

2024 PROGRAM GUIDE

60th ANNIVERSARY

ASHHRA24

CONNECT INNOVATE TRANSFORM

FORT WORTH



APRIL 14 - 16

WELCOME

The ASHHRA Conference and Exposition is in sunny Fort Worth, Texas!

On behalf of the ASHHRA Board, Committees and Staff: Welcome to ASHHRA24 in sunny Fort Worth, Texas! We are excited you have chosen to join us at the largest and longest running event for healthcare HR professionals. Whether this is your first time or 20th, here are a few tips to make the most of your conference experience:

- Don't miss our official Welcome Reception on Sunday, at the Fort Worth Water Gardens, right outside of the convention center. This is the kickoff event for our conference and it's a great way to experience some southern hospitality, enjoy a drink and snack, and mingle with friends new and old. All are welcome and encouraged to attend.
- Make sure you have your ticket to Tuesday night's Social Event: Denim and Diamonds at Billy Bob's Texas. More details inside.
- Download the mobile app to get important updates about the conference, connect with other attendees, create your schedule, and more. And don't forget to complete the feedback survey after each session you attend. Your feedback helps us continue to improve our offerings.
- Get inspired by our keynotes on Monday and Tuesday mornings. Eric Ly and Dr. Steve Berkowitz will be sure to give you plenty to ponder with their presentations.
- Make sure you take advantage of the additional education and CEU opportunities with the Rapid Fire Sessions in the exhibit hall. While you're there, please visit ALL our exhibitors and thank them for being here. Not only do they have the solutions to make your job easier, but their support also ensures events like ASHHRA24 are possible.
- Participate in the Search for Solutions by visiting the participating exhibitors and entering to win prizes. The Search for Solutions brochure can be found in your Welcome Bag.
- These are just a FEW of the exciting things we have in store for you these next few days. There's even more in store for you inside the pages of this Program Guide, so keep on reading.
- Mark your calendars for the ASHHRA25 – April 6 – 8, in Albuquerque, New Mexico!
- And most of all: Enjoy your time here in Fort Worth. The city and visitor's bureau have done a great job welcoming us and ensuring our experience is top notch.



**Tracy L. Clarke, MBA,
PHR, SHRM-CP**
Board President



**Jeremy Sadlier,
CHHR**
Executive Director



**LouAnn Scheelhaase,
PHR, sHRBP**
Annual Conference Education
Committee Chair



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SCHEDULE AT A GLANCE

SUNDAY, APRIL 14

10:00 a.m. – 5:00 p.m.	Registration Tech Bar
12:00 – 1:00 p.m.	Learning Sessions
1:10 – 2:10 p.m.	Learning Sessions
2:20 – 3:20 p.m.	Learning Sessions
3:30 – 5:00 p.m.	Welcome Reception

MONDAY, APRIL 15

7:00 am – 5:00 p.m.	Registration Tech Bar
8:00 – 8:30 a.m.	Breakfast
8:30 – 10:20 a.m.	Opening Ceremony and Keynote
10:30 a.m. – 1:30 p.m.	Exhibit Hall Lunch Rapid Fire Sessions Book Exchange
1:40 – 2:40 p.m.	Learning Sessions Executive Symposium
2:50 – 3:50 p.m.	Learning Sessions
4:00 – 5:30 p.m.	Exhibit Hall Happy Hour: Cows, Cocktails and Cowboy Hats

TUESDAY, APRIL 16

7:00 a.m. – 12:00 p.m.	Registration
7:00 a.m. – 4:00 p.m.	Tech Bar
8:00 – 9:15 a.m.	Breakfast and Keynote
9:20 – 10:20 a.m.	Learning Sessions
10:30 – 11:30 a.m.	Learning Sessions
11:30 – 2:00 p.m.	Exhibit Hall Lunch Rapid Fire Session Book Exchange
2:10 – 3:10 p.m.	Learning Sessions Thought Leader Forum
3:20 – 4:20 p.m.	Learning Sessions
6:00 – 9:00 p.m.	Social Event: Denim and Diamonds <i>(Make sure you purchase your tickets!)</i>

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HELPING HOUR WITH FIDELITY INVESTMENTS

By Registration

Sunday, April 14 | 10:00 a.m. – 12:00 p.m.

LEND a hand creating friendship bracelet kits and superhero masks for pediatric patients and their siblings staying at Ronald McDonald House of Fort Worth – Sunday, April 14 from 10 a.m. – 12:00 p.m. in the registration area. Stop by the tables near registration to share some inspiration. After Sunday, visit Fidelity in booth 525 in the exhibit hall to write a note of encouragement.

This year's Helping Hour will benefit the Ronald McDonald House of Fort Worth:

The Ronald McDonald House of Fort Worth is a "home-away-from-home" for families so they can stay close by their hospitalized child at little or no cost. The RMHFW maintains a caring, comfortable atmosphere where families can share love and emotional support from others who are experiencing similar situations.

Visit their website to learn more: RMHFW.org

Sponsored by:



CONFERENCE WIFI

Booth #616

WiFi is available throughout the conference areas. Use the following to access it:

Network ID: **ASHHRA – KarmaCheck**

Password: **KarmaCheck**

Sponsored by:



CONFERENCE MOBILE APP

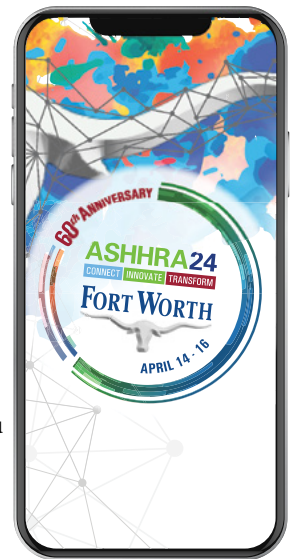
Booth #616

Keep the conference at the palm of your hand by downloading the mobile app! Get important updates, keep track of exhibitors you want to visit and their offerings you're interested in, sessions added to your calendar, on-site photos, and notes taken during sessions. You can even use it to help you navigate the exhibit hall floor, submit learning session surveys, connect with other attendees, and more!

Download Instructions:

1. Go to your devices IOS or Google Play store.
2. Search the name "ASHHRA24" or "ASHHRA24 Conference & Expo" and download the app.
3. Open the app and click the button "Required Attendee Activation."
4. Complete the "Required Attendee Activation" using your registration Confirmation Number that can be found in your registration confirmation email and the email address you used when you registered. If you cannot locate this confirmation number, please visit the registration desk and they can provide it to you.
5. Go back to the app and login using those credentials and you're in!

If you need assistance, stop by the Tech Bar near registration or contact kenna.mcdowell@wearenci.com.



NEW PRIVATE PHOTO DELIVERY

Get your photos delivered right to you in your own private gallery! The photographer will be taking photos throughout the conference and you just might be in them! If you'd like to receive photos captured of YOU, simply scan the QR code below to sign up. Scan the QR Code below:



HOW IT WORKS:

6. To opt-in, scan the QR for a VERY brief registration page. Fill in your name and desired delivery method (text, email or Whatsapp). You will only do this once.
7. The system will prompt you too upload or take a "selfie" (we recommend you TAKE a selfie). The system will process this and issue the following message: "You're All Set! You will be notified when you are spotted in any photos."
8. The system then delivers images of you via text/email/Whatsapp each time new images are uploaded into your gallery (up to three times a day).

WELCOME RECEPTION

Water Gardens Plaza

Sunday, 3:30 pm – 5:00 pm

Kick off the conference with a cocktail and light bites with your fellow attendees at the Water Gardens Plaza.

Sponsored by:



THE EXPOSITION

Hall A and B

The Exposition in the exhibit hall is a key component of the conference experience, featuring more than a hundred prominent companies in healthcare HR offering innovative solutions and forward-thinking strategies. The exhibitors and sponsors are critical to the success of the conference. Thank them by visiting their booths and learning how they can help make your job easier.

Lunch will be in the Exhibit Hall Monday and Tuesday. Show exhibitors your appreciation by coming back on Monday afternoon for the Exhibit Hall Happy Hour: Cows, Cocktails and Cowboy Hats!

Come on back to the Exhibit Hall Happy Hour for a cocktail, a photo opportunity with some adorable mini-Highland cows, and maybe decorate your cowboy hat for the Social Event on Tuesday night!

Table with 2 columns: MONDAY, APRIL 24 and TUESDAY, APRIL 25. Rows include times (10:30 a.m. - 1:30 p.m., 4:00 pm - 5:30 pm) and activities (Exhibit Hall | Lunch, Rapid Fire Sessions | Book Exchange, Exhibit Hall Happy Hour: Cows, Cocktails and Cowboy Hats).

ASHHRA CENTER FOR EXCELLENCE AND SEARCH FOR SOLUTIONS

Booth #518

The ASHHRA Center for Excellence offers knowledge sharing and information on ASHHRA benefits, resources and services. Meet members of the ASHHRA Board of Directors and Annual Conference Education Committee (ACEC) and learn how you can get more involved with ASHHRA.

While visiting all the booths, make sure you complete your entry form for the Search for Solutions (contained in your Welcome Bag). Drop it in the raffle drum before 1:45 p.m. on Tuesday for your chance to win one of many fabulous prizes provided by our exhibitors! After 1:45 pm, completed entry forms will be drawn at the Center for Excellence.

PRIZE BOARD

Near Booth #828

You may have won a prize! Exhibitors will be drawing prizes (beyond the ones for Search for Solutions!) in their booths throughout the conference. They have been instructed to write the name of the winner on the Prize Board so check it out to see if your name was picked. You must claim your prize from the exhibitor’s booth.

RAPID FIRE SESSIONS

Theater behind aisle 800

Short educational sessions held in the education theatre right behind the 800 aisle. Learn about innovative solution-based services or products and earn additional CEUs towards recertification. After each session, connect with the speaker at their respective company booth to learn more!

See session presenters and descriptions on pages 12, 13, 18.

