

The image features a vibrant background of peacock feathers in shades of blue, green, and red, with several 'eye' patterns. A central gold circle contains the event information. The background is decorated with horizontal and vertical bars in red, green, and blue. 

# ASHHRA25

CONNECT INNOVATE TRANSFORM

APRIL 6-8 | ALBUQUERQUE

**PROGRAM GUIDE**



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<https://connectcomm.net/ashhra2025>

Join the Conversation!





# WELCOME

## The ASHHRA Annual Conference and Exposition in the high desert of Albuquerque, New Mexico!

On behalf of the ASHHRA Board, Committees and Staff: Welcome to ASHHRA25 in stunning Albuquerque! 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 Civic Plaza, located right outside of the Albuquerque Convention Center. This is the kickoff event for our conference and it's a great way to experience some traditional New Mexico history, 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: Electric Escapade, sponsored by Aya Healthcare. Details were emailed to you prior to your arrival.

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. Founder and Chief Vitality Officer at BrainAMPED, Sara Ross; and former ASHHRA Board President (2003) and now the CEO of Henry Ford Health, Bob Riney will be sure to give you plenty to ponder.

Take full advantage of the additional education and CEU opportunities with the Rapid Fire Sessions in the exhibit hall. While you're there, please visit ALL of 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 ASHHRA25 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 within the pages of this Program Guide, so keep reading.

Mark your calendars for the ASHHRA26 – May 17 – 19, in Savannah, Georgia!

And most of all: Enjoy your time here in Albuquerque. The city and visitor's bureau have done a great job welcoming us and ensuring our experience is top notch.



