



CASE STUDY:

# **NHA** Leadership Institute



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## solution? a tailored leadership development institute



Two decades ago, Bellevue University partnered with the Nebraska Hospital Association to address a significant problem for its nearly 100 member organizations: recruitment and retention of quality clinical and non-clinical staff into healthcare organizations.

Nebraska's healthcare landscape is unique because there are a high number of rural hospitals, and many of them are Critical Access Hospitals (CAH) in rural areas. According to the NHA, rural hospitals comprise about 35% of all hospitals nationally but over 68% of all in Nebraska. Additionally, there are serious shortages in the healthcare workforce, which are driving costs up and limiting care.

Bellevue's expertise in employee growth planning spurred the NHA to work with the University to develop the NHA Leadership Institute. The initiative, which launched in 2003, had several key objectives:

Deliver a comprehensive curriculum combining core leadership competency working sessions and multiple layers of applied practice in healthcare

Provide middle management and emerging leaders with the skills needed to become exceptional leaders

Put participants on the path to senior management positions in Nebraska hospitals

Help CEOs develop their leadership pipelines to ensure effective succession planning

Every year, approximately 40 healthcare professionals from across the state come together in nine sessions designed to instruct, inspire and invigorate. There are multiple program components that every participant benefits from, including:

360-degree assessment

One-on-one executive coaching

Core courses taken alongside other participants that cover topics ranging from analyzing performance issues to emotional intelligence and coaching employees to leading teams

Online leadership courses available on-demand

In-depth curriculum designed by the NHA and Bellevue University

Professional faculty

Tours of participating hospitals and their operations

## impact by the numbers

Recently, Bellevue University conducted a survey of Leadership Institute graduates to assess the long-term impact of the program. The survey highlights demonstrate the Leadership Institute's impact.

**87%  
Agreed**

The NHA Leadership Institute helped me gain the knowledge and skills to be a better leader.

### What curriculum and tools were most helpful toward Leadership Institute participants' careers?



Coaching



Conflict Resolution



360 Assessment



Communication

Additionally, graduates cited conflict resolution and communication as the top two skills learned that impact their leadership the most.

**71%  
Agreed**

I have implemented changes within my department that have positively impacted hospital outcomes (i.e., patient satisfaction, quality care, strategic initiatives, employee retention).



74% of graduates agreed that they pay more attention to how they can professionally develop others and help them up the career ladder. Additionally, the Leadership Institute prepared them to coach, give feedback and have tough conversations.

**10%**

Percentage of Leadership Institute graduates\* who have been promoted.  
(\*Graduates who responded.)

**500+  
Plus**

Number of healthcare professionals who have participated in the NHA Leadership Institute

"The Leadership Institute is the first experience with leadership training for most of them (staff). They have clinical degrees but that rarely includes good leadership training of any kind. It won't change someone into a great leader by itself, but it provides them with the tools necessary to grow every day."

- *Tony Bruntz, President & CEO of Community Hospital, McCook, NE*

"This program gave me the tools and the confidence to grow as a leader in my organization."

- *Megan McGown, Chief Development Officer Great Plains Health, North Platte, NE*

"Of course, participants are learning what it takes to be an effective leader in their hospitals, but a lot of the value that the Leadership Institute brings is the opportunity to learn from each other...in conversations, stories and shared experiences of the entire class of healthcare leaders."

- *Dr. Mike Freel, Bellevue University, NHA Leadership Institute faculty and Program Director for Bellevue University's Master of Healthcare Administration*

## Are you ready to **invest in your workforce?**

Discover how Bellevue University's employee growth planning solutions, like our Workforce Skills Academy, can help develop your workforce for tomorrow's needs.

**Contact us today.**



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