

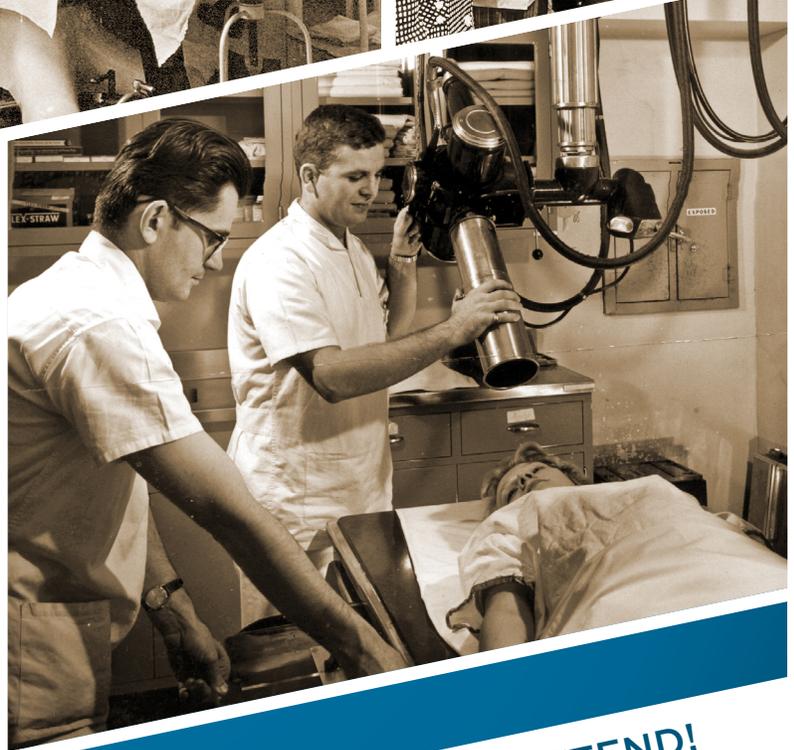
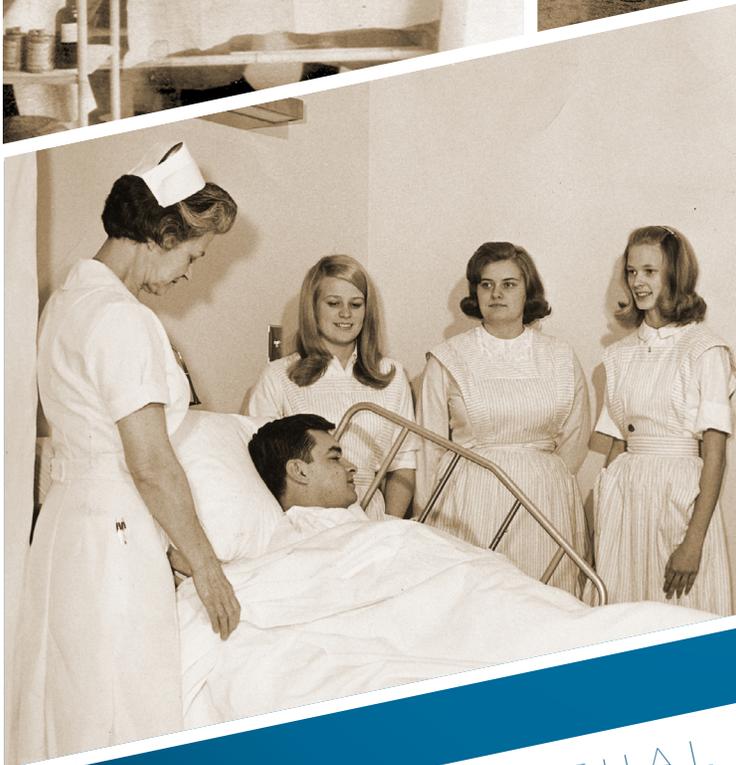
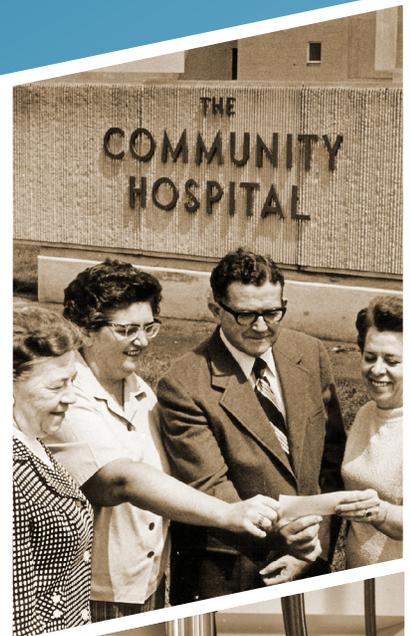
ANNUAL  
MEETING  
2021



Indiana  
Hospital  
Association

• 100 YEARS •

ADVANCING  
HEALTH CARE  
TOGETHER



NO COST TO ATTEND!

