



# ASHHRA EXECUTIVE SUMMIT

October 16 - 18, 2022  
Savannah, Georgia



**ASHHRA**  
American Society for Health Care  
Human Resources Administration





# SCHEDULE OF EVENTS

## Sunday, Oct. 16

4:00 – 6:00 pm: Welcome | Introductions | Happy Hour  
*The Alida Trade Room (Lobby)*

6:00 – 7:30 pm: Dinner + Education  
*The Alida Harper's Gallery*

## Monday, Oct. 17

8:30 – 10:00 am: Breakfast + Education  
*The Alida Harper's Gallery*

10:00 – 11:00 am: Roundtable Discussions  
*The Alida Harper's Gallery*

11:15 am – 12:45 pm: Lunch + Education  
*The Alida Harper's Gallery*

1:00 – 2:00 pm: Roundtable Discussions  
*The Alida Harper's Gallery*

2:00 – 3:30 pm: Mental Refresh/Networking

3:30 – 4:30 pm: Happy Hour + Education  
*The Alida Harper's Gallery Terrace*

5:00 – 7:00 pm: Dinner + Education  
*Vic's on the River*

7:30 pm – 9:30 pm: Savannah Historical Evening Walking Tour  
*Johnson Square*

## Tuesday, Oct. 18

8:00 – 9:00 am: Breakfast and Ajourment  
*The Alida Trade Room (Lobby)*





**Sunday, Oct. 16**

**Welcome | Introductions | Happy Hour**

4:00 – 6:00 p.m. | *The Alida Trade Room (Lobby)*

**Talent Attraction for a Highly Competitive Market - How Healthcare Organizations Are Reimagining Education Assistance Benefits**

6:00 – 7:30 p.m. | *The Alida Harper's Gallery*

Hosts: Charles Knuth and Sarah McLemore, ***SoFi at Work***

A known challenge before the pandemic, the demand for healthcare talent has only increased in the last few years. Employment of registered nurses is projected to grow 9 percent from 2020 to 2030, with demand for certain nurse specialties (Nurse Anesthetists, Nurse Midwives, and Nurse Practitioners) to grow 45 percent during the same period (source and source).

While Education Assistance Benefits are not new, this demand for talent, the changing needs and skills required to deliver on their missions, and federal changes to Sec. 127 have led healthcare organizations to rethink their status quo and reimagine how these benefits fit into their employee value proposition.

**Monday, Oct. 17**

**Digital Care: The Art of Aligning Objectives Across the C-Suite**

8:00 – 9:30 a.m. | *The Alida Harper's Gallery*

Hosts: Stephen Lance and Chad Pyle, ***Hinge Health***

Human resource leadership must balance the total cost of labor against offering a compelling employee value proposition. Enhancing benefit programs with digital healthcare options can significantly aid that equation but must also align with broader and sometimes competing objectives from across a healthcare organization's C-suite. We will address important questions, such as:

1. How does digital health, including musculoskeletal care, address the priority concerns and business objectives of the CHRO?
2. How is the "voice of the healthcare worker" instructing innovation in how we care for caregivers?
3. What are the various perspectives from across the C-suite as related to introducing digital care options into the employee benefit plan?
4. How can technology innovations in the digital care space help us drive more value from our employee health plan investments?





## Roundtable Discussions

10:00 – 11:00 a.m. | *The Alida Harper's Gallery*

### Shifting Mindsets: Leveraging Technology to Progress Your Workplace Programs and Elevate the Employee Experience

11:15 a.m. – 12:45 p.m. | *The Alida Harper's Gallery*

Hosts: Brodie Wood and Krista Manning, **Voya Financial**

Human resource leaders know they realize greater value when workplace benefits and financial decision making is in sync and when the employee experience continually improves. We know certain health savings accounts can be fuel for retirement savings. We also know that financially well employees are more likely to be physically well and more productive at work.

With so many organizations adopting progressive use of technology, especially post pandemic, now is the time to evaluate the role of technology in your workplace benefits. Join us for an engaging discussion on:

- Employee benefit attitudes research and what employees want from employer programs.
- What approaches are working to engage employees in the use of benefits technology.
- How a connected benefits experience will help you drive organizational goals.

