



*Minnesota Hospital Association*



# **Where Disciplines Meet: Putting Our Patients First**

**May 13-14, 2024**

**Heritage Center of Brooklyn Center**

6155 Earle Brown Dr, Brooklyn Center, MN 55430



## About the conference

**Workforce track:** Health care organizations across the country are facing workforce shortages. Hear from your peers and experts about workforce development and recruitment/retention strategies that are working for hospitals and health systems.

**Quality and Safety track:** Hear from quality and safety leaders and health care professionals on strategies and innovations to improve health care quality and safety in Minnesota.

**Communications track:** Connect with colleagues in communications and government relations from hospitals and health systems across the state. Learn about key issues in the health care sector and strategies for 2024.

**Nurses track:** Hear from nursing executives and experts on trends happening in the nursing field now, and skills nurses need for the future of care.

## Audience

### Workforce track

HR professionals (including generalists, supervisors, and department leaders) CEOs, nurse leaders, C-suite leadership, trustees, leaders, and individuals interested in health care workforce development, health care industry students.

### Quality and Safety track

C-suite leaders, directors of quality and safety and performance improvement, chief nursing officers (CNOs), chief quality officers, vice presidents (VPs) of patient care, directors of nursing (DON), directors of pharmacy, quality and risk managers, facilities and environmental services managers, and infection preventionists.

### Communications track

Hospital and health system communicators, government relations, marketing, and foundation directors.

### Nurses track

Hospital and health system nurses, nurse managers and supervisors, health care industry students.

## Fees and conference registration

### Early bird (before April 12, 2024)

\$350 – MHA members

\$450 – MHA associate members

\$550 – Non-member

### After April 12, 2024

\$450 – MHA members

\$550 – MHA associate members

\$650 – Non-member

\$100 – Student rate (applies to health care majors)

### Awards luncheon only (Tuesday, May 14, 2024)

\$100 each

## Cancellation

Registration fees, less a \$75 cancellation fee, are refundable if notice is received on or before April 29, 2024.

## Schedule

**May 13, 2024:** 1 - 6 p.m.

**May 14, 2024:** 8 a.m. - 5 p.m.

## Location

Heritage Center of Brooklyn Center  
6155 Earle Brown Dr, Brooklyn Center, MN 55430

## Hotel

MHA has a room block at the [Fairfield Inn & Suites Minneapolis North](#) (next door to the Heritage Center of Brooklyn Center). Click [here](#) to book your accommodations by April 22, 2024 to receive the discounted rate of \$115/night + taxes.

## Continuing education

This program has been designed to meet Minnesota Board of Nursing continuing education requirements for a total of 3.5 contact hours.

The content of this conference is being reviewed by the Board of Examiners for Nursing Home Administrators (BELTSS) for 3.5 clock hours. The quantitative value assigned will be indicated on the certificate of attendance awarded to participants who attend sessions.

## Awards

The MHA annual workforce and quality and safety awards will be presented on Tuesday, May 14, 2024 during a lunchtime ceremony. Awards nominations will be accepted until March 20, 2024. Click [here](#) to see the categories and award nomination packet.



## 340B Drug Pricing Program Sessions

Tuesday, May 14, 2024  
8 a.m. - 4 p.m.

**Audience:** Hospital and health system pharmacy team members that deal with the 340B Drug Pricing Program.

These sessions are included in your conference registration. For more information, click [here](#).





# Schedule of events

Monday, May 13, 2024	
Time	Program
12 - 1 p.m.	Registration
1 - 1:15 p.m.	Welcome and opening remarks
1:15 - 2:15 p.m.	General session GenHealth Speaker: Phil Gwoke
2:15 - 2:45 p.m.	Break and transition time
2:45 - 3:45 p.m.	COMMUNICATIONS TRACK Current perceptions and actionable takeaways
	QUALITY AND SAFETY TRACK Understanding CMS sepsis core measures and their new link to reimbursement Speaker: Christopher Peters
	QUALITY AND SAFETY TRACK Accreditation and certification-pieces of the hospital quality puzzle part 1 Speaker: Nancy Ruzicka
	QUALITY AND SAFETY TRACK Building and integrating medical services quality Speaker: Rachael Betland, Terra Carey, Maria Harmandayan, and Stephanie Bue
	NURSES TRACK The era of the smart care team is here: context and client case studies Speakers: Cindy Koppen, MSN Bruce Mehdizadeh
	NURSES TRACK Our journey to 5th magnet designation Speakers: Melissa Stowe and Melissa Fradette
	WORKFORCE TRACK Evolving Workforce Architecture: Constructing a Stable Foundation for Versatile Staffing Speaker: Robert Crowe
	WORKFORCE TRACK Winona Community HUB: Pathways Community HUB Model Implementation in Winona County Speakers: Vanessa Southworth and Jackie Henderson
	Break and transition time
3:45 - 4 p.m.	Break and transition time
4 - 5 p.m.	General session A patient's story on mental health journey Speaker: Ken Barlow
5 - 6 p.m.	Networking social