SOCIAL EVENT: DENIM AND DIAMONDS

Location: Billy Bob’s Texas (2520 Rodeo Plaza, Fort Worth, TX 76164)

Tuesday, April 16, 2024 | 6:00 – 9:00 p.m.

Get your denim and diamonds ready for this and round out your conference experience with this signature event! Make sure you have your ticket for the Tuesday night Social Event. No need to wear your conference badges to the event but one ticket per person is required to enter the venue.

Sponsored by:



See more details and transportation schedule on page 6.

KEYNOTE SPEAKERS

Monday, April 15, 2024
Opening Ceremony
Keynote

Eric Ly

Founder & CEO
KarmaCheck.com

About Eric Ly

Eric Ly is the Founder & CEO of KarmaCheck.com, an industry trailblazer.

In addition to founding KarmaCheck, Ly is the co-founder of LinkedIn where he served as the Chief Technology Officer.

Ly is a technology veteran who focuses on the invention and creative use of new technologies that aim to change how we express ourselves and interact with the world.

He received his education at Stanford University with a Bachelors in Symbolic Systems as well as his PhD in Computer Science. To complement his passion for social networking, he also studied at the Massachusetts Institute of Technology (MIT), where he earned his MS in Media Arts and Sciences.



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Tuesday, April 16, 2024
Connection
Keynote

Steve Berkowitz, M.D.

Founder and President
SMB Health Consulting

About Dr. Berkowitz

Dr. Berkowitz has over 25 years of experience in executive healthcare

management and consulting. Prior to moving to Arizona, Dr. Berkowitz was the Chief Physician Executive and president of the medical group for Northern Light Health, a nine-hospital system in Maine. Dr. Berkowitz is board certified in internal medicine was awarded Fellowship in the American College of Cardiology in 2016. He is a prominent national speaker and writer in the healthcare arena, and as a consultant, he specializes in healthcare quality improvement. He and his wife Tina live in Scottsdale, Arizona, and enjoy spending time in the desert.



Sponsored by:



SOCIAL EVENT: DENIM AND DIAMONDS | APRIL 16 6:00 - 9:00 P.M.



DENIM AND DIAMONDS

Billy Bob's Texas

2520 Rodeo Plaza, Fort Worth, TX 76164

Get your denim and diamonds ready for this and round out your conference experience with this signature event! Make sure you have your ticket for the Tuesday night Social Event. No need to wear your conference badges to the event but one ticket per person is required to enter the venue.

Billy Bob's Texas is a famous country music honky-tonk located in the Fort Worth Stockyards, Texas. It is known for its live bull-riding arena and its 30 bars.

For over 42 years, Billy Bob's has hosted the biggest stars in country music and classic rock. Visitors to Billy Bob's are greeted by a history video narrated by George Strait and can enjoy the large collection of memorabilia. Each entertainer leaves a concrete impression displayed on the Wall of Fame. Visitors can see how their hands match up to those of Garth, Willie, or Ringo.

Billy Bob's Texas is located in the historic Fort Worth Stockyards, approximately an 11-minute drive from the Fort Worth Convention Center. Attendees may take advantage of the free shuttle buses provided by ASHHRA from the convention center or make their own way to the venue via rideshare services.

Social Event ticket holders may take the free shuttle buses that will be looping between the convention center and Billy Bob's. Bus service begins at 5:30 p.m. from the Fort Worth Convention Center.

TRANSPORTATION SCHEDULE

5:30 p.m. - 8:00pm (Continuous Loop)
From Fort Worth Convention Center to Billy Bob's

8:00 p.m. - 9:15 p.m. (Continuous Loop)
From Billy Bob's to Fort Worth Convention Center

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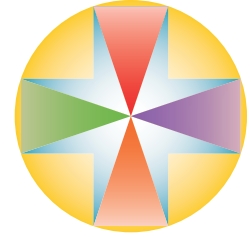


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LEARNING SESSIONS

Learning sessions represent professional levels that include new-to-the-profession, mid-level managers, strategic leaders, as well as the non-hospital designation and the five core competencies for healthcare HR leadership. Each session has been defined with professional identifiers and symbols from the ASHHRA HR Leader Model as defined below. Before you decide which sessions to attend, reflect on the professional challenges you have faced in your role as an HR professional in the past year, then match your career needs to the wide and varied range of choices.







HR LEADER MODEL IDENTIFIERS

- 
HR Delivery
HR Leaders “Reach Beyond the Expected”
 Select sessions with this symbol when you are seeking information on integrating the “people” side of healthcare with organizational business structure.
- 
People Strategies
HR Leaders “Lead with the Heart”
 Select sessions with this symbol when your goal is to create and implement operating models and structures that support a high-performance culture of care for employees.
- 
Personal Leadership
HR Leaders “Exemplify Excellence”
 Select sessions with this symbol when you accept the personal challenge to hold yourself to a higher standard than expected by others and serve as a model for excellence.

- 
Healthcare Business Knowledge
HR Leaders “Embrace New Learning”
 Select sessions with this symbol when you want to demonstrate cross-functional capability, healthcare knowledge and strategic vision for your organization.
- 
Community Citizenship
HR Leaders “Raise Their Voices”
 To better connect employers with employees and link both to customers and communities, select sessions with this symbol.

PROFESSIONAL IDENTIFIERS

- 
Leader Track
 Sessions for those with a minimum of five years leadership experience or who hold the title of Director, VP, SRVP, or CHRO. These sessions will give you the tools and knowledge to take your organization in a new direction.
- 
New-to-the-Profession Track
 Designed for those new to the HR field or new to health care. These sessions are to get you started, give you tools to know what to do next, and appreciate the basics of the ASHHRA HR Leader Model.
- 
Mid-level Professional Track
 Intended for generalists, specialists, or mid-level managers looking to obtain competencies to raise their skills to the next level.
- 
Strategic Business Management
 This program has been submitted to the HR Certification Institute for review for general recertification credit and strategic business management recertification credit.

FORT WORTH, TX



ABOUT FORT WORTH

Howdy! Welcome to the City of Cowboys & Culture!

As America’s 16th-largest city, Fort Worth welcomes 8.8 million visitors each year. Fort Worth is home to Sundance Square the No.1 downtown in America, the Stockyards National Historic District where Western heritage is alive and well, and a world-class Cultural District.

Located 20 minutes from D/FW International Airport, Fort Worth offers a diverse array of experiences from Metropolitan chic to a page out of the Old West. The city is known for its unmatched hospitality, and people travel from all over the world to experience the true Texas spirit.

Visit the Fort Worth kiosk in the street level of the Fort Worth Convention Center for guidance on activities, restaurant recommendations and any general city-related questions you have.

LEARNING SESSIONS 12:00 - 1:00 P.M.



203AB

Multigenerational Healthcare Workforce: Strategies for Building and Leading Healthcare Teams

Mary LaFrancois, BBA, MBA
Executive Search Consultant
Hartz Search

Congratulations! For the first time in contemporary history, the American workforce comprises four generations — you're a part of it.

Amid a changing work landscape, health systems must adjust recruiting and retention practices to meet employee needs and expectations across generations. This is particularly true as more older healthcare workers have retired or plan to retire and as younger generations, such as millennials and Generation Z, make up large portions of the workforce.

Learn how healthcare leaders are building and leading multigenerational teams by appreciating the differences. A generationally diverse workplace has the potential for conflict between younger and older workers. Still, if you tap into the potential of this diversity and view differences as strengths, you will create a more productive, collaborative and innovative work environment. This panel of leaders will share their successes and challenges in building and leading a multigenerational workforce.

OBJECTIVES

- Hear about alternative thinking and different perspectives regarding job responsibilities.
- Learn how meaningful multigenerational relationships in the workplace can help increase overall job satisfaction.
- Discover unique ways to address and solve problems in the workplace with multigenerational input.



201A

Programmatic Approach to Workforce Planning

Aimee Greeter
Principal
SullivanCotter

Shikha Parakh, PMP, CSM
Director, Corporate Strategy & Planning
Sentara Health

Healthcare organizations depend on accurate data to make solid business decisions. Comprehensive provider supply and demand data is no exception. It is used to make determinations on the number and type of providers practicing within a specific geography, what type of providers should be recruited, how to make accurate succession planning decisions and where new and existing providers in the market should practice to improve access. Getting to this accurate data and learning how to use it optimally are important for hospitals and health systems looking to grow, manage costs and better meet clinical needs. Sentara Health is an integrated, not-for-profit healthcare delivery system and one of the largest health systems in the U.S. Mid-Atlantic and Southeast, and among the top 20 largest not-for-profit integrated health systems in the country. To support their 12 urban and rural hospitals in Virginia and Northeastern North Carolina, Sentara utilizes a programmatic approach to workforce planning. This session shares their process for how to collect and use accurate, real-time data to drive their provider recruitment plans across their markets and overall strategic workforce planning and the outcomes of such an approach.

OBJECTIVES

- Describe the importance of accurate provider supply and demand data.
- Evaluate various methods of quantifying provider demand by specialty.
- Understand how Sentara Health approaches the workforce planning process.

LEARNING SESSIONS 12:00 - 1:00 P.M. - CONTINUED



202CD

Designing Scalable Recruitment Models on Any Budget

Sara Cenci
Interim CHRO and Senior Consulting Director
ECUHealth and Huron Consulting Group

Amy Niemann, MEd., SHRM-CP
Director of Talent Acquisition
Southern Illinois Healthcare

While the staffing crisis poses many challenges for today's employers, it also provides an opportunity for healthcare organizations to redesign and modernize their talent acquisition program. During this session, you will learn what differentiates best in class recruitment programs and walk away with tangible tips to improve your organization's recruitment results. You will also hear real-world case studies from Southern Illinois Healthcare's Director of Talent Acquisition who is currently leading an organizational transformation of their recruitment program.