SEPT 9 + 10 VIRTUAL

# LETTER FROM THE PRESIDENT



2021 marks the 100th anniversary of the Indiana Hospital Association's (IHA's) founding. It's no coincidence that 1921 was also the year President Harding declared the first National Hospital Day. As the nation was

still recovering from the Spanish flu epidemic that killed millions across the globe, it was deemed in the national interest to educate Americans about new treatments, increase the health care workforce, and strengthen the public health system. In our centenary year as an Association, we find ourselves again with the imperative to collaborate, transform, and to tell our story.

We hope you will join your colleagues for IHA's special, virtual Annual Meeting. Throughout the meeting, you'll hear from a number of speakers who will inform and inspire you. Topics include the latest in health care policy developments, lessons from our COVID-19 response, and valuable breakout sessions from our Endorsed Business Partners on industry trends and best practices. In celebration of our 100th anniversary, we are excited to offer our Annual Meeting programming at **no cost** to anyone employed by an IHA member facility. Please circulate this invitation to your colleagues.

IHA serves Indiana hospitals, patients, and communities. Our mission remains clear: provide Indiana hospitals with leadership, representation, and support to improve the health of Hoosiers. Our team advocates for the collective interests of our members before policymakers, legislators, and regulators; connects hospitals with the business community and other health care organizations;

provides key data insights to improve performance and improve outcomes, and serves as a convener to help address shared challenges and opportunities.

2020 was a historically difficult year, but it highlighted the tremendous responsibility of hospitals and IHA. As we reflect on the past 100 years of the Association, one thing remains a constant – we at IHA have never been more honored and humbled to serve the hospitals of this state and the patients to whom you so selflessly provide care every day.

Thank you to our members, corporate sponsors, and Endorsed Business Partners for their continued support, especially during the last year. Although at times it can be challenging to pause and recognize it, hospitals across the state have much to celebrate this year. Thanks to the steadfast professionalism and tenacity of health care workers across the state, our communities continue to emerge from this pandemic and move the needle toward a healthier tomorrow.

I would like to thank the IHA Board of Directors for their service and guidance throughout this busy year. Special thanks to our chairman, Dennis Murphy, who has masterfully navigated key policy issues and is making IHA a stronger organization every day. We are so grateful for the support from every member of the Association, and we look forward to sharing, reflecting, learning, and celebrating together.

## **BRIAN TABOR**

*President*

*Indiana Hospital Association*



## SCHEDULE AT-A-GLANCE

### THURS / SEPT 9

9AM	Welcome/Leadership Reflections & Priorities
9:30	Political Outlook <i>Chuck Todd</i>
10:30	BREAK
11AM	Peer Exchange: COVID-19
Noon	BREAK
12:30	Inspired Talent: Do You Have IT? <i>Jason Young</i>
1:30	Annual Awards

### FRI / SEPT 10

9AM	The Story of "US" <i>Ken Burns</i>
10AM	Breakout 1
10:30	Breakout 2
11AM	The Simple Genius of Empathy <i>Carvell Wallace</i>
Noon	BREAK
12:30	Breakout 3
1PM	Breakout 4



## REGISTRATION

REGISTER at <https://cvent.me/BQ29PN>

Thanks to the support of our Platinum Partners CarDon & Associates and Ivy Tech Community College, and in recognition of IHA's centennial celebration, we are pleased to provide this year's programming at **no cost** to our members. Come one, come all!

### WHO SHOULD ATTEND?

Anyone who is employed by a member hospital, corporate sponsor, or Endorsed Business Partner is invited to attend IHA's Annual Meeting. If you are unsure whether your hospital is an IHA member, please reach out to [Julie Brackemyre](#).



## QUESTIONS?

Email [Laura Gilbert](#), director of member engagement, or call 317-423-7793.

