

# ASHHRA EXECUTIVE SUMMIT 2023

SUMMIT 1: Oct. 15 - 17

SUMMIT 2: Oct. 18 - 20



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

*Savannah, Georgia*

# SCHEDULE: SUMMIT 1

## SUNDAY, OCT. 15

- 4:00 – 6:00 p.m. Welcome | Introductions | Happy Hour – *Trade Room*
- 6:00 – 7:30 p.m. Dinner + Education – *Harper's Gallery*

## MONDAY, OCT. 16

- 8:00 – 9:30 a.m. Breakfast + Education – *Harper's Gallery*
- 9:45 – 10:45 a.m. Roundtable Discussions – *Harper's Gallery*
- 11:00 am – 12:30 p.m. Lunch + Education – *Harper's Gallery*
- 12:45 – 1:45 p.m. Roundtable Discussions – *Harper's Gallery*
- 1:45 – 4:30 p.m. Mental Refresh | Networking
- 4:30 – 5:45 p.m. Happy Hour – *Franklin Room*
- 6:00 – 7:30 p.m. Dinner + Education – *Churchill's on Bay (Off-site)*
- 7:45 – 8:45 p.m. Social Event – *Savannah Historical Walking Tour*

## TUESDAY, OCT. 17

- 8:00 a.m. Breakfast and Ajourment – *Trade Room*



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Human Resources Administration

## SUNDAY, OCT. 15

• 4:00 – 6:00 p.m. **Welcome | Intro | Happy Hour** | *Trade Room*

• 6:00 – 7:30 p.m. **Dinner + Education** | *Harper's Gallery*

### **What HR and Benefits Leaders Need to Know Now that Federal Student Loan Repayment Resumes**

It's been a long time coming, but it's here. The federal student loan provisions of the CARES Act expired on August 30, 2023. This means that after a pause of over three years, monthly payments and interest have resumed for employees with student loans.



#### **Objectives**

1. Discuss how the payment resumption is impacting your workforce, including the latest on PSLF.
2. Analysis of employee populations most susceptible to a rocky financial fall.
3. Hear case examples of how hospitals/health systems are designing and delivering student loan benefits for the new workforce realities.

Charles Knuth  
Senior Director  
*SoFi at Work*

Sarah McLemore  
Head of Sales and Partnership Success  
*SoFi at Work*

## MONDAY, OCT. 16

• 8:00 – 9:30 a.m. **Breakfast + Education** | *Harper's Gallery*

### **Unlocking Efficiency: The Power of Latent Supply and On-Demand Marketplaces in Healthcare Staffing**

In today's rapidly evolving healthcare landscape, workforce flexibility and efficiency are paramount. Join us for an enlightening session that delves into the paradigm shift in healthcare HR through on-demand workforce marketplaces. In this dynamic presentation, participants will explore how healthcare HR professionals can harness the power of these innovative platforms to drive efficiency, agility, and success in staffing and talent management.



The healthcare industry is constantly evolving, presenting HR leaders with unique challenges. On-demand workforce marketplaces offer a groundbreaking solution by connecting healthcare organizations with a flexible and skilled workforce on a per diem basis.

Learn how HR professionals can leverage data-driven insights to make informed staffing decisions, minimize turnover, and ensure compliance in an ever-changing regulatory environment. Discover strategies for fostering a collaborative and engaged workforce while aligning with budgetary goals.

**Objectives**

- 1. Explore the possibilities, challenges and tangible benefits of on-demand workforce marketplaces.
- 2. Learn about the advantages of W2 employment models, such as improved compliance, reduced turnover and enhanced patient care.
- 3. Discover how on-demand workforce marketplaces empower healthcare facilities to efficiently source, onboard and manage nurses in real-time.

