

# Spring 2021



*CAHoots Newsletter is funded through the IN FLEX State Office of Rural Health (SORH).*

## **Rush Memorial Hospital Honored with “Best Digital Workplace” Award**

*Company celebrated at VOICES Conference for delivering best-in-class internal communications via employee app*

**Rushville, IN, April 30, 2021** - Rush Memorial Hospital received the “Best Digital Workplace” award during The Inaugural IC Awards Ceremony at the Staffbase VOICES conference.

Striving to engage and unite all non-desk and in office staff with informative and consistent internal communications, Rush Memorial worked with Staffbase, a leading provider of digital solutions for internal communications, to implement a solution in 2019.

“This has been an amazing partnership and it’s so exciting to see how much Rush Memorial’s myRMH employee app has expanded on the content available to their workforce this past year,” said Heather Rouke, Head of CSM, Staffbase. “This award recognizes their communications team’s efforts to reach each and every one of their employees with the information that matters most to them.”

Achieving an 80% registration rate on the myRMH employee app within the first five days of launch, Rush Memorial employees have access to an array of timely content, newsletters, and podcasts, a brag board that allows employees to like and comment, as well as seasonal content campaigns that build morale and culture.

CEO Brad Smith has this to add about the way that the app has helped Rush Memorial Hospital:

“One thing I appreciate most about the app is the way it helped us keep our employees informed of the evolving Covid-19 situation in 2020, particularly before we had all of our computers hooked up to Teams and equipped for remote meetings. I also appreciate the extent to which it helps make our internal communications more inclusive. With the app, regardless of their level or department, all employees are better able to stay “plugged in” to what’s taking place across the organization. In many cases, they are also able to share their opinions and comments. I think this helped compensate, to some extent, for our inability to have employee huddles in 2020. It helped us stay in touch with everyone.”

## Greene County General Hospital Recognized For Higher Quality in Maternity Care



Linton, Indiana—Greene County General Hospital is proud to be recognized by Anthem Blue Cross and Blue Shield with a Blue Distinction® Centers (BDC) for Maternity Care designation, as part of the Blue Distinction Specialty Care program.

Racial and ethnic disparities are persistent and widespread across maternal healthcare, primarily driven by socioeconomic status, geographic location, and implicit provider bias. Compared to similarly developed countries such as Canada, Germany, and Australia, the United States has the highest maternal mortality rate (MMR), at approximately 17.4 deaths per 100,000 live births, with the MMR steadily increasing since 2000<sup>1</sup>. According to the CDC, non-Hispanic Black women are two to three times more likely to die from preventable or treatable pregnancy-related complications compared to white women<sup>2</sup>.

To help address these gaps in care and to help ensure the better health of mothers, The Blue Cross Blue Shield Association enhanced its quality evaluation for the Maternity Care program to address key factors driving the United States' maternal health crisis such as preventable or treatable pregnancy-related conditions, high utilization of Caesarean sections, and racial and ethnic disparities in maternal healthcare. In 2018, [facilities that received designations under the Blue Distinction Centers for Maternity Care program](#) cared for more than 40% of Blue Cross and Blue Shield commercially insured women giving birth across the country.

Greene County General Hospital is proud to be recognized by Anthem Blue Cross and Blue Shield for meeting the rigorous BDC quality selection criteria for maternity care. Our Obstetrics and Quality departments have worked to adhere to the standards set by the Blue Distinction Specialty Care program. Jill Raines, MBA, MSN, RN Chief of Clinical Quality, says; "our Obstetrics department has worked to differentiate our facility by demonstrating proficiency in delivering quality specialty care, safely and effectively. We are grateful for the recognition."

