developing and implementing leadership programming and training, Dr. Lipkin founded Equilibria Leadership Consulting in 2007. This is an international firm based in the US focused on helping companies, leaders and teams improve management and leadership skills, strengthen the leadership pipeline and develop behaviors and practices that help increase organizational resilience and sustainability. She also founded Equilibria Psychological and Consultation Services ,a group psychology practice located in Philadelphia, Pennsylvania.

Nicole is a regular contributor to the broadcast community and has been featured on NPR, NBC, CBS, Fox Business News, Forbes.com, Entrepreneur.com, BusinessInsider.com, New York Times Magazine and numerous other media outlets both nationally and internationally.

Dr. Lipkin has a doctorate in clinical psychology (Psy.D.), Master of Business Administration (MBA), and Master of Criminal Justice (MACJ). She is a faculty member at the industry-leading Center for Creative Leadership and is also a board-certified executive coach. Nicole was a board member of the Independence Arts Studio and is currently an Advisory Council Member of City Security and Resilience Networks (CSARN) in England and a board member of Fearless Athletics.

Session 5: A Path Forward: Thriving in Rural Health Care after COVID-19

Benjamin Anderson, MBA, MHCDS

CE: Healthcare Executive, Nurse, LNHA

Tying community engagement to diversity and health equity, Benjamin explores true stories of the amazing resiliency of rural communities amidst the formidable challenges of a pandemic. He will share the lessons learned through many interviews with rural health leaders and patients through the successful development of a post COVID-19 nationally-released toolkit and playbook called *Re-Imagining Leadership: A Pathway for Rural Health to Thrive in a COVID-19 World* that was created in partnership with the Farley Health Policy Center. His empathetic and informative message will inspire and empower health leaders across the United States to align their efforts into inclusive coordinated strategies, leading to healthier care staff, patients, and communities.

Learning Objectives:

- Examine health disparities between rural and urban Americans;
- Explore ways to address nine common challenge areas in rural health care delivery systems in the United States;
- Outline an approach for developing an effective and collaborative rural health equity strategy;
- Examine a six-question tool to equip rural health leaders to advance health equity in their communities while ensuring the vitality of their organizations.



Benjamin Anderson is Vice President for Rural Health and Hospitals at the Colorado Hospital Association, where he provides leadership and direction in the development and execution of the Association's rural strategies, advocates on behalf of rural hospitals and health systems and works to develop strategic partnerships with organizations that affect the health of rural Americans.

Prior to joining CHA, Benjamin served as CEO of Kearny County Hospital a comprehensive rural health care delivery complex in Lakin, Kan. that serves patients of 30 nationalities within a 180-mile radius. Anderson is a recognized leader in transforming rural health care through a mission-driven approach to recruiting physicians to underserved areas, tying together domestic and international service. Kearny County Hospital is now at the forefront of innovations in health care delivery to improve care to underserved U.S. populations and his work was recently recognized on CBS Sunday Morning, and in *POLITICO* and *Sports Illustrated*.

Anderson was named to Becker's Hospital Review's Rising Star list of health care leaders under 40 and one of Modern Healthcare's 2014 Up and Comers. He earned a Bachelor of Arts in English (2004) and a Master of Business Administration (2007) from Drury University in Springfield, Mo. and a Master of Health Care Delivery Science degree from the Tuck School of Business at Dartmouth College in Hanover, N.H.

Accredited Continuing Education Accreditation Statement



JOINTLY ACCREDITED PROVIDER[®]
INTERPROFESSIONAL CONTINUING EDUCATION

In support of improving patient care, this activity has been planned and implemented by AXIS Medical Education and Idaho Hospital Association. AXIS Medical Education is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

Credit Designation for Nursing

AXIS Medical Education designates this continuing nursing education activity for 1.0 contact hour each. *Learners are advised that accredited status does not imply endorsement by the provider or ANCC of any commercial products displayed in conjunction with an activity.*

Healthcare Executives

ACHE Qualified Education credit must be related to healthcare management (i.e., it cannot be clinical, inspirational, or specific to the sponsoring organization). It can be earned through educational programs conducted or sponsored by any organization qualified to provide education programming in healthcare management. Programs may be sponsored by ACHE, chapters, or other qualified sources, whether the programming is face-to-face or distance offerings (webinars, online seminars, self-study courses, etc.). You will receive a certificate of completion for 1.0 hour each.

AXIS Contact Information

For information about the accreditation of this program please contact AXIS or info@axismeded.org.

Disclosure of Conflicts of Interest

AXIS Medical Education requires faculty, instructors, authors, planners, directors, managers, reviewers and other individuals who are in a position to control the content of this activity to disclose all real or apparent conflicts of interest they may have with ineligible companies. An ineligible entity is any organization whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients. All relevant conflicts of interest are identified and mitigated prior to initiation of the planning phase for an activity.

AXIS has mitigated and disclosed to learners all relevant conflicts of interest disclosed by staff, planners, faculty/authors, peer reviewers, or others in control of content for this activity. Disclosure of a relationship is not intended to suggest or condone bias in any presentation but is made to provide participants with information that might be of potential importance to their evaluation of a presentation or activity. Disclosure information for faculty, authors, course directors, planners, peer reviewers, and/or relevant staff is provided with this activity.

The **faculty, Daniel Kraft, MD; Kim Blue, MSOP, SHRM-CP; Mark Graban, MSME, MBA; Nicole Lipkin, PSY-D, MBA; and Benjamin Anderson, MBA, MHCDS** reported no relevant financial relationships or relationships they have with ineligible companies of any amount during the past 24 months.

The **directors, planners, managers and reviewers** reported the following financial relationships they have with any ineligible company of any amount during the past 24 months:

Name of Planner/Manager	Reported Financial Relationship
Toni Pugmire	Nothing to Disclose
Holly M. Hampe, DSc., RN, MHA, MRM, CPHQ	Nothing to Disclose
Dee Morgillo, MEd, MT(ASCP), CHCP	Nothing to disclose

Disclaimer

Participants have an implied responsibility to use the newly acquired information to enhance patient outcomes and their own professional development. The information presented in this activity is not meant to serve as a guideline for patient management. Any procedures, medications, or other courses of diagnosis or treatment discussed in this activity should not be used by clinicians without evaluation of patient conditions and possible contraindications on dangers in use, review of any applicable manufacturer’s product information, and comparison with recommendations of other authorities.

Requirements for credit:

- Attend/participate in the educational activity and review all course materials.
- Complete the CE Arrestation form online by **11:59 pm ET on the dates listed below**. Instructions will be provided. If you do not enter the online portal by the above date, you will not be able to retrieve your statement of participation.
- Upon successful completion of the online form, your statement of completion will be presented to you to print.

Activity Date	Portal Close Date
April 29, 2021	May 29, 2021
June 3, 2021	July 3, 2021
June 17, 2021	July 17, 2021
July 15, 2021	August 15, 2021
August 19, 2021	September 19, 2021