

A light blue watercolor splash graphic with a tail pointing to the left, containing the event title and logo.

**HEALTH  
CARE  
MANAGEMENT**  
SUMMIT  
2019

A blue banner graphic with a torn right edge, containing the date and location.

THURSDAY / OCT 24  
THE WESTIN INDIANAPOLIS



To learn more or to register, visit [IHAconnect.org](http://IHAconnect.org) >>



THURSDAY / OCT 24  
THE WESTIN INDIANAPOLIS



**HEALTH  
CARE**   
**MANAGEMENT**  
SUMMIT  
2019

## Who should attend?

Now in its second year, IHA's annual Health Care Management Summit was designed to expand our reach and engage our members beyond the hospital c-suite level. All hospital professionals employed by an IHA member facility are invited to attend. The content has been designed to appeal to a wide range of disciplines within the health care industry. We welcome and encourage you to take part in this complimentary day-long programming hosted concurrently with the Annual Membership Meeting on Oct. 24 at The Westin Indianapolis.

*Bring others from your team and experience robust content paired with a networking opportunity that will allow you to connect with your peers from hospitals across the state!*

## THURSDAY / OCT 24

- |         |   |
|---------|---|
| 9:30AM  | Opening Remarks   |
| 9:45AM  | Servicetopia: The Ultimate Customer Service Experience                  |
| 10:45AM | Suicide Prevention: Fostering Change in Indiana's Communities           |
| 11:45AM | Lunch and Networking  |
| 12:45PM | How Consumers Perceive Our Hospitals: An Indiana Study                  |
| 1:45PM  | The Total Package: Local and National Trends in Compensation & Benefits |
| 2:45PM  | Passwords: The Necessary Evil   |

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## AGENDA & REGISTRATION:

Registration is **free** to all individuals employed by an IHA member facility and includes all Summit sessions, lunch, and refreshments. If you are unsure if your facility is a member, feel free to reach out to Laura Gilbert at [lgilbert@IHAconnect.org](mailto:lgilbert@IHAconnect.org), or view the complete IHA Member Directory on our website, [IHAconnect.org](http://IHAconnect.org). Information on how to register for this event can be found on our website, or by visiting [cvent.com/d/6yqrrf/4W](http://cvent.com/d/6yqrrf/4W).



**Jason Young**  
Author, former Senior Executive  
at Southwest Airlines

### Servicetopia: The Ultimate Customer Service Experience

THURSDAY 9:45AM

Drawing from his experience at Southwest Airlines, Jason Young explains how a company can deliver a transformational service experience — Servicetopia — with each and every customer encounter.

What is Servicetopia? Imagine an environment where all employees are aligned with the mission and vision of the company and every day, they go to work committed to providing exceptional service to every customer. They understand their purpose in the organization. They perform their duties with passion as they seek to meet every customer's needs. They are professional and work tirelessly to build customer loyalty. They follow a carefully outlined process to ensure customer satisfaction and eliminate pain and frustration. And in the end, they add a little pizzazz to surprise and delight the customer. Purpose. Passion. Professional. Process. Pizzazz. These are the hallmarks of Servicetopia, the behaviors required for delivering exceptional customer service every day.

In this keynote, Jason Young shares how a company can deliver on Servicetopia, where high levels of customer satisfaction and retention are sustained, and where employees derive personal and professional satisfaction from delivering great service and the customer is the beneficiary. You'll discover that a commitment to Servicetopia can help your organization make a name for itself and impact the bottom line.



**Julia Hebenstreit**  
Executive Director of the  
Kim Foundation

### Suicide Prevention: Fostering Change in Indiana's Communities

THURSDAY 10:45AM

Every 13 minutes, a person dies by suicide in the U.S. One in five adults in America experience a mental health condition, and nearly 60% of them didn't receive services in the previous year. The Kim Foundation's executive director will join us to discuss:

- Successes with the *13minutes* public awareness campaign and engaging the community
- Importance of going beyond the hospital walls
- The role you can play in saving lives
- The requirements for cultural and organizational change
- Suicide prevention statistics, facts, and relation to the health care industry
- Models that have seen success throughout the country



### Lunch and Networking

THURSDAY 11:45AM



Dixie Platt  
IHA Vice President,  
Communications and Federal  
Relations

## How Consumers Perceive Our Hospitals: An Indiana Study

THURSDAY 12:45PM

The cost of health care in Indiana and across the country is impacting both the consumer pocketbook and the employer bottom line. Increasing attention is being paid to hospital costs and the role they play in health care inflation.

IHA has undertaken consumer research to understand the public messages that best explain the many ways in which hospitals benefit the public in communities across the state. The objectives of this research include:

- Assessing public perceptions of Indiana hospitals
- Identifying the factors driving those perceptions
- Measuring awareness of news stories about hospital costs
- Evaluating reactions to message concepts about the role and value of Indiana hospitals

We'll discuss several key findings from the study and the implications they might have on your external hospital communication strategies.



Insurance | Risk Management | Consulting

## The Total Package: Local and National Trends in Compensation & Benefits

THURSDAY 1:45PM

Employees drive the success of your organization, but is your current retention plan competitive enough to keep them in place? Are you working to motivate them and to recruit the next generation of leadership? The advantages of cultivating a high-performing team are many: keeping institutional knowledge in-house, avoiding operational disruptions, and advancing strategic priorities. A robust benefits program is a powerful tool to attract new talent, as well as motivate your current team.

IHA Endorsed Business Partner Lincoln Financial Group will co-present this session with Gallagher, IHA's Insurance Solutions Provider, to discuss both local market and national trends in health care compensation and benefits data.

Earlier this year, 109 member hospitals participated in the IHA Benefits and Compensation Study. The Indiana hospital survey results--coupled with a national comparison--will help to guide the discussion, allowing our presenters to share tips to help you stay current with the trends that are shaping today's changing compensation and benefits landscape.



## Passwords: The Necessary Evil

THURSDAY 2:45PM

Although it meets most online password requirements, most of us know that *Password123!* is not a good choice. But creating--let alone remembering--numerous passwords is an annoying task, and many of us have become adept at recycling passwords. Given the innumerable personal and professional passwords we each possess, Purdue Healthcare Advisors cannot overstate how important it is to have a strong, unique, and lengthy password because they are often the first line of defense in protecting your information. Join IT experts from IHA Platinum Partner Purdue Healthcare Advisors for a crash course on password hygiene and why it's important. Plus, they'll provide tips for creating (and remembering) a secure, strong password.