In 2020, [the Blue Distinction Centers for Maternity Care Program](#) was expanded beyond traditional outcome measures to include assessments of internal quality improvement, data collection and dissemination, and internal protocols that better address clinical quality and equity issues in maternity care. New in the evaluation cycle, facilities must collect race ethnicity data, have a maternal quality improvement program, commence drills and simulations for adverse events, and have dedicated protocols and procedures for the management of hypertension and hemorrhage. In addition, they must meet clinical outcome metrics at a higher standard than required previously. Specifically, the rate for low risk first time cesarean sections (NTSV C-section rate, PC-02) has been aligned with the revised [Healthy People 2020 goals](#). Facilities eligible for the Blue Distinction Centers for Maternity care show statistically significant differences in key clinical outcomes compared to their peers.

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<sup>1</sup> <https://www.cdc.gov/reproductivehealth/maternal-mortality/pregnancy-mortality-surveillance-system.htm>

<sup>2</sup> [https://www.cdc.gov/mmwr/volumes/68/wr/mm6835a3.htm?s\\_cid=mm6835a3\\_w](https://www.cdc.gov/mmwr/volumes/68/wr/mm6835a3.htm?s_cid=mm6835a3_w)

“With programs like Blue Distinction, Anthem Blue Cross and Blue Shield is helping our members make informed decisions about their healthcare,” said Beth Keyser, president of Anthem Blue Cross and Blue Shield in Indiana. “We are committed to providing access to quality care that will lead to better health outcomes for the people we serve. We appreciate the partnership with GCGH and the care they provide to Anthem members.”

Since 2006, the Blue Distinction Specialty Care program has helped patients find quality specialty care in the areas of bariatric surgery, cancer care, cardiac care, cellular immunotherapy, fertility care, gene therapy, knee and hip replacement, maternity care, spine surgery, substance use treatment and recovery, and transplants, while encouraging healthcare professionals to improve the care they deliver. Research shows that, compared to other providers, those designated as Blue Distinction Centers demonstrate better quality and improved outcomes for patients.



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### **About Anthem Blue Cross and Blue Shield**

Anthem Blue Cross and Blue Shield is the trade name of Anthem Insurance Companies, Inc., an independent licensee of the Blue Cross and Blue Shield Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross Blue Shield Association. Additional information about Anthem Blue Cross and Blue Shield in Indiana is available at [www.anthem.com](http://www.anthem.com). Also, follow us on Twitter @AnthemBCBS\_News and @AnthemBCBS or find us on Facebook.

### **About the Blue Cross Blue Shield Association**

The Blue Cross Blue Shield Association is a national federation of 36 independent, community-based and locally operated Blue Cross and Blue Shield companies that collectively provide health care coverage for one in three Americans. BCBSA provides health care insights through [The Health of America Report](#) series and the national BCBS Health Index<sup>SM</sup>. For more information on BCBSA and its member companies, please visit [bcbs.com](http://bcbs.com). We also encourage you to connect with us on [Facebook](#), check out our videos on [YouTube](#), follow us on [Twitter](#) and check out our [blog](#).

### **About Blue Distinction Centers**

Blue Distinction Centers (BDC) met overall quality measures, developed with input from the medical community. A Local Blue Plan may require additional criteria for providers located in its own service area; for details, contact your Local Blue Plan. Blue Distinction Centers+ (BDC+) also met cost measures that address consumers' need for affordable healthcare. Each provider's cost of care is evaluated using data from its Local Blue Plan. Providers in CA, ID, NY, PA, and WA may lie in two Local Blue Plans' areas, resulting in two evaluations for cost of care; and their own Local Blue Plans decide whether one or both cost of care evaluation(s) must meet BDC+ national criteria. National criteria for BDC and BDC+ are displayed on [www.bcbs.com](http://www.bcbs.com). Individual outcomes may vary. For details on a provider's in-network status or your own policy's coverage, contact your Local Blue Plan and ask your provider before making an appointment. Neither Blue Cross and Blue Shield Association nor any Blue Plans are responsible for noncovered charges or

other losses or damages resulting from Blue Distinction or other provider finder information or care received from Blue Distinction or other providers.

