



Date: August 20, 2024

Time: 5:00 PM

IHA 4-Part Webinar Series - 12-1 p.m.

Take your leadership skills to the next level with IHA's small and rural hospital webinar series, designed to empower leaders, staff and board members in achieving your organization's top priorities. The four-session series supplements the 2024 IHA Small & Rural Hospital Annual Meeting on June 27 in Springfield, yet the webinars will be held virtually with separate registration. By attending all four webinars—offered for the price of three—you'll gain expert insights, practical strategies and actionable advice to address today's top issues.

IHA Members: \$195 per organization

Non-IHA Members: \$245 per organization

**\*Please note: The registration fee includes an unlimited number of connections within the same hospital or health system corporate office.**

**Cost Savings:** Attend all four webinars for the price of three. Simply select the registration option for all webinars and you'll automatically be charged for three programs—a 25% discount.

### **Webinar 3: How to Build a Business Plan for Hospital Growth**

***Sponsored by Montrose Behavioral Health***

Growing or starting a new service can be key to a rural hospital's financial viability. Learn how to start the process with a business plan. This interactive session will dive into the essential components of a business plan focused on hospital growth. You'll hear where to find new ideas; the "what" and "why" of a business plan; your first filters for any idea; how to learn about your customers and your competition; how to craft a strong marketing plan; and how to forecast financial results.

At the end of the session, you will be able to:

- Understand the purpose and contents of a business plan.
- Identify the audience for a business plan.
- Recognize the key sections that tell the business plan story.
- Practice assessing the feasibility of a new idea.
- Complete key business plan components and recognize information sources.

- Hospital/health system CEOs
- C-Suite leaders
- Clinical, operational and department leaders
- Aspiring leaders

**Doug Morse, MBA, MA**  
**Principal, ExecHQ**

A lifelong rural healthcare zealot, Morse is a former rural hospital CEO and network system executive who knows small hospitals and clinics are integral to communities. Morse currently helps leaders and boards achieve exceptional scorecards and strong community support through nimble strategic planning, operational improvements and leadership training. He is the author of “You Got This: How to Make Big Decisions at Small Hospitals” and was twice recognized as a college faculty teacher of the year. He also was awarded the 2005 Iowa Hospital Association Young Executive Achievement Award.

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