

Presentation Title	Health Equity and Patient Safety – Mastering Time
Duration	90 minutes
Presenter Name(s)	Dr. Knitasha Washington, DHA, FACHE ATW Health Solutions
Presenter Bio(s)	<p>With over 25 years of experience as a multi-dimensional health care leader, Knitasha Washington is the President and Founder of ATW Health Solutions, a woman-owned Federal contracting population health improvement and research advisory firm. She holds a Doctor of Health Administration, a Master of Health Administration, and is a Fellow of the American College of Healthcare Executives. Her credentials and work reflect her dedication to advancing quality, safety, and equity in health care delivery and overall improvement in health outcomes.</p> <p>Knitasha is a change agent, a thought leader, engagement scientist and a social justice advocate who has worked with diverse and underserved populations, safety net and public health systems, and policy makers to co-create and implement innovative and sustainable solutions. She has led and contributed to large-scale national and international public health campaigns, disparities research, community and patient engagement program design and initiatives. She has also received multiple awards and honors for her work in health equity and patient safety. Her vision and passion are inspired by her late father, Anthony T. Washington Sr., whose life was lost to a preventable medical error.</p>
Summary & Objectives	<ul style="list-style-type: none"> ● Recognize the importance of diversity and inclusion in innovation. ● Describe concepts of health equity. ● Consider the role of healthcare staff as change agents in patient safety. ● Identify types of information about a community and patient that can inform a provider.

Presentation Title	How to Handle A Breach
Duration	30 minutes
Presenter Name(s)	Jim Buchenberger, Director of Sales and Emily Luther, ESG, Marketing Specialist Breach Secure Now
Presenter Bio(s)	<p>Speaker Bios: Jim: As the Director of Sales at Health Secure Now, I get to assist companies in protecting themselves against cybersecurity threats as well as maintain their HIPAA (Health Insurance Portability and Accountability Act) compliance. I have worked in the tech space for most of my 25-year career and enjoy building relationships with my customers and teammates. Along with my wife and two young children, I live in the northwest suburbs of Chicago and enjoy taking the family on camping trips.</p> <p>Emily: Over the past 5 years, my healthcare career has transformed from directly treating patients as a Speech-Language Pathologist to advocating for their privacy as the Marketing Specialist for Health Secure Now. My passions for education and human connection have always fueled my work: first, teaching communication tools to improve quality of life, and currently, teaching strategies for increasing employee cybersecurity awareness. I am currently based in the suburbs of Philadelphia, where I spend my free time learning new art forms and hiking with my beagle, Penelope.</p>
Summary & Objectives	<ul style="list-style-type: none"> ● Create and/or update comprehensive Incident Response Plan ● Identify the different groups to communicate with, in case of a breach and what to say to each

	<ul style="list-style-type: none"> Define the “human element” of cybersecurity
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Presentation Title	Cybersecurity Priorities for Healthcare Organizations
Duration	30 minutes
Presenter Name(s)	Ben Hall, CISA, CDPSE Heartland Business Systems
Presenter Bio(s)	Ben is a Certified Information Systems Auditor (CISA) and a Certified Data Privacy Solutions Engineer (CDPSE) with 15 years of Governance, Risk, Compliance, Information Security, and Information Technology experience in the Banking, Financial, Insurance and Healthcare sectors. Prior to joining HBS, he held positions as Information Security Officer, Risk Manager, Lead IT Security and GRC Analyst, IT Operations Supervisor, and Systems Administrator. As a Senior Information Security Consultant for HBS, he works with clients to support their information security, risk management and compliance efforts. Ben has expertise in third-party risk management, change management, access control, security operations, business continuity and disaster recovery, security and risk management, and security awareness. Additionally, he has experience in IT governance, risk and compliance across numerous regulatory frameworks and has worked in IT operations, giving him a holistic view of how security impacts IT operations. Ben served as the VP of the Information Systems Security Association (ISSA) board for the Des Moines, Iowa Chapter from July of 2019 to May 2022 and is active in the local ISACA and InfraGard chapters.
Summary & Objectives	<p>Building a strong security program for Healthcare Organizations doesn’t need to be a daunting task and should align with your organization’s business and regulatory objectives. Healthcare Organizations are seeing more pressure from regulators and customer needs for robust cybersecurity measures to safeguard patient data, ensure operational integrity, and uphold public trust. This presentation will highlight and focus on:</p> <ul style="list-style-type: none"> Understanding the cyber threat landscape and prevalent cyber threats <ul style="list-style-type: none"> Emerging technologies and threats highlighting the impact of emerging technologies The importance of data privacy, compliance with regulations such as HIPAA, and the potential legal, financial, and reputational repercussions of data breaches. Best practices for healthcare cybersecurity offering practical guidance Incident Response and Disaster Recovery Processes <p>A security program isn’t something you ever finish rather it’s continuously evaluated and added to as your business and risks change. Through a comprehensive approach and the adoption of security strategies, healthcare organizations can significantly reduce the risk of a cybersecurity crisis and continue to mature their information security program.</p>

