



*Minnesota Hospital Association*

**2023**  
**SUMMER TRUSTEE CONFERENCE**  
**July 13-15, 2023**

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**Arrowwood Resort &  
Conference Center**

2100 Arrowwood Ln,  
Alexandria, MN 56308

On behalf of the Minnesota Hospital Association (MHA) Trustee Council, we are thrilled to be back in-person for this year's Summer Trustee Conference.

Since 1917, MHA has worked with hospitals and health systems as they serve patients and meet the needs of their communities. MHA's best-in-class education and training opportunities are designed to equip health care leaders as they strive for excellence within their role. Trustees are champions for the facilities they serve and MHA's comprehensive trainings for this leadership cohort prepare them to meet the challenges before them. With the leadership of the MHA Trustee Council, this year's Summer Trustee Conference programming has been customized to include a variety of session topics requested by attendees at our last few conferences. By attending this event, trustees will gain deeper knowledge on topics that are impacting their organizations and earn credits towards their trustee and advanced trustee certification. Register early for a discounted price! Don't miss this opportunity to advance your knowledge. We look forward to seeing you there!



**Mary Theurer, chair,  
MHA Trustee Council**



**Rahul Koranne, M.D.,  
president & CEO, MHA**





# Registration Information

## Audience

The conference is specifically designed for hospital and health system leaders including trustees, physician board members, and c-suite leaders.

## Fee and conference registration

### Early bird – before June 2, 2023

\$450 – member

\$550 – associate member

### After June 2, 2023

\$550 – member

\$650 – associate member

Please note: registration doesn't include accommodations and meals, please book your lodging at Arrowwood Resort [here](#). The deadline to book your lodging is **June 13, 2023**.

## Meal tickets

If you are attending the full event and lodging at Arrowwood, please purchase the full meal package when booking [your lodging](#).

**Breakfast** \$19.26

**Lunch** \$32.21

**Dinner** \$51.54

**Meal package** includes breakfast, lunch, and dinner on Friday, breakfast and lunch on Saturday, and tax and gratuity \$154.49 for adults and \$70.55 for kids 4-12 years old.

If you are not lodging at Arrowwood or have a companion traveling with you for the conference, individual meal tickets can be purchased when completing your MHA [conference registration](#).

## Additional discounts

Register for both Summer Trustee Conference and Annual Meeting and save \$100.

Bring five trustees and save \$200.

Bring 10 trustees and get the 10th registration for free.

Please contact [Thao Murchison](#), events and education coordinator, if the additional discounts apply to you.

## Location

[Arrowwood Resort and Conference Center](#)

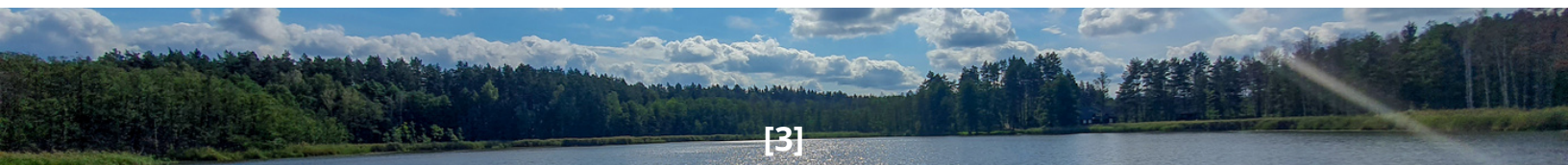
2100 Arrowwood Lane, Alexandria, MN 56308

## Certification

Trustees participating in MHA's board certification program can earn up to 6.75 credits toward certification. Component area of credit is listed in red under each session description. Appropriate credit will be given to trustees who fill out certification forms and attend sessions.

## Continuing education

The content of this conference is being reviewed for clock hours by the Minnesota Board of Examiners for Nursing Home Administrators (BELTSS). The quantitative value assigned will be indicated on the certificate of attendance awarded to participants who attend sessions.



### Cancellation fee

Registration fees, less a \$100 cancellation fee, are refundable if notice is received on or before *Thursday, July 6, 2023*.

### Sponsorships available

The Summer Trustee Conference sponsorship menu can be found [here](#). Please contact [Lou Ann Olson](#), MHA senior director of communications, for more information.