## Schedule of events

**Tuesday, May 14, 2024**

Time	Program
8 - 9 a.m.	Registration
9 - 10 a.m.	<b>General session</b> <b>How unconscious bias harms patients. . .despite our good intentions</b> <b>Speaker:</b> Gloria Goins
10 - 10:30 a.m.	Break and transition time
10:30 - 11:30 a.m.	<b>COMMUNICATIONS TRACK</b> <b>Communicator/GRO work session</b>
	<b>QUALITY AND SAFETY TRACK</b> <b>Onboarding tips for new medical directors</b> <b>Speaker:</b> Michael Silverman
	<b>QUALITY AND SAFETY TRACK</b> <b>MOUD and ALTO training part 1</b> <b>Speaker:</b> Bobby Redwood
	<b>QUALITY AND SAFETY TRACK</b> <b>Accreditation and certification-pieces of the hospital quality puzzle part 2</b> <b>Speaker:</b> Nancy Ruzicka
	<b>NURSES TRACK</b> <b>Virtual nursing: An innovation in flight</b> <b>Speakers:</b> Rhonda Kazik, Jessica Alexander, Mary Ferguson, Adrienne Radovich, Beth Young
	<b>WORKFORCE TRACK</b> <b>How to improve nursing, patient, and administrative satisfaction while maintaining exceptional quality</b> <b>Speaker:</b> Darrin Willardsen
11:30 - 11:45 a.m.	Break and vendor fair
11:45 a.m. - 1:15 p.m.	Lunch and and MHA workforce and quality and safety awards

# Schedule of events

**Tuesday, May 14, 2024**

Time	Program
1:30 - 2:30 p.m.	<b>COMMUNICATIONS TRACK</b> <b>The Looming AI-Driven Strategic Communications Crisis</b> <b>Speakers:</b> David Erickson and Bess Ellenson
	<b>QUALITY AND SAFETY TRACK</b> <b>Quality metrics: how to thrive</b> <b>Speaker:</b> John Crongeyer
	<b>QUALITY AND SAFETY TRACK</b> <b>Improving quality metrics at scale</b> <b>Speaker:</b> David Rutherford
	<b>QUALITY AND SAFETY TRACK</b> <b>MOUD and ALTO training part 2</b> <b>Speaker:</b> Bobby Redwood
	<b>NURSES TRACK</b> <b>Strategies to advance a diverse and engaged workforce</b> <b>Speaker:</b> Caroline Njau
	<b>WORKFORCE TRACK</b> <b>Panel: Workforce pipeline development best practices</b> <b>Presenters:</b> Carisa Buegler, Karla Eppler, and Mark Newman
2:30 - 2:45 p.m.	<b>Break and transition time</b>
2:45 - 3:45 p.m.	<b>COMMUNICATIONS TRACK</b> <b>Panel: Meet the Media</b> <b>Presenters:</b> Dene Dryden and Chris Snowbeck
	<b>QUALITY AND SAFETY TRACK</b> <b>Quality foundations and models for continuous improvement</b> <b>Speaker:</b> Lori Johnson
	<b>QUALITY AND SAFETY TRACK</b> <b>MOUD and ALTO training part 3</b> <b>Speaker:</b> Bobby Redwood
	<b>NURSES TRACK</b> <b>Defining nursing professional practice through professional development initiatives</b> <b>Speakers:</b> Meredith Wulf and Elaine Arion
	<b>WORKFORCE TRACK</b> <b>Building a workforce development strategy from the ground up</b> <b>Speaker:</b> Terri Nystrom
3:45 - 4 p.m.	<b>Break and transition time</b>
4 - 4:30 p.m.	<b>Closing</b>
4 - 5 p.m.	<b>QUALITY AND SAFETY TRACK</b> <b>MOUD and ALTO training part 4</b> <b>Speaker:</b> Bobby Redwood

# General session speakers

## GenHealth

Monday, May 13, 2024, 1:15 - 2:15 p.m.