## PLATINUM PARTNERS



## GOLD UNDERWRITER



## SILVER SPONSORS

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## STRATEGIC PARTNER

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| <a href="#">Bill Dunbar and Associates</a>        | <a href="#">Lincoln Financial Group</a>            |
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| <a href="#">Commerce Healthcare®</a>              | <a href="#">Medical Solutions</a>                  |
| <a href="#">Direct Energy Business</a>            | <a href="#">Merritt Hawkins</a>                    |
| <a href="#">First American Healthcare Finance</a> | <a href="#">PARA HealthCare Analytics</a>          |
| <a href="#">Gallagher</a>                         | <a href="#">SUNRx</a>                              |



## GENERAL SESSION

### POLITICAL ANALYSIS WITH MODERATED Q&A | THURS, SEPT 9 | 9:30 AM

Chuck Todd presents a comprehensive picture of the political landscape and hosts a moderated Q&A session with IHA members. He interprets the latest issues facing the country, offers insight and analysis on Washington politics and the Biden administration, and examines the media's role in—and relationship with—Washington. A seasoned journalist and TV veteran, his balanced scrutiny of politicians and current events gives audiences an entertaining and edifying experience they won't soon forget.



**CHUCK TODD,**  
**NBC NEWS**

A self-described political junkie, he has earned a reputation as one of the most passionate journalists and sharpest analysts in American media. He is NBC News' political director, the moderator and managing editor of *Meet the Press* – the flagship Sunday morning public affairs program and the longest-running broadcast in television history, and the host of *MTP Daily*. Influencers and competitors praise him as “a tireless reporter” with “an encyclopedic knowledge of politics” and the ability to “break down barriers and get people off of their talking points.” With what *Washingtonian* calls a “savant-like knowledge of politics,” he has become a fixture in the White House press room, a steady and constant presence on television, and a tireless voice on the campaign trail.

Prior to *Meet the Press*, Todd served as NBC News chief White House correspondent (2008–2014), as well as the host of MSNBC's *The Daily Rundown* (2010–2014). He has held the role of political director since 2007, leading all aspects of the news division's political coverage and analysis.



# GENERAL SESSION

## PEER EXCHANGE PANEL: PIVOTING FROM REACTIVE SURVIVAL TO PROACTIVE PLANNING FOR THE FUTURE | THURS, SEPT 9 | 11 AM

Join Matt Browning, IHA's Senior Vice President, Member Solutions & Engagement, and a panel of our members as we take a deep dive into several important topics associated with moving forward after the initial impacts of the pandemic.

Topics include:

*Learn & Act Fast*—Panelists share enduring lessons about incident command, feedback loops, system-hospital cooperation, PPE supply chain, and how they have used data analytics to drive decision-making.

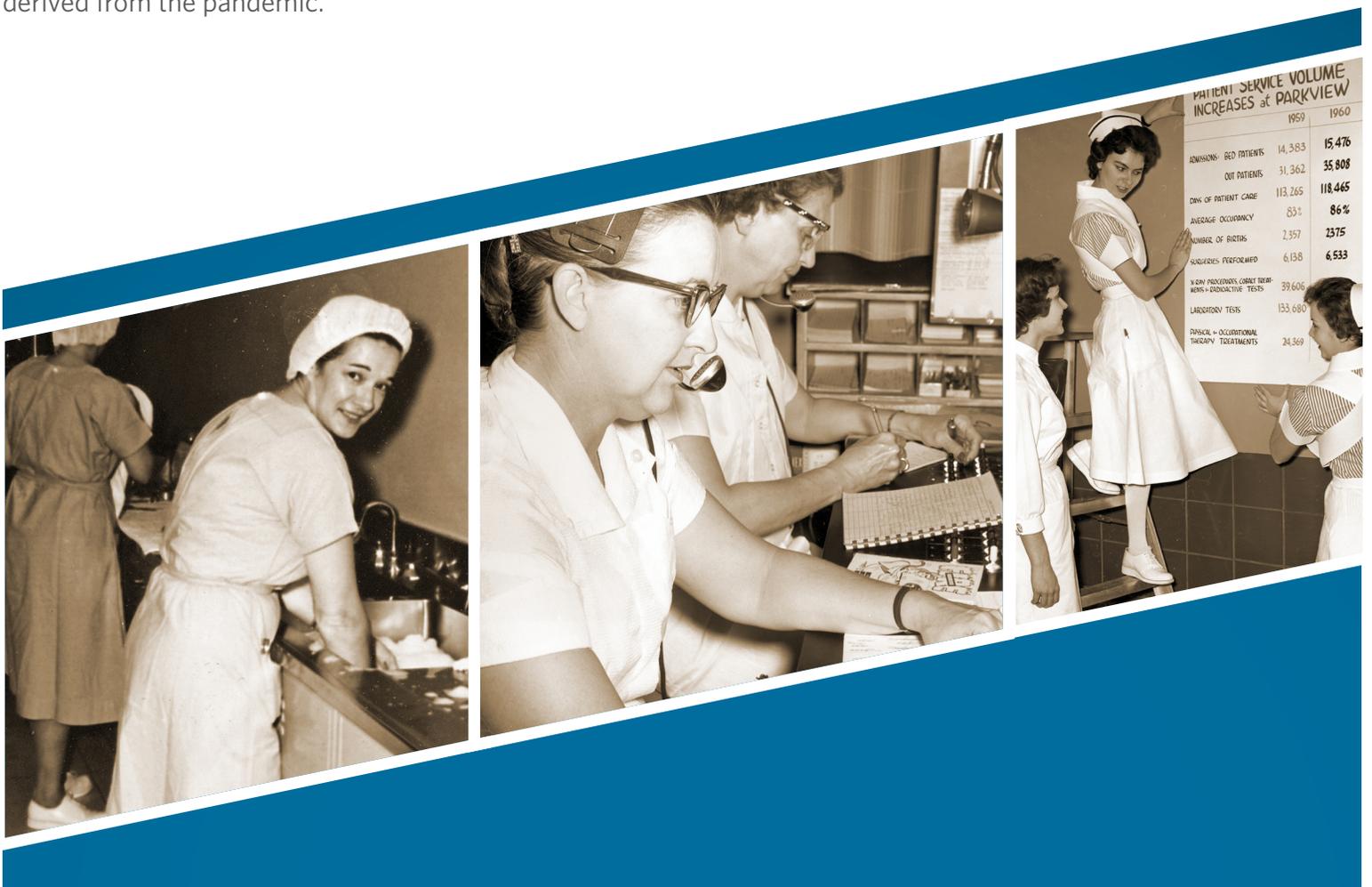
*Crucial Community Partnerships*—A successful pandemic response is most often supported through hospitals' long-term relationships with local health departments and other public agencies. How can we continue to nurture and grow those relationships for the future?