**Nicole Schell-Dreyer, MBA, FACHE, CHHR, PHR, SHRM-CP**  
President, Board of Directors



**Jeremy Sadlier, CHHR**  
Executive Director



**Nicole Russ, PHR, SHRM-CP, CEBS, GBA, RPA**  
Chair, Annual Conference Education Committee (ACEC)

# ALBUQUERQUE CONVENTION CENTER

## UPPER LEVEL

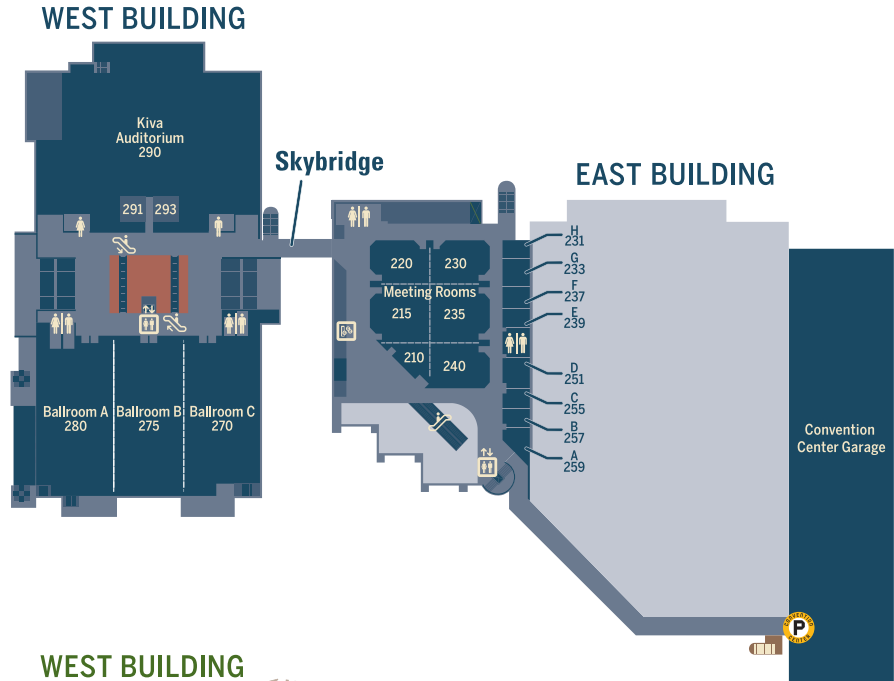
### WEST BUILDING

Skybridge to East Building

### EAST BUILDING

Meeting Room 210–240

Suite A–H



## STREET LEVEL

### WEST BUILDING

Hall 3 & 4

Civic Plaza - Welcome Reception

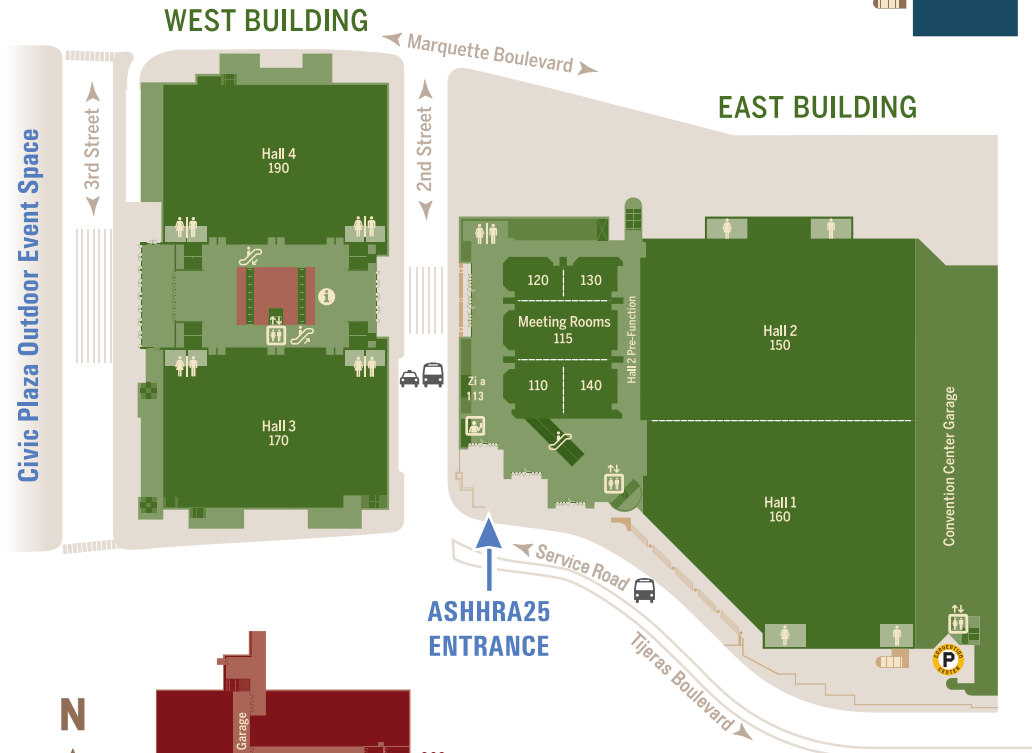
### EAST BUILDING

Hall 1 - Exhibit Hall

Hall 2 - Breakfasts/Keynotes

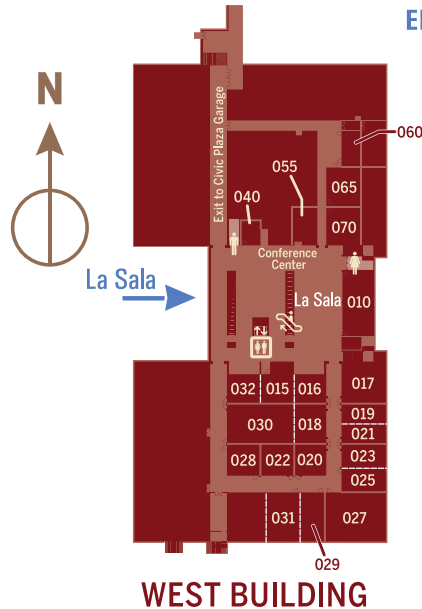
Meeting Rooms 110–140

Tijeras Boulevard Entrance



## LOWER LEVEL

La Sala (Lounge)



### LEGEND

- Box Office
- Concessions
- Elevator
- Escalator
- Guest Services
- Parking
- Pick-up & Drop-off
- Restroom
- Vending

All areas of the Albuquerque Convention Center are accessible to people with mobility impairments.



# SCHEDULE AT A GLANCE

## SUNDAY, APRIL 6

10:00 a.m.—5:00 p.m.	Registration   Mobile App Desk
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 7

7:00 a.m.—5:00 p.m.	Registration   Mobile App Desk
8:00—8:30 a.m.	Breakfast
8:30—8:50 a.m.	Opening Ceremony
8:50—9:50 a.m.	<a href="#">Keynote: Sara Ross</a>
10:00 a.m.—12:30 p.m.	Expo Hall   Lunch Rapid Fire Sessions
11:30 a.m.—12:30 p.m.	Lunch
12:40—1:40 p.m.	Learning Sessions / Executive Symposium
1:50—2:50 p.m.	Learning Sessions
3:00—5:00 p.m.	Expo Hall Happy Hour
<i>Free Night</i>	

## TUESDAY, APRIL 8

7:00 a.m.—12:00 p.m.	Registration   Mobile App Desk
8:00—8:30 a.m.	Breakfast
8:30—9:20 a.m.	<a href="#">Connection Keynote: Bob Riney</a>
9:30—10:30 a.m.	Learning Sessions
10:40 - 11:40 a.m.	Learning Sessions
11:45 a.m.—2:15 p.m.	Expo Hall   Lunch   Rapid Fire Sessions
12:00—1:30 p.m.	Lunch
2:25—3:25 p.m.	Learning Sessions / Thought Leader Forum
3:35—4:35 p.m.	Learning Sessions
4:35—7:00 p.m.	Mental Refresh
7:00—10:00 p.m.	Social Event: Electric Escapade

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# CONFERENCE HIGHLIGHTS

## CONFERENCE MOBILE APP

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 device's IOS or Google Play store.
2. Search for "ASHHRA25" or "ASHHRA Conference" and download the app.
3. Open the app and click the button "Create My Show Planner" and then "Create Your My Show Account."
4. Enter your Confirmation Number (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 Mobile App Desk or 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 Mobile App Desk near registration or contact [aleena.foster@wearenci.com](mailto:aleena.foster@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:

1. 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.
2. The system will prompt you to 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."
3. 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).