Presentation Title	Time for Transformation: Addressing EMR Burnout with Provider Support
Duration	30 minutes
Presenter Name(s)	JD Tyler, MD Founder and CEO of Just Ask Evie
Presenter Bio(s)	Experienced physician with a demonstrated history of working as a hospitalist as well as in-depth knowledge of information technology and services industry including sales and IP development. Skilled in Healthcare Consulting, Functional Design, Business Process Improvement, U.S. Health Insurance Portability and Accountability Act (HIPAA), and Healthcare Information Technology (HIT). Strong sales professional graduated from University of Oklahoma College of Medicine.
Summary & Objectives	<ul style="list-style-type: none"> ● Recognize the signs and symptoms of burnout. ● Create at least one personal action to prevent burnout in own life. ● Examine how values influence choices and behaviors. ● Define burnout within healthcare personnel and how it impacts health, retention, patient safety and quality of care. ● Recognize the related factors that influence healthcare burnout and how technology best practices can reduce risk. ● Implement actions as a leader that enhance organizational and individual healthcare personnel resiliency.

Presentation Title	Healthcare IT: Satisfying Needs or Providing Luxury
Duration	30 minutes
Presenter Name(s)	Kurt Telep, CTO of Nutanix
Presenter Bio(s)	Dynamic engineer with skills spanning many different facets of Information Technology (IT). Kurt has experience designing, managing, and implementing multi-tiered solutions including storage, networking, and server assets. He has over 10 years leading healthcare IT engineering businesses
Summary & Objectives	<p>As the needs of healthcare organizations have changed, what were previously luxuries in the IT space have become requirements. In this session we'll discuss how specific technologies that previously were only achievable in large health organizations are now necessary in healthcare organizations of all sizes.</p> <ul style="list-style-type: none"> ● Improve decision making when managing healthcare technology platforms for security and documentation. ● Expand capacity to scale up and down in healthcare technology for critical needs ● Establish systematic, ongoing evaluation to assess and monitor new uses of technology to inform continuous improvements

Presentation Title	Hybrid and Remote Teams- Time to Enhance Workforce Flexibility
Duration	60 minutes
Presenter Name(s)	Jennifer Nahrgang, PhD, Director, Graduate Studies and Lloyd J. and Thelma W. Palmer Professor
Presenter Bio(s)	Jennifer D. Nahrgang is the Palmer Professor of Management and Entrepreneurship at the University of Iowa. Before her career in academia, Jennifer spent 5 years working for ExxonMobil Corporation. At Tippie, she currently teaches topics related to leadership, team development, and negotiations. Jennifer enjoys working with students, executives and organizations to help them discover ways of developing their talent to effectively lead in the current and future world of work.
Objectives	<ul style="list-style-type: none"> ● Organizing our hybrid collaboration and communication- ensuring equality of contribution and access ● Managing proximity bias ● Creating opportunities for informal communication and learning ● Building collective celebration and recognition and being explicit about the norms of how we will work together in healthcare

Presentation Title	Audiology Telehealth –Secret Barn of Iowa-Exploring How Design Impacts Success
Duration	45 minutes
Presenter Name(s)	Richard Tyler, PhD Audiologist University of Iowa
Presenter Bio(s)	<p>Richard Tyler is an audiologist who has made contributions to translational research over his 40-plus year career. After earning his Ph.D. at the University of Iowa, he became the Scientist-In-Charge of the Clinical Outstation at the Institute of Hearing Research in Nottingham, UK. Subsequently, Dr. Tyler has had a prolific academic career as a faculty member and Director of Audiology at the University of Iowa, where he has mentored numerous graduate students and clinical fellows.</p> <p>Dr. Tyler is known for his seminal research contributions in the areas of cochlear implants, tinnitus and hyperacusis, having published 290 peer-review manuscripts, including the development of the Spatial Hearing Questionnaire and the Tinnitus Primary Functions Questionnaire. Dr. Tyler has been successful in securing research funding from private and federal agencies, and is a sought after speaker at national and international conferences. In addition, Dr. Tyler founded the highly successful annual International Conference on the Management of Tinnitus and Hyperacusis Patients, educating clinicians on the most current evaluation and management strategies for the treatment of tinnitus and hyperacusis.</p> <p>Dr. Tyler’s nominators describe him as having the <i>‘insightful, inquisitive and creative mind’</i> of a <i>‘disruptor’</i> who has made tremendous scientific and clinical contributions to the profession of audiology and hearing science.</p>
Summary & Objectives	<ul style="list-style-type: none"> ● Outline important historical achievements in telehealth development ● Describe the current applications of telehealth modalities and mobile health ● Apply ethical principles in the use of telehealth modalities ● Share design and history of Secret Barn of Iowa and weave how history and design impact success