### Questions

Please contact [Heather Harmer](#), director events and education, MHA | 651-603-3518

### Thursday welcome reception

**July 13, 2023, 4:30 - 7 p.m. at Carlos Creek Winery**

Cost: \$100 per person. Includes shuttle service between Arrowwood and Carlos Creek Winery, dinner, wine, beer, and soda.

## Schedule of events

Thursday, July 13, 2023	
3 – 6 p.m.	Registration
4:30 – 6 p.m.	Welcome reception
6 p.m.	Dinner

Friday, July 14, 2023	
8 - 9 a.m.	Registration
9 – 9:30 a.m.	Welcome
9:30 - 10:30 a.m.	Opening Message: Passion and purpose (1 credit) <b>Speaker:</b> Ian Leonard, Fox 9
10:30 - 11 a.m.	Break and transition to breakout
11 a.m. - 12 p.m. Breakout sessions	Governance – Great governance (1 credit) <b>Speaker:</b> Heather Eastman and Peter Persuitti, Gallagher
	Advocacy – State and Federal overview (1 credit) <b>Speaker:</b> Bob Hume and Danny Ackert, MHA
	Advanced fiduciary (1 credit) <b>Speaker:</b> Mathew Borchardt, CLA
12 - 1 p.m.	Lunch - MHA Workforce data update (0.5 credit) <b>Speaker:</b> Blake Chaffee, MHA

<b>1 - 2 p.m. Breakout sessions</b>	Fiduciary – Understanding budgets and forecasts (1 credit) <b>Speaker:</b> Mathew Borchardt, CLA
	Quality and Safety - Commitment to quality improvement (1 credit) <b>Speakers:</b> Jennifer Schoenecker and John Sellner, MHA
	Advanced Governance – Best practices (1 credit) <b>Speaker:</b> Heather Eastman and Peter Persuitti, Gallagher
<b>2 - 2:15 p.m.</b>	Break and transition to general session
<b>2:15 - 3 p.m.</b>	General Session: cybersecurity briefing (1 credit) <b>Speaker:</b> Javier Young, CLA
<b>3 - 5 p.m.</b>	Leisure Time: Golf and other activities
<b>6 - 7:30 p.m.</b>	Dinner
<b>7:30 - 9:30 p.m.</b>	PAC Reception

<b>Saturday, July 15, 2023</b>	
<b>8 - 9 a.m.</b>	Breakfast and registration
<b>9 - 10:30 a.m.</b>	Workforce innovation panel - Alomere pipeline program (1.5 credits)
<b>10:30 - 10:45 a.m.</b>	Introduction of MHA Trustee Fast Track Cohort
<b>10:45 - 11 a.m.</b>	Break and transition to breakout
<b>11 a.m. - 12 p.m. Breakout sessions</b>	Community relations – Community Benefit Report (1 credit) <b>Speaker:</b> Joe Schindler, MHA
	Health Equity (1 credit) <b>Speakers:</b> Abby and Jodi Hirsch, Special Olympics Minnesota
	Advanced Strategic planning – cybersecurity best practices, review of case studies (1 credit) <b>Speaker:</b> Javier Young, CLA
<b>12 - 1 p.m.</b>	Lunch and closing remarks





## Friday, July 14: Speakers

### Opening message: Passion and purpose

#### Ian Leonard, Fox 9

Leonard has been the chief meteorologist at FOX 9 television in Minneapolis since 2006. He's a husband, father, cancer survivor, triathlete, Special Olympics spokesperson, and overall "do-gooder". His science is the great outdoors, and his passion is forecasting the weather, which has taken him from Alberta, Canada to Mississippi, Iowa, and finally, Minnesota. For over twenty years, he has used the phrase "stay sky aware" to help viewers stay ahead of the storm. Leonard has had his share of personal storms, making it through a traumatic brain injury in 2013 and adding the line cancer survivor to his resume in 2016.

### Session description

Leonard will show us how to move through the storms in our lives and live with passion and purpose. This humorous, thought-provoking program is one that will leave you thinking, "what have I done for someone else today?"

### Advocacy: state and federal overview

#### Bob Hume, MHA

Hume is the vice president of policy at the Minnesota Hospital Association (MHA). Prior to joining MHA in late 2020, he served as Deputy Chief of Staff and Senior Advisor to Minnesota Governor Mark Dayton and then Lt. Governor Tina Smith. Prior to his state service, Hume was Deputy Chief of Staff and Communications Director to Saint Paul Mayor Chris Coleman. He has also served as staff and advisor to several U.S. Senate campaigns, including those of Senator Amy Klobuchar of Minnesota, Senator Chris Coons of Delaware, and former United States Senate Majority Leader Tom Daschle of South Dakota.