## CONFERENCE WIFI

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

Network ID: ASHHRA25

Password (*case sensitive*): HealthcareHR



## WELCOME RECEPTION

**Civic Plaza**

Sunday, 3:30 – 5:00 p.m.

Kick off the conference with a cocktail and light bites with your fellow attendees at the Civic Plaza, located right outside of the Albuquerque Convention Center. All are welcome!

Sponsored by:





## HELPING HANDS WITH FIDELITY INVESTMENTS

By Hall 2

Monday, April 7 | 7:30 - 8:30 a.m.

Come help create a comfort buddy for a child at Ronald McDonald House! Stuff the buddy with love and support and then write a special message or drawing on their shirt.

Sponsored by:



## THE EXPOSITION

Hall 1

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 (11:30 a.m. to 12:30 p.m.)** and **Tuesday (12:00 to 1:30 p.m.)**. Show exhibitors your appreciation by coming back on Monday afternoon for the Expo Hall Happy Hour!

### MONDAY, APRIL 7

10:00 a.m. - 12:30 p.m. Exhibit Hall | Lunch  
Rapid Fire Sessions

3:00 p.m. - 5:00 p.m. Expo Hall Happy Hour

### TUESDAY, APRIL 8

11:45 a.m. - 2:15 p.m. Exhibit Hall | Lunch  
Rapid Fire Sessions

## ASHHRA CENTER FOR EXCELLENCE AND SEARCH FOR SOLUTIONS

Booth #1027

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 committees, 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 2:00 p.m. on Tuesday for your chance to win one of many fabulous prizes provided by our exhibitors! At 2:00 p.m., completed entry forms will be drawn at the Center for Excellence.

## PRIZE BOARD

Near Booth #720

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 and claim your prize from the exhibitor's booth.

## RAPID FIRE SESSIONS

Booth #1241

Short educational sessions held in the education theatre at the end of the 1200 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 54 - 57.*

## NEW HEADSHOT LOUNGE

Booth #835

Need to update your headshot? Head over to the Headshot Lounge and get your headshot taken by a professional photographer during exhibit hall hours.

## SOCIAL EVENT: ELECTRIC ESCAPEDE

Location: The Electric Playhouse

Tuesday, April 8, 2025 | 7:00 - 10:00 p.m.

Experience an immersive evening of interactive fun, great company and vibrant energy. Enjoy delicious food, a premium open bar and a night to remember with other ASHHRA attendees — all in a unique, high-tech playground. We can't wait to see you there!

*See more details on page 32.*

Sponsored by:



Social Event Partner:



## Opening Ceremony Keynote: Sara Ross



### Sara Ross

**Founder & Chief Vitality Officer, BrainAMPED**

Sara Ross is on a mission to help leaders and their people get out of survival mode and reignite a sense of aliveness in their work and lives. As the author of *Dear Work, Something Has to Change*, founder and chief vitality officer at the leadership research firm BrainAmped, Sara does this by using brain-science based approaches to teach people how to amplify their emotional intelligence, resilience, and well-being. Sara speaks worldwide to companies such as Microsoft, T-Mobile, PepsiCo., FedEx, Bayer, Wells Fargo, as well as to hospitals, educational institutes, various associations, and the US Navy SEALs. She is a coffee-loving meditation rookie who can't help but slip in the occasional Canadian "eh" at the end of a sentence.

SPONSORED BY:



## Connection Keynote: Robert (Bob) Riney



### Robert G. Riney

**President & CEO, Henry Ford Health**  
**2003 ASHHRA Board President**

Few leaders embody the spirit of resilience found at Henry Ford Health, across the state of Michigan, and throughout our region more deeply than Bob Riney.

With more than 45 years of service at Henry Ford Health, Bob has played a pivotal role through many times of transformation, including the organization's current era of unprecedented growth and expansion. A proud graduate of Wayne State University and lifelong Detroit, Bob's career at Henry Ford began in 1978 and has given him a uniquely comprehensive understanding of the health system's operations, organizational culture, and connection to the communities it serves.

A long-time ASHHRA member and 2003 ASHHRA Board President, Bob has been instrumental in spearheading some of Henry Ford Health's most ambitious projects to date. Before becoming CEO in 2022, Bob held numerous Henry Ford Health leadership positions including: President, Healthcare Operations and Chief Operating Officer; Chief Operating Officer; Senior Vice President and Chief Administrative Officer; and Senior Vice President and Chief Human Resources Officer.