OBJECTIVES

- Learn how to assess the current state and maturity of your organization's talent acquisition strategy.
- Understand the key differentiators that distinguish strong recruitment programs.
- Understand key, cost-effective shifts you can make to improve the performance of your hiring efforts.



201BC

Non-Competes for Clinicians in a Turbulent World for Non-Competes

Barbara Grandjean, JD
Partner
Husch Blackwell

Jessica Brown, JD
Senior Associate
Husch Blackwell

Learn the current legal landscape of non-competes for providers and executives and what this means for healthcare organizations. Presenters will discuss state-level trends to restrict non-competes and the FTC's proposed rule to ban non-competes. Presenters will also identify best practices for healthcare organizations seeking to protect their investment in their workforce while limiting the risk of violating non-compete bans and restrictions.

OBJECTIVES

- Learn the current legal landscape of non-competes for providers and executives and what this means for healthcare organizations.
- Understand state level trends to restrict non-competes and the FTC's proposed rule to ban non-competes.
- Identify best practices for healthcare organizations seeking to protect their investment in their workforce.

LEARNING SESSIONS 1:10 – 2:10 P.M.

S6     

203AB

Why Do Nurses Stay or Leave Your Organization (Hint: It's Not Burnout)

Eric Parmenter, Ph.D., MBA, CEBS, SPHR
Vice President, Hospitals and Health Systems
Quantum Health

Janay Andrade
Director of Benefits and Physician Services
Houston Methodist Hospital

This learning session reveals the results of a recent doctoral dissertation on nurse job embeddedness, burnout, psychological capital and stress. It includes data from a survey of over 1,200 nurses in 34 states conducted in 2023. This panel presentation will be facilitated by Eric Parmenter, Ph.D., the author of the study and will feature two panelists who specialize in hospital workforce strategies from leading health systems.

OBJECTIVES

- Gain insights into why nurses stay in their job.
- Hear about the impacts of burnout and high stress job shifts on nurse job embeddedness.
- Learn about psychological capital and how plays a role in nurse job embeddedness.

S7    

201BC

Charting the Path to Inclusive Healthcare: Strategies for DEI Success in HR

Danielle Gilbert PHR, SHRM-CP, CDP
Chief HR Officer
Manifest In You Consulting, LLC

Join us for an engaging and informative session where we'll explore the pivotal role of Diversity, Equity and Inclusion (DEI) in healthcare HR. In today's ever-evolving healthcare landscape, DEI is not just a choice; it's a strategic imperative. This session will provide healthcare HR professionals with a roadmap for success in fostering an inclusive, diverse and equitable workforce.

Discover the essential elements of building a DEI framework tailored to your organization, from securing leadership buy-in to setting clear objectives. Learn innovative recruitment and retention strategies that attract and empower diverse talent. Explore practical ways to mitigate unconscious bias in HR practices and measure progress through data-driven insights.

Through real-world case studies, legal considerations and interactive discussions, this session will equip you with actionable strategies and the knowledge needed to drive DEI excellence within your healthcare HR department. Join us in the journey towards creating a more inclusive and equitable healthcare workforce, improving patient outcomes and organizational success. Don't miss this opportunity to make a meaningful impact in your healthcare HR role.

OBJECTIVES

- **DEI Framework Mastery:** Gain the expertise to construct a comprehensive DEI strategy tailored to your healthcare organization's unique needs, securing leadership commitment and setting clear objectives.
- **Practical Implementation:** Acquire actionable recruitment, retention and bias mitigation strategies to foster an inclusive, diverse and equitable healthcare workforce.
- **Data-Driven Progress:** Learn how to define key DEI metrics, measure progress effectively, and make data-driven decisions to continually refine and strengthen your DEI strategies.

S8   

201A

Safety: A Critical Starting Point for Leaders to Engage and Retain Staff

Danielle Scheurer, MD, MSCR
Chief Quality Officer
MUSC Health System

Milissa Eagle, MA
Director of Workforce Analytics
Press Ganey










Having high employee engagement and a strong safety culture are critical in driving performance of key areas in healthcare such as quality and patient experience. This session will explore data from over 1.6 million caregiver voices that shows that there is a strong correlation between safety culture and engagement. This relationship fuels a positive cycle of overall improvement. A strong safety culture helps organizations drive engagement and retention; on the flip side, when people are more engaged, they're better able to maintain a culture of safety and deliver safe care to patients.

Participants will gain insights into the relationship between safety culture and engagement and why safety culture is a critical element in your engagement and retention strategy. The Medical University of South Carolina will share their approach to using, safety, engagement, and leader skills to drive employee engagement and experience. They will discuss how they use data to identify leaders who need additional support, create accountability that feels supportive and non-punitive, and provide continuous structured learning and development to support leaders throughout the year. This approach yielded a 46 percentile point increase in employee engagement, and a 50% reduction of teams previously identified as having substantial opportunities for improvement.

OBJECTIVES

- Learn about the strong relationship between safety culture and employee engagement—both fueling a positive cycle of overall improvement in quality and patient experience.
- Learn safety culture concepts, which are top drivers of engagement for employees, physicians and leaders in healthcare.
- Gain tools to support leaders, which is essential to drive safety and engagement within teams. This approach is most successful when it is data driven, continuous and creates accountability.

LEARNING TRACK SELECTION & SESSION IDENTIFIERS

- | | | | |
|---|-------------------------------|---|------------------------------|
|  | HR Delivery |  | Leader Track |
|  | Healthcare Business Knowledge |  | Mid-Level Professional Track |
|  | People Strategies |  | New-to-the-Profession Track |
|  | Community Citizenship |  | Strategic Business Credit |
|  | Personal Leadership | | |

S10  

202CD

Workforce Culture Through M&A – Harmonization and Optimization of Benefits

Tim Ruggles, CRPS
Senior Vice President, Healthcare Practice Leader
Fidelity

Ranjan Dutta, Ph.D.
SVP & Practice Leader, Talent Management & People Analytics
Fidelity

As an increasing number of healthcare organizations face mergers and acquisition each year, HR leaders are faced with many difficult decisions as it relates to benefits harmonization including how to merge benefits offerings. What should merge together versus stay separate? When it comes to benefits optimization which do you nurture, maintain or eliminate? Fidelity experts will present best practices to consider.

OBJECTIVES

- Understand factors to consider when evaluating harmonization strategies and key considerations when thinking about merging benefits offerings.
- Learn key tactics to evaluate your organization's benefits offering including what to nurture, maintain and eliminate.
- Hear best practices from experts in the healthcare benefits space.

S11  

201BC

2024 Job Architecture Practices: Survey Findings & Practitioner Insights

Sheila Sever, CCP
Senior Manager
Deloitte Consulting

Debbie Sanders, PHR
Manager
Deloitte Consulting

Optimized job architecture moves beyond just a “job title clean up”, with organizations taking a more strategic approach to understanding work. Increasingly, job architecture drivers include:

- Building a baseline in the human capital management system to provide a foundation for a comprehensive talent ecosystem.
- The need for well-documented career paths that move within and between functional areas.
- Support to updated organization design.
- A method for gauging pay equity effectiveness – both internal and external.

During this session, we will share the results of Deloitte Consulting's and ASHHRA 2024 Global Job Architecture Practices Survey. This is a follow-up to the 2020 survey that includes new topic areas including job architecture's role in understanding and supporting skills. The Job Architecture survey results are specific to healthcare organizations in the U.S. Join us to learn how to practically apply the survey findings to design an integrated framework of consistent job leveling, titles clear job progressions and pay practices.

OBJECTIVES

- Understand the challenges and benefits of implementing an enterprise-wide job architecture program through lessons learned from HR leaders in large, complex organizations.
- Share leading practices in job architecture design, such as design principles, number of job levels, job titling conventions, career pathing, job/role growth criteria and governance.
- Gain perspective on how to balance current state jobs and future state talent needs in the company's job architecture.

S12  

202CD

Healthcare Hiring 911: How AI Is Solving the Labor Shortage

Luke Carignan
Chief Human Resources Officer
Phenom

More than 300,000 healthcare providers left the workforce in 2021, and an aging Baby Boomer population may have hundreds of thousands fewer nurses to provide direct patient care in the U.S. by 2025. With challenges come opportunities. The Bureau of Labor Statistics estimates that healthcare will add nearly 2.6 million jobs between 2021 and 2031, the most of any sector. Will your organization be ready to fill these roles?

To gain a competitive advantage in the healthcare labor market, HR professionals should harness the power of artificial intelligence to create memorable experiences for employees and candidates through personalized content tailored specifically to their interests and skills. Healthcare providers can also cut costs by efficiencies gained through automating burdensome hiring processes.

Learn how hospital networks leveraged AI to post double-digit gains in external hires, including hard-to-find nurses. The companies reported higher quality engagements with passive job seekers that turned them into bona fide leads and then employees.

OBJECTIVES

- Learn how AI gives hospital recruiters more time to dedicate to one-on-one interactions with job seekers.
- Finding healthcare workers is easy. Recruiting them is hard. See how advanced tech helps hospitals recruit and boost hiring outcomes.
- Far from stealing jobs, AI is creating them in an industry short on talent and long on life-saving purpose. Find out how to work at top of your license.

S13  

203AB

Respect: The Foundation of the Human Experience

Julie Kennedy Oehlert, DPN, RN
Chief Experience and Brand Officer
ECU Health

Christina Bowen, MD
Chief Well-Being Officer
ECU Health

In today's healthcare environment, respect within the workforce is more than just a nice-to-have; it is a fundamental aspect that underpins the delivery of high-quality, human-centered care. The session explores the importance of healthcare workforce respect and its impact on employee experience, teamwork and patient safety. Participants will learn about current trends in healthcare around respect and that it is a top driver for high performing organizations. Attendees will also gain actionable insights on how to improve respect as highlighted by the successful efforts at ECU Health. ECU Health will share how they involved leaders and frontline employees in understanding what respect means to team members, and what the organization could do to build a more respectful culture. This feedback was used to design a list of 10 respectful behaviors that all team members were trained on and held accountable to. ECU Health experienced a 15 percentile point increase in engagement and saw an increase in the survey item around being treated with respect. In addition, participants will also learn to recognize common challenges that hinder the development of a respectful workplace. By understanding these barriers, participants can take proactive steps to address and overcome them.