### Presenter: Phil Gwoke

In this session, we'll dissect the expectations and communication styles of each generation and how it all translates to health care. Expect to walk away with a greater understanding of how to handle issues around professionalism, bedside manners, trust, collaboration, and more, as well as actionable takeaways to put into practice the very next day.

#### Phil Gwoke

As an internationally recognized speaker, Phil has shared his wisdom and inspired audiences in 43 different states and four continents to over 250,000 people. He is a mentor and consultant to young entrepreneurs and employs his diverse background and skill set as the Managing Director of the BridgeWorks team.



Phil Gwoke

## A patient's story on mental health journey

Monday, May 13, 2024, 3 - 4 p.m.

### Presenter: Ken Barlow

Ken Barlow is a renowned meteorologist in the Twin Cities area. In 2007, he was diagnosed with bipolar disorder. He feared going public with this news would mean losing his job and his friends. But in 2012 at a NAMI-MN walk, he spontaneously shared this diagnosis. So began his journey as a mental health activist, sharing his story and his struggle to educate community groups, students, and health care professionals.

#### Ken Barlow

Ken is an Emmy award winning and chief meteorologist at KSTP-TV in the Twin Cities. He has over 30 years of weather forecasting experience. In 2007, he was diagnosed with bipolar disorder. He has used his diagnosis as a platform to advocate for mental health awareness and education. He served on the board of directors of the Minnesota Mental Health Community Foundation and the National Alliance on Mental Health, NAMI.



Ken Barlow

## How unconscious bias harms patients...despite our good intentions

Tuesday, May 14, 2024, 9 - 10 a.m.

### Presenter: Gloria Goins

The outcomes of unconscious bias can be seen across all industries. But, in the health care industry, the need to mitigate it is of particular importance changing U.S. population. In this session, the participants will learn about practical actions that can be taken to reduce the effects of unconscious bias in every operation.

#### Gloria Goins

Gloria is the Chief Diversity, Equity and Inclusion Officer at Cisco, where she runs DEI strategy, inclusive communities, and fairness work. Her team's chief mission is to remove barriers to inclusion and belonging to ensure the company's internal culture reflects its values.



Gloria Goins

## Evolving Workforce Architecture: Constructing a Stable Foundation for Versatile Staffing

Monday, May 13, 2024, 2:45 - 3:45 p.m.

### Presenter: Robert Crowe, Medical Solutions

Join Robert Crowe, EVP of Per Diem and Local Workforce Strategies at Medical Solutions, as he delves into the practical aspects of health care staffing, offering insights and strategies crucial to building resilient, adaptable workforces. He will cover strategies for building talent pools, implementing flexible work arrangements, leveraging AI solutions, and managing staffing challenges.

#### Robert Crowe

Rob leads the per diem and local workforce strategies at Medical Solutions. After spending two decades in the staffing industry, he founded Matchwell, now a Medical Solutions company, which is dedicated to building a marketplace platform that empowers health care organizations to directly access health care professionals.



Robert Crowe

## Winona Community HUB: Pathways Community HUB Model Implementation in Winona County

Monday, May 13, 2024, 2:45 - 3:45 p.m.

### Presenters: Vanessa Southworth and Jackie Henderson, Winona Health

Winona Community HUB (the HUB) is a collaborative, community-based care coordination program certified by the Pathways Community HUB Institute (PCHI). The HUB, which serves Winona County residents, leverages the skills of community health workers (CHWs) housed within community-based organizations to find and engage residents who are under-resourced and at greatest risk for poor health outcomes.

#### Vanessa Southworth

Vanessa joined Live Well Winona, a department of Winona Health, in November, 2021 after serving in a leadership role with Family & Children's Center, one of the Community Care Agencies within the Winona Community HUB. Vanessa serves as Winona Community HUB Director and facilitates the Winona Wellbeing Collaborative advisory board meetings.



Vanessa Southworth

#### Jackie Henderson

Jackie holds the position of Winona Community HUB Manager, overseeing its day-to-day operations. She is dedicated to advancing health equity across all community sectors, with a specific focus on supporting and empowering Community Health Workers (CHWs) to serve as catalysts for positive change within their respective communities.



Jackie Henderson

## How to improve nursing, patient, and administrative satisfaction while maintaining exceptional quality

Tuesday, May 14, 2024, 10:30 - 11:30 a.m.