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## Greene County General Hospital Welcomes Board Certified OB-GYN Dr. Laurel Walton



Linton, IN—Greene County General Hospital is thrilled to welcome board-certified OB-GYN, Laurel Walton, D.O., to the GCGH family. Dr. Laurel Walton joins Dr. Douglas Lawson at the My Linton Clinic's Women's Health Center located across from the hospital at 1210 N. 1000 W in Linton.

Dr. Laurel Walton is a board-certified OB-GYN and Doctor of Osteopathy. Dr. Walton has decades of healthcare experience. She graduated from the University of Nebraska Medical Center as a Physician Assistant and continued her education at Des Moines University College of Osteopathic Medicine and Surgery. She completed an AOA rotating internship at St.

Joseph Health Center, a residency in Obstetrics and Gynecology at Aultman Hospital and a residency at Texas Tech University Health Sciences Center where she served as Chief Resident. Dr. Walton is board certified by the American Osteopathic Board of Obstetrics and Gynecology.

Both Dr. Walton and Dr. Lawson are taking new patients at the My Linton Clinic's Women's Health Center. Call 812-847-4481 to schedule an appointment.

## Join an ECHO Program at the IU Richard M. Fairbanks School of Public Health!

Joining an ECHO program is easy and free! **No cost CMEs and continuing education is awarded for each live teleclinic attended for:**

- Physicians and non-physicians
- Pharmacists
- Nurses
- Social Workers
- Certified Health Education Specialists (CHES/MCHES)

Each ECHO program includes regularly scheduled teleclinics consisting of collaborative case-based learning and brief, informative didactics. ECHO program schedules are listed below.

- **Hepatitis C (HCV) ECHO:** 1st & 3rd Thursdays, 12:30-2:00pm ET
- **LGBTQ+ ECHO:** 2nd & 4th Wednesday of the month, 2:30-4pm ET
- **HIV ECHO:** 2nd Thursdays from 8:30-10am & 4th Thursdays from 12:30-2pm ET
- **Cancer ECHO:** 1st Tuesdays from 12:00-1:30pm & 3rd Tuesdays from 4:00-5:30pm ET
- **Integrated Pain Management ECHO:** 1st & 3rd Fridays from 8:00-9:15am ET.

- **COVID-19 Response ECHO:** 2nd Wednesdays, 8-9am ET

ECHO teleclinics meet online using a freely available, web-based videoconferencing platform called Zoom. To participate, you only need to have access to the Internet. A webcam is strongly encouraged but not absolutely required.

More information and registration available here: <https://fsph.iupui.edu/research-centers/centers/public-health-practice/ECHO/join.html>



**IUPUI**  
RICHARD M. FAIRBANKS  
SCHOOL OF PUBLIC HEALTH



## **IUPUI ECHO Center Programs**

Project ECHO (Extension for Community Healthcare Outcomes) is a collaborative model of medical education and care management that empowers clinicians everywhere to provide better care to more people, right where they live.

### **The ECHO Experience**

#### **5 Reasons Why You Should Join anECHO**

1. ECHO includes 12 months of evidence-based training, access to our resource libraries, and the opportunity to consult with a network of highly qualified subject-matter experts while you develop your own expertise that will set you apart in your community.
2. ECHO programs use case-based learning that is ongoing, interactive, and relevant to you and your patients.
3. ECHO is interdisciplinary and open to everyone on the healthcare team.
4. ECHO helps you enhance the care you deliver to your patients while reducing the barriers they face in accessing the care they need (e.g. transportation, wait times, delays in seeking care)
5. ECHO participants receive no-cost CME for physicians, pharmacists, nurses, social workers, awarded by the IU School of Medicine Division for Continuing Education and the American Academy of Family Physicians live prescribed credit.

## **Integrated Pain Management (IPM) ECHO**

Join the IPM ECHO on the 1<sup>st</sup> and 3<sup>rd</sup> Fridays from 8:00 – 9:00 a.m. ET. The program equips providers with the skills they need to provide evidence – based, comprehensive, and compassionate care for individuals with chronic pain.

