

“The Different Hats of Network Leadership”

Tuesday, October 1, 2013

7:30 AM - 8:15 AM **Opening Breakfast** – Rio Grande B

8:15 AM - 9:10 AM **Welcome & Introduction - Leadership Summit Committee**

9:15 AM - 11:30 AM **Network Leadership: High Performance Collaboration in High Pressure Chaos**
Mary Kay Chess, Ph.D., Faculty, Bainbridge Graduate Institute

Network leadership requires a different kind of participation and engagement in the midst of changes at the local, state and national levels. There is some very reliable indication that these changes often represent chaos and new challenges in the unique communities you serve. In addition to determining strategic and sustainable plans, network leaders have an opportunity to consider new approaches to collaboration with key stakeholders to remain viable and deliver value to its members. This workshop is the first of a series of engagements for members of the 2013 NCHN Leadership Learning.

In this workshop, leaders will engage in the following learning objectives:

1. Assess your own strengths in leading collaboration during rapid change
2. Discuss tools for change that uniquely support your leadership strengths
3. Experience healthy leadership collaboration when there is chaos in the system

Mary Kay served as a network leader and consults with networks on leading through change, developing viable board strategies in the midst of chaos and identifying strategic planning initiatives that include each step of the customer experience. She believes and supports the challenging work of collaboration through network leadership as a leading model of sustainable success for healthcare efforts. Dr. Chess teaches Leadership & Personal Development in MBA programs at Bainbridge Graduate Institute. She lives on an island outside of Seattle and enjoys the fact that the abundance of trees often interrupts technology.

11:30 AM - 11:40 AM **Stretch Break**

11:45 AM - 12:15 PM **Exploring Collaborative Strategies – How do you facilitate Collaboration in Your Network? Roundtable** – Chris Hopkins, MT, NCHN President

Leadership Summit participants will share their best practice models and proven strategies for facilitating collaboration not only among their respective members, but also with other stakeholders in their service area.

12:15 PM - 1:15 PM **Network Luncheon – Rio Grande B**

1:30 PM - 2:00 PM **Next Steps - NCHN's 2012 Leadership Learning Community**
Mary Kay Chess, Ph.D., NCHN Leadership Learning Community Coordinator

2:00 PM - 3:30 PM How Leading By Learning in the Face of Mounting Obstacles Makes an Awesome Leader
Jay Seifert, Co-founder, LoneStart Now, TX

Those of you who attended the LoneStartNow presentation at our Annual Educational Conference in New Orleans this April already know what to expect from Jay – the unexpected! The official title of his presentation is “*How Leading By Learning in the Face of Mounting Obstacles Makes an Awesome Leader.*” But it could also be “How to Have Fun and Find Success with Leadership and Organizational Health and Become More Popular and Better-Looking in the Process!” You’ll leave this interactive, high-energy session as an official member of the NCHN/LoneStartNow “*Maintain, Not Gain Stealth Challenge*” a popular and effective strategy to create and meet realistic goals during the treacherous 10-week gauntlet of excess that begins on Halloween and ends after the New Year and usually results in a 5 to 7 pound weight gain.

Jay Seifert is a pioneer in applying established principles of social neuroscience and behavioral economics to individual and organizational “wellness.” His strategy is specifically designed to improve health and well-being of those individuals most at risk for preventable chronic illness, but least likely to participate in traditional “diet and exercise” programs. In 2005, Jay co-founded LoneStart Wellness and began implementing the LoneStart Team Esteem Challenge, a hands-on behavioral initiative designed to instill the essential sense of self-belief necessary for enduring behavior change. Jay earned his Bachelor’s degree (psychology) at Miami University; and his Master’s degree (social psychology) at Tulane University. Jay has presented LoneStart’s Achieve and Believe behavioral strategy at numerous government, health care and corporate conferences.

3:30 PM - 3:45 PM Networking Break

3:45 PM - 4:45 PM Utilizing Your Influence as a Rural Health Network Leader!
Maggie Elehwany, JD, VP, Government Affairs and Policy, NRHA; David Pearson, CEO TORCH; Deena Dodd, InSRHN Director, IN

Rural health networks support the overall rural health delivery system, which is currently facing enormous challenges in terms of funding reductions, navigating the new Insurance Marketplaces, dealing with the Office of Inspector General report on Critical Access Hospital, rural health workforce shortages, and implementation of the ACA. How can you better assist your network members in educating their market area, along with their local, state and federal elected officials about not only the important service they provide for their communities overall health care, but also the economic impact healthcare services has in rural communities.

Maggie Elehwany joined the National Rural Health Association (NRHA) staff in 2007 and is the head lobbyist responsible for the government affairs and policy department. She has nearly 20 years of federal legislative experience. She previously served as health counsel to U.S. Sen. Lisa Murkowski, a member of the Senate Health, Education, Labor and Pensions Committee, and to U.S. Sen. Frank Murkowski, a member of the Senate Finance Committee, where she worked on comprehensive Medicare and Medicaid legislation. Elehwany also served as counsel to former U.S. Senate Finance Committee Chairman Bob Packwood. From 1999 to 2005, she served as assistant director of congressional affairs for the American Medical Association where she advocated on patient and physician issues. Elehwany earned a J.D. from the University of Oregon and a B.A. from Oregon State University.