### Presenter: Darrin Willardsen, CEO, Horizon Virtual

This breakout session will offer insight into how the implementation of Telehospitalist services has been shown in many rural and critical access hospitals improve patient satisfaction and nurse satisfaction.

#### Darin Willardsen, M.D. MBA, SFHM

Darin is the chief executive officer of Horizon Virtual, a telemedicine company for hospitals. He has recently served as the chief medical officer of the Central Minnesota Health Network and the Virtual Health Medical Director at CentraCare Health in St. Cloud Minnesota. Prior to his current position, he was the Vice President – chief medical information officer at CentraCare for 10 years.



Darin Willardsen



## Panel: Workforce pipeline development best practices

Tuesday, May 14, 2024, 1:30 - 2:30 p.m.

### Presenters: Carissa Buegler, Karla Eppler, and Mark Newman

This session delves into the intricate process of identifying, nurturing, and sustaining talent pipelines for future workforce demands. Participants will explore cutting-edge strategies and best practices employed by leading organizations to bridge the gap between education and industry needs. From early outreach initiatives to targeted training programs, panelists will showcase innovative approaches that foster inclusivity, diversity, and skill development within the workforce pipeline.

#### Carisa Buegler, Allina New Ulm

Carisa Buegler is the director of operations at New Ulm Medical Center, a combined hospital and clinic located in New Ulm and part of Allina Health. Her responsibilities include oversight of hospital outpatient clinical services, support services, expansion projects, business development initiatives and community health improvement. She has nearly 27 years of experience in program and community development, operations, communications and marketing and strategic planning.

#### Karla Eppler, Winona Health

Karla is a lifelong learner and educator with over 16 years in health care leadership. She is responsible for the program development and partnership establishment that led to the creation of a simulation lab at Winona Health in collaboration with Winona State University. Karla directs the learning and education programs at Winona Health for internal caregivers and community caregivers.

#### Mark Newman, Allina Health EMS

Mark Newman is the operations supervisor for Allina Health EMS, overseeing the New Ulm location. He manages a staff of 20+ EMT's and paramedics, and has continued to grow the service due to the rising need for services in the region.



Carisa Buegler



Karla Eppler



Mark Newman

## Building a workforce development strategy from the ground up

Tuesday, May 14, 2024, 2:45 - 3:45 p.m.

### Presenter: Terri Nystrom

Participants will explore the foundational principles, best practices, and innovative approaches to building a workforce development strategy in health care that resonates with organizational goals and employee aspirations. Learn more about how Essentia Health took on this challenge by understanding the organizational needs, aligning with strategic objectives, cultivating a learning culture, embracing innovation, and measuring success.

#### Terri Nystrom

Terri leads the Workforce Strategy initiatives at Essentia Health. She has a passion for talent management and organizational development and drives to align human resources practices with business objectives to attract, develop, retain and engage all levels of the workforce. Her over 25 years of experience in the field have brought her insights to effectively navigate complex HR challenges while maintaining a focus on the human side of human resources.



Terri Nystrom



## Understanding Centers for Medicare and Medicaid Services (CMS) sepsis core measures and their new link to reimbursement

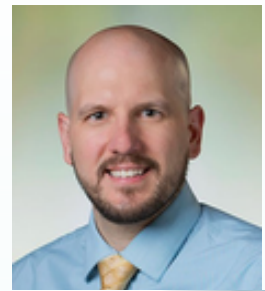
Monday, May 13, 2024, 2:45 - 3:45 p.m.

### Presenter: Christopher Peters, DO

Centers for Medicare and Medicaid Services (CMS) core measures for sepsis (SEP-1) are complex, historically controversial, and notoriously difficult to pass. Sepsis remains one of the largest contributors to in-hospital mortality in the US, yet the average pass rate of SEP-1 is around 60%. Compliance with these measures gained new importance in 2024, as they join the CMS value-based purchasing program. For a better understanding of these measures, we will discuss the history of SEP-1, why it has been viewed as controversial, methods for improving compliance, and how compliance now affects reimbursement as part of value-based purchasing.

#### Christopher Peters, DO, Essentia Health Duluth

Christopher is an emergency physician for Essentia Health in Duluth. He graduated from Des Moines University School of Osteopathic Medicine and completed residency in emergency medicine at Kent Hospital in Warwick, Rhode Island. He is medical director of Sepsis for Essentia Health's east market and section chair of emergency medicine at Essentia Health-Northern Pines hospital in Aurora. Outside of the hospital, he is medical director for the ski patrol at Lutsen Mountains and Giants Ridge.