Curriculum for this program covers topics such as physiology and psychology of pain, non-medication modalities for pain management, assessing for substance use disorder, and pharmacotherapeutics, etc.

## **Cancer Prevention & Survivorship Care ECHO**

Join the Cancer Prevention and Survivorship Care ECHO on the 1<sup>st</sup> Tuesday of the month from 12:00 – 1:30 p.m. ET and 3<sup>rd</sup> Tuesday of the month from 4:00 – 5:15 p.m. ET. The program delivers continuing education and actionable learning in addition to real-time consultation to health practitioners with the ultimate goal of improving health care delivery of services.

Curriculum for this program includes topics such as national screening recommendations, cancer vaccinations and prevention methods, providing primary care for survivors, motivational interviewing and brief action planning.





## LGBTQ+ ECHO

Join the LGBTQ+ ECHO on the 2<sup>nd</sup> and 4<sup>th</sup> Wednesday of the month from 2:30 – 4:00 p.m. ET. The program creates a network of peers and subject matter experts to support practitioners as they practice culturally competent, comprehensive, primary care for transgender, gender non-binary, and sexual minority patients.

Curriculum for this program includes topics such as development of gender identity, cross gender hormone therapy, family planning and assisted reproductive technology, legal issues facing LGBTQ+ community, working with families of gender diverse youth, and gender affirming surgery.

## HIV ECHO

Join the HIV ECHO on the 2<sup>nd</sup> Thursday of each month from 8:30 – 10:00 a.m. ET and the 4<sup>th</sup> Thursday from 12:30 – 2:00 p.m. ET. This program supports healthcare providers to practice evidence-based, culturally competent, and comprehensive care to a diverse patient population living with HIV.

Curriculum for this program will include cultural competency, HIV stigma and social determinants of health, insurance barriers, consent for HIV testing, pre-exposure prophylaxis (PrEP) and post-exposure prophylaxis (PEP), diagnosing and managing opportunistic infections, and treating patients with co-morbid medical conditions.

## Hepatitis C (HCV) ECHO

Join the HCV ECHO on the 1<sup>st</sup> and 3<sup>rd</sup> Thursdays of each month from 12:30 – 2:00 p.m. ET. The program equips providers with the skills they need to provide evidence-based, comprehensive, and compassionate care for individuals with HCV.

Curriculum for this program covers topics such as diagnosing & managing liver disease and cirrhosis, identifying extrahepatic manifestations of HCV, addressing interruption of care and retreatment, caring for patients with co-occurring HCV and substance use disorder, and navigating the Hepatitis C medication interactions and prior authorizations.

## COVID-19 Response ECHO

Join the Indiana COVID-19 Response ECHO on the 2<sup>nd</sup> Wednesday of the month from 8:00 – 9:00 a.m. ET. The program will feature public health and clinical leadership that will share perspectives and best practices for addressing COVID-19 in Indiana communities during the evolving pandemic. All members of the healthcare team or individuals responding to the COVID-19 pandemic in their community are welcome to join.

Curriculum for this program will include emerging COVID-19 pharmacology, epidemiological trends and contact tracing, testing recommendations and safe reopening practices, changes in telemedicine, best practices, infection control, and care in emergency departments, critical care units and ambulatory settings.

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**@IUPUIECHOCenter**



## **“White Bagging”**

### **Sound off: Hoosiers deserve better than what insurance companies offer**

Kokomo Tribune April 28, 2021 - [https://www.kokomotribune.com/opinion/sound-off-hoosiers-deserve-better-than-what-insurance-companies-offer/article\\_e327af2e-a84f-11eb-993d-5b1b96534626.html](https://www.kokomotribune.com/opinion/sound-off-hoosiers-deserve-better-than-what-insurance-companies-offer/article_e327af2e-a84f-11eb-993d-5b1b96534626.html)

## **Hoosiers deserve better**

Imagine a situation where you or a loved one has just been diagnosed with cancer or another type of life-altering illness. The news of this diagnosis is already heartbreaking and difficult. The doctor wants to begin immediate treatment, but your insurance company has imposed a new policy dictating where your chemotherapy drug, or other medication, comes from before it can be prepared and infused. The company's designated pharmacy does not have your drug in stock. As you grapple with this new diagnosis, you learn that your care will be delayed.

