Purpose Driven Leadership is the framework moving forward as we learn to adapt to the challenges of reform and focus more intently on our goals and priorities as health care organizations. Now more than ever, it is important that we come together to reinforce our strengths and fortify the future of health care in Minnesota.

The Institute task force has developed a challenging and thought-provoking agenda that will look at how the changing environment will set the pace for how we move forward in years to come. This year's Institute will give you the opportunity to broaden your thinking about current issues and help you tap into your instincts to create new opportunities and orchestrate better performance. We will provide you with the tools and strategies you need to navigate in this increasingly complex and changing environment.

Whether you're a veteran CEO, new to hospital leadership, or a member of your senior leadership team, please join your peers at the Institute to share strategies, challenges, concerns, and camaraderie. We believe you will find this event rich with information and sharing opportunities.
Wednesday, March 9

9 a.m. Registration/Continental Breakfast

10 a.m. Opening Remarks and Welcome

10:10 a.m. Managing to be a Great Leader. Do It Right. Make It Fun.  
Ron Culberson, speaker, humorist, author, Arlington, Virginia  
Good enough is not really that good. Success, even in tough times, comes from showing up and doing an excellent job. It’s not rocket science! Our opening presentation addresses the common sense philosophy of Do it Well, Make it Fun! Ron will show you how to become successful by seeking excellence while at the same time making the work experience more enjoyable by creating an organizational culture in which excellence and fun coexist, and creating an environment that develops excellent leaders, great employees and extraordinary services for your community.

11:15 a.m. Strengthening Healthy Communities: Year Two of the Minnesota’s Hospitals Campaign  
Wendy Burt, vice president, communication and public relations, Minnesota Hospital Association, St. Paul, MN  
MHA members have been enthusiastic partners in our story-telling — in videos, on social media and on the website as part of this multi-year public relations campaign to reposition hospitals as centerpieces of the community. As we head into the 2016 legislative session and campaign season, we will update members on findings from a baseline public opinion poll and upcoming campaign content that includes a mental health initiative.

12 p.m. Lunch

1 p.m. Shaping Culture to Enhance Organizational Performance  
John McKay, senior vice president and Regina Salvucci, partner, Senn Delaney, Huntington Beach, CA  
An organization’s culture happens by either default or design. Culture plays a significant role in its ability to successfully execute strategic plans. This is especially true of leaders navigating historic periods of industry transformation. Through the design of creating an organizational culture you create an environment to align people with your mission, vision and values. Senn Delaney’s passion and singular focus on culture, combined with decades of hands-on experience, has resulted in a comprehensive and proven culture-shaping methodology that engages people and measurably impacts both the spirit and performance of organizations. Hear how culture-shaping can improve results in the most common areas such as enabling new business models, changing the culture DNA to maximize effectiveness of critical initiatives, aligning leadership and effectively leading change and easing mergers and acquisitions.

2:30 p.m. Break

2:50 p.m. Putting Culture into Practice  
Mary Ellen Wells, administrator, CentraCare Health – Monticello, Monticello, MN, Kris Peterson, director of supply chain management, CentraCare Health, St. Cloud and a CentraCare physician to be determined  
Management from CentraCare Health discuss putting CentraCare’s commitment to culture transformation into practice after following the Senn Delaney model. They will discuss the transformation model used and share a taste of what they’ve learned so far. Participants will learn how CentraCare used promotional activities to engage the organization, the impact of their efforts so far and their perspective on the sustainability of the program.

3:50 p.m. Stretch Break

4 p.m. Legislative Update  
Mary Krinkie, vice president, government relations, Minnesota Hospital Association, St. Paul, MN  
What will the 2016 session bring to Minnesota health care? Every legislative session seems to have its own unique personality — some are more contentious than others, some are more productive resulting in comprehensive reform legislation and others are more minimalist in what legislators are trying to achieve. The tone and tenor depends on the legislative makeup, the budget situation and issues at hand. Krinkie will provide you with a look at where we are, where we’re going, the priority issues the health care community will likely face for the rest of the legislative session and what challenges and changes will affect your community and your facility.

5 p.m. Reception — sponsored by CliftonLarsonAllen LLP
Thursday, March 10

9 a.m.  
**Violence in the Workplace**  
*Michael Mock, manager, security services, St. Luke’s Hospital, Duluth, MN; Ryan Aga, R.N., MSN, CEN, CPEN, ER nurse manager, Regions Hospital, St. Paul, MN*  
Hospitals by their very nature are venues where human emotions ebb and flow under the best and worst circumstances. They are open to the public 24/7 and accept visitors and patients under all conditions. Hospital staff can find themselves faced with circumstances that require an ability to avert and manage violence and potentially violent situations aimed at both themselves and the patients they care for. Protecting both patients and staff is a critical element of today’s health care world. This program will present a framework for what’s currently happening in two health care facilities and how we, as a health care collaborative, can protect patients and health care providers from preventable injury.