OBJECTIVES

- Learn why organizations with respect as the top key driver of engagement perform exceptionally better than bottom performing organizations.
- Understand why listening to and involving frontline staff is critical to developing a respectful culture.
- Create a list of respectful behaviors generated by frontline employees—with examples—and training on them, makes it clear to people what respect looks like and gives everyone something to be held accountable to.

LEARNING SESSIONS 2:20 – 3:20 P.M. - CONTINUED

S14    

202AB

S15    

201A

Internal Mobility Quick Wins and Big Rewards

Meagan Sutton, Ph.D., SHRM-SCP
Vice President, Talent Management
Houston Methodist

Tom Stiles, CTT+
Career Development Program Manager
Houston Methodist

In 2021, Houston Methodist Hospital (named to U.S. News & World Report’s Honor Roll for the seventh time and tied for the No. 1 hospital in Texas) launched a system-wide career development program. Their goal: Connect employees with tools and resources to help them take personal ownership of their career and pursue measurable growth within the organization. Starting with one employee leading the program they began the tough job of mobilizing assets and developing an internal marketing strategy to reach 30,000+ employees across seven hospitals, their academic and research institute, and physician network in the greater Houston metropolitan area.

Their strategy was to identify and address a single critical need in internal mobility: employees need focused guidance to better align their aptitudes, skills and interests with meaningful work. After two years, data showed a 13% boost to retention and a 16% boost to internal mobility for those who engaged with the program. Join this workshop, where their team will guide you in building a career development strategy and preliminary outline, starting with small steps your organization can take today, to lay a foundation for far-reaching talent mobility initiatives in the future.

OBJECTIVES

- Consider strategic investments that could be linked to talent mobility efforts and the data you need to understand barriers to internal mobility at your organization.
- Identify at least one challenge area that could be tackled quickly to get fast, widespread results and determine key stakeholders and existing expertise you could leverage for that “quick win”.
- Draft a high-level plan with what you already have and what you need to execute your plan.

Healthcare Labor Activity Update - Spring 2024

Christopher Cimino, BA, MSHRIR
Chief Executive Officer
Chessboard Consulting, Inc.

Hospitals and health systems continue to face serious workforce challenges, including high turnover, high vacancy rates, staffing challenges and higher labor costs. However, this year healthcare leaders face another serious challenge, increased union organizing targeting nurses and other staff.

During this presentation, healthcare leaders will learn the latest developments regarding union organizing targeting healthcare employees and the latest tactics unions have developed to take advantage of the challenges facing hospitals and benefit from the unprecedented support organized labor is getting from Washington regulators.

Now more than ever, healthcare leaders need to know how the NLRB’s actions might impact hospitals and health systems – and what they should do to respond.

OBJECTIVES

- Develop deeper understanding of how current workforce challenges increase vulnerability to union organizing.
- Learn about the Cemex decision and other NLRB actions and decisions that support union organizing.
- Learn the latest strategies to increase employee engagement and how leaders can leverage these strategies to lower vulnerability to union organizing.

WELCOME RECEPTION 3:30 – 5:00 P.M.

WELCOME RECEPTION

Water Gardens Plaza

Sunday, 3:30 pm – 5:00 pm

Kick off the conference with a cocktail and light bites with your fellow attendees at the Water Gardens Plaza.

Sponsored by:



Opening Ceremony Keynote

From Trials to Transformations: Navigating the AI Horizon in Healthcare

Eric Ly
Founder & CEO
KarmaCheck.com

Join Eric Ly from KarmaCheck for an enlightening keynote speech that delves into the dynamic realm of AI in healthcare - a journey from trials to transformative applications that redefine the future of patient care and offers a comprehensive exploration of the profound impact and intricate landscape of AI in healthcare.

Prepare to be inspired as Eric paints a vivid picture of a future healthcare landscape transformed by AI. Immerse yourself in a vision where AI addresses complex challenges, fosters innovation, and ultimately becomes a driving force in improving health outcomes for individuals and communities alike. Be part of the conversation that sparks imagination and sets the stage for the next era of healthcare. Eric will delve into the nuanced discussion of the potential benefits and risks associated with the implementation of AI technologies in diverse healthcare settings. As he guides us through the ethical considerations, exploring issues of patient privacy, data security, and bias, you will be sure to gain insights into the regulatory challenges that accompany AI adoption and discover strategies to ensure responsible and equitable integration.

Embark on this thought-provoking journey with us as we navigate the crossroads of AI trials and transformations in healthcare. By the end of this keynote, you will not only grasp the current state of AI in healthcare but also be equipped to navigate the path forward, shaping a future where technology and compassion converge for the betterment of global health.

OBJECTIVES

- Highlight successful AI implementations that have led to tangible transformations in healthcare, such as improved diagnostics, personalized treatment plans, and enhanced patient care.
Inspire the audience to envision a healthcare landscape where AI revolutionizes healthcare in addressing complex challenges, fostering innovation, and ultimately improving health outcomes for individuals and communities.
Discuss the potential benefits and risks associated with implementing AI technologies in various healthcare settings.

Sponsored by:



RAPID FIRE SESSIONS: HALL A AND B

Monday, April 15 | Time: 11:00 - 11:30 a.m.

Upskilling & Credentialing at Speed and Scale

Amy Mackenroth, MA
Associate Deputy Chancellor, National Partnerships & Innovation
Dallas College

Krista Watkins, MBA
Director, National Partnerships & Innovation
Dallas College

Join ASHHRA partner, Dallas College, for a quick overview of a model that has developed and scaled efficient and rigorous apprenticeship programs in 25+ states nationwide

OBJECTIVES

- Explore Dallas College's Innovative Apprenticeship/ Work-based Learning Model: Learn how the competency-based, privatized apprenticeship model works and how you can adopt the model for your organization, regardless of location.
Unlock the Power of Sector-Based Partnerships: Dive into the advantages of collaborating with Dallas College's sector-based partnership. By engaging with this ecosystem, you'll contribute to shaping the future of work while reaping the benefits of a dynamic and forward-thinking approach to your talent strategy.

Dallas College - 618

Monday, April 15 | Time: 11:30 a.m. - 12:00 p.m.

The Doctors Are In: Clinician Perspectives on Improving Employee Health Benefits

Ben Isgur
Vice President, Health Care Thought Leadership
Fidelity HealthSM

Employers are investing heavily in health-related benefits, but is this investment paying off with healthier employees? The medical professionals on the frontlines of caring for the workforce may be able to provide some answers.

In a first-of-its-kind research initiative, Fidelity HealthSM Thought Leadership surveyed doctors, nurses, and mental health professionals to better understand clinicians' perspectives on how benefits are working for employees. The findings are clear: Employers have myriad opportunities to improve the employee experience. Capitalizing on these opportunities could increase employee satisfaction and maximize the clinical return on investment in these benefits. This session will dig into the key findings from our survey and provide tactical recommendations for you to consider.

OBJECTIVES

- Understand the key pain points clinicians face with employer sponsored health benefits.
Learn about new opportunities to improve the employee experience with the health systems.
Hear about practical strategies employers can consider that will help clinicians more effectively treat their patients.

Fidelity Investments - 312

RAPID FIRE SESSIONS: HALL A AND B

Monday, April 15 | Time: 12:00 – 12:30 p.m.
Crossing Boundaries, Improving Outcomes: The Untapped Potential of International Direct-Hire Nurses

Kara Murphy, MS- SLP
 President
 PRS Global

Caitlyn Obrock, RN, MBA
 System Manager – Clinical Recruitment Team
 SSM Health

With the pandemic in the rearview mirror, hospitals have started to re-focus on growth. They are looking to add back beds, launch new specialty areas and open ancillary services. But one massive challenge from the pandemic area remains: the need to source a high-quality, sustainable nursing staff during a period that is forecast to experience a shortage of more than 600,000 nurses by 2030.

Looking ahead to its next three to five years, SSM Health was able to quantify and articulate in detail not only its need for nurses, but also the various methods the organization could employ to meet that need. International direct-hire nurses became a cornerstone of the SSM solution – and PRS Global was selected as their chosen partner.

OBJECTIVES

This session will help hospitals facing nurse staffing challenges learn how to:

- Analyze and articulate their near- and mid-term needs for nurses, taking into account things like attrition, retirements/exits and the general nursing shortage.
- Understand the role that the direct hire of international nurses can play, and how to articulate the compelling business case for doing so.
- Identify and select a true partner for successful implementation of an international direct-hire program.

PRS Global - 805

Monday, April 15 | Time: 12:30 – 1:00 p.m.
Caring for Caregivers: The Science of Tailored Benefits for Healthcare Professionals

Erik Fielbrandt
 Human Resources Manager, Total Rewards
 Covenant Healthcare

Carl Nehme
 President and Co-Founder
 Goodpath

Discover the secret to crafting benefits that work for the unique needs of healthcare heroes. With burnout rates soaring and turnover on the rise, it's vital to ensure your team's needs are met. Join Covenant HR Manager, Erik Fielbrandt, and Goodpath President, Carl Nehme, as they unveil the keys to success in benefit design for healthcare professionals. Learn why user experience is crucial, from accessing care conveniently to trusting the medical science behind it. Not every benefit fits the bill – but in this session, you'll gain the insights needed to pick the perfect one for your team. Don't miss out on this opportunity to revolutionize your approach and empower your healthcare workforce to thrive.

OBJECTIVES

- Understand what characteristics make a benefit program successful for healthcare professionals.
- Explore how technology and user experience enhances the effectiveness of a health benefit.
- Examine how integrated physical and mental health care models drive engagement.