Presentation Title	Accelerating Into the Future- HL7 FHIR Solutions Contributing to Healthcare Data Sharing
Duration	30 minutes
Presenter Name(s)	Becky Metzger, Senior Program Manager, BS Psychology Telligen
Presenter Bio(s)	Becky Metzger has 20 years of experience leading large, complex healthcare initiatives focused on implementing healthcare operations, clinical quality measures, and population health solutions across federal and state clients as well as commercial payers. She has provided leadership and program management for multifaceted healthcare programs with a focus in clinical quality measures and clinical data – and specifically including oncology quality measures, technical assistance, operational support and data collection. In her current role, Ms. Metzger leads the implementation of multiple alternative payment models through Telligen’s federal contracts.
Summary & Objectives	<ol style="list-style-type: none"> 1. Provide high-level overview of Health Level 7 (HL7) Fast Healthcare Interoperability Resources (FHIR) for those who may not be familiar (40,000 foot level) 2. Familiarize participants with what an HL7 Accelerator is and how they work. <ol style="list-style-type: none"> a. What are the objectives of the Health Level 7 (HL7) Fast Healthcare Interoperability Resources (FHIR) accelerator? b. Who can participate? c. What does participation require? d. Why is participation from different stakeholders in the healthcare community so important? 3. Provide information on active accelerators <ol style="list-style-type: none"> a. Share Telligen’s experience with our participation in an Health Level 7 (HL7) Fast Healthcare Interoperability Resources (FHIR) accelerator and how it has benefited us and other stakeholders. 4. Call to action – How participation benefits the individual/organization participating but also the broader community and how to get involved.

Presentation Title	Time and AI Wait for No One: The Fast-Changing Landscape of AI in Healthcare
Duration	30 minutes
Presenter Name(s)	David Frerichs, CEO, BS Computer Engineering Starling AI
Presenter Bio(s)	<p>David Frerichs is a serial innovator in HealthTech, AgeTech, accessibility, AI, digital music, and virtual reality.</p> <p>His successes include leading the Amazon Alexa COVID-19 Task Force, deploying conversational AI for Toyota cars, creating the first high-volume mobile music download service with KDDI, establishing MPEG-4 HE AAC as a new global standard for digital audio on 100s of millions of devices, shipping the first Internet radio with Philips, reaching 25% of all Web users with 3D software, and shipping the first consumer VR head-mounted display.</p> <p>Currently the Minister of Grok at Starling AI, David holds a BS degree in Computer Engineering from the University of Illinois at Urbana-Champaign.</p>
Summary & Objectives	<ul style="list-style-type: none"> ● Impact on clinical workflows when technology platforms that (Artificial Intelligence) AI are utilized. ● Develop strategies across patient age groups for adoption. ● Considerations and evaluation process for security settings and safe use. ● Provide patient care use cases that engage and provide patient education.

Presentation Title	Long Term Thinking- Advocacy in Healthcare
Duration	15 minutes
Presenter Name(s)	Trent Lienau, Senior Systems Analyst Broadlawns Medical Center Susan Buchanan, Director Federal Health Solutions Telligen Iowa HIMSS Advocacy and Health Information Exchange Co Chairs
Presenter Bio(s)	<p>Trent-Trent Lienau is currently a Senior Systems Analyst for Broadlawns Medical Center and has a B.S. in Information Technology Management from Kaplan University. He started his career at Broadlawns in 2001 and has witnessed many advancements in health information technology over the last 20 plus years.</p> <p>Susan-Susan Buchanan is a Director of Federal Health Solutions at Telligen, a population health management company based in West Des Moines IA. She is a previous Iowa HIMSS Board member (2015-2018) who has returned! She started her career over 30 years ago at Kaiser Permanente Northern California Region. She moved to Telligen in 1997 where she has held roles as a Quality Improvement Specialist, Privacy and Security Manager, Health IT Director, and Federal Programs Director. She currently serves on the DMACC Health IT Advisory Board and is Adjunct Faculty for Simpson’s Health Leadership program. Her other past committee work includes the Office of the National Coordinator for Health IT (ONC) Consumer Task Force, ONC Regional Health IT Extension Center Senior Leadership, Iowa Health Information Network (IHIN) Board, Center for Medicare & Medicaid Services Person and Family Engagement Faculty, and the Iowa Partnership for Rural Health IT. Susan holds a Masters in Public Health from the University of California Los Angeles and a Bachelors degree in Management.</p>
Summary & Objectives	<ul style="list-style-type: none"> ● Describe the role of advocacy in healthcare. ● Describe the mission of ACP as a regional and national physician advocacy organization. ● Identify tools to effectively advocate for public policy at local, regional, state, and federal levels.