Christopher Peters

## Accreditation and certification-pieces of the hospital quality puzzle part 1

Monday, May 13, 2024, 2:45 - 3:45 p.m.

Attendees will discover what they need to know about how to manage a survey and understand what accreditation means.

## Accreditation and certification-pieces of the hospital quality puzzle part 2

Tuesday, May 14, 2024, 10:30 - 11:30 a.m.

Attendees will discover what surveyors will be looking for to determine compliance or non-compliance with the QAPI requirements.

### Presenter: Nancy Ruzicka

#### Nancy Ruzicka

Nancy Ruzicka has experience teaching and assisting hospitals, long-term care facilities, independent physician office practices, and other Medicare certified health care facilities across the nation in understanding applicable federal and state laws, rules, regulations, and interpretative guidelines. Her experience encompasses teaching all levels of health care staff in understanding regulatory compliance and HIPAA requirements.



Nancy Ruzicka



## Building and integrating medical services quality

Monday, May 13, 2024, 2:45 - 3:45 p.m.

**Presenters: Rachael Betland, Terra Carey, Maria Harmandayan, and Stephanie Bue**

This session will cover a highly specialized behavioral health care system's efforts to implement a strategic quality plan specific to medical services and a unified medical staff. Presenters describe a matrix approach to quality support and collaboration with medical leaders, both within and across multiple health system service lines, that is driven by best practices, regulatory requirements, and other strategic priorities.

### Rachael Betland, Quality Director for Medical & Ambulatory Services, Direct Care and Treatment, DHS

Rachael Betland is the quality director for Medical and Ambulatory Services within the Direct Care and Treatment division of Minnesota Department of Human Services (DHS). She has served as a quality professional and leader in non-profit and government health care systems, for both primary care and behavioral health specialties.



Rachael Betland



Terra Carey

### Terra Carey, Chief Quality Officer, Direct Care and Treatment, DHS

Terra is the chief quality officer at Direct Care and Treatment and has worked as an executive in both the non-profit and government arenas. She earned a degree in Biology from the University of Wisconsin Milwaukee and a Masters in Public Health from the University of Minnesota.



Dr. Maria Harmandayan

### Maria Harmandayan, Medical Director for Mental Health and Substance Abuse Treatment Services, DHS

Dr. Maria Harmandayan is the medical director for Mental Health and Substance Abuse Treatment Services (MHSATS) for the Department of Human Services' (DHS) Direct Care and Treatment (DCT) division. She provides clinical oversight to all treatment programs administered by MHSATS.



Stephanie Bue, RN

### Stephanie Bue, RN, Quality Director for Mental Health and Substance Abuse Treatment Services, Direct Care and Treatment, DHS

Stephanie Bue is the mental health and substance abuse treatment services (MHSATS) Quality Director for DHS's DCT division, a role she's held since 2019.

## Onboarding tips for new medical directors

Tuesday, May 14, 2024, 10:30 - 11:30 a.m.

**Presenter: Michael Silverman, M.D., US Acute Care Solutions**

Leadership and management are not typically taught to physicians while they are in school or residency, but with appropriate guidance, this course can help you establish guidelines and opportunities to help them become better leaders.

### Michael Silverman, MD FACEP

Michael attended Eastern Virginia Medical School and completed his emergency medicine residency at the Johns Hopkins university School of Medicine where he served as chief resident. He has been a department chair for nearly 20 years, is currently a medical director with US Acute Care Solutions and has been the chair of emergency medicine at VHC Health in Arlington, VA since 2011.



John Crongeyer

## Quality metrics: how to thrive

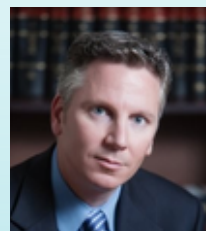
Tuesday, May 14, 2024, 1:30 - 2:30 p.m.

**Presenter: John Crongeyer, CEO, ModusOne Health.**

This presentation will focus on the key measures used for quality rankings by CMS and other organizations. The discussion will center upon best practices of clinical documentation for nurses and physicians to ensure an accurate diagnosis, correct coding, reduced medico-legal risk, optimal performance metrics, and proper reimbursement.

### John Crongeyer

John Crongeyer is a physician, attorney, and entrepreneur who brings a unique leadership and vision to ModusOne Health. He is one of the company's founders and has served as CEO since its inception. He previously served as chief legal counsel and director of strategic growth for the company's predecessor.