#### Danny Akert, MHA

Akert is the director of state government relations at the Minnesota Hospital Association. Prior to joining MHA, Ackert served as the director of public policy at the Minnesota Association of Community Health Centers. He also previously held legislative advocacy and lobbying roles for the Minnesota Association of Community Mental Health Programs and the Minnesota Safety Net Coalition. Ackert graduated from the University of Minnesota School of Public Health with a master's in public health administration and policy.

### Session description

This session will provide a review of the recent state legislative session including budgets, bills, workforce challenges, and mental health issues. The lessons learned in this session as they plan for the future of Minnesota's hospitals and health systems, and strategically to engage legislative members. In addition, learn more about the 118th Congress and how MHA is helping members reach and engage Minnesota's congressional delegation on top priorities.



## **Governance: great governance**

### **Heather Eastman, Gallagher**

Eastman is a vice president within the human resources consulting and compensation practice of Gallagher Benefit Services, Inc., helping clients navigate large scale organizational change and optimize the human element of their operations. With more than 25 years of leadership roles in HR, strategy, and operations, Eastman's expertise lies in growth strategy, optimization and turnaround, mergers and acquisitions integrations, and organizational development.

### **Peter Persuitti, Gallagher**

Persuitti is Gallagher's global leader of the broad faith-based and secular nonprofit practice group strategies. Gallagher's consultative support of the third sector is among the largest in the world, working with more than 30,000 nonprofits in a variety of financial and human capital areas.

## **Session description**

Excellence in nonprofit governance has never been more necessary as health care enters an era of growing public calls. For an organization to flourish nonprofit health care leaders need to understand which of the "best practices" that are frequently espoused will be most impactful in achieving excellence in governance. The guidance presented at this session will provide guidance and discussion around the seven key focus areas that will most positively impact your organization.

## **Advanced fiduciary: total cost of care**

### **Matthew Borchardt, CLA**

Borchardt is a principal in the data analytics group of CLA with more than fifteen years of experience. Professionally, he specializes in strategic planning and utilizing CLA Intuition™ to help clients by focusing time, energy, and resources on identifying the real drivers of business success and become the best they can be.

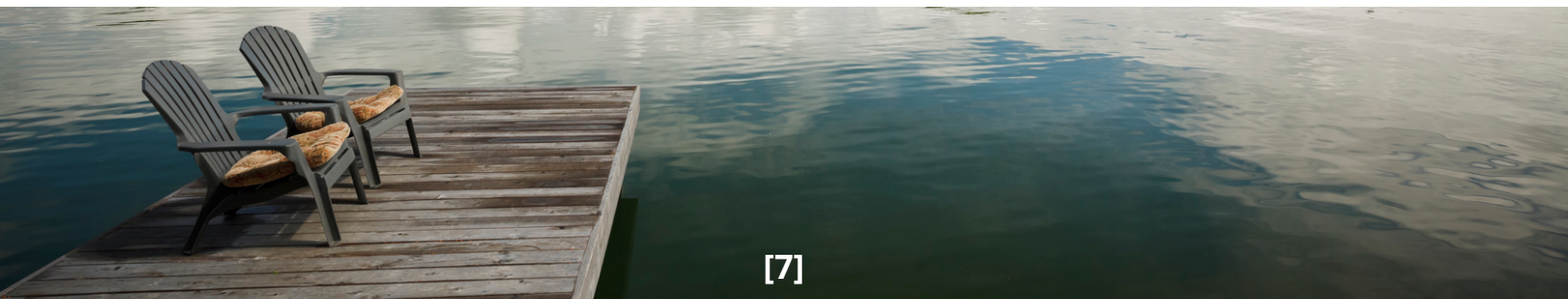
## **Session description**

Data shows that hospitals and health systems are in desperate financial turmoil. Board members need to be versed on the current financial status of their hospital or health system and considerations for strategic planning. Attendees will gain knowledge on the future of reimbursement models, value-based contracting, health care payment models, and more.

## **Fiduciary: understanding budgets**

### **Matthew Borchardt, CLA**

During this session, attendees will learn how to read and understand budgets, so they are prepared to ask the right questions. These tools will be essential for hospital trustees to better understand budgets, forecasts, and projections that are shared with the board.