*Culture and Engagement*—How do we keep both onsite and remote audiences engaged and build culture? With some members of the workforce transitioning permanently to a remote setting, how are facilities being repurposed to maximize efficiencies?

*COVID-19's Silver Linings*—Panelists share positive outcomes, changes, and realizations derived from the pandemic.



**MATT BROWNING,**  
**MODERATOR**



## GENERAL SESSION

### INSPIRED TALENT: DO YOU HAVE IT? | THURS, SEPT 9 | 12:30 PM

Research confirms only 29% of the workforce is fully engaged – meaning they like what they do, feel supported, productive, and rewarded. The other 71%? Most are just trading hours for dollars with their heart, head, and focus somewhere else. As a result, companies get less than they need from their workforce and suffer with poor results in sales, profit, growth, turnover, and customer satisfaction. The answer? Inspired Talent. Because truly engaged employees are those who are motivated, committed, and fulfilled. Motivation comes from within. Commitment is a decision that is made. Fulfillment is the result. None of these happen unless leaders **inspire**, which is the powerful external influence that drives employee engagement.

In this presentation, Jason Young shows leaders how to create an environment where employees are inspired, engaged, and can do their best work. He teaches that Inspired Talent is the result of proven practices that lead people to their full potential and help them not just survive, but to thrive.

As a former senior-level manager at Southwest Airlines, Jason learned the value of a successful workplace culture. During his time with the airline, they were consistently rated number one in customer service and employee satisfaction, and he was a key driver in creating and developing the company's innovative training programs for its successful leadership and customer service culture that have become renowned in the business world today.

In 1998, Jason launched his own consulting practice, LeadSmart, Inc. He has shared his vision in developing successful corporate cultures and workplace environments with forward-thinking companies, including Starbucks, Coca Cola, and Tyson Foods. He has even returned to his old turf – Southwest Airlines – to extend his knowledge as a corporate training consultant in leadership development, once again.



**JASON YOUNG,**  
**LEADSMART, INC.**



# ANNUAL AWARDS

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THURS, SEPT 9 | 1:30 PM

Thanks to the world-class professionalism and tenacity of health care workers across the state, you continue to move the needle toward a healthier tomorrow. Despite a climate of unprecedented adversity, several individuals have made an extraordinary difference in Hoosier health care, and we'll be celebrating these individuals during our annual awards celebration.

Honors include:

- Distinguished Service Award
- Award of Merit
- John C. Render Award for Health Policy
- Douglas J. Leonard Caregiver of the Year Award
- Administrative Professional Excellence Award
- Stella Scholarship

Plan to join this session as we reveal the recipients and celebrate their outstanding achievements.