Goodpath - 705

LEARNING SESSIONS 1:40 – 2:40 P.M.

M1 

201A

Demystifying De-escalation Training: Create a Workforce Safety Program Using CPI's 4D Process

AlGene P. Caraulia, MBA, SPHR
 Vice President, Integration and Sustainability
 Crisis Prevention Institute

Workplace violence has created a crisis across healthcare. We know this. You know this. And healthcare workers definitely know this. This pivotal moment needs action, with strategy, clarity and vision from human resources leaders. In this session, we'll provide a clear roadmap — with milestones and outcomes — to demystify how to implement de-escalation training. You'll leave with confidence you can confront the crisis driving healthcare workers out of the field to which they were called.

We'll introduce CPI's 4D process to model how leaders at health systems and hospitals can roll-out de-escalation training in phases to simplify what, for many, feels insurmountable:

Discover: Understand the current state of workplace safety and the types of behavior encountered within an organization to determine risk levels across all staff.

Diagnose: Build the organizational support structure required for ownership, accountability, and efficacy, and adopt a common workplace violence prevention language.

Design: Create a sustainable path to integrate and continuously improve de-escalation training throughout your entire organization.

Deliver: Provide staff with the annual de-escalation training they require and apply additional training to up-skill those in high-risk departments.

OBJECTIVES

- Learn how to implement de-escalation training for your entire organization, including how to up-skill high-risk departments.
- Leave prepared to create your own plan, complete with milestones and outcomes that improve the efficacy of your workplace violence prevention programming.
- Get strategies to make your de-escalation training program sustainable so your safer workplace becomes an advantage for recruitment and retention.

M2 

201BC

DEI: The Path to Meeting a Mission and Building a Workforce

David Mafe, MHRM, CDP
 Chief Diversity Officer and VP of HR Metro-Denver
 UCHHealth

In navigating the realm of Diversity, Equity, and Inclusion (DEI), it's crucial to gain clarity by aligning DEI programming with tangible organizational objectives. Additionally, DEI can be a powerful tool in addressing staffing shortages by harnessing the potential of a diverse workforce, tapping into previously untapped talent pools, and fostering an environment where everyone feels respected and valued, regardless of their differences. To measure and report progress in achieving DEI goals, it's imperative to identify effective methods that provide transparency and accountability. This way, organizations can track their journey towards a more inclusive and equitable workplace, ultimately leading to stronger, more resilient teams and a brighter future for all.

OBJECTIVES

- Learn how to use DEI to gain momentum in addressing staffing shortages.
- Explore how to create an environment to ensure employees are respected and valued, regardless of differences.
- Be able to explain methods used to measure and report progress in achieving diversity, equity and inclusion goals.

LEARNING SESSIONS 1:40 – 2:40 P.M. - CONTINUED

M3 

202AB

Fighting Employee Churn, One Employee at a Time

Jaimee Hartman
Business Development Manager
Healthcare Associates Credit Union

Short-staffed healthcare facilities are becoming a societal norm. Phrases like “We can’t hire people fast enough” are heard daily. 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? We do not talk about those staff members nearly enough, and they are costing your system a fortune.

OBJECTIVES

- Learn how to take staff members who are disengaged and make them a productive team member who wants to stay on staff.
- Discover how to financially, physically and mentally make choices that will decrease the churn that we are all seeing today.
- Understand what the reduction of churn will do for your team, staff and healthcare system.

M4 

203AB

Executive Symposium: Empowering Healthcare Excellence: Transforming into a Learning Organization

(Moderator) Robert (Bo) Brabo, SPHR
Senior Employee Benefits Advisor & HR Consultant
RCM&D

(Moderator) Luke Carignan
Chief Human Resources Officer
Phenom

(Panelist) Elizabeth Bruno, MSN, RN
Chief Learning Officer
Baptist Health

(Panelist) Jamie Parsons, FACHE, SPHR
CHRO
King’s Daughters Medical Center

(Panelist) Pete Schramm
CEO
Lattitude

(Panelist) Gayle Jones
Senior Vice President of Human Resources
Promises Behavioral Health

In an era where the healthcare landscape is rapidly evolving, the ability to adapt and grow through continuous learning has never been more critical. “Empowering Healthcare Excellence: Transforming into a Learning Organization” is a dynamic panel discussion that will explore the integral role of learning in fostering innovation, resilience, and a culture of continuous improvement within healthcare institutions. Join this panel of esteemed healthcare and hospital human resources executives delve into the strategies and practices that define a learning organization. Discover how embedding learning into the core of your organization can not only enhance patient care but also drive operational excellence, employee satisfaction and organizational sustainability. Healthcare HR leaders will leave this panel with actionable insights and perspectives to navigate the complexities of today’s healthcare challenges through the lens of learning and development.

OBJECTIVES

- **Understand the Characteristics of a Learning Organization:** Gain insights into the key features that distinguish learning organizations, including their approach to knowledge management, continuous improvement, and adaptability specifically within the healthcare context.
- **Explore Best Practices for Fostering a Learning Culture:** Learn from real-world examples and strategies implemented by healthcare organizations to nurture an environment that encourages continuous learning, innovation and employee growth. Discover the impact of such practices on patient care, operational efficiency and employee engagement.
- **Identify Challenges and Solutions in Transforming into a Learning Organization:** Discuss the common obstacles healthcare organizations face in becoming learning organizations and explore practical solutions and tactics to overcome these challenges. This objective will also cover the role of leadership in championing a learning culture and how to measure the impact of learning initiatives on organizational performance.

LEARNING SESSIONS 2:50 – 3:50 P.M.

M5 

201BC

Aging and America’s New Retirement Reality

Kathie Tarpey
AVP, Voya Cares Program
Voya Financial

Jerry Hulich, CLU, ChFC, ChSNC, CLTC
Principal
Caring Consulting Group

Voya Cares research indicates that two specific groups of Americans are navigating unique challenges when planning for their own retirement and other financial goals. Sandwich caregivers are providing care to an aging parent while also raising children of their own, and Career Extenders are working past the typical retirement age, as they are either not financial ready to retire or voluntarily continuing to work. Learn how the core tenets of special needs financial planning can be applied when coordinating the unique needs of these two groups.

We will diving deep into the Employment Extenders and how to optimize healthcare insurance with Medicare and support for family members, looking at HSAs as retirement vehicles and the planning for healthcare as living arrangements in later life (cost of assisted living, accommodations and care for in-situ residential living etc.).

OBJECTIVES

- Learn the core tenets of special needs financial planning and how they can be applied when coordinating benefits to meet the unique needs underserved employee groups.
- How a plan sponsor can help Career Extenders who are working past the typical retirement age, as they are either not financial ready to retire or voluntarily continuing to work.
- How a plan sponsor can help sandwich caregivers who are providing care to an aging parent while also raising children of their own.

M6 

202AB

An Unconventional Approach: Leveraging Kindness as a Strategy for Success

Cindy Rowe
Owner/CEO
Cindy Rowe, LLC

Science has proven that doing kind acts for others makes us happier. And that’s great news for leaders because happier employees are 12% more productive. In today’s workplace climate—amid staffing and retention challenges—it’s crucially important to have a competitive edge with current staff and future employees. In this session, learn how to use kindness as a key differentiator to make your organization stand out from the crowd. When you learn how to use kindness strategically, you’ll be seen and valued as a strategic and compassionate leader while simultaneously boosting the bottom line and improving workplace culture.

OBJECTIVES

- Identify the tangible benefits of creating a culture focused on kindness.
- Incorporate standards that focus on the human element of the workplace and move the needle toward a kinder work environment.
- Create an action plan that will positively impact the bottom line.

M7

201A

M8

202CD

Business Case for Fostering a Culture of Opportunity

Jon Frampton, MBA
Interim Chief Human Resources Officer
Baylor Scott & White Health

Hanna Patterson, MBA
SVP, Healthcare and Applied Learning at Guild
Guild

At Baylor Scott & White Health, the largest not-for-profit health system in the state of Texas, job vacancy rates jumped about 400% at the height of the COVID-19 pandemic. Restoring the workforce to continue providing the accessible quality care their customers deserve and preparing for the jobs of the future required a multi-pronged approach centered on the needs of BSWH’s most valuable resource - their employees.

In 2023, Baylor Scott & White Health (BSWH) became the first health system in Texas to roll out educational opportunities specifically designed to support the career mobility of their employees. BSWH made available certificate programs for high school completion and in-demand allied health fields as well as degree programs from day one of employment.

58% of BSWH employees highlight a strong desire to grow their careers at BSWH. In fact, employees engaging with the program to prepare for the jobs of the future are 85% more likely to stay at the organization.

This session will discuss how BSWH’s investment into learning and creation of clear career pathways has helped them to lift low wage earners into in-demand roles, retain core talent, develop new leaders and strengthen their workforce pipeline.

OBJECTIVES

- Understand an effective roadmap to move from rebuilding your workforce after the pandemic to creating a multi-pronged strategy that will support your organization well into the future.
- Have a strong model for creating equitable education, skilling, and career opportunities for the healthcare workforce.
- Understand how your organization is able to lift low wage earners through clear career path opportunities, developing new leaders, retaining core talent, and strengthening your pipeline.

Form I-9 & E-Verify: Hot Topics - Real Answers

Joel Grauer MA
Management & Program Analyst
U.S. Citizenship and Immigration Services (USCIS) Agency

In this session we will discuss the most current Form I-9 and address many areas including common mistakes made while completing the I-9. We’ll cover how the I-9 can be completed on a new hire before they begin working for pay along with best practices for reviewing and copying documents, making corrections, re-verifying documents and what to do if you’re missing an I-9.

Learn more about E-Verify, the free web-based service and a partnership between the Department of Homeland Security (DHS) and the Social Security Administration (SSA). This one-of-a-kind system allows enrolled employers to electronically verify the employment eligibility of their new hires. At the federal level, E-Verify is voluntary for most users although mandatory, with various legislative requirements, in over 20 states and for a host of federal contractors. During this session we’ll review recent changes and updates in E-Verify, the earliest you can create an E-Verify case, how to handle a mismatch case along with ‘good-to-know’ best practices. We’ll wrap up the session with an exciting preview of E-Verify’s future - NextGen.