SPONSORED BY:





# LEARNING SESSIONS

Learning sessions represent professional levels that include new-to-the-profession, mid-level managers, and strategic leaders. Each session has been defined with professional identifiers 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.

## PROFESSIONAL IDENTIFIERS

**LT 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.

**MLP MID-LEVEL PROFESSIONAL TRACK**  
Intended for generalists, specialists, or mid-level managers looking to obtain competencies to raise their skills to the next level.

**NP NEW-TO-THE-PROFESSION TRACK**  
Designed for those new to the HR field or new to healthcare. These sessions will help get you started and give you tools to know what to do next. .

**★ STRATEGIC BUSINESS MANAGEMENT CREDIT**  
This program has been submitted to the HR Certification Institute for review for strategic business management recertification credit.



## ABOUT ALBUQUERQUE

From its vibrant culture and arts scene to its world-class amenities and convenient accessibility, Albuquerque offers an unparalleled experience for all visitors. Whether you're seeking inspiration, convenience or simply a one-of-a-kind experience, discover why Albuquerque stands out as the ideal destination for this year's conference.

Albuquerque's unsurpassed beauty and attractions make it a must-visit city. The city's uniqueness is reflected in the culture, traditions, food, music, art, dress and attitude. Albuquerque is also a hub for ground-breaking high-tech research and sits at an elevation of over 5,000 feet, making it one of the highest major cities in the United States. Albuquerque hosts the annual Albuquerque International Balloon Fiesta, the largest hot air balloon festival in the world!

ASHHRA25 attendees can stop by the Visit Albuquerque desk near registration to learn more about maximizing your Albuquerque experience or go to [VisitAlbuquerque.org](http://VisitAlbuquerque.org).

12:00 - 1:00 P.M.

S1   

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## Eliminating Agency Staff through Talent Acquisition Strategies, Innovation & Interdisciplinary Collaboration

As many health systems were faced with difficult financial decisions coming out of the pandemic, hear how Tampa General Hospital was able to achieve and maintain zero travel agency team members across their inpatient nursing division using innovative Talent Acquisition strategies, collaborating with nursing leadership and interdisciplinary teams, measuring effectiveness, and adapting quickly. Learning the importance of partnership, remaining nimble to try new ideas, failing fast, and continuing to move forward was key to our success. With an established partnership, Nursing and People and Talent (Human Resources) are strategically positioned to better anticipate and solve workforce challenges, together.

### OBJECTIVES

- Learn the process for creating a self-sustaining flexible workforce model.
- Understand the benefits collaboration between People and Talent (Human Resources) and Nursing.
- Increase positive engagement among your team members.

### PRESENTERS

**Andrea Cichon, MBA, SHRM-CP, PHR**  
Vice President, Talent Acquisition  
*Tampa General Hospital*

**Horacio Figueroa, RN, MSN, NEA-BC**  
Vice President and Chief Nursing Officer  
*Tampa General Hospital*

**Tyler Carpenter, MS**  
Vice President, People and Talent  
*Tampa General Hospital*

S2   

110

## The Ever Changing Healthcare Talent Market – Meeting Five Generations Where They Are

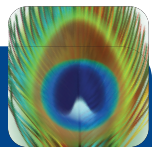
The healthcare talent market is on the move, from the great resignation to the great reshuffle, now meeting five different generations in the market. We have all felt the pain of the nursing shortage and now allied health shortages are here and could be just as impactful as the nursing shortage. Learn about opportunities you have to reach multiple generations and expose them to your culture.

### OBJECTIVES

- Identify and create opportunities in your back yard to attract talent.
- Understand the data in your market and identify how and where to target talent.
- Keep candidates engaged and attract talent through social media.

### PRESENTER


**Chantel Greenfield**  
Chief Talent Officer  
*Spartanburg Regional Healthcare System*




### REMINDER: Learning Session Evaluations

After attending each session, complete the evaluation in the mobile app. Your feedback is critical in helping us to deliver high-quality educational content.

#### LEARNING TRACK SELECTION & SESSION IDENTIFIERS

 Leader Track

 New-to-the-Profession Track

 Mid-Level Professional Track

 Strategic Business Credit



12:00 - 1:00 P.M.

S3 

130

S4 

140

## Keeping Abreast of Nurse Licensure Compact 2024 Amended Rules: Potential Impact on Nurse Employers

The Nurse Licensure Compact (NLC), which offers a multistate license to LPNs/VNs and RNs, has 42 member states and has existed since 2000. Over two million nurses in the nation hold a multistate license. Based on these measures, the NLC is an important topic to the vast majority of healthcare employers in the nation as it plays a role in their nurse staffing. In this nursing shortage era, nurses are increasingly utilizing the multistate license to practice in other states.