10 a.m.  
**Break**

10:20 a.m.  
**Working Together to Improve Minnesota’s Mental & Behavioral Health Care**  
*Alice C. Nichols, LSCW, LCAC, director of adult and children’s mental health, Department of Human Services, St. Paul, MN; and a representative from the Minnesota Sheriff’s Association; Moderator – Lawrence Massa, president and CEO, Minnesota Hospital Association, St. Paul, MN*  
As health care providers work to balance the continued influx of mental and behavioral health patients, what can we do to work closer with other organizations who also have a stake in providing services to those same patients? How do we work with our local law enforcement to both protect and serve the patients in our facilities? Join us for an update from DHS and discussion with the Sheriff’s Association to get a look at what the future might be from their perspective.

11:30 a.m.  
**Behavioral Healthcare Providers**  
*Sally Lewis Olson, business development director & Amy Wrightson, senior director of operations, Behavioral Healthcare Providers, Minneapolis, MN*  
Behavioral and mental health services are in high demand, and as the federal health care law continues to expand coverage resources will become increasingly taxed. The U.S. Department of Health & Human Services estimates that 91 million adults live in areas where shortages of mental health professionals make it difficult to obtain treatment. Shortages of behavioral health services affect both urban and rural areas and make it increasingly difficult to provide resources for crisis management, and services for routine and follow-up care. Join us for a look at how tele-behavioral health can provide some augmentation for behavioral services.

12 p.m.  
**Lunch**

1 p.m.  
**Medical Staff Relations — Developing Future Medical Leaders**  
*William G. Heegaard, M.D., chief clinical officer, Hennepin County Medical Center, Minneapolis, MN; Mark Heggem, M.D., chief medical officer, Riverwood Healthcare Center, Aitkin, MN; Charles S. Winjum, M.D., chief medical officer, Essentia Health, Fosston, MN; Moderator: Rahul Koranne, M.D., S.V.P., clinical affairs and chief medical officer, Minnesota Hospital Association, St. Paul, MN*  
Sponsored by: ACHE Minnesota Healthcare Group Chapter – Face-to-Face ACHE Credit: 1.5  
The relationship between a physician leader and the executive officer is critical to the success of health care organizations no matter what size they are. To be successful, executives must identify strategies for involving the physician leader in decision making and planning, as well as organizational strategies. This session provides key information as you learn from your peers as they share their thoughts and experiences of how to set up physician leaders for success and also how you identify and develop future medical staff leaders in your organization.

2:30 p.m.  
**Break**

2:50 p.m.  
**Minnesota College of Osteopathic Medicine — Bold Solution to the Physician Shortage?**  
*Philip Keithahn, chief financial officer, Minnesota College of Osteopathic Medicine, Gaylord, MN*  
Is the creation of a new osteopathic medical college in Gaylord, MN an answer to the looming physician shortage or a potential problem for additional residency spots? The proposed college has the potential to offer additional training, clinical rotations and provide Minnesota health care facilities with a chance to find a solution to the shortage of primary care physicians. Keithahn will provide an overview of why the osteopathic college is good for Minnesota, and also what it can do to help alleviate the physician shortage in Minnesota.
3:20 p.m.  TBD

4 p.m.  Promoting Health Through Happiness — Community Resiliency
Corey L. Martin, M.D., director of medical affairs, Buffalo Hospital, Buffalo, MN
A first-of-its-kind study was recently launched in two Minnesota communities, Buffalo and Monticello, to help raise the level of happiness and resiliency. This study will focus on how resiliency can be learned and how it affects the overall health efforts in each community. As a result of last year’s program presented at this conference, Monticello and Buffalo joined together to provide this “Bounce Back Project” to their community residents. This program will focus on both the collaboration of the two communities and the results of the program as it tries to boost the overall mental and physical health of their communities.