## GENERAL SESSION

THE STORY OF "US" | FRI, SEPT 10 | 9 AM

Ken Burns has been making documentary films for over forty years. His films chronicle the historical and cultural milestones that have shaped the "US" into "us" as a society. Since the Academy Award nominated *Brooklyn Bridge* in 1981, Ken has gone on to direct and produce some of the most acclaimed historical documentaries ever made, including *The Civil War*; *Baseball*; *Jazz*; *The War*; *The National Parks: America's Best Idea*; *The Roosevelts: An Intimate History*; *Jackie Robinson*; *The Vietnam War*; and *Country Music*.

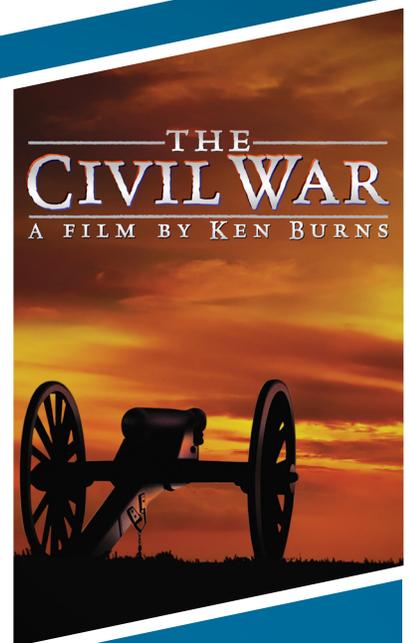
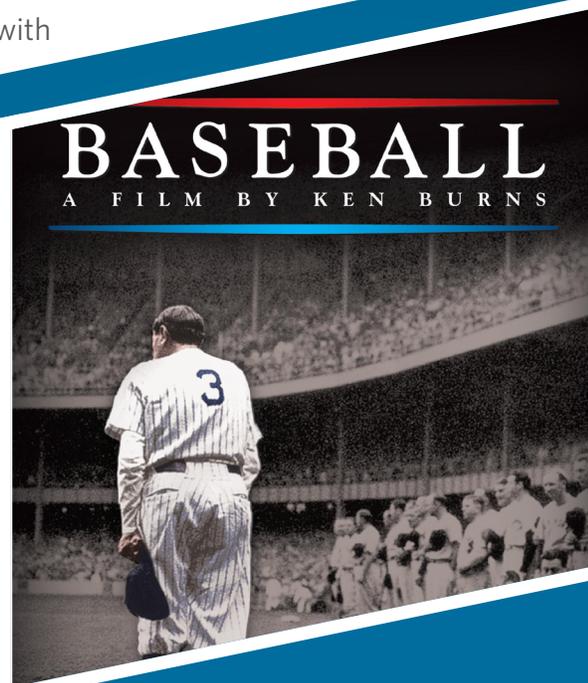
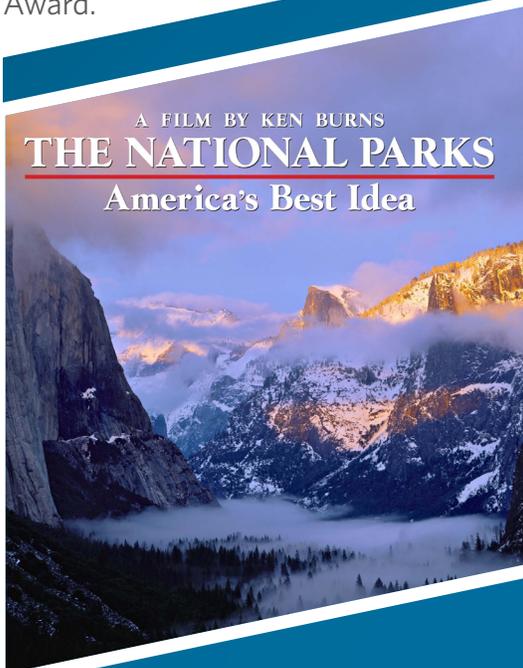


**KEN BURNS,**  
**FILMMAKER**

In March 2009, David Zurawik of *The Baltimore Sun* said, "... Burns is not only the greatest documentarian of the day, but also the most influential filmmaker, period. That includes feature filmmakers like George Lucas and Steven Spielberg. I say that because Burns not only turned millions of persons onto history with his films, he showed us a new way of looking at our collective past and ourselves." The late historian Stephen Ambrose said of his films, "More Americans get their history from Ken Burns than any other source." And Wynton Marsalis has called Ken "a master of timing, and of knowing the sweet spot of a story, of how to ask questions to get to the basic human feeling and to draw out the true spirit of a given subject."