In January 2024, the NLC rules were amended. The most salient and critical amendment was to a rule related to the legal state of residency of the nurse. It is incumbent on nurse employers to understand the rule requirements as they hire nurses from NLC states. In light of the amended NLC rules, employers must consider their current policies and processes related to nurse onboarding in order to effectively manage their nursing workforce, which can be adversely affected by nurse non-compliance with NLC rules. This presentation will enable healthcare HR professionals to confidently assess that nurses in their employment are fully compliant with regulations which can ultimately impact the employer.

### OBJECTIVES

- Understand the requirements of Nurse Licensure Compact (NLC) rules, as amended in January 2024, especially pertaining to nurse residency and the importance of compliance with the rules.
- Understand the potential impact on employers when nurses are in violation of NLC residency rules.
- Understand how the NLC multistate license pertains to travel nurses, military spouses and military service persons who are nurses.

### PRESENTER

**James Puente, MS, MJ, CAE**

Director, Nurse Licensure Compact  
National Council of State Boards of Nursing

## The Balladeer Club: A Fun, HR Developed, Workforce-based Affinity Group Defining Our New Culture

With an idea born from the darkness and isolation of the pandemic, The Balladeer Club proved to be an unequivocal success that re-energized our organization and helped bring fun and light back into our organization. This affinity group was created and led by human resources for the parents and children of Ballad Health. The Balladeer Club was designed to renew and strengthen old connections between our team members and provide a platform for creating new ones. Like most other health systems, our workforce was depleted both in number and in spirit following the pandemic. Turnover was high and engagement was low. The composition of the workforce changed dramatically, team members no longer knew many of their co-workers and many felt alienated from the organization and its mission. Learn how we designed and implemented this fun group, changed processes as necessary, utilized surveys and metrics to gauge our progress, and grew the group to over 3,000 children and team members. Now an integral part of our culture and benefit program, the vision is to expand the number of workforce affinity groups to successfully meet additional goals of the organization.

### OBJECTIVES

- Learn the rationale for establishing the employee affinity group and how timing played a major role.
- Experience the energy of the Balladeer Club journey from its inception to its current state with over 3,000 active members.
- Review survey results, other engagement metrics, and lessons learned.

### PRESENTERS

**Hamlin J. Wilson, MS**

Vice-President, Employee Relations, and Organizational Development  
Ballad Health System

**Shawna Gragg**

Manager, Balladeer Children's Program  
Ballad Health

**Annie Brenner, M.Ed.**

Balladeer Children's Program Coordinator  
Ballad Health

1:10 - 2:10 PM.

S5    

115

## Balancing the Short and Long Game: Leadership Strategies for Building Resilient Teams in Healthcare

In today's rapidly changing healthcare landscape, leaders must navigate both immediate organizational needs and long-term strategic goals. This session features two transformative leaders who have successfully faced these dual challenges. One leader, a newly appointed CEO, shares her story of steering her organization amid both personal and professional challenges while fostering a culture that supports the "whole individual." By simultaneously focusing on short-term leadership team alignment and long-term capability building, she has created a cohesive, accountable team driving organizational success.

The second leader will discuss her journey of scaling an HR organization to meet the growing demands of a healthcare system in expansion. She will discuss the challenges she faced in both expanding and then contracting her organization to align HR to the organization's structure. She not only built a high-performing HR team but also developed individual leaders with the potential to succeed her in the CHRO role. Her approach to leadership development offers key insights into creating future-ready HR teams equipped to handle both present and future challenges.

### OBJECTIVES

- **Balancing Immediate and Strategic Goals:** Learn how to play the short-game by addressing immediate operational needs while focusing on the long-game of building leadership teams that can drive long-term organizational priorities.
- **Leadership Accountability and Cohesion:** Discover strategies for developing a unified, accountable leadership team capable of navigating complex regulatory environments while fostering a culture that supports the holistic well-being of employees.
- **Succession Planning and Scaling HR:** Gain insights into how to scale an HR organization effectively and develop emerging leaders with the potential to step into key leadership roles, ensuring continuity and organizational growth.

### PRESENTERS

**Tracy Duberman, Ph.D., FACHE**

President

*The Leadership Development Group*

**Kelly Martin, BBA**

VP, CHRO

*Texas Health Resources*

**Nordeen Gangani**

Chief People and Culture Officer

*LifeSource*

S6   

130

## Supporting Hospital Employees in their Own Healthcare Journeys

Research shows that hospital employees are less healthy than most other industries and employees don't understand benefits and are confused about their own healthcare journeys. This session explores the ironies about poor health and healthcare literacy among healthcare workers and specific strategies to improve health and effective use of healthcare. Join Caroline Barr, Benefits Analyst at LifePoint, and Eric Parmenter, Vice President of Hospitals at Quantum Health, to learn about strategic levers and tactics to improve the health, engagement and literacy of your workforce.

### OBJECTIVES

- Understand data about hospital workers' health and health literacy.
- Learn about strategic levers to pull to help hospital employees navigate benefits and healthcare more effectively resulting in better health and health literacy.
- Take away practical ideas that can be implemented at your hospital.