Unfortunately, this hypothetical scenario is becoming reality for many Hoosiers.

Recently, large health insurance companies have begun to deny payment to health care providers and pharmacies unless they obtain specialty drugs from designated pharmacies who are often owned by or affiliated with the insurer, instead of the pharmacies clinicians normally rely on for quality and access. This practice is called “white bagging.” It prevents health care providers from controlling the handling, preparation, dosage, and storage conditions of these drugs prior to administration.

Based on a patient's most recent lab result or changes in their condition, pharmacists often make last-minute adjustments to medications on the day of administration. But once a specialty drug is mixed and labeled for a patient, the drug generally cannot be adjusted; it must be discarded. To account for these last-minute adjustments, health care providers purchase specialty drugs from in-house or nearby pharmacies that can fill medication orders quickly and meet their safety standards. However, mandated white bagging prohibits this quality assurance.

Insurance companies have represented that these measures will reduce costs, but when it comes to patient safety, no cost saving measure is worth the risk. Insurers should not mandate policies that go against provider recommendations and create quality concerns. The Indiana legislature validated this sentiment by passing a law this session requiring the Indiana Department of Health, in consultation with the Indiana Board of Pharmacy, the Indiana Department of Insurance, and the Indiana Family and Social Services Administration, to examine and report to the legislature on the safety of this practice by July 1.

Given the rapid expansion of these policies, the state of Indiana should move quickly to establish guardrails around these practices to protect the growing number of Hoosiers caught in the line of fire. Not only will these policies result in delayed patient care and wasted drug costs, but they will add administrative costs to the health care system due to rescheduling critically ill patients.

Delayed care has real consequences and should not be the result of insurance company mandates like white bagging that trade safety for short-term savings. Through collaboration, we can find ways to reduce health care costs without sacrificing quality.

— Hoosiers for Safe Meds: Indiana Pharmacists Association, Indiana Oncology Society, Indiana Academy of Dermatology, Indiana Academy of Ophthalmology, Indianapolis Coalition for Patient Safety, Indiana Rural Health Association, Indiana Organization of Nursing Leadership, Indiana Hospital Association, Indiana Radiological Society

**FREE to IRHA Members!!!**

**Brian Lee, CSP, Presents HealthCare Service Excellence  
Live Stream Summit – June 8, 2021, 11:00 a.m. Eastern**

**Theme:** *Reimagining HealthCare Engagement*

**Mission:** *Refreshing the Workplace Through Resilience, Agility, and Kindness*

IRHA has paid the registration fee for all IRHA members to attend at no cost.

Register here: <https://events.bizzabo.com/275278/home>

**IRHA Promo Code: 68IRHA21**

**Who should attend?**

Everyone who engages with patients or coworkers and wants to improve their people skills by learning new best practices. This includes: Senior Leadership, Managers, Charge Nurses, Quality, Patient Experience Coordinators and Advocates, HR Leaders, Frontline Caregivers, RNs, CNAs, Therapists, Physicians, Nurse Practitioners, PAs, Lab/Imaging Techs, EVS and Dietary Techs, Billing, Accounting, HIM, IT, and more.



May 11, 2021

**Brian Lee's  
Bulletin**



**The Live-Stream Summit is coming up!**

We are officially one month away from our Reimagining Healthcare Engagement live-stream summit on June 8, and we couldn't be more excited to have you join us! If you have not yet registered, please click the links below and reserve your spot now!

