



*Minnesota Hospital Association*

# 2021 Winter Trustee Conference

## Influencing the health of our communities

Jan. 14 - 15, 2021

Dear MHA members and trustees,

While we are disappointed we won't be able to meet in person this winter due to the pandemic, I am pleased to announce a virtual MHA Winter Trustee Conference, to be held Jan. 14-15, 2021. The virtual format will allow us to provide important education programming and networking opportunities to trustees during a time when we must maintain physical distance to protect our own health and that of our communities.

Thursday, Jan. 14, will feature the popular boot camp for new trustees, which includes four sessions on board governance, health system finance, advocacy and quality improvement. This day of learning is intended to provide foundational information for trustees.

On Friday, Jan. 15, join community leaders and experts for general conference sessions to learn about the social factors that have a strong impact on overall health. Racism, housing, transportation, educational attainment, food security and access to economic resources are just some of the social influencers of health affecting the health of individuals and families. Hear about how hospitals and health systems are working toward solutions to improve the health and lives of all Minnesotans.

Participants can register for the boot camp on Thursday, the general conference sessions on Friday, or both. Anyone registered for any part of the conference can join us for a virtual happy hour on Thursday evening. I look forward to seeing you all!

*R. Koranne.*

Rahul Koranne, M.D., MBA, FACP  
President and CEO

# Boot Camp for Trustees

The boot camp for trustees is designed to help hospital trustees understand the issues and expectations of serving on hospital and health system boards. Presentations by MHA staff will provide information about basic board and trustee roles and responsibilities in governance; finance and reimbursement; quality; advocacy; communications; and relationships with other board members, CEOs, physicians, staff and the community.

## Thursday, Jan. 14

### 9 – 9:10 a.m. Welcome

**Dr. Rahul Koranne, president and CEO, Minnesota Hospital Association**  
**Mary Theurer, MHA board member, chair, MHA Trustee Council**

### 9:10 – 10:10 a.m. The Board Member's Governance Role

**Ben Peltier, vice president, legal and federal affairs, Minnesota Hospital Association**

This session will help hospital trustees understand fundamental issues and expectations of health care boards and outline the legal obligations and protections for trustees.

**Effective Governance**

### 10:10 – 10:20 a.m. Break

### 10:20 – 11:20 a.m. Financial Basics for Hospital Trustees

**Joe Schindler, vice president, finance policy and analytics, Minnesota Hospital Association, and Jan Brosnahan, chief financial officer, Winona Health Services**

Schindler and Brosnahan will provide an overview of hospital and health system finance and reimbursement. They will discuss the board's fiduciary duties and provide detailed instructions on how to read hospital financial statements.

**Fiduciary Duties**

11:20 a.m. –

12:30 p.m. Lunch Break

### 12:30 – 1:30 p.m. How to Advocate for the Hospital and Health System Community

**Mary Krinkie, vice president, government relations, and Bob Hume, vice president, policy, Minnesota Hospital Association**

As community leaders, trustees are a powerful voice for advocacy on behalf of their hospital and health system. Trustees know how hard their leaders are working to provide high-quality health care. Learn tools and techniques to build your advocacy skills and be the best advocate for your health system with local, state and federal elected officials as well as other community leaders.

**Effective Governance**

### 1:30 – 1:40 p.m. Break

### 1:40 – 2:40 p.m. Trustee Role in Quality and Safety

**Tania Daniels, vice president, quality and safety, Minnesota Hospital Association**

Daniels will discuss the board's duty to oversee hospital quality and safety efforts and provide an overview of common quality and safety issues boards are responsible for overseeing. Daniels will share models for continuous quality improvement that can be applied to address all dimensions of quality and safety governance.

**Quality and Patient Safety**

### 5 – 6 p.m. Virtual Happy Hour

Hosted by **Dr. Rahul Koranne, president and CEO, MHA**. Please come and network with each other and some of our guests.

## Audience

The boot camp is specifically designed for newer board chairs, trustees and physician board members. It is open to all trustees, board members and CEOs interested in board education.

## Certification

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

## Fees and conference registration

The cost for the boot camp is \$159 per person for MHA member hospitals and health systems, \$209 for associate members and \$259 for nonmembers. View the [conference page](#) and log in to register. Under Choose Sessions, select Jan. 14 Boot Camp for Trustees Registration.

## Cancellation

Registration fees, less a \$25 cancellation fee, are refundable if notice is received on or before Thursday, Jan. 7, 2021.

## Zoom access instructions

All boot training camp sessions will be held via Zoom. Registered participants will receive access instructions for Zoom on Friday, Jan. 8.

## Questions

For more information, contact [Christy Hammer](#), manager, education programs, MHA, (651) 399-4184.

## General session: 2021 Winter Trustee Conference

# Influencing the Health of Our Communities

Minnesota's hospitals and health systems serve diverse communities across our state with a unified mission: to advance the health and well-being of individuals and to strengthen healthy communities.

Social determinants or social influencers have a strong impact in determining or influencing overall health of individuals and families. In fact, 80% of our health is influenced by factors outside the health care delivery system, including structural racism, housing, transportation, educational attainment, food security and access to economic resources.

How we can ensure that we deliver high-quality care across the state to all Minnesotans? Can we use our community health needs assessments and community benefit activities to address these social influencers? Recent events in our communities related to racial justice as well as the COVID-19 pandemic have further exposed these needs.