Future film projects include *Muhammad Ali*, *Benjamin Franklin*, *The Holocaust and the United States*, *The American Buffalo*, *Leonardo da Vinci*, *The American Revolution*, *Emancipation to Exodus*, and *LBJ & the Great Society*, among others.

Ken's films have been honored with dozens of major awards, including sixteen Emmy Awards, two Grammy Awards and two Oscar nominations; and in September of 2008, at the News & Documentary Emmy Awards, Ken was honored by the Academy of Television Arts & Sciences with a Lifetime Achievement Award.



## GENERAL SESSION

### THE SIMPLE GENIUS OF EMPATHY | FRI, SEPT 10 | 11 AM

We are currently living in a world beset by challenged conflict, resentment, and struggle. Most people are being asked to improve our personal, political, social, and political selves in some way. But this creates internal conflict for us, leading to feelings of uncertainty about how we can grow and change for the betterment of society.

Over a 20-year career working with incarcerated, adjudicated, and foster care youth, then as a journalist covering culture, most specifically the work of Mister (Fred) Rogers, Carvell has had a long time to think about how we can use empathy to play our part in social and systemic change. This talk is about what he's learned in those years, what makes empathy possible and impossible, how to challenge what we've been taught about where empathy begins and ends, and recognizing the difference between healthy empathy and harmful attachment. Empathy plays such a strong role in resilience and inclusion, and we believe that Carvell's message will resonate with every single attendee.

Carvell Wallace is a *New York Times* bestselling author, memoirist, and award-winning podcaster who covers race, arts, culture, film, and music for a wide variety of news outlets. He is a regular long form contributor to the *New York Times Magazine* where his profile of Riz Ahmed was a cover story in August 2018. His 2017 podcast *Closer Than They Appear* explored race and identity in America and won a Radio Television Digital News Award for the episode in which he returns to his hometown to see a childhood friend for the first time in 27 years. His 10-episode podcast *Finding Fred*, which focused on Fred Rogers' teachings and their use within systems of oppressions, was named #1 podcast of 2019 by *The Atlantic*.

He is currently at work on a memoir on childhood trauma and recovery, *Profiles In Hurt*, due out in 2021.