Even the most ‘seasoned’ I-9 professionals will walk from this high energy conversation saying, “I didn’t know that”!

OBJECTIVES

- Learn how to accurately complete Form I-9 and lead Form I-9 self-audits.
- Understand how to enroll in E-Verify and develop comprehensive employment verification program.
- Learn how to fluidly resolve E-Verify case mismatches (tentative non-confirmations).

HAPPY HOUR: EXHIBIT HALL 4:00 – 5:30 P.M.

**Exhibit Hall Happy Hour:
Cows, Cocktails and Cowboy Hats:**

Location: Hall A and B

Monday, 4:00 – 5:30 p.m.

Come on back to the Exhibit Hall Happy Hour for a cocktail, a photo opportunity with some adorable mini Highland cows, and maybe decorate your cowboy hat for the Social Event on Tuesday night!

Sponsored by:



LEARNING TRACK SELECTION & SESSION IDENTIFIERS

- HR Delivery
- Leader Track
- Healthcare Business Knowledge
- Mid-Level Professional Track
- People Strategies
- New-to-the-Profession Track
- Community Citizenship
- Strategic Business Credit
- Personal Leadership

Connection Keynote

Artificial Intelligence in Healthcare: What Healthcare Leaders Need to Know...NOW!

Steve Berkowitz, M.D.
 Founder and President
 SMB Health Consulting

Hardly a day goes by when there is not a story in the news about artificial intelligence and its impact on society. New advances in technology and applications— both exciting and scary—seem to be occurring exponentially. There is now evidence that AI can learn on its own and that it can “make things up” or even hallucinate. GPT is enabling technology that is increasingly like a human. Computer-brain interfaces can physically connect the mind to the computer.

How does the healthcare executive stay on top of the science and make knowledgeable decisions? Or do we just let AI take over the world? Might your new doctor be an AI hologram? Dr. Berkowitz will review the basic models and concepts of AI such as processing speed, machine learning and networks, with particular emphasis on their applications in healthcare. He will discuss special interest topics such as GPT, brain-computer interfaces, emergent properties, and the concept of singularity. He will discuss the present and future impact of AI on healthcare systems, patients, and providers.

Finally, with the recent “Pause” letter on GPT technology, he will discuss the moral implications of AI and the role of future regulations and compliance.

OBJECTIVES

- Discuss the implications of specific topics such as emergent properties, hallucinations, brain-computer interfaces and how they can contribute to AI singularity.
- Review the impact of GPT technologies, particularly how they would affect the providers and the hospital.
- Discuss the overall present and future impact of AI on the basic delivery of patient care.
- Discuss the social/moral issues of AI and potential need for regulation.

Sponsored by:



LEARNING SESSIONS 9:20 - 10:20 A.M.

T1

Better Partnerships to Advance Healthcare Equity

Shaunielle Abreu, MA
 Executive Director - Diversity, MRBI Program, and LLU HR
 Loma Linda University Health

Silvi Gonzalez Cuizon, RN, Ph.D.
 Director Health Equity
 Loma Linda University Health

In 2023, The Joint Commission issued new standards for Health Equity under the chapter for National Patient Safety Goals. The new elements of performance include assessing patient’s health-related social needs, providing community resources, identifying healthcare disparities, developing written plans, acting upon findings and annual reporting to stakeholders. Much, if not all, of this work needs to be driven by individuals with expertise in patient care. This session will discuss how we as human resource or DEI practitioners can support the work of our clinical health equity partners. We will discuss practical ways of integrating The Joint Commission’s new standards into an organization’s DEI strategic plan.

OBJECTIVES

- Learn key elements to create synergy between human resources and health equity work.
- Discuss strategic initiatives that meet The Joint Commission Health Equity Standards.
- Take away practical models, grid for division of work and realistic solutions.

202CD

T2

Evolving Student Loan Benefits and Their Impact on Health Systems

Jason DiLorenzo, RPLU
 Founder & President
 BenElevate

Student loan benefits are increasingly becoming a must-have benefit for this generation. Recent legislation offers favorable tax treatment of both federal and employer-sponsored repayment and forgiveness programs, and the positive impact of these benefits on both recruiting and retention is now documented. But student loan products and services for employers come in all shapes and sizes, and the solution you offer should be customized based on your specific organization and, of course, your budget. In this session, we’ll explore all of the different student loan benefits that employers are offering today, what federal programs you can leverage on behalf of your staff, and we’ll offer some creative new strategies that can deliver savings to both your staff AND your organization.

OBJECTIVES

- Understand and leverage federal programs such as Secure 2.0 and Public Service Loan Forgiveness (PSLF).
- What tax benefits exist today when employers contribute towards their staff debt?
- What impact have companies who have offered student loan repayment seen on retention?

203AB

LEARNING SESSIONS 9:20 – 10:20 A.M. - CONTINUED

T3     

201BC

Expanding the Talent Pool – Innovative Internship Programs for Diverse College Students**Christia Hicks**
Chief Human Resources Officer
Eskenazi Health**Larry Markle**
Director, Gregory S. Fehribach Center
Eskenazi Health

Eskenazi Health in Indianapolis has created innovative internship programs for two groups of college students who often miss out on summer internship opportunities: local residents attending out-of-state Historically Black Colleges and Universities (HBCUs) and students with physical disabilities. These two paid internship programs provide talented and qualified college students with skills and experiences they need to become strong candidates for employment after graduation. In addition to being matched with internships in fields that correlate with their majors and career goals, interns in both programs participate in weekly professional development workshops and attend networking events. Interns leave these programs as attractive candidates for graduate school or for full-time positions at Eskenazi Health or elsewhere. Finding quality talent is a challenge, so recruiting candidates from groups often overlooked is imperative. Leaders at Eskenazi Health, the Chief Human Resources Officer and the Director of the Gregory S. Fehribach Center's internship program for students with physical disabilities, will share why internship programs for these groups of college students are needed and explain how Eskenazi Health implemented them. Components of each program are easily replicable, and the presenters will share tips and suggestions for how attendees can develop opportunities for college students from diverse backgrounds.

OBJECTIVES

- Understand the importance of providing internship opportunities for students from HBCUs and for college students with physical disabilities.
- Learn how Eskenazi Health created these unique internship programs, how students are recruited and what programs and resources are available to the interns.
- Discover ways to replicate aspects of these successful internship programs that promote increased diversity in the workforce.

T4  

201A

Well-Being Is a Team Sport and You Are the Captain**Richard Saferer, MD, FAAFP, FACLM, FACPM**
Chief Medical Director, Employee Health and Well-Being
Johns Hopkins Medicine

Gallup, the Surgeon General's office, Deloitte and many other reputable organizations cite well-being as the second most important feature employees consider when searching for a new job. The well-being of employees also weighs heavily on the decision for one to stay with their current employment. In fact, employee health and well-being plays a major role in employee engagement, customer retention and company morale. However, most leaders have never been given the skills needed to support the health and well-being of those they lead. It's not part of the curriculum for most MBA programs and it's not part of the agenda for most leadership development programs. Currently, the vast majority of leaders are left unequipped to address this important aspect of organizational success. Most companies want to support employee health and well-being, but they don't know how to approach the challenge. They've exhausted the benefit and program approach. What most companies fail to understand, is that building a well-being culture in the workplace will support every employee, doesn't have to cost a lot and will also contribute to the company's overall success. In this session, I'll share a prescription for a happier, healthier and more resilient workforce.

OBJECTIVES

- Learn the power of culture on well-being.
- Appreciate how workplace relationships impact employee well-being.
- Be able to list and explain the six well-being culture building blocks.

T5   

202AB

What makes ELITE recruiters ELITE? How to Hire for High Performing TA Professionals**Colin Lyle, RACR, CIR**
TA Executive
RogueHire

For the third time in five years, RogueHire has conducted a research study of the top 3% of Healthcare TA Recruiters across the country. Through behavioral interviews, focus groups, survey platforms and Clifton StrengthFinders we have compiled results around what makes the best of the best. Learn about these findings, ways to screen and select for top talent and how to best support and nurture your top performers.

OBJECTIVES

- Get insights to what backgrounds, skill sets and attributes the top 3% of Healthcare recruiters possess.
- Learn interviewing techniques and behavioral examples of what to look for in ELITE recruiters.
- Understand the difference maker mentality and personal needs of what makes the best of the best recruiters in Healthcare TA.

LEARNING SESSIONS 10:30 – 11:30 A.M.

T6   

201A

Peer to Peer Well-Being Support: Checking in with Those 'At Risk' for Checking Out**Tamarah Danielle Brownlee, MPH, Ph.D.**
dissertation student, Strengths Coach
Regional Vice President Human Resources and System Recognition
IU Health**Kapri Ames, MSN, RN, NE-BC, CPC**
Vice President, Chief Nursing Officer
IU Health

According to the CDC (2021), healthcare workers are at increased risk for suicide due to difficult working conditions, long work hours, emotionally difficult situations, and workplace violence. The COVID-19 pandemic has exacerbated this risk as evidenced by increased incidents of stress, anxiety, frustration, exhaustion, and overwhelm (as cited by the American Healthcare Association, 2022). Peer-to-peer well-being support is an innovative approach that leverages the strength of 'team' to amplify the team's strength. This type of effort promotes connection, builds psychological safety, and develops team member-to-team member engagement. Mental health (dis)ease is rising while access to resources is declining. This phenomenon creates a need for workplace HR leadership to partner with other healthcare executives to transform the outdated model of delivering well-being resources to a more relational delivery that empowers team member to team member support, engagement and connectedness.