Larry Adams, MSN, RN, MBA  
Executive Vice President of Growth  
*ShiftMed*

George Fischer, MBA  
Manager of Growth  
*ShiftMed*

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• **9:45 – 10:45 a.m. Roundtable Discussions** | *Harper's Gallery*

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• **11:00 a.m. – 12:30 p.m. Lunch + Education** | *Harper's Gallery*

**What's Keeping Healthcare DEI Leaders Up at Night?**

Like their corporate peers, hospital and health system CDOs and HR leaders are charged with the massive challenge of creating an inclusive workplace culture and increasing workforce diversity, often with too few resources. And unlike their corporate peers, health system DEI and HR leaders are often asked to also take on their organization's health equity agenda – ensuring the delivery of culturally competent care, eliminating racial disparities in access and ensuring equitable health outcomes. Is it any wonder many are struggling to make progress?



As healthcare workforce landscape continues to change and as Gen Z becomes a larger share of the talent pool, HR leaders need to be effective partners to their DEI teams in creating an inclusive workplace environment.

What are the unique challenges facing hospital and health system DEI and HR leaders? How can HR and Talent leaders effectively partner with their DEI colleagues? What skills, competencies and support do HR leaders need if they are tasked with taking on DEI roles?

Join Seramount's Alexandria Appah and Nicole Johnson for insights (including in-depth interviews with more than 30 leading health system CDOs), explore these questions, and gain practical advice and strategies that work.

**Objectives**

- 1. Gain insights into the challenges facing health system CDOs and HR leaders and how these lead to underperformance against system DEI and talent goals.
- 2. Understand the organizational and accountability challenges facing talent leaders as it relates to DEI initiatives and creating an equitable workforce.
- 3. Strategize on demonstrating ROI and making a business case for DEI investments in today's turbulent times.

Alexandria Appah  
Senior Director  
*Seramount*

Nicole Johnson  
Senior Director, Advisory  
*Seramount*

• **12:45 – 1:45 p.m. Roundtable Discussions** | *Harper's Gallery*

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• **1:45 – 4:30 p.m. Mental Refresh | Networking**

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• **4:30 – 5:45 p.m. Happy Hour** | *Franklin Room*

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• **6:00 – 7:30 p.m. Dinner + Education** | *Churchill's on Bay (Off-site)*

**Striking the Right Balance: A Discussion of Coverage, Cost, Equitable Access and Employee Engagement Within Your Health and Welfare Benefit Plan**

The definition of “success” for employee health and welfare plans continues to evolve. Traditionally, success was defined by striking the right balance between coverage and cost. Today, health and welfare programs also strive to achieve equitable access and active employee engagement. During this dinner session, Hinge Health will facilitate a group-wide discussion of challenges, strategies and solutions HR leaders are employing to:



1. Craft coverage and plan designs aligned with organizational principles.
2. Demonstrably advance employee healthcare access and equity goals.
3. Curate meaningful employee engagement in health and welfare programs and purposefully measure progress against these ambitions.

Stephen Lance  
Associate Vice President, Health Systems  
*Hinge Health*

Chad Pyle  
Regional Vice President, Health Systems  
*Hinge Health*

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• **7:45 – 8:45 p.m. Social Event**

**Savannah Historical Walking Tour**

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 Steve, 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. 17**

• **8:00 a.m. Breakfast and Adjournment** | *Trade Room*

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 ASHRA Executive Summit.

# SCHEDULE: SUMMIT 2

## WEDNESDAY, OCT. 18

- 4:00 – 6:00 p.m. Welcome | Introductions | Happy Hour – *Trade Room*
- 6:00 – 7:30 p.m. Dinner + Education *Harper's Gallery*

## THURSDAY, OCT. 19

- 8:00 – 9:30 a.m. Breakfast + Education – *Harper's Gallery*
- 9:45 – 10:45 a.m. Roundtable Discussions – *Harper's Gallery*
- 11:00 a.m. – 12:30 p.m. Lunch + Education – *Harper's Gallery*
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## FRIDAY, OCT. 20

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Charles Knuth  
Senior Director  
*SoFi at Work*

Sarah McLemore  
Head of Sales and Partnership Success  
*SoFi at Work*

## THURSDAY, OCT. 19

• 8:00 – 9:30 a.m. **Breakfast + Education** | *Harper's Gallery*

### Advancing Human Resource Priorities

Knowledge sharing and support approach for hospitals.