4:30 pm  Adjourn

5 p.m.  Reception

Friday, March 11

9 a.m.  Successfully Leading Change in Health Care Organizations
Kenneth D. Holmen, M.D., president & CEO, CentraCare Health, St. Cloud, MN; Jon L. Pryor, M.D., chief executive officer, Hennepin Healthcare System, Inc., Minneapolis, MN; Brian L. Whited, vice chair, operations, Mayo Clinic Health System, Rochester MN; Moderator – Lawrence Massa, president and CEO, Minnesota Hospital Association, St. Paul, MN
Sponsored by: ACHE Minnesota Healthcare Group Chapter – Face-to-Face ACHE Credit: 1.5
The health care environment is constantly changing, and provider organizations must adapt in order to survive and thrive. Organizations are frequently asked to respond to legislative changes, market fluctuation, safety concerns, and patient, community or staff demands. The success of major change implementation hinges on how it’s communicated and how it impacts individuals and the organization. For change to truly be effective, a leader must know how to effectively communicate the benefits, minimize the barriers and describe the processes. Learn from your peers as they share their thoughts and experiences. You will also hear how Minnesota system executives perceive the changes coming from health reform and what they look at in leading their organization through change.

10:30 a.m  Break

10:50 a.m.  Teamwork, Commitment and Vision
Jerry Kill, former Gopher football head coach, University of Minnesota, Minneapolis, MN
Our closing speaker has been head coach for the Minnesota Gopher football team since 2010 and just recently retired. Kill will provide you with his vision and message of how working with staff and a team requires high values, commitment and a sense of working together to create an environment of doing what is right and enjoying the journey along the way.

11:50 a.m.  Adjourn
About the Institute

Audience
The Institute is geared toward hospital and health care system executives, department leaders and financial officers, but is open to all health care professionals.

Certification
The content of this Institute is being reviewed by the Minnesota Board of Examiners for Nursing Home Administrators for clock hours. The quantitative value assigned will be indicated on the certificate of attendance awarded to participants who attend all sessions. For confirmation of clock-hour approval, please contact the education department at the Minnesota Hospital Association.

Accommodations
The Institute will be held at the Crowne Plaza Minneapolis West, 3131 Campus Drive, Plymouth, Minnesota. The hotel is holding a block of rooms at the rate of $136 single or double. Call 763-559-6600 to make reservations and mention you are with the MHA Healthcare Leadership Institute. Registration cut-off date for the special room rate is Feb. 16, 2016.

Fees
Cost is $315 per person from a member facility, $400 per person for sponsoring associate members or $450 for non-sponsoring associate members and non-members. On-site registration fees are $400 per person from a member facility and $500 per person for sponsors, associate members and non-members. Your registration fee includes scheduled luncheons, breaks, receptions and course materials. Registration is personal and made for the entire period of the Institute. If you have special health, mobility or dietary needs, please indicate this on your registration form. All cancellations must be submitted in writing. For cancellations received on or before March 2, 2016, tuition will be returned less a $25 processing fee. After March 2, 2016 no refunds will be made, although registration is transferable to another person from the same organization.

Confirmation
Written confirmation will be emailed or mailed to all registrants. If you do not receive a confirmation letter please call Cari Kronschnable at 651-641-1121 or 800-462-5393.

Registration Process
You may register in the following ways:

Mail the enclosed form to:
Minnesota Hospital Association
2550 University Ave. W., Suite 350-S
St. Paul, MN  55114-1900

Fax the enclosed form to MHA at 651-659-1477.

Online at www.mnhospitals.org
Log-in and click on the “Calendar of Events” link to register.

Program Location
Crowne Plaza Minneapolis West
3131 Campus Drive
Plymouth, Minnesota  55441
763-559-6600
www.cpplymouth.com

For specific directions to the hotel, please call the Crowne Plaza directly. A map will be provided with your confirmation letter. Click here to book your room online.

2016 Institute Task Force

Special thanks to the following for their help and ideas in providing information for development of the 2016 Institute:

Mary Klimp, chair, chief administrative officer
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Riverwood Healthcare Center, Aitkin

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Fairview Lakes Health Services, Wyoming

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Carl Vaagenes, chief executive officer
Douglas County Hospital, Alexandria

Mary Ellen Wells, administrator
CentraCare Health System - Monticello
Registration Form — Healthcare Leadership Institute, March 9-11, 2016

List names as you wish them to appear on name tags:

Name __________________________________________ Title ________________________________

Email Address ________________________________________________________________

Name __________________________________________ Title ________________________________

Email Address ________________________________________________________________

Facility _______________________________________________________________________ 

Address _______________________________________________________________________

City __________________________________ State ____________ Zip ________________

Phone (____) _______________ Fax (____) ____________________________

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(3 digit code on back of card)

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Signature _________________________________________________________________

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