The MHA Winter Trustee Conference will be a dialogue with community leaders working to address food security, educational attainment, racism and access to community resources in order to help Minnesotans thrive. While we cannot gather in person, our format will allow plenty of time for questions and conversation with our presenters.

## Thursday, Jan. 14

### 5 – 6 p.m. Virtual Happy Hour

Hosted by Dr. Rahul Koranne, president and CEO, MHA. Please come and network with each other and some of our guests.

# Friday, Jan. 15

9 – 9:15 a.m.

## Welcome

Dr. Rahul Koranne, president and CEO, Minnesota Hospital Association  
Mary Theurer, MHA board member, chair, MHA Trustee Council

## 9:15 – 10:15 a.m. The Health Effects of Food Insecurity

Allison O'Toole, CEO, and Jana Martin, M.S., RDN, LD, FOODRx program manager, Second Harvest Heartland; Alicia Bauman, director of community health, Lakewood Health System, Staples; and David Tilstra, M.D., community transformation officer, CentraCare, St. Cloud

Second Harvest Heartland, one of the nation's largest food banks, leads through innovation, finding efficient, effective solutions to connect the full resources of our community with our neighbors experiencing hunger. This work has become even more important in the face of COVID-19, as households across Minnesota face job loss, dramatically reduced incomes, increased health risks and barriers preventing consistent access to nutritious food. One way Second Harvest Heartland works to overcome these challenges is by partnering with hospitals and health systems to ensure that their patients and communities have access to vital food resources, grounded in the idea that "It's hard to be healthy if you're hungry." This program, known as FOODRx, is a simple, cost-effective way to directly connect patients to the nutritious food and education needed to improve their health.

**Quality and Patient Safety**

## 10:15 – 10:30 a.m. Business Partner Showcase and Break

## 10:30 – 11:30 a.m. Town Hall on the Economy with Federal Reserve Bank of Minneapolis President Neel Kashkari

Neel Kashkari, president and chief executive officer, Federal Reserve Bank of Minneapolis

Federal Reserve President Kashkari will discuss the economy, unemployment, the current impact of COVID and federal stimulus funding. He will also share the bank's work to address economic disparities, which can negatively impact an individual's health. The session will be facilitated by Dr. Rahul Koranne, president and CEO, MHA, and will include plenty of time for questions and answers.

**Effective Governance - Advanced**

11:30 a.m. –

## 1:00 p.m. Business Partner Showcase and Lunch Break

## 1:00 – 2:00 p.m. How Bias Creates a Public Health Crisis... Despite Our Best Intentions

Gloria Goins, former chief diversity and inclusion officer, Bon Secours Health System, Washington

With the steady rise of the U.S. population and the expected increase in communities of color, the need to address health disparities has never been more urgent. However, research shows that implicit and conscious bias in health care systems adversely impact all aspects of health care including access, safety, quality and mortality. Despite our best intentions to address inequitable outcomes in health care, we are unintentionally putting our patients at risk due to the widespread presence of bias. In this highly interactive session, participants will learn how bias creates a public health crisis, particularly in the wake of COVID-19, and explore practical actions that can be taken to mitigate the adverse effects of bias in health care.

**Strategic Planning - Advanced**

## 2:00 – 2:15 p.m. Business Partner Showcase and Break

## **2:15 – 3:15 p.m. Social Determinants of Hype: Moving past the noise and helping people at the right time**

**Erine Gray, founder and CEO, Aunt Bertha**

There's a lot of attention around solving social determinants of health. However, many of these issues do not follow the health care paradigm and are related to how hard "the system" is to navigate. Erine Gray, the founder and CEO of Aunt Bertha, will share data and insights about how health systems and health plans are partnering with community-based organizations and health plans to collectively address some of these needs. In this session, you'll see insights about what patients worry about when they're alone and when they're sitting with a doctor or talking to a care coordinator. Using data from cell phone searches, data from kiosks on the streets of New York and the user experience of tens of thousands of social workers navigating for patients nationwide, Gray will share insights and trends that will help you ask the right questions and frame the discussion differently.

**Effective Governance**

## **3:15 – 3:30 p.m. Closing Comments**

**Dr. Rahul Koranne, president and CEO, Minnesota Hospital Association**

### **Audience**

The conference is specifically designed for CEOs, board chairs, trustees and physician board members.

### **Certification**

Board members participating in MHA's board certification program can earn up to four credits toward certification. Component area of credit is highlighted 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. The quantitative value assigned will be indicated on the certificate of attendance awarded to participants who attend sessions.

### **Fees and conference registration**

The registration fee for Friday's general conference sessions is \$199 per person for MHA member hospitals and health systems, \$249 for associate members and \$299 for nonmembers. View the [conference page](#) and log in to register. Under Choose Sessions, select Jan. 15 Influencing the Health of Our Communities Registration.

### **Cancellation**

Registration fees, less a \$25 cancellation fee, are refundable if notice is received on or before Thursday, Jan. 7, 2021.

### **Zoom access instructions**

All conference sessions will be held via Zoom. Registered participants will receive access instructions for Zoom on Friday, Jan. 8.

### **Questions**

For more information, contact [Christy Hammer](#), manager, education programs, MHA, (651) 399-418.