Presentation Title	Sharing Successes - Solving for What May Be Keeping You Up At Night
Duration	30 minutes
Facilitator	Amber Pergande, Informatics Leader Iowa Specialty Hospital
Summary & Objectives	<p>Learning is a continuous process, not an episodic event. Continuous learning is key to successThe healthcare industry is a very competitive environment, and clinical institutions have to deliver an ever higher quality of care – while staying within budget. A skilled and motivated staff that’s always up-to-date with the latest developments in techniques and technologies is a huge competitive advantage.</p>

Presentation Title	Interoperability- Through the Years and Into the Future
Duration	60 minutes
Presenter Name(s)	James Hood, COO, BS Applied Computer Science CyncHealth Iowa
Presenter Bio(s)	<p>Jim Hood is Chief Operating Officer for CyncHealth Iowa. He is responsible for the delivery of CyncHealth's products and services portfolio to our customers as well as successful deployments for new customers or existing customers utilizing additional products / services.</p> <p>Jim leads teams across many disciplines to achieve success including clinical expertise and specialists, project management, technical analysis, and support desk operations.</p>
Summary & Objectives	<ul style="list-style-type: none"> ● Identify care delivery process improvements through better care through better information technology and how interoperability affects healthcare ● Critically reflect on the current state of informatics-led initiatives that impact the effectiveness of health IT ● Differentiate regulatory-based objectives and responsibilities from specific tasks to optimize electronic medical records ● Describe usability and the impact of nonstandard documentation and processes on the achievement of health IT while decreasing the burden on bedside workers

Presentation Title	Roundtable Discussion with Experts: Healthcare Prior Authorizations and Health IT
Duration	60 minutes
Presenter Name(s)	Martha McNulty, Senior Application Developer University of Iowa Hospitals & Clinic Rayne Premo, Quality Coordinator Iowa Specialty Specialty Hospital
Presenter Bio(s)	<p>Martha McNulty currently lives in Iowa City and works for the University of Iowa Hospitals and Clinics as a Senior Application Developer. At the onset of her working years, she worked in health care as a Nurse Assistant and Unit Clerk in Alabama. She then moved to Alaska and worked primarily in the Oil and Gas Industry, Railroad and Engineering Companies. She has served as a Records Manager, Human Resources Generalist, Facilities Manager, Data Analyst and Records Manager. Prior to moving to Iowa, she worked for the City of Berkeley California as the City Records Manager developing Records Management programs for the various departments and oversaw their Electronic Content Management program and later for Iron Mountain as the lead for a large client project.</p> <p>Rayne Premo</p>
Summary & Objectives	<p>Round table awareness exercise to share expertise, impacts, workflow process, successes, and ways to overcome challenges relating to healthcare insurance prior authorizations and how healthcare delivery is adapting.</p> <ul style="list-style-type: none"> ● Review tactics to reduce healthcare spending. ● Refine PA policies and processes to retain their benefit while minimizing the associated burdens. ● Sharing, streamlining, automating, standardizing activities that target PA requirements. ● Define legislative action that increases the net benefit of these programs.

Presentation Title	Changes in Change – Violence In Healthcare
Duration	60 minutes
Presenter Name(s)	Brian Dieter, President and CEO Mary Greeley Hospital
Presenter Bio(s)	Brian Dieter has served as president and CEO of Mary Greeley Medical Center since July 2008. Prior to that, he was the medical center’s chief financial officer for nearly nine years. Before joining Mary Greeley, he spent 10 years at Ancilla Systems Inc. at three affiliated healthcare organizations in financial leadership positions. He received his Bachelor of Science degree in Business from Indiana University in 1985 and his Master of Science degree in Administration from the University of Notre Dame in 1998. He is a Fellow in the American College of Healthcare Executives and former board chair for the Iowa Hospital Education and Research Foundation (IHERF). Dieter is the chair of the Iowa Hospital Association board. He also serves on the Iowa Healthcare Collaborative (treasurer) and Health Enterprises boards. He is active in a variety of community organizations, including the Ames Chamber of Commerce, Ames Economic Development Commission, Rotary Club of Ames, and United Way of Story County.
Summary & Objectives	<p>Violence or abuse experienced in the workplace among healthcare workers, social workers, mental health workers, and other human service workers is a critical issue that many organizations face. The purpose of this session is to provide healthcare professionals with information so they may better recognize, address, and prevent violence in their workplaces.</p> <ul style="list-style-type: none"> ● Describe the scope of workplace violence in healthcare sector. ● Identify emotional, psychological, economic, and social consequences of workplace violence. ● Describe recommended occupational policies addressing workplace violence. ● Outline assessment and intervention strategies for violence victims and perpetrators.