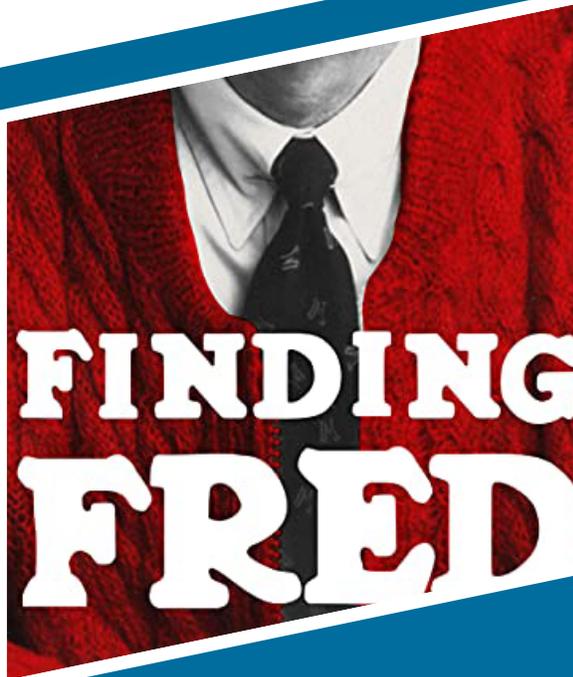


**CARVELL WALLACE,**  
SOCIOLOGIST

CLOSER  
THAN  
THEY  
APPEAR



FINDING  
FRED



## BREAKOUT SESSIONS (FRIDAY)

### 10 - 10:30 AM

#### THE IMPORTANCE OF HCC AND DIAGNOSIS CAPTURE

Presented by Bill Dunbar and Associates

#### CLASS ACTION SETTLEMENT RECOVERY SERVICE: OVER \$8B IN FUNDS AVAILABLE TO IHA MEMBERS

Presented by MCAAG

#### UNDERSTANDING THE "3 Rs" OF POST-PANDEMIC STAFFING: RETIREMENTS, RATES, AND ROADBLOCKS

Presented by Medical Solutions

#### TOP 10 POST-PANDEMIC INVESTMENTS TO BOOST VOLUMES

Presented by First American Healthcare Finance

### 10:30 - 11 AM

#### WILL THERE BE A DOCTOR IN THE HOUSE? PHYSICIAN SUPPLY, DEMAND, AND STAFFING IN THE ERA OF COVID-19

Presented by Merritt Hawkins

#### HOW MUCH WILL OVERLOOKING ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) COST YOUR ORGANIZATION?

Presented by Direct Energy Business

#### BENEFITS OF AP AUTOMATION IN A REMOTE WORKFORCE ENVIRONMENT

Presented by CommerceHealthcare

#### USING IHA BUSINESS INTELLIGENCE SOLUTIONS TO ADVANCE YOUR MARKET GROWTH STRATEGY

Presented by Indiana Hospital Association



### 12:30 - 1 PM

#### 340B PHARMACY, PAST, PRESENT, AND FUTURE INNOVATIONS

Presented by SUNRx

#### LEVERAGING DATA TO DRIVE DECISIONS

Presented by Gallagher

#### ADDRESSING PROVIDER WELL-BEING DURING A PANDEMIC AND BEYOND

Presented by CHG Healthcare

### 1 - 1:30 PM

#### ADVANCING PATIENT SAFETY: BUILDING A HEALTHIER FUTURE FOR ALL HOOSIERS

Presented by Indiana Hospital Association

#### MEDICARE PRIVATE PAYOR LAB PAYMENT RATE REPORTING (LAB PAMA)

Presented by Para HealthCare Analytics

#### RETIREMENT POWER

Presented by Lincoln Financial Group

***Read full session descriptions on the following pages***

# BREAKOUT SESSION DESCRIPTIONS (FRIDAY)

10 - 10:30 AM

## THE IMPORTANCE OF HCC AND DIAGNOSIS CAPTURE

Presented by Bill Dunbar and Associates

### Target Audience

CFOs, Outpatient Clinic Directors, Outpatient Coders and Billers, Professional Contracting Managers

### Topics

- What are Hierarchical Condition Categories (HCCs) and HCC Coding?
- What is HCC Risk Adjustment?
- What is CMS-HCC Risk Adjustment?
  - Define CMS HCC Risk Adjustment
  - Review how CMS Risk Scores are Calculated
- Documentation and ICD-10-CM Coding Guidelines that impact CMS HCC Risk Adjustment
  - Common ICD-10-CM Codes that CMS HCC Risk Adjust
  - Annual HCC Re-Capture

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## UNDERSTANDING THE “3 RS” OF POST-PANDEMIC STAFFING: RETIREMENTS, RATES, AND ROADBLOCKS

Presented by Medical Solutions

### Target Audience

Director of Nursing, CNO, CNE, Dir. of Patient Safety, VP of HR, Dir. of HR, Dir. of Talent Acquisition, CHRO, CEO, CFO

### Topics

- Understand how **retirements**, both planned and unexpected, can accelerate the looming nurse shortage and what steps you can take to address it now.
- Explore the evolving **rate** environment as we get past the COVID-19 curve. Discuss regional impact as well as which specialties may continue to have elevated rates, and which most likely won't.
- Reveal the new staffing **roadblocks** that exist in some areas and share steps for overcoming them. Learn to navigate a health care landscape reshaped by choices made during the pandemic.

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## CLASS ACTION SETTLEMENT RECOVERY SERVICE: OVER \$8B IN FUNDS AVAILABLE TO IHA MEMBERS

Presented by MCAG

### Target Audience

Hospital CEOs, CFOs, Legal, Finance, Purchasing

### Topics

- What settlement opportunities are currently in the marketplace?
- How do these settlements apply to your organization?
- How do we make sure we can recover funds from these opportunities?

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## TOP 10 POST-PANDEMIC INVESTMENTS TO BOOST VOLUMES

Presented by First American Healthcare Finance

### Target Audience

CFOs, CEOs, Finance Executives



# BREAKOUT SESSION DESCRIPTIONS (FRIDAY)

10:30 - 11 AM

## WILL THERE BE A DOCTOR IN THE HOUSE? PHYSICIAN SUPPLY, DEMAND, AND STAFFING IN THE ERA OF COVID-19

Presented by Merritt Hawkins

### Target Audience

CEOs, CFOs, Medical Directors, Urgent Care Administrators, Physicians, Recruiters, Medical Liaison Officers, Trustees, and Anyone Else Who Follows Today's Evolving Health Care Trends

### Topics

- Key trends driving physician supply and demand
- Priority one in a crisis: retention
- What will change, what will stay the same?

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## HOW MUCH WILL OVERLOOKING ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) COST YOUR ORGANIZATION?