We have some amazing speakers lined up to share their wealth of knowledge with you to help inspire and uplift your team; and the best part?! You get to enjoy the summit from the comfort of your own facility – we are bringing the conference to you! No hotel, no travel fees, no problems! Before you go, don't forget to nominate an outstanding caregiver to be inducted into the National Caregiver Heroes Hall of Fame! Deadline for nominations has been extended to May 19! You can nominate your Hero below.

Kind Regards,



# 2020 Caregiver Heroes Hall of Fame Recognition



Nominate and celebrate your Caregiver Hero who has demonstrated strength, determination and compassion through the way they have cared for your patients and each other during the challenging times of 2020. Further details and nomination instructions can be found on our website. **The deadline has been extended to Wednesday, May 19, 2021.**

[\*\*NOMINATE NOW\*\*](#)

## Live-Stream Summit



### Reimagining Healthcare Engagement

Register for our first ever **Live-Stream Summit** event coming on **June 8, 2021.**

[CLICK HERE](#) for more info on this event  
[CLICK HERE](#) to register for this event



**Marcus Engel**  
MS, CPXP, CSP  
*Compassion Expert*

### Speaker Highlight

#### Being With

Engaging staff takes active listening and intentional presence. Join Marcus to discover strategies to enter the workplace with a compassionate heart and a soul of kindness.



**Eileen McDargh,**  
CSP, CPAE  
*Resiliency Expert*

### **Personal Resilience: Staying Right-side Up in a World that's Upside Down**

Crisis fatigue is the universal diagnosis for emergencies that never stop. No time to catch your breath. Tired beyond tired. This small segment offers a place to start exploring just how to begin the journey to refuel and recharge yourself! To take care of others you must first take care of yourself!



**Jim Cathcart,**  
CSP, CPAE  
*Motivation Expert*

### **The Acorn Principle**

Inside each of us there is a “seed” that contains our potential, our “oak” if you will. Those who discover this seed and diligently tailor their life and career to match it will achieve substantially more than those who neglect it. Your fastest, easiest, and most meaningful growth will always come along the lines of your natural abilities. Come and learn from the decades of research and application that Jim shares. As he says, “Come with me & let’s discover how much more successful you can be!”

[Visit our Website](#)



is proud to provide Unlimited Free  
Access to your leaders and caregivers...

**REGISTER NOW**

**June 8, 2021 — 10:00 am – 4:30 pm CT**

Brian Lee and his Custom Learning team are partnering with us to bring this world class conference direct to your team... no travel, no hotel, no worries!

**LIVE STREAM SUMMIT**

# REIMAGINING HEALTHCARE ENGAGEMENT

Refreshing the  
Workplace through  
Resilience, Agility  
& Kindness

## 6 REASONS WHY YOU NEED TO REGISTER TODAY:

- 8 world class inspirational speakers who will capture your imagination and stir your soul
- Extend the power of positive thinking, inspiration and excitement to covid-fatigued caregivers and their leaders
- Rebuild morale and energize teamwork as your people learn and share together through Watch Parties
- High impact and leading edge patient experience skills and best practices you can put to work immediately
- An opportunity to connect directly with the speakers through live Q and A
- Celebrate your Caregiver Hero by submitting them for national recognition, and see them inducted into the National Caregiver Heroes Hall of Fame

## WHO SHOULD ATTEND?

Everyone who engages with patients or coworkers and wants to improve their people skills by learning new best practices.

This includes:

Senior Leadership, Managers, Charge Nurses, Quality, Patient Experience Coordinators and Advocates, HR Leaders, Frontline Caregivers, RNs, CNAs, Therapists, Physicians, Nurse Practitioners, PAs, Lab/Imaging Techs, EVS and Dietary Techs, Billing, Accounting, HIM, IT, and more.

Nominate and celebrate your Caregiver Hero who has demonstrated strength, determination and compassion through the way they have cared for your patients and each other during the challenging times of 2020. Further details and nomination instructions can be found on our website.