## Roundtable Discussions

1:00 – 2:00 p.m. | *The Alida Harper's Gallery*

### Mental Refresh/Networking

2:00 – 3:30 p.m.

### An Innovative Approach to Addressing the Workforce Skills Gap

3:30 – 4:30 p.m. | *The Alida Harper's Gallery Terrace*

Host: Amy Mackenroth, **Dallas College**

Talent development and workforce skills gaps deeply affect organizations. From the bottom line to patient care, recruiting, training and retaining an engaged workforce is a significant challenge in a post-pandemic world where traditional methods of training are no longer the answer to this problem. Over this happy hour education session, we will talk about the skills gap, developing talent, and integrating innovative concepts into your pre-existing talent development models.

- Understand a brief history of research, initiatives and trends related to addressing workforce skills gaps.
- Adopt a strategy for integrating work-based learning into existing workforce training through upskilling and reskilling.
- Support your employees by adopting industry-recognized training models that set people up for successful career navigation and pathways.





## Improving Employee Engagement through Financial Wellness in a Post COVID-19 World

5:00 – 7:00 p.m. | *Vic's on the River*

Hosts: Jennifer Kleinhenz and Jaimee Hartman, **HealthCare Associates Credit Union (HACU)**

With the recent events, almost all aspects of healthcare workers have felt some degree of stress. Whether it's emotional stress from caring for patients, stress due to exhaustion, loss of income or even being furloughed, it's important to engage your employees with financial wellness resources so they know the organization cares about them. Hear from some of your colleagues how they've been able to implement solutions that allow them to provide ways to engage their employees through Financial Wellness.

We'll review what is Financial Wellness and dispel common myths, understand financial concerns and threats your employees may face, and share free information for your employees that they have access to today and identify resources they can take advantage of and discuss ways you can help reduce the added stress that personal finances can be adding on in these difficult times.

Resources to be discussed:

- Employee Assistance Programs
- Retirement Programs
- HealthCare Associates Credit Union's Financial Wellness
- Physical Fitness Programs
- Employee Reward Programs or Incentive Programs
- Employee Crisis Programs or Crisis Funds

## Savannah Historical Evening Walking Tour

7:30 – 9:30 p.m. | *Johnson Square*

Hosts: Erin Vassallo and Kevann Moritz, **All's Well**

Founded in 1733, the city of Savannah boasts beauty, history and culture. Grab a cocktail or mocktail to go (*yes, you can walk with your beverage in Savannah*) and enjoy a guided historic tour through the city. Local guides, Andrew and Cathy, will make this a memorable experience and offer you even more to appreciate about the extraordinary city of Savannah.

**REMINDER: Wear comfortable walking shoes!**

**Tuesday, Oct. 18**

## Breakfast and Adjournment

8:00 – 9:00 a.m. | *The Alida Trade Room (Lobby)*

Host: **ASHHRA**

Don't miss this final networking opportunity over a delicious breakfast as we gather to say our farewells and to thank attendees and sponsors for participating in the inaugural ASHHRA Executive Summit.





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Charles Knuth  
Senior Director  
cknuth@sofi.org  
415-780-7040

Sarah McLemore  
Head of Sales and Partnership  
Success  
smclemore@sofi.org  
757-636-7797

[SOFI.COM/SOFI-AT-WORK](https://sofi.com/sofi-at-work)



## Hinge Health

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Stephen Lance  
AVP, Health Systems  
stephen.lance@hingehealth.com  
678-427-2697

Chad Pyle  
RVP Sales, Hospital Health  
Systems  
chad.pyle@hingehealth.com  
615-945-8958

[HINGEHEALTH.COM](https://hingehealth.com)



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Brodie Wood  
SVP & National Practice Leader  
Healthcare, Education, & NFP  
markets  
brodie.wood@voya.com  
801-425-3405

Krista Manning  
AVP, Strategic Solutions  
& Business Development  
krista.manning@voya.com  
423-362-3639

[VOYA.COM](https://voya.com)



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Founded in 1979 by Illinois Hospital Association, HealthCare Associates Credit Union serves a common thread of those who work serve or support Healthcare. As a full financial service credit union that serves more than 38,000 members nationwide and offers our members financial solutions tailored to meet their needs. From home, auto, student loans, and credit cards to state-of-the-art online and mobile services, like remote deposit and bill pay, and even Free Financial Literacy and access to certified financial educators, HealthCare Associates Credit Union provides the tools which members need to Bank Healthy!