1. The value of carving out.
2. Landscape players and roles.
3. Motivators, goals, challenges.
4. How RxBenefits supports the entire process.
5. Where RxBenefits sees the future potential.

#### Objectives

1. Understanding options and motivators for all players.
2. RxBenefits' unique solution to help optimize pharmacy benefits.
3. Insight into where domestic plan pharmacy benefits are headed.

Jack Tew  
Vice President, Strategic Markets  
*RxBenefits*

Craig Abrahamson  
Business Dev. Executive, Strategic Markets  
*RxBenefits*

• **9:45 – 10:45 a.m. Roundtable Discussions** | *Harper's Gallery*

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**2024 and Beyond: Shaping Healthcare Workforce Strategy for HR Leadership**

Hospital and health system human resources leaders are facing a multitude of challenges, not least of which include developing financially sustainable recruitment and retention strategies, improving employee engagement, reducing burnout, and enhancing professional development opportunities.



To advance goals at both the department and enterprise levels, leaders need to work together, taking a data-driven approach to managing the workforce. Join QGenda as they discuss healthcare human resources leaders' most formidable challenges and workforce management strategies that can combat these challenges and best prepare them for 2024 and beyond.

**Objectives**

1. Identify retention strategies that help reduce burnout and support better work-life balance.
2. Optimize utilization of internal resources to minimize use of premium labor and to better support the bottom line.
3. Plan for future workforce needs based on data modeling and analysis that take into account historical demand and shifting needs.

Chad Lofdahl  
Director, Product Strategy  
*QGenda*

Kristie LeRoy, PHR  
Senior People Business Partner  
*QGenda*

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- **6:00 – 7:30 p.m. Dinner + Education** | *Churchill's on Bay (Off-site)*

### **Fighting Employee Churn, One Employee at a Time**

We talk about engaging new staff members to make them stay. But what do we do about the current staff members who have one foot out the door? They are costing your system a fortune. How do we financially, physically and mentally make choices that will decrease the churn that we are all seeing today?



#### **Objectives**

1. How we take our staff members who are disengaged and make them a productive team member who wants to stay on staff?
2. How do we financially, physically and mentally make choices that will decrease the Churn that we are all seeing today?
3. What will the reduction of Churn do for my team, my staff and my healthcare system?

Jaimee Hartman

Business Development Account Executive  
*HealthCare Associates Credit Union (HACU)*

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- **7:45 – 8:45 p.m. Social Event**

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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 ASHRA Executive Summit.

*Thank you to our*  
**SUMMIT 1 SPONSORS**



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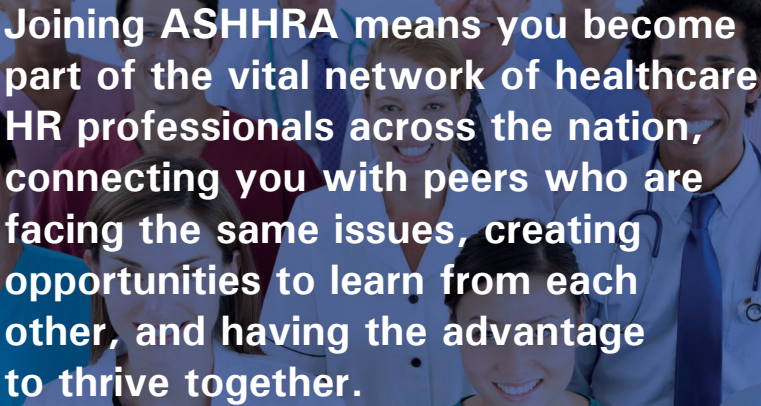
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**Jaimee Hartman**  
Business Development Account Executive  
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# ORGANIZATIONAL MEMBERSHIP: Set your team up for success!

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.



Joining ASHHRA means you become part of the vital network of healthcare HR professionals across the nation, connecting you with peers who are facing the same issues, creating opportunities to learn from each other, and having the advantage to thrive together.

[ASHHRA.org/JOIN](https://www.ashhra.org/JOIN)

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



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