OBJECTIVES

- Identify a peer-to-peer well-being support strategy to create a healthier workplace environment.
- Discover ways to mitigate psychological safety barriers using a creative approach to support workplace well-being.
- Gain awareness, knowledge and insights from lessons learned, including successes and challenges when implementing well-being support in the workplace.



202AB

Adjunct Faculty: A Pipeline to Prepare Exceptional Learning and Development Staff

Elizabeth Bruno, MSN, RN
Vice President, Chief Learning Officer
Baptist Health System - Jacksonville, FL

This session will focus on a program designed to build a cadre of bedside clinicians who are prepared with the knowledge, skills and abilities to assist with in-house training programs while maintaining their direct care roles. These individuals, having been up-skilled to teach, often fill open positions in the L&D department. This allows us to select the best candidates from the pool, decreases time to full competence and helps us retain them in the system.

OBJECTIVES

- Learn the key elements that make up a successful adjunct faculty training course.
- Discover how to “sell” the program to finance and executive leadership.
- Understand specific techniques for the supervision and evaluation of the performance of adjunct faculty members.



203AB

Transforming Clinical Recruitment: What a Staffing Agency and SSM Health Have in Common

Caitlyn Obrock, RN, MBA
Senior Nurse Influencer
SSM Health

April Hansen, MSN, RN
Group President, Workforce Solutions
Aya Healthcare

Health systems must incorporate modern recruitment methods employed by leading staffing agencies to compete for talent. Staffing agencies employ digital marketing strategies and prioritize speed and candidate experience to find, secure and place candidates quickly. This session explores how Aya disrupted clinical recruitment by setting new standards for innovation and efficiency and how SSM Health’s Clinical Recruitment team employed many of Aya’s best practices to transform their recruitment strategies. The results were astounding. Time to fill for positions decreased from a staggering 200 days to just 28 days. Ready-for-hire conversion rates skyrocketed from 12% to an impressive 82%. In four months of program inception, SSM Health’s Clinical Recruitment Team recruited and onboarded hundreds clinicians. Join us to gain insights into Aya’s and SSM Health’s recruitment innovation and learn valuable lessons on transforming your own clinical recruitment strategy.

OBJECTIVES

- Understand the evolving landscape of clinical recruitment and the imperative of adopting modern strategies to stay competitive in healthcare talent acquisition.
- Explore SSM Health’s innovative approach to nurse recruitment, which outperformed traditional HR methods.
- Gain insights into best practices of SSM Health and leading staffing agencies to lead your own recruitment transformation journey.



201BC

Dynamic Foresight Skills and the Future of the Healthcare Workforce

John Austin, Ph.D.
Endowed Chair and Interim Dean, College of Business
University of New England

In this session, Dr. Austin will lead the participants through a dynamic foresight process that leaves participants with skills of “seeing around the corner” as the world shifts. Organizations are increasingly embracing the importance of developing strategic foresight skills of their leaders. Strategic foresight is the systematic examination of potential futures to inform decision-making today. It’s about anticipating possible future trends, envisioning various

plausible future scenarios, and planning accordingly. Unlike traditional forecasting which typically uses quantitative data to predict likely outcomes, strategic foresight often involves a more qualitative and creative approach. Participants will be actively working with a dynamic foresight technique while they learn about it. Dr. Austin will lead the group through dynamic scenarios about the future of the healthcare workforce. Participants will work in smaller groups at their tables to create “what-if” scenarios and then be guided through a process of identifying the strategic implications of those scenarios. In addition to developing an understanding of the dynamic foresight process, participants will leave the session with a richer understanding of determinants of the future of the healthcare workforce through their engagement with their peers.

OBJECTIVES

- Identify the core uncertainties facing your organization and have a process for mapping how those uncertainties interact.
- Stress test short-term initiatives against a range of “what if” scenarios and identify blindspots in short-term strategies.
- Lead conversations with leaders in their organization about the future of the workforce with deeper insight into external forces.



202CD

HR Analytics: A Proactive Approach to Improve Business Outcomes

Dr. DeLancey Johnson, FACHE, SPHR, SHRM-SCP, sHRBP, SWP, LDSS
SVP, Associate Chief Talent Officer
Parkland Health

In 2024, HR has been challenged to break the mold of status quo and traditional leadership as it pertains to human capital. By understanding how to turn data into information HR practitioners will have the ability to transition from a cost center to a value-add center by leveraging HR analytics to create a proactive approach to business outcomes.

OBJECTIVES

- Provide the true definition of human capital.
- Discuss a proactive approach to improve business outcomes.
- Understanding how human biases impact HR analytics.

11:30 A.M. - 2:00 P.M. - EXHIBIT HALL | LUNCH | RAPID FIRE SESSION | BOOK EXCHANGE: HALL A AND B

RAPID FIRE SESSION: HALL A AND B

Tuesday, April 16 | Time: 12:15 - 12:45 p.m.

The Evolution of Employee Mental Health and What Needs to Change

David Malmborg
VP, Marketing and Communities
Nivati

Mental health support from employers have changed and evolved greatly over the years, but what is really necessary for an employer’s pursuit to properly support their employees from a mental health and well-being perspective? In this rapid fire discussion, David Malmborg of Nivati will walk through six key elements required for true employee support.

OBJECTIVES

- Evaluation of the history of mental health in the corporate setting.
- Discussion on ways you can make the company a source of support not a source of burnout.
- Understand what the 3Ps of recovery are and how the workplace can effect those 3Ps (People, Place and Purpose).
- Understand the Surgeon General’s initiatives in Workplace Wellness.
- Highlight ways companies can support the workers’ voice and equity in the solution.

Nivati - 420

LEARNING SESSIONS 2:10 – 3:10 P.M.

T10 

201BC

Socially Intelligent Leadership: Can You Read the Room?
 Sheila Moss, SHRM-SCP, SPHR, Social Styles Certified Facilitator
 CEO
 Information Solutions Team

We all have a preferred way of acting and interacting. However, without self-awareness, we may not fully understand how and why our actions affect others and vice versa. Why do people behave like they do? The Platinum Rule tells us to “treat others the way THEY want to be treated.” There are things that we likely cannot change about ourselves, and we surely cannot change others. BUT there are things that we can do to meet others where they are. Let’s take a brief journey of self-discovery and see how the things we learn about ourselves give us the tools to Read the Room. Our destination will be the cross-section of social intelligence and emotional intelligence, and our outcome will be increased positive workplace relationships, decreased conflict, and highly effective leadership.

OBJECTIVES

- Gain a foundational understanding of workplace behavioral differences.
- Explore personal awareness of behavioral styles.
- Learn key skills to improve working relationships with colleagues and direct reports.

T11 

202CD

Think Like Marketers: Three Shifts HR Leaders Can Make to Boost Participation, Impact & ROI

Kristin Baird, BSN, MHA
 President/CEO
 Baird Group

You’ve built the course, scheduled the rooms, sent out announcements for training and...crickets. Frustrating to say the least. Especially when you’re offering the very training topics requested. Or worse: the training is mandatory and you are forced to confront a room of reluctant, if not bitter, employees forced to attend. Not fun. And you’ve probably been there and done that. Healthcare spends billions of dollars every year on training for its staff yet struggles to prove ROI. The one-and-done approach does little to change behavior that improves the bottom line. Perhaps it’s not the course but the promotional and communication methods. Thinking like marketers helps HR and OD spur curiosity and engagement with training sessions. Led by an award-winning healthcare marketer, trainer, and course designer, this session shows you how to build excitement and enthusiasm for your training sessions and techniques for helping the content to stick long after the class has ended. Attendees will receive a marketing and communication plan template they can begin using immediately.

OBJECTIVES

- Review three marketing techniques that, when applied to training, can spur curiosity and build excitement.
- Examine steps that increase content stickiness long after the training is completed, and take along a marketing/communication template.
- Follow a case example of a “wrap around” approach for improving content recall and behavior change.

T12 

202AB

Pay Equity Analyses: Keeping It Legal

Scott Pechaitis
 Employment Law Attorney
 Jackson Lewis P.C.

Attendees of this session will walk with the ability to recognize and explain who is comparable to whom for pay purposes under the patchwork of federal and state pay equity laws. Attendees will also be able to recognize and explain what justifications for pay differences are lawful, and identify and discuss best practices for pay equity analyses, including how to apply the attorney-client privilege and how to safely communicate about pay equity adjustments. Most importantly, the session will provide the tools and information necessary to assess your current approach to pay analyses to identify components that may be inconsistent with pay equity laws and help you avoid creating or exacerbating legal risks.

OBJECTIVES

- Gain the ability to recognize and explain who is comparable to whom for pay purposes under the patchwork of federal and state pay equity laws.
- Learn how to recognize and explain what justifications for pay differences are lawful.
- Understand how to identify and discuss best practices for pay equity analyses, including how to apply the attorney-client privilege and how to safely communicate about pay equity adjustments.”

T13 

203AB

Thought Leader Forum: How AI and Technology Are Improving Healthcare Personalization and Outcomes










Dr. Jeff Kraus, MD
 Chief Medical Officer
 Hinge Health

Join us for a thought-provoking conversation about the transformational impact of artificial intelligence (AI) and evolving technology in healthcare. Discover how these innovations are reshaping the landscape of patient care, enabling more personalization and improved health outcomes. We will discuss some of the latest advancements, real-world applications, and benefits of AI and tech-supported healthcare, illustrating how it’s not just changing the way we treat patients but also how we predict, prevent, and personalize care for all.

OBJECTIVES

- Understand the latest in remote monitoring and EMR data utilization, enabling timely interventions and reducing hospitalizations.
- Discover advancements in wearable devices that empower individuals to take control of their health and wellness.
- Get a glimpse into the future of AI and healthcare innovations, including exciting developments on the horizon.