### PRESENTERS

**Eric Parmenter, Ph.D., MBA, CEBS, SPHR, RHU, REBC, CLU, ChFC, LUTCF**

Vice President of Hospitals and Health Systems

*Quantum Health*

**Caroline Barr, SHRM-CP**

Benefits Analyst

*LifePoint Health*



1:10 - 2:10 PM.

S7   

140

## Closing the Workforce Skill Gap: Building Lifelong Team Members through Public-Private Partnerships

There are 7.1 million unemployed individuals in the United States, 17.3 million high school students, and 11.5 million full time undergraduate students. That's a talent pool of over 35 million to fill roughly 3 million healthcare jobs. Unfortunately, there's a mismatch between the interest and skill of the external workforce and the competencies valued by healthcare organizations.

This session will discuss how taking a holistic approach focusing on the full journey from high school to industry to post-secondary can close this gap while also creating engaged employees who'll stay for the long haul. Furthermore, these initiatives drive community wellness and create economic mobility.

We'll anchor to the Baylor Scott & White collaboration with Uplift Education that resulted in a first of its kind healthcare high school in Dallas. As we walk through this collaboration we'll follow the scholar experience from 8th grader with an interest in healthcare, to high school CTE scholar pursuing industry certification, into industry valued roles, and finally moving into aligned grant-funded post-secondary programs.

### OBJECTIVES

- Gain an appreciation for how workforce development efforts can have an immediate lasting impact.
- Explore how private-public models create aligned objectives and engaged healthcare team members.
- Understand how the impact of these collaborations go beyond employment, bringing wellness and economic mobility to disadvantaged communities.

### PRESENTER

#### Phil Kendzior

Vice President, Workforce Development Programs  
*Baylor Scott & White Health*

S8   

110

## Creating a Culture of Well-being and Safety

In this session participants will learn how to create a culture of well-being and safety by starting with care for the caregiver and taking steps to include not only mental well-being but also physical safety. This was achieved by engagement from physicians, leaders, staff and community partnering in activities to promote healthy living by implementing our organization as a Blue Zones supporter and through sound relationships internally and with the community.

### OBJECTIVES

- Take away tips on beginning your own journey toward well-being through meaningful relationships within your organization and community.
- Establish a Blue Zones healthy living.
- Encourage internal MOAIs to increase healthy work relationships.

### PRESENTERS

#### Gary L. Pastore, MSL, CHHR

Associate Vice President of Human Resources Operation  
*HonorHealth*

#### Dr. Tiffany Pankow

Vice President – Chief of Caregiver Wellness & Patient Experience  
*HonorHealth*

### LEARNING TRACK SELECTION & SESSION IDENTIFIERS



Leader Track



New-to-the-Profession Track



Mid-Level Professional Track



Strategic Business Credit

2:20 – 3:20 P.M.

S9    

110

S10  

130

## AI in Hiring: Practical Applications & Future Innovations in Recruitment

AI is rapidly transforming the way HR teams source, engage and hire talent. This session explores how AI is currently being used to enhance recruitment processes and what the future holds for AI-driven hiring strategies.

Join Rollis Fontenot III as he shares real-world examples of AI in action, from optimizing job postings and automating hiring workflows to using AI tools to create candidate video content. Learn how AI can streamline recruiter interviews, enhance job descriptions, and even generate automated hiring plans. The session will also dive into future AI possibilities, including AI-powered candidate analysis, automated outreach, and intelligent interview review systems.

If you're looking to future-proof your recruitment strategy and integrate AI into your hiring process, this session will equip you with practical tools and insights to get started.

### OBJECTIVES





- AI-Powered Recruitment Strategies: Optimize job postings, streamline hiring plans, and enhance recruitment marketing using AI tools.
- Future AI in Hiring: Explore AI-powered interview reviews, candidate communication, and automated outreach.
- Prepare for AI Adoption: Understand ethical considerations, evaluate AI tools, and integrate AI into recruitment workflows.

### PRESENTER

#### Rollis Fontenot III

Founder  
Ascend HR Corp

**LEARNING TRACK SELECTION & SESSION IDENTIFIERS**

<p> Leader Track</p> <p> Mid-Level Professional Track</p>	<p> New-to-the-Profession Track</p> <p> Strategic Business Credit</p>
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## Building Future-Fit Leaders: A Strategic Leadership Approach at Donor Network of Arizona

Donor Network of Arizona (DNAZ) faced significant challenges addressing constant industry shifts, operating during and after the COVID-19 pandemic, significant regulatory changes, and increased competition. Combined with rapid organizational growth and the impending retirements of numerous leaders, DNAZ needed a comprehensive strategy to ensure leadership continuity, build a strong talent pipeline, and better prepare its leaders to meet the demands of the future.