David Pearson is currently the President/CEO of the Texas Organization of Rural & Community Hospitals. TORCH is a professional association whose members consist of general acute hospitals of less than 150 beds, as well as the companies and organizations which provide products and services to rural hospitals. David is an experienced advocate who has been involved with legislative and regulatory activities involving rural hospitals at both the state and federal level since 1997. David is also a registered lobbyist in the state of Texas. He holds a Bachelor of Science in Healthcare Administration and a Master in Public Administration Degree from Texas State University in San Marcos. He is a Fellow in the American College of Healthcare Executives and has been Board Certified in Healthcare Management by ACHE since 2003.

Deena Dodd is with the Indiana Rural Health Association (IRHA) as the Indiana Statewide Rural Health Network (InSRHN) Director. Deena has been in this position for three years. During this time, the network's membership has grown to 25 hospitals, member's savings has increased through various contract negotiations, and affordable Community Health Needs Assessments have been instituted for the Network. She was recently selected to serve as the Director of Business Development for the Indiana Rural Health Association Business Partners Network. She also serves as a Director on the National Cooperative of Health Care Networks (NCHN) Board. Deena is spearheading a process of sharing healthcare information and developments with local economic development organizations statewide.

4:45 PM – 5:15 PM Evidence-based Outcomes – How do you report the network value?

Carolyn Witherspoon, TX – Coalition of Health Services, Inc.

Leadership Summit participants will share their best practice models, proven strategies and data for documenting and reporting the value of the network to its members, stakeholders, general public of the network's service area and in grant writing activities.

6:30 PM Meet in the hotel lobby for a group networking dinner. Dutch treat at a local restaurant.

Wednesday, October 2, 2013

8:00 AM – 8:30 AM Networking Breakfast – Guadalupe

8:30 AM – 9:30 AM Rural Veterans and their Healthcare: Results from a Survey of NCHN Members
Thomas F. Klobucar, PhD, Deputy Director, Veterans Health Administration - Office of Rural Health

Earlier this month, NCHN worked with the Department of Veterans Affairs, Veterans Health Administration Office of Rural Health, to conduct a survey of NCHN members. The survey was designed to serve as an informal needs assessment to determine NCHN members' requirements to enhance their understanding of rural Veterans' health care needs. This session will present the results of that survey, along with a short primer on the Office of Rural Health and the VA health care system. The Veterans Health Administration – Office of Rural Health's mission is to improve access and quality of care for enrolled rural and highly rural Veterans by developing evidence-based policies and innovative practices to support the unique needs of enrolled Veterans residing in geographically remote areas. Currently, 3.1 million rural Veterans are enrolled in the VA system. Dr. Klobucar will explore strategies that will facilitate rural health networks becoming more involved in collaborative models of rural healthcare for these rural Veterans.

Thomas F. Klobucar, a retired Air Force Senior Master Sergeant, is published in the fields of rural health, home telehealth, chronic disease management, political science, sociology, and research methods. His current work is focused on providing opportunities for the delivery of virtual health care services into rural Veterans' homes, the expansion of health care provider virtual consultation services in underserved rural areas, and enhancing care coordination for rural Veterans through electronic health information exchange.

9:30 AM – 9:40 AM Networking Break

9:45 AM – 10:50 AM ORHP News – Followed by ACA, Insurance Marketplaces, and other things you need to know to Lead your Network in 2014!
Invited – Princess D. Jackson, PhD., Regional Administrator for HRSA, Office of Regional Operations, Dallas Regional Division

Alicia Swenson O'Brien, Federal Office of Rural Health Policy will bring an update from her office.

October 1, 2013 the Health Insurance Marketplaces will officially open across the nation. Dr. Jackson will discuss the program and provide any immediate updates about the success and challenges of the first day of the new program. She will also update participants on the continued implementation of the ACA and other federal legislation affect rural health.

Since joining HRSA, Dr. Jackson has served as a Public Health Advisor, Public Health Analyst, Regional Coordinator, and Supervisory Public Health Analyst. She provides the regional leadership to improve health care systems, increase access to quality care, reduce disparities, and advance public health in support of the U.S. Department of Health and Human Services and HRSA missions, goals and strategic priorities in Region VI. With 25 years of experience in health care administration, she enjoys conducting research in the areas of emergency preparedness, recruitment and retention in health care settings, and gerontology. Dr. Jackson received her Bachelor of Science degree from Texas Christian University in Fort Worth, Texas. In addition, she obtained her M.S. and Ph.D. degrees from the University of North Texas in Denton, Texas.

10:50 AM – 10:55 AM Stretch Break

11:00 AM – 12:00 PM Understanding Your Leadership True Colors™

Stacie Pace, Director, Rural Health Network of Oklahoma & Darcy A. Czarnik Laurin, Executive Director, Thumb Rural Health Network, MI

True Colors™ is a model for understanding yourself and others based on your personality temperament. The colors of Orange, Green, Blue, and Gold are used to differentiate the four central personality styles of True Colors™. Each network leader has a combination of these True Colors that make-up their personality spectrum, usually with one of the styles being most dominant. Identifying your personality and the personalities of others using True Colors model will provide you with insights into different motivations, actions and communication approaches.