## **Quality and safety: commitment to quality improvement**

### **Jenny Schoenecker**

Schoenecker has been instrumental in facilitating the development of numerous road maps that compile best practices to continuously improve quality and safety in hospitals and health systems across the state. She was also a key leader in partnering with state agencies through the darkest days of COVID-19, including helping to set up and staff emergency preparedness coordination structures that were a care lifeline for our members. Schoenecker role models effective cross-divisional teamwork, which is a key MHA organizational attribute.

### **John Sellner, MHA**

Sellner has been a vital clinical leader to MHA with an extensive background in health care operations and continuous quality improvement. Sellner earned his doctorate in pharmacy from the University of Minnesota and has practiced as a pharmacist over the last 10 years. During this time, Sellner has developed skills in interdisciplinary collaboration, team development, data/analytics, and program management. Sellner leads a team of quality and safety specialists at MHA where in partnership with hospitals and health systems, they collaborate and facilitate quality and safety committees, care delivery initiatives, and manage adverse health events across the state.

### **Session description**

Board members play an important role in achieving performance improvement and should have a deep understanding of its role in overseeing an organization's quality improvement and safety initiatives. This session will highlight the need for governance in health care quality, define and demonstrate how boards ensure high-quality care, and examine the differing roles of boards versus health care leadership in overseeing and ensuring quality.

## **Advanced governance: best practices**

### **Heather Eastman and Peter Persuitti, Gallagher**

### **Session description**

Innovation goes hand in hand with transformation, and the need to find new, better, and more efficient and effective ways of not only delivering great services, but also improving the vitality of communities. Innovation is driven by rapid advancement in new technologies; initiatives implemented by pressure from the IRS; and market forces that include demand for value (lower cost, better outcomes), consolidations and globalization.

Successful innovation doesn't happen by chance. Governance innovation is built by trustees committed to fulfilling the organization's mission, who understand the community's needs, and who bring a broad perspective of the changes taking place. Innovative boards not only focus on the future; they also take concrete steps to inspire new ideas that will improve community vitality as well as organizational wellbeing.



## Cybersecurity briefing

### Javier Young, CLA

Young is a Principal within the Cybersecurity Services Group at CLA and has been in the cybersecurity field for over 12 years. Prior to joining CLA, Javier spent ten years supporting the Department of Defense as well as a financial services company in the fields of insider threat, incident response, fraud, waste and abuse, analytics, and systems engineering. Since Young has been with CLA, he has spent the majority of his time providing IT Security, Risk, and Consulting services to clients in healthcare, higher education, and financial related institutions.

## Session description

As organizations improve their cybersecurity hygiene by hardening defenses and refining detection and response, hackers in organized crime and nation-state actors continue to find ways to ply their trade. Attendees will gain an up-to-date understanding of threats through the analysis of case studies and examples from penetration testing, incident response, forensic practice and public disclosures.

## Friday, July 14: Activities

### Dinner

#### Arrowwood Resort and Conference Center

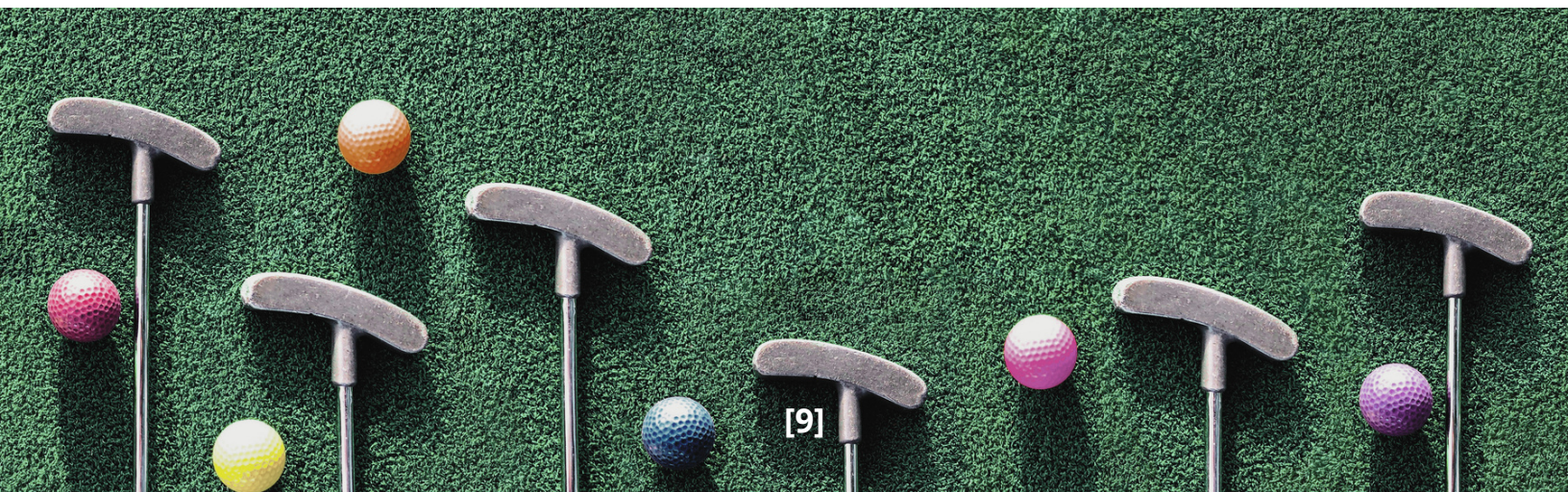
Picnic dinner outside on the lawn overlooking Lake Darling. Dinner and beverages (alcoholic and non-alcoholic) will be provided.