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T14   

201A

Delivering Human Transformation and ROI: A Beacon of Hope

Jaclyn Parr, MSN, BSN, RN
 Director of Nursing
 Corewell Health William Beaumont University Hospital Royal Oak

Patrick Kneeland, MD
 Senior Physician Advisor
 The Institute for Health Care Excellence

Healthcare institutions worldwide are grappling with the imperative of human-centered care. This proposal delves into the remarkable transformation at Corewell Health’s Family Birth Center. We explore the challenges of disjointed communication, staff burnout, and the erosion of empathy in healthcare. The program features resilience training, improved communication, team building, and robust feedback mechanisms, serving as a beacon of hope. The transformative results include a significant decline in burnout rates, a remarkable reduction in nurse turnover, and an astonishing 6X ROI. Beyond these figures, this presentation emphasizes the restoration of compassion, collaboration, and patient-centric care. Moreover, we underscore the crucial role of leadership in this transformation journey. Strong and compassionate leadership is the cornerstone upon which employee well-being is built. Reduced burnout and increased thriving among staff are the direct outcomes of leadership that prioritizes their needs and fosters a culture of support and growth. By addressing burnout and empowering employees to thrive, healthcare organizations can not only retain their valuable talent but also enhance the overall quality of care. This presentation challenges health system CEOs to embrace human-centric solutions for improved patient outcomes, financial metrics, and the retention of a dedicated workforce.

OBJECTIVES

- Unveil the challenges healthcare institutions face in maintaining efficient, compassionate, and collaborative environments in a post-COVID world.
- Showcase the transformative impact on Corewell Health’s Family Birth Center team, emphasizing the specific strategies employed.
- Highlight the measurable outcomes of this transformation, including reductions in burnout and nurse turnover rates, along with a substantial return on investment (ROI). Encourage healthcare leaders to prioritize human-centric solutions for improved patient outcomes and financial metrics.

T15    

203AB

Balancing Cost and Exceptional Experiences: What Healthcare Leaders Reveal

Katie Pirtle
 Health Systems, Virgin Pulse
 Virgin Pulse

Maracie Wilson
 Executive Director, Well-being & Benefits Integration
 Providence Healthcare

Facing labor shortages, diminished margins, intensifying competition and rising employee burnout, healthcare HR leaders are in a workforce crisis. With CFOs demanding cost-saving measures, HR leaders must deftly strategize to balance costs while nurturing a sustainable, healthy workforce. In this session, gain insights from multi-state and regional health system representatives as they reveal their innovative strategies. Learn how they improve physical and mental health, reduce costs by harnessing their employee well-being program and how they are thinking about tackling the next round of challenges. Instead of budget strains, these become cost (and retention) savers. This opportunity is invaluable to navigate the intricacies of healthcare expenses with ingenious strategies.

OBJECTIVES

- Get inspired by innovative strategies employed by successful multi-state and regional healthcare organizations to support employee health.
- Gain tangible solutions for the next generation of your health and well-being program.
- Learn the unexpected business outcomes of prioritizing a culture of well-being.

T16   

202AB

From Admin to Architect: The HR Metamorphosis

Jonathan Hirokawa, MBA, SHRM-CP
 Director, HR and People Strategy
 Childrens Hospital Colorado

In a fast-evolving business landscape, the role of HR is undergoing a profound transformation. This presentation is a journey through the changing tides of HR, focusing on the pivotal shift from transactional functions to becoming strategic partners. We’ll delve into the skills and competencies essential for HR professionals to lead this change. Through engaging and real-world examples, participants will explore how HR can proactively drive organizational success by aligning people strategies with overarching business objectives. Attendees will gain insights into fostering a culture of innovation, leveraging technology and harnessing data to make informed decisions. Join us to discover how to elevate HR’s role from a support function to a strategic powerhouse.

OBJECTIVES

- *Understanding the Strategic Shift: Gain a comprehensive understanding of the evolution of HR’s role from transactional tasks to strategic partnership, along with the driving forces behind this transformation.*
- *Key Skills and Competencies: Identify the essential skills and competencies that HR professionals need to cultivate in order to effectively navigate the shift towards strategic partnership and drive organizational success.*
- *Applying Innovation and Technology: Discover how to leverage innovation and technology to proactively contribute to fostering a culture of innovation within the organization and align HR strategies with broader business goals.*

T17   

201BC

Trends from Benefits Survey of Hospitals

Sheena Singh
 Senior Vice President, Health and Benefits Healthcare Industry Strategist
 Aon

Carla D’Angelo, MPH
 Senior Vice President, National Healthcare Industry Practice
 Aon

This session will review key themes and findings from Aon’s 2023 Benefits Survey of Hospitals. We will provide market trends and insights that health system human resource executives need to know as they design and manage their future benefits offering. We will highlight strategies for addressing benefits and wellbeing priorities and tactics in response to balancing financial pressures and shifting workforce expectations. The 2023 survey covers the entire United States and provides key findings for over 1,400+ hospitals and 3.3+ million employees.

OBJECTIVES

- *Understand benefits and well-being priorities health systems are focused on.*
- *Gain market insight into strategies and tactics to address these priorities.*
- *Learn how health systems are shaping and designing their future benefits offering to add value for employees while managing costs.*

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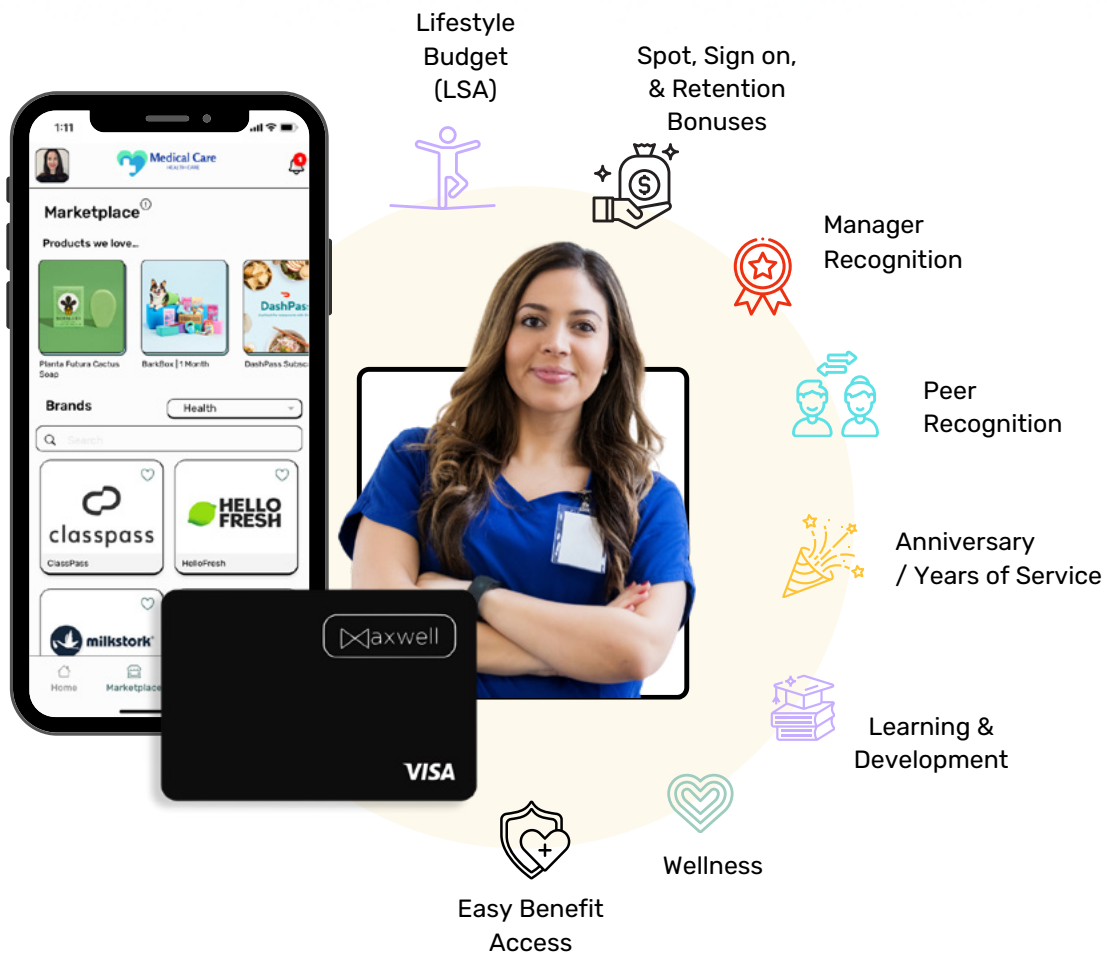
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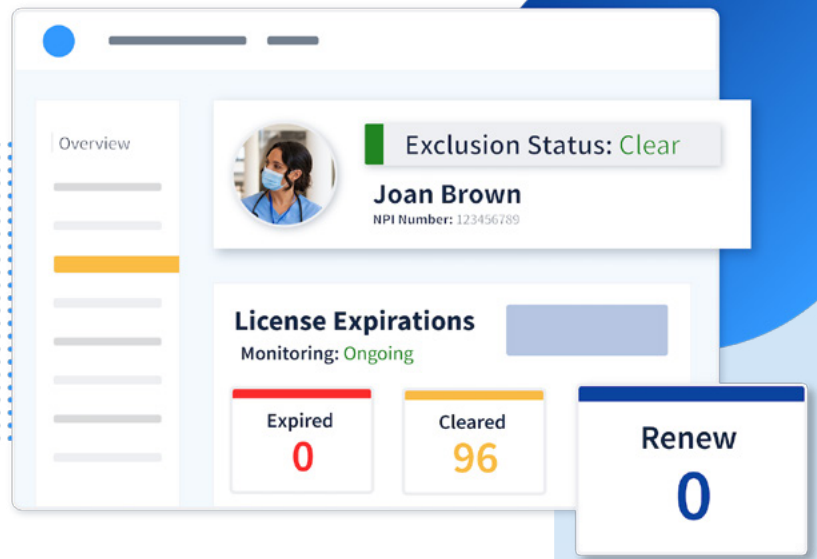
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