**2020 Caregiver Heroes  
Hall of Fame  
Recognition**



**Nominate Now**

**Learn More**



[www.healthcareserviceexcellence.com](http://www.healthcareserviceexcellence.com)



LIVE STREAM SUMMIT  
**REIMAGINING  
HEALTHCARE  
ENGAGEMENT**

Refreshing the  
Workplace through  
Resilience, Agility  
& Kindness

## MEET YOUR EXTRAORDINARY FACULTY OF ENGAGEMENT EXPERTS

Start Times: 8 PT / 9 MT / 10 CT / 11 ET

Note: Times shown below in Central Time

**10:00 – 10:30 | Patient Experience Expert**  
**Brian Lee CSP, HoF**

### Reimagining Healthcare Engagement

The healthcare world has turned upside down in a year. Discover the new secrets of successful frontline engagement in a covid-fatigued and stressed-out, work environment. Join Brian as he paints a picture of how to thrive in an uncertain new normal, with buy-in and commitment from caregivers at every level.



**10:30 – 11:00 | Trust Expert**  
**David Horsager MA, CSP, CPAE and CEO of Trust Edge Leadership Institute**

### Trust Edge

The #1 question everyone is asking about you: "Can I trust you?" Without trust organizations lose productivity, relationships, reputation, talent, customer loyalty, revenue, and results. David offers a roadmap for how to become the most trusted in your industry. You will learn strategies to increase alignment, overcome attrition, and get absolutely clear on executing your top priorities.



**11:00 – 11:30 | RE-Fresh Break**

**11:30 – 12:00 | Human Behavior Expert**  
**Colette Carlson MA, CSP, CPAE**

### You Management: Yes, I Can Say No

To remain resilient, attendees will learn a four-step formula to protect their time and energy in order to say "yes" to their personal and professional goals and priorities.



**12:00 – 12:30 | Compassion Expert**  
**Marcus Engel MS, CPXP, CSP**

### Being With

Engaging staff takes active listening and intentional presence. Join Marcus to discover strategies to enter the workplace with a compassionate heart and a soul of kindness.



**12:30 – 1:00 | RE-Plenish Break**

**1:00 – 1:30 | Motivation Expert**  
**Jim Cathcart CSP, CPAE and Top 1% TEDx Speaker and Author**

### The Acorn Principle

Inside each of us there is a "seed" that contains our potential, our "oak" if you will. Those who discover this seed and diligently tailor their life and career to match it will achieve substantially more than those who neglect it. Your fastest, easiest, and most meaningful growth will always come along the lines of your natural abilities. Come and learn from the decades of research and application that Jim shares. As he says, "Come with me and let's discover how much more successful you can be!"



**1:30 – 2:00 | Resiliency Expert**  
**Eileen McDargh CSP, CPAE, CEO (Chief Energy Officer) The Resiliency Group**

### Personal Resilience: Staying Right-side Up in a World that's Upside Down

Crisis fatigue is the universal diagnosis for emergencies that never stop. No time to catch your breath. Tired beyond tired. This small segment offers a place to start exploring just how to begin the journey to refuel and recharge yourself! To take care of others you must first take care of yourself!



**2:00 – 2:30 | RE-Juvenate Break**

**2:30 – 3:00 | Customer Service and Experience Expert**

**Shep Hyken CSP, CPAE**

### How to Create an Amazing Experience: Be Convenient

The world of healthcare is more competitive than it has ever been. Our customers compare us to the best customer service experience they have ever received, regardless of company or industry. How can we set ourselves apart? Convenience! Be easy to "do business with." In this conversation with Brian Lee, Shep will discuss the Six Convenience Principles from his bestselling book, The Convenience Revolution, that will help you create an amazing customer – or patient – experience. Learn how to create an experience that will truly amaze!



**3:00 – 3:30 | Motivational Humorist Expert**  
**Meg Soper RN**

### Conscious Leadership: Creating a Positive Culture

We all need a lift these days! This presentation outlines simple strategies to help us bring more focus and awareness to our energy management so that we can create and maintain a positive culture in our workplace and within ourselves.