### PAC reception: 18 -hole mini golf extravaganza!

The Minnesota Hospital Political Action Committee (PAC) gives individuals who care about hospital issues the opportunity to speak with a strong, united voice. The Minnesota Hospital PAC makes contributions to state and federal candidates, from both political parties, who support the goals of hospitals.

This fundraising event will benefit the Minnesota Hospital PAC.

- \$100 fee includes 18-holes of mini golf and beverages (alcoholic and non-alcoholic)
- Prizes will be awarded including a free night stay at Arrowwood with water park passes
- You can pay onsite with check or credit card



# Saturday, July 15: Speakers

## Pathways to improving the workforce shortage panel

### Session description

Alomere Health in Alexandria, MN has been working with high school students to engage them in learning about various careers in health care fields. Through their interactive simulation labs, students get hands-on-experience learning from specialists on everything from surgeries to delivering babies. Hear from Alomere Health about their workforce development initiatives, a high school student who has gone through the program, and a health care professional who participated in Alomere's workforce program as a high school student and now works at Alomere Health.

## Community relations: community benefit report

### Joe Schindler, MHA

Schindler is vice president of finance policy and analytics at MHA. He has over 35 years of experience providing Minnesota's hospitals and health systems with financial and market analysis, plus support in the areas of reimbursement, financial policy, and legislative issues. His expertise includes policy analysis, hospital financial analysis, wage index, and cost comparison projects. He also oversees MHA's critical data programs and developed MHA's business partnership program to provide best-in-class solutions to our members.

### Session description

Minnesota hospitals and health systems play a vital role in the communities they serve. MHA quantifies the contributions that hospitals and health systems make to their communities by gathering hospital data and quantifying it statewide and by region. The report outlines such services as health outreach programs, medical research, uncompensated and unreimbursed care. Learn more about the newly released MHA community benefit report and how hospitals should use this data with their communities during this interactive session.

## Health equity: Inclusive health

### Abby Hirsch, Special Olympics Minnesota

Abby is a Wayzata High School grad and commencement speaker. She has worked at Walgreens for more than eight years. She's been involved with Special Olympics Minnesota for more than twenty years as an athlete, volunteer, coach, global messenger, health ambassador, and currently serving on the Board of Directors. Abby has a passion for fitness and living a healthy lifestyle.

### Jodi Hirsch, Special Olympics Minnesota

Jodi is a Special Olympics coach and volunteer. She is the proud mom to Andy and Abby.

### Session description

Special Olympics Minnesota Health Ambassador and parent

People with intellectual disabilities on average die sixteen years before their counterparts without intellectual disabilities. Special Olympics has been offering health and wellness programming in communities for decades. Learn more about how inclusive health in your community can benefit all.





## Saturday, July 15: Speakers

### Advanced strategic planning: cybersecurity best practices

**Javier Young, CLA**

#### Session description

We will explore case studies of actual spear phishing, account takeovers and ransomware. Specific examples will include SolarWinds Orion and Log4J attacks. We will close with strategies to mitigate the risks with these types of attacks.