This session delves into DNAZ's successful leadership transformation. In 2022, the organization launched a leadership strategy designed to clarify leadership expectations, assess leadership readiness and organizational bench strength, and foster a culture of growth and accountability. By aligning leadership requirements with hiring, performance, promotion, and succession planning, DNAZ has built a robust pipeline of high-performance leaders who are focused on growth and development.

This strategy has significantly impacted organizational performance, with DNAZ nearly doubling its workforce over a five-year period, and restoring and increasing organ and tissue donation beyond pre-pandemic levels. Learn how this approach led to better leadership clarity and confidence, improved organizational performance, and a pipeline of qualified leaders ready to take the organization forward. DNAZ's experience offers actionable insights for anyone looking to future-proof their leadership through strategic talent development.

### OBJECTIVES

- Learn how to build a talent pipeline to fill open positions easily and ensure leadership continuity.
- Understand how to assess leadership readiness to tackle future challenges and evaluate your overall bench strength.
- Discover how the right development programs can strengthen your leadership capabilities to drive organizational growth and change.

2:20 – 3:20 P.M.

## PRESENTERS

**Kelsie McClendon, SPHR, SHRM-SCP**  
Vice President of Talent and Culture  
*Donor Network of Arizona*

**Matt Warner, MPA, SHRM-SCP**  
Director of Talent Management & Culture  
*Donor Network of Arizona*

S11 

140

## Building a Diverse Healthcare Workforce: Addressing Disparate Impact and Advancing Health Equity

In the ever-evolving healthcare landscape, fostering a diverse workforce is not only a moral imperative but a critical business strategy to improve patient care and outcomes. This session will explore the challenges and strategies for addressing disparate impact in recruitment and retention while advancing health equity within healthcare organizations. Gain practical tools to reduce bias, implement inclusive hiring practices, and create a culture that supports diversity at all levels of the organization.

### OBJECTIVES

- Understand Disparate Impact: Learn how hiring practices, even unintentionally, can create adverse effects on underrepresented groups and understand the legal implications for healthcare organizations.
- Develop Inclusive Recruitment Strategies: Discover actionable approaches to attract and hire diverse candidates, including sourcing, assessment, and reducing bias in the hiring process.
- Retain Diverse Talent: Explore retention strategies that foster belonging, leadership development, and mentorship opportunities for diverse employees.

### PRESENTER

**Danielle Gilbert, MBA, PHR, SHRM-CP**  
HR Executive  
*ChildSavers*

S12 

115

## Healthcare Labor Update, Spring 2025: Understanding the Factors Fueling Healthcare Union Organizing and How Healthcare Leaders Should Respond

In 2025, hospitals and health systems continue to face workforce challenges, including turnover, staffing shortages and surging labor costs. At the same time, union organizing targeting nurses, advanced practice providers, physicians (including residents and fellows), and other healthcare workers continues to surge.

Although the outcome of the November 2024 election is expected to have a favorable impact on the regulatory environment (i.e., National Labor Relations Board and Department of Labor), record high union approval in combination with a tight labor market will continue to fuel healthcare union organizing.

Attend this important session to learn the latest regarding healthcare union organizing and how unions are taking advantage of the challenges facing healthcare employers.

### OBJECTIVES

- Advance your understanding of how workforce challenges facing hospitals and health systems can fuel vulnerability to union organizing.
- Learn about the latest tactics labor unions use to target healthcare workers, including how unions exploit staffing, workload, and safety and security concerns.
- Learn best practices for increasing employee engagement and how these strategies also lower vulnerability to union organizing.

### PRESENTER

**Christopher Cimino**  
President and CEO  
*Chessboard Consulting*

3:30 - 5:00 P.M.

## WELCOME RECEPTION

### Civic Plaza

Kick off the conference with a cocktail and light bites with your fellow attendees at the Civic Plaza. You don't want to miss the special cultural performance just for ASHHRA attendees!



7:30 - 9:50 A.M.

## Helping Hands for Ronald McDonald House

7:30 - 8:30 a.m | Near Registration

Come help create a comfort buddy for a child at Ronald McDonald House! Stuff the buddy with love and support and then write a special message or drawing on their shirt.

Sponsored by:



## Breakfast

8:00 - 8:30 a.m | Hall 2

## Opening Ceremony and Keynote: Sara Ross

8:30 to 9:50 a.m | Hall 2

### Sara Ross

Founder & Chief Vitality Officer  
BrainAMPED

## The Confidence to Get Knocked Down and the Resilience to Get Back Up

“What would you do if you could not fail?”

This is a good, thought-provoking question, but unfortunately, it is inherently flawed. If you are going to take on bold goals, get outside of your comfort zone, try new things, and build new skills – it will be hard, and you will fail along the way.

Instead, “What would you do if you knew that even if you failed, you’d be okay?” This is what it means to have the confidence to get knocked down and the resilience to get back up; stronger, faster, and healthier each time. While researching for her upcoming book, “Dear Work, Something Has to Change,” Sara Ross found that in a time of record-setting stress, uncertainty, and change, those most successful didn’t fail less often. Instead, they learned better. It’s the connection between confidence and resilience that free’s people to consistently stretch their potential to innovate, adapt, and thrive – even in the most stressful times.

