



# Leadership-to-Quality Connection:

*Telling the Stories People Need to Hear*

***Presented in webinar format***

**Tuesday, February 21 from 1 to 2:30 pm CST**

*Want to know, step-by-step, how to further energize or re-energize your senior leaders and colleagues when it comes to exploring quality initiatives?*

This webinar will answer this question and also illustrate the power of storytelling to move people to action. Additionally, it will demonstrate how to tell compelling stories, backed up by data, in a rural hospital setting. Doug Morse, former rural hospital CEO and author of *"You Got This: How to Make Big Decisions at Small Hospitals"* and Susan Runyan, CEO, Runyan Health Care Quality Consulting, will be the featured speakers.



**DOUG MORSE**  
Former Rural Hospital  
CEO and Author



**SUSAN RUNYAN**  
CEO, Runyan Health Care  
Quality Consulting

[\*\*Click Here to Register\*\*](#)

Register in advance for this webinar. After registering, you will receive a confirmation email containing information about joining the webinar. For more information, contact Laura Fischer at [lfischer@icahn.org](mailto:lfischer@icahn.org).

## ABOUT THE SPEAKERS

*Doug Morse helps leaders and boards achieve exceptional scorecards and strong community support through 1:1 coaching, training seminars and mission discernment processes for key decisions. The author of "You Got This: How to Make Big Decisions at Small Hospitals," Doug was twice recognized as a college faculty "Teacher of the Year" and, years ago, was recognized with the Young Executive Achievement Award by the Iowa Hospital Association.*

*Susan Runyan started her own consulting firm in 2016. She primarily assists critical access hospitals with quality improvement activities and programs, along with quality data reporting. Runyan's background includes more than 14 years in hospital risk and quality management, with 30 years overall in a variety of healthcare roles.*

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