**3:30 – 4:30**

**Celebrating  
Caregiver Heroes**

**Caregiver  
Heroes**

**REGISTER  
NOW**

**HC+SEC**  
**HealthCare Service  
Excellence Conference**  
800.667.7325





## Plan on Bringing the Entire Live Stream "Reimagining Healthcare Engagement"

Inspirational Summit to Your  
Leaders and Caregivers  
**JUNE 8<sup>TH</sup>, 2021**

### MAKE IT HAPPEN

Appoint a Summit Engagement Task Force to encourage, promote and facilitate maximum leader and caregiver engagement.

### TIPS TO ORGANIZE SUCCESSFUL WATCH PARTIES:

- Post the Summit Poster on bulletin boards everywhere
- Email the poster to your employee database
- Book Watch Party spaces, including conference rooms, cafeteria, boardroom, etc. that enable anyone to drop in
- Serve snacks, drinks, etc.

[Download Poster](#)

### SCHEDULE WATCH PARTIES:

- Encourage every department head to schedule one or more Watch Parties
- Challenge your Senior Leadership Team to watch as a group
- Assemble your Service Excellence/Patient Experience Council to view together
- Invite your Board and Patient/Family Advisory Council

### TRAIN YOUR OWN WATCH PARTY FACILITATORS:

Turbo charge the impact and value of the Summit and let us train your own Watch Party Facilitators. These 1-hour Train-the-Facilitator sessions will be led by Conference Founder and CLS CEO Brian Lee. Choose one session by clicking below to save your spot.

June 1, 2021  
at 1 pm CT

[Join Here](#)

June 2, 2021  
at 1 pm CT

[Join Here](#)

### HCSEC ATTENDEES RAVE

"The speakers were fantastic. Learned so much and they made it fun, entertaining and educational."

– Julie Chamulak,  
Department of  
Veterans Affairs

"Exceptional conference! I can't wait to get back to work so I can begin implementing some needed changes."

– Kevin Myers,  
Wilson Medical  
Center



800.667.7325  
[healthcareserviceexcellence.com](http://healthcareserviceexcellence.com)





# 23<sup>rd</sup> Annual Rural Health Conference

June 15-16, 2021



## IRHA's 23rd Annual Conference "Hindsight is 2020; The Future is Now"

June 15 and 16, 2021  
French Lick Springs Resort and Conference Center  
French Lick, Indiana

[REGISTER HERE](#)

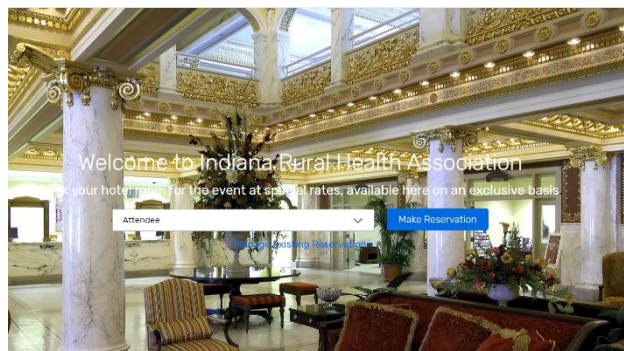
## French Lick Hotel Deadline

A discounted room rate of \$145.00 per night is being offered for rooms during the **2021 IRHA Annual Conference** until **May 17, 2021**.

Book your hotel today!

Call the French Lick Resort directly at 1-888-936-9360 and use the group code 06211RH or use the Booking Website:

<https://book.passkey.com/e/49944674>



## Featured Keynote Speakers



**"Hindsight is 2020; The Future is Now"**  
**Kristina Box, MD, FACOG** Indiana State  
Health Commissioner



**"Returning to a New Normal Following a Pandemic"**  
**Jerome Adams, MD, MPH**

## Keynote Address: "EMS Gaps in Rural Indiana"

**Tim Putnam, DHA,  
BMA, FACHE**  
President/CEO,  
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