Too many people miss out on opportunities in work and life because they lack the confidence to try. It might be taking on a new role, adjusting to changing client expectations and competitive market landscapes, or simply seeking feedback.

All because they fear that they aren’t equipped to handle the obstacles that come with each.

In this keynote, Sara will change that by taking you through a practical four-step method to strengthen your confidence–resilience loop by:

- Explaining the brain science of emotions under stress and sharing a strategy to address the three thieves of confidence: perfection, comparison, and the fear of judgment.
- Addressing common misconceptions about what confidence and resilience are and how each is built and maintained.
- Identifying where mindset shifts will help change the narrative of the story people tell themselves when it’s keeping them stuck, scared, discouraged, and overwhelmed.
- Building a “resilience resume” to highlight strengths and experiences to draw from when faced with obstacles and channel both into positive, momentum-creating action.

Opening Ceremony Keynote Sponsored by:



10:00 A.M. - 12:30 P.M.

## Expo Hall | Lunch | Rapid Fire Sessions

### Hall 1

The Exposition in the exhibit hall is one of the highlights of the conference. With more than a hundred prominent companies in healthcare HR offering innovative solutions and forward-thinking strategies, you will walk away with the information and strategies that will be useful to you once you return to your office.

The exhibitors and sponsors are critical to the success of the conference so be sure to thank them by visiting their booths and learning how they can help make your job easier. And while doing so, make sure you’re completing your Search for Solutions form so you can win some amazing prizes!

Lunch will be in the Exhibit Hall **Monday (11:30 a.m. to 12:30 p.m.) and Tuesday (12:00 to 1:30 p.m.)**.

Rapid Fire Session details are on page 54-57.

12:40 - 1:40 P.M.

M1 

115

## EXECUTIVE SYMPOSIUM

### Enhancing Training Retention: Strategies for Long-Term Impact

Training programs in healthcare organizations are often resource-intensive and time-consuming, yet many fail to produce lasting changes in employee behavior and performance. In this session, healthcare HR executives will explore strategies for ensuring that training programs not only impart knowledge but also lead to sustainable, long-term behavioral shifts. With guidance from the executive panel, the discussion will dive into innovative approaches that go beyond traditional methods. By focusing on the long-term impact of training, the panel will highlight proven strategies to increase knowledge retention, foster employee growth, and align training with organizational goals.

Attendees will gain insights into leveraging modern learning techniques such as spaced repetition, post-training reinforcement, and creating ongoing learning opportunities. By embedding training into the workflow and encouraging consistent practice, organizations can maximize their investment in employee development while driving improved performance across the workforce. This session will challenge HR executives to rethink how they approach training, positioning them to create programs that truly “stick” and generate meaningful, lasting change.

This panel will also explore how to evaluate the effectiveness of training programs over time, identify areas for improvement, and ensure continuous learning becomes ingrained in the organizational culture. By the end of this session, healthcare HR leaders will leave with actionable insights to refine their own training strategies, increase employee engagement, and build a workforce that is better equipped to meet the evolving demands of healthcare.

## OBJECTIVES

- Implement Evidence-Based Training Techniques to Maximize Retention  
Participants will learn how to integrate proven learning techniques such as spaced repetition, microlearning, and post-training reinforcement into their healthcare training programs to enhance retention and ensure long-term behavioral changes.
- Align Training Initiatives with Organizational Goals for Sustained Impact  
Executives will understand how to align training programs with broader organizational objectives, ensuring that training supports not only employee development but also strategic priorities such as patient care quality, operational efficiency, and workforce engagement.
- Create a Culture of Continuous Learning to Reinforce Training Outcomes  
Attendees will discover how to foster an environment of continuous learning within their organizations, moving beyond one-time training events to cultivate a sustained learning journey that empowers employees, strengthens job satisfaction, and drives long-term organizational success.

## PRESENTERS

### MODERATORS

**Bo Brabo, SPHR**

Co-Host

*The ASHHRA Podcast*

**Luke Carignan, PHR, SHRM-CP**

Co-Host

*The ASHHRA Podcast*

### PANELISTS

**Kristin Baird, MHA, BSN, RN**

*President/CEO, Baird Group*

*Additional panelists can be found in the mobile app.*

#### LEARNING TRACK SELECTION & SESSION IDENTIFIERS



Leader Track



New-to-the-Profession Track



Mid-Level Professional Track



Strategic Business Credit

12:40 - 1:40 P.M.

M2 NP

140

M3 ▲

110

## Workplace Investigation Concerns Your HR Mentor Never Told You About

While workplace investigation sessions are common in HR conferences, this session would focus on healthcare-specific as well as atypical items encountered in investigations such as:

- Workplace Criminal activity
- Drug diversions
- Special considerations for medical residents, students and volunteers