Jennifer Kleinhenz  
SVP, Strategic Initiatives  
jkleinhenz@hacu.org  
630-276-5771

Jaimee Hartman  
Business Development Account Executive  
jhartman@hacu.org  
314-655-0965

[HACU.ORG](http://HACU.ORG)



Dallas College was awarded a Department of Labor (DOL) Scaling Apprenticeship Through Sector-Based Strategies grant to develop, expand, and scale DOL Registered Apprenticeships, unregistered apprenticeships, and preapprenticeships in the healthcare sector nationally. At the time, the DOL had not fully developed the IRAP model, but on May 11, 2020, the Final Rule authorizing IRAPs was published. Additionally, in January 2021, Dallas College was awarded a DOL H-1B One Workforce grant to do the same work in the transportation, advanced manufacturing, and IT sectors.

Dallas College was awarded a Department of Labor (DOL) Scaling

Amy Mackenroth  
Sr. Managing Director, Workforce Development  
amy.mackenroth@dallascollege.edu  
718-300-7620

[ASHHRA.ORG/IRAP](http://ASHHRA.ORG/IRAP)



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healthcare staffing.

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Erin Vassallo  
Reg. Vice President, North and South Carolina  
evassallo@appleone.com  
803-699-9941

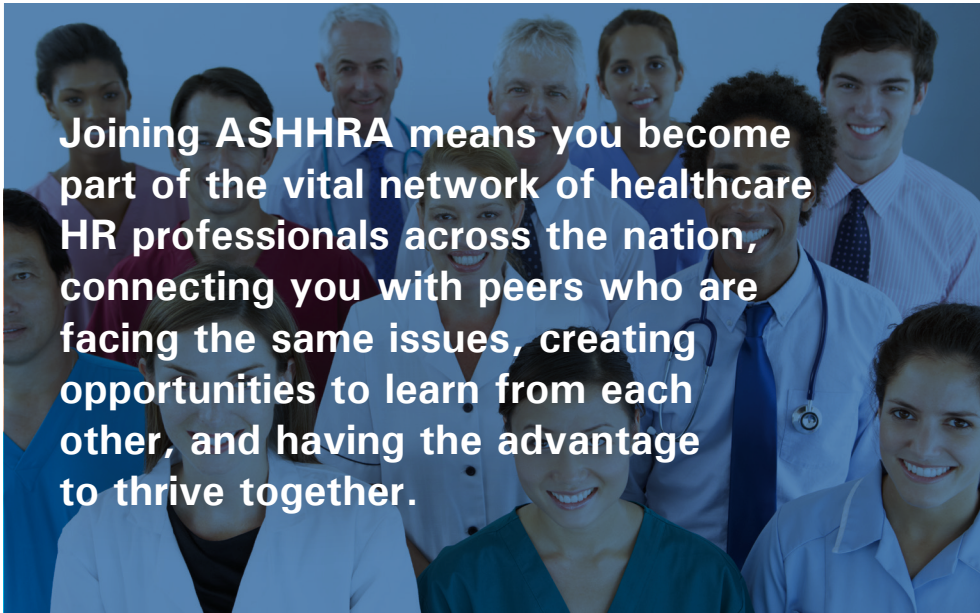
Kevann Moritz  
Sr. Elite Branch Manager,  
All's Well Columbia  
kmoritz@allswell.com  
803-740-1650

[ALLSWELL.COM](http://ALLSWELL.COM)



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ASHHRA's Organizational Membership program is the most cost-effective and convenient way to provide ASHHRA member benefits to your whole team while demonstrating the value of professional development in your organization.



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CONTACT: [ASHHRA@ashhra.org](mailto:ASHHRA@ashhra.org) | 312-422-3720



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