



Date: March 26, 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 1: Top Issues and Big Decisions: Act Today to Create Tomorrow

Sponsored by Medical Solutions

From the Apple Watch to staff shortages, this interactive session will cover the top external and internal issues facing small and rural hospital leaders. You'll learn strategies to inspire yourself, other leaders and your staff as you gain insights into outside competitors like Amazon and CVS while learning to shape healthcare services for real growth. You'll also walk away emboldened to make big decisions the right way, effecting positive change in your organization and community.

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

- Describe environmental trends and how those trends impact a hospital
- Recognize steps to craft a business plan to grow revenue.
- Use proven methods to inspire and engage employees.
- Discover methods to discern issues for major decision-making.

- Hospital/health system CEOs
- C-Suite leaders
- Clinical, operational and department leaders
- Hospital board of trustee members
- 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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