Presented by Direct Energy Business

### Target Audience

C-level Administrators

### Topics

- Macro forces driving the adoption of corporate ESG
- Risks associated with failure to adopt
- How to begin your ESG journey

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## BENEFITS OF AP AUTOMATION IN A REMOTE WORKFORCE ENVIRONMENT

Presented by CommerceHealthcare

\*This session features a representative from Major Hospital who will share their experience with CommerceHealthcare.

### Target Audience

C-suite, Finance, Accounting, Administration

### Topics

- Accounts Payable workflow challenges and success stories during the pandemic
- Optimum strategies for processing invoices and payments regardless of workforce location
- Strategies for keeping operations efficient both now and in the future

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## USING IHA BUSINESS INTELLIGENCE SOLUTIONS TO ADVANCE YOUR MARKET GROWTH STRATEGY

Presented by Indiana Hospital Association

### Target Audience

Marketing Staff, Business Development, Chief Strategy Officers, COOs

### Topics

- This session will provide insights into how facilities can leverage IHA's extensive Business Intelligence Platform to enhance their business strategy efforts. Learn from IHA staff and hear how members utilize the platform to improve decision support activities.

*There's no cost to attend, but you must [register](#) in advance*

# BREAKOUT SESSION DESCRIPTIONS (FRIDAY)

12:30 - 1 PM

## 340B PHARMACY: PAST, PRESENT, AND FUTURE INNOVATIONS

Presented by SUNRx

### Target Audience

Healthcare & Hospital Decision Makers and 340B Personnel

### Topics

- Dive into the 340B program, mission, and outcomes
  - Understand the current 340B environment and the impact of manufacturer disruption
  - Learn how innovations in 340B program administration can help in navigating the complex landscape and optimizing program savings
- 

## LEVERAGING DATA TO DRIVE DECISIONS

Presented by Gallagher

### Target Audience

CFOs and HR Professionals

### Topics

- Learn the most common employee benefit challenges from the past year and strategies to overcome them
  - Discover how health care employers are making total rewards decisions and developing cost control strategies based on data
  - Gather actionable and cost-effective strategies to support holistic employee wellbeing, engagement, and organizational sustainability
- 

## ADDRESSING PROVIDER WELL-BEING DURING A PANDEMIC AND BEYOND

Presented by CHG Healthcare

### Target Audience

Rural and Urban Health Systems/Facilities of All Sizes

### Topics

- The state of provider wellness and how to identify burnout
- Rationale for prioritizing wellness and best practices for battling burnout
- Burnout and wellness resources



# BREAKOUT SESSION DESCRIPTIONS (FRIDAY)

1 - 1:30 PM

## ADVANCING PATIENT SAFETY: BUILDING A HEALTHIER FUTURE FOR ALL HOOSIERS

Presented by Indiana Hospital Association

### Target Audience

Chief Nursing Officers, Chief Medical Officers, Quality Improvement and Patient Safety Directors, Infection Preventionists, Pharmacists, Care Transitions Coordinators, and Champions for Patient Safety and Quality Improvement

Over the course of the last 15 years, the Indiana Patient Safety Center (IPSC) has led many successful initiatives that have been crucial in decreasing patient-related harms in hospitals, as well as educating on best practices. This session will focus on highlighting the past, celebrating the present, and looking toward the future as the IPSC launches its statewide quality and patient safety dashboard.

### Topics

- Identify at least three areas of statewide harm reduction successes
- Recognize at least three areas of statewide harm prevention opportunities
- Interpret the IHA quality improvement and patient safety dashboard to drive statewide, regional, and local improvement efforts

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## MEDICARE PRIVATE PAYOR LAB PAYMENT RATE REPORTING (LAB PAMA)

Presented by Para HealthCare Analytics

### Target Audience

CFOs, PFS/Revenue Cycle Directors, Compliance Officers, Lab Managers

### Topics

- Learn whether the CMS mandate for private payor applies to your facility
- Comprehend the data collection process and reporting requirements
- Learn about potential penalties for failure to report or incomplete reporting

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## RETIREMENT POWER

Presented by Lincoln Financial Group

### Target Audience

Plan Sponsors

### Topics

- Outcomes of our current research on participant savings behaviors
- Participant motivation and education opportunities
- Effective solutions to improve retirement plan outcomes



# THANK YOU

1921 - 2021



Indiana  
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• 100 YEARS •

ADVANCING  
HEALTH CARE  
TOGETHER

Learn more or register for FREE at [IHAconnect.org](http://IHAconnect.org)