John Crongeyer



## MOUD and ALTO training

Tuesday, May 14, 2024, 10:30 - 11:30 a.m, 1:30 - 2:30 p.m, 2:45 - 3:45 p.m., 4 - 5 p.m.

### Presenter: Bobby Redwood, M.D., MPH, FACEP

Role of stigma, unconscious bias, and social determinants of health in OUD. Review addiction identification and evidence-based treatments. Discuss harm reduction strategies for patients with OUD. Explain the process of buprenorphine induction as well as stabilization and maintenance evidence-based resources to ensure providers have the confidence to prescribe buprenorphine for patients with OUD.

### Bobby Redwood, M.D., MPH, FACEP

Bobby Redwood, M.D., MPH, FACEP is an emergency medicine physician and graduate of the Rush University School of Medicine in Chicago. Dr. Redwood's portfolio includes opioid stewardship, opioid use disorder, and physician engagement in quality improvement. Dr. Redwood also serves as the physician lead for the MidWest Alternatives to Opioids Program, The Wisconsin Dental Pain Protocol, and a tri-state coalition to reduce opioid overdoses in long-term care settings.



Bobby Redwood, M.D.

### CME credits

Up to 4 CME credits are available, through the Minnesota Medical Association (MMA). In order to receive CME credit, an evaluation will need to be completed. This education meets the DEA requirements for prescribing medications for OUD.



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This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education through the joint provider ship of the MMA and Minnesota Hospital Association. The MMA is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The MMA designates this live activity for a maximum of 4 AMA PRA Category 1 Credit(s)<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

## Improving quality metrics at scale

Tuesday, May 14, 2024, 1:30 - 2:30 p.m.

### Presenter: David Rutherford, DO, US Acute Care Solutions

Metrics are much more than spreadsheets, bar graphs, and spotlight reports. Ideally, metrics reflect the success or shortcoming of the application of evidence-based best practice to benefit individual patients. Thoughtful application of highly effective initiatives has the power to narrow unexplained practice variation, eliminate wasteful resource utilization, diminish patient harm, reduce risk for clinicians, and hospital systems and, in the best-case scenario, impart health and save lives. The challenge of engaging groups of clinicians to modify practice is best approached by optimizing specific parameters, sharpening data fidelity and, most importantly, conveying the true impact on patient care to frontline clinicians.

### David Rutherford, DO

David is an emergency physician and the National Director of Quality for US Acute Care Solutions. Before his current role, Dr. Rutherford most recently served as the regional quality director, Central Mountain Division, and System Quality Director for the USACS Intermountain Health sites. In these roles, Dr. Rutherford provided oversight and direction for quality, risk, safety, and education initiatives for 30 USACS sites in both Colorado and Kansas and serves on the National Quality Improvement Committee (QIC) which aims to orchestrate regional and national projects related to improving clinical care.



David Rutherford, DO

## Quality foundations and models for continuous improvement

Tuesday, May 14, 2024, 2:45 - 3:45 p.m.

### Presenter: Lori Johnson, vice president performance improvement service/safety, Hennepin County Medical Center

Lori Johnson, will be covering the foundation of quality and the models for continuous improvement.

### Lori Johnson, vice president performance improvement service/safety, Hennepin County Medical Center

Lori serves as the chair of the MHA quality and safety committee. She is the vice president of performance improvement service and safety at Hennepin County Medical Center where she has been employed for over thirty-six years.



Lori Johnson



## The era of the smart care team is here: context and client case studies

Monday, May 13, 2024, 2:45 - 3:45 p.m.

### Presenters: **Cindy Koppen, MSN** and **Bruce Mehdizadeh**

Join care.ai leaders Cindy Koppen and Bruce Mehdizadeh as they share insight into the ability for Ambient Intelligence to enhance the high-touch elements of care while eliminating burdensome tasks and screentime.

#### **Cindy Koppen, chief nursing officer, Careai**

Cindy is an accomplished nurse executive with a demonstrated track record of successfully guiding teams toward realizing a transformative vision and creating value within the health care sector through innovative smart care facilities integrating virtual and ambient technologies. Proficient in merging clinical and operational care delivery models, optimizing workforce performance, conducting cost-benefit analysis, and establishing robust metrics to evaluate program success in terms of financial and clinical quality outcomes.



Cindy Koppen

#### **Bruce Mehdizadeh**

Bruce Mehdizadeh is senior director of sales at care.ai, supporting health care systems across the Midwest and Western US. Bruce has more than 24 years of experience in medical device product development and health care IT. As a mechanical engineer and technology management leader, his expertise spans product development, marketing, sales leadership, and strategy.



Bruce Mehdizadeh

## Our journey to 5th magnet designation

Monday, May 13, 2024, 2:45 - 3:45 p.m.

### Presenters: **Melissa Stowe and Melissa Fradette, CentraCare**

Learn how CentraCare- St. Cloud Hospital achieved its 5th Magnet Designation despite a global pandemic and workforce challenges through nursing practice and interdisciplinary collaboration.

#### **Melissa Stowe, MSN, RN, CNORM, CentraCare**

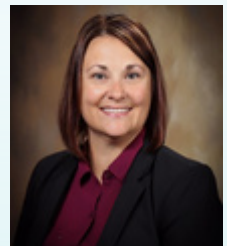
Melissa has over 21 years of experience as a registered nurse at CentraCare. She is currently the magnet program director, and most recently led St. Cloud Hospital to their 5th magnet designation.



Melissa Stowe

#### **Melissa Fradette, CentraCare**

Melissa is the executive director, system chief nursing officer for CentraCare. Melissa has her Bachelor of Arts degree in biomedical science from St. Cloud State University, Bachelor of Science in nursing from the University of Minnesota, and a Master of Science Degree in nursing education from Walden University.



Melissa Fradette

## Strategies to advance a diverse and engaged RN workforce

Tuesday, May 14, 2024, 1:30 - 2:30 p.m.

### Presenter: **Caroline Njau, CNO, Children's Minnesota**

This session will delve into innovative strategies aimed at cultivating diversity, promoting inclusion, and enhancing engagement among nursing professionals. Participants will explore evidence-based practices and actionable insights to address the multifaceted challenges facing today's nursing workforce. From recruitment and retention to professional development and leadership opportunities, this session will provide a comprehensive framework for building a resilient and empowered nursing community.

#### **Caroline Njau, CNO, Children's Minnesota**

Caroline Njau joined Children's Minnesota in March 2021. She leads more than 1,000 nurses at one of the largest pediatric hospitals in the nation. She's responsible for their strategy, education, and professional development. Njau also leads patient and family services.



Caroline Njau

# Nurses track speakers

## Virtual nursing: An innovation in flight

Tuesday, May 14, 2024, 10:30 - 11:30 a.m.

**Presenters: Rhonda Kazik, Jessica Alexander, Mary Ferguson, Adrienne Radovich, Beth Young.**

An introduction to our experience uplifting virtual nursing in 30 days. Overview will include the design, implementation, and evaluation plan along with key outcomes, learning, and opportunities. Additional insights will be provided about how to shift from proof of concept to program implementation. Future opportunities and ongoing learning will also be shared.

### **Rhonda Kazik, DNP, RN, CENP**

Dr. Rhonda Kazik is the system chief nurse executive for Essentia Health. Kazik has been active in nursing and health care for over 38 years working within critical access, community, teaching, and academic hospitals, ambulatory, and post-acute care settings, and in health care systems spanning multiple states.



### **Jessica Alexander**

Jessica Alexander is the system director of nursing informatics at Essentia Health. She has been active in nursing and informatics for 24 years, working in academic, HMO, and rural based healthcare systems. She has lead teams to implement enterprise EMRs as well as developed governance and engagement strategies for nurses who use the EMR to be involved in decision making and optimization.

### **Mary Ferguson**

Mary Ferguson is an human resource business partner serving Nursing Operations at St. Mary's Medical Center, Essentia Health – Duluth, and St. Mary's Hospital Superior. Ferguson has worked in Human Resources for 30 years primarily working in Recruitment, Labor, Workforce Development, and Employee Relations primarily supporting nursing teams.



### **Adrienne Radovich**

Adrienne Radovich, director of nursing at Essentia Health St. Mary's Hospital in Superior, WI. She has worked at Essentia Health for 16 years in various nursing roles.

### **Beth Young**

Dr. Beth Young is the ambulatory director of nursing for the east market of Essentia Health. Beth started her career in the military as a combat medic. As a nurse, she has worked in a variety of healthcare settings including inpatient services, ambulatory services, quality and patient safety, and most recently academia and teaching.



## Defining nursing professional practice at Ridgeview through professional development initiatives

Tuesday, May 14, 2024, 2:45 - 3:45 p.m.

**Presenters: Meridith Wulf, Director Patient Care and Elaine Arion, Chief Nursing Officer, Ridgeview**

An overview of nursing initiatives implemented to focus on integration and management of the delivery of nursing care services. The primary objective is to improve nurse satisfaction by creating a healthy work environment and improve patient outcomes by supporting excellence in practice.

### **Meridith Wulf, MSN, RNC-NIC**

Meridith is the director of patient care for Women's and Children's Services and Nursing Professional Development at Ridgeview Medical Center. She is certified in Neonatal Intensive Care. She manages nursing professional practice, including new graduate residency, practice councils, and ongoing development of education and orientation programs.



### **Elaine Arion**

Elaine serves Ridgeview Medical Center as the vice president of patient care and chief nursing officer. Elaine holds a Master of Science in Nursing, Healthcare Administration degree from the University of Mary and a Doctor of Nursing Practice, Executive Leadership degree from Concordia University.



## Current perceptions and actionable takeaways

Monday, May 13, 2024, 2:45 - 3:45 p.m.

This session will share current health care perception research as well as the current state of affairs at the Minnesota State Capitol. Moreover, this session goes beyond mere analysis by providing actionable takeaways to enhance stakeholder engagement, build trust, and differentiate our collective messaging.

## Communicator/GRO work session

Tuesday, May 14, 2024, 10:30 - 11:30 a.m.

MHA communicators and GROs will work in small groups to develop recommended strategies, tactics, and messaging on key issues that are impacting hospitals and health systems. We'll explore how we're addressing current perceptions, where there is opportunity for innovation, and how we can improve processes to better leverage our collective strength.

## The Looming AI-Driven Strategic Communications Crisis

Tuesday, May 14, 2024, 1:30 - 2:30 p.m.

### Presenters: David Erickson and Bess Ellenson, Tunheim

The explosive growth and adoption of generative artificial intelligence is disrupting industries across the board, strategic communications being among the most prominent. From deep fakes and disinformation to AI-generated answers in search engines stealing traffic from websites to robo-pitching, communications professionals are facing challenges they've never yet encountered.

#### David Erickson, director of integrated digital and social media

David has more than 25 years of experience in marketing, public relations, online media, and advertising. His expertise has helped organizations and brands grow their digital reach and achieve their bottom-line objectives.

#### Bess Ellenson, director of public relations and media

Bess is an Emmy Award-winning TV executive producer and seasoned communications professional boasting over 20 years of experience in television and community relations. Her expertise spans public relations, strategic planning, event management, and adept team leadership.



David Erickson



Bess Ellenson

## Panel: Meet the Media

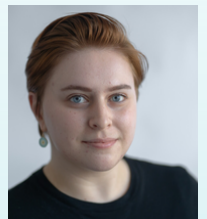
Tuesday, May 14, 2024, 2:45 - 3:45 p.m.

### Presenters: Dene Dryden, Post Bulletin and Chris Snowbeck, Star Tribune

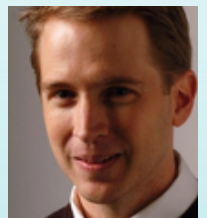
This panel of seasoned reporters will share their insights into the evolving media landscape. From traditional outlets to digital platforms, our esteemed panelists bring diverse perspectives and firsthand experiences to the table, shedding light on the challenges, trends, and opportunities shaping modern journalism. Through this candid discussion, attendees will gain invaluable insights into what makes a story newsworthy, how to effectively pitch to these journalists, and the evolving role of media. This session promises to provide invaluable perspectives to enhance your engagement with the press and navigate the ever-changing media landscape with confidence.

#### Dene Dryden – health reporter, Post Bulletin

Dené K. Dryden serves as the health reporter for the Post Bulletin. She became a part of the Post Bulletin newsroom in 2022. Dené holds professional affiliations with esteemed organizations including the Minnesota Newspaper Association, the Society of Professional Journalists, and the Association of Health Care Journalists. Notably, she was honored as the second-place recipient of the Minnesota Newspaper Association's 2023 Dave Pyle New Journalist Award.



Dene Dryden



Chris Snowbeck

#### Chris Snowbeck – health reporter, Star Tribune

Christopher Snowbeck specializes in covering health insurers, notably including Minnetonka-based UnitedHealth Group, as well as the operational aspects of hospitals and clinics. With a career spanning since 1994, Snowbeck has reported on health care topics for four prominent newspapers, including the St. Paul Pioneer Press, the Pittsburgh Post-Gazette, and the Daily Progress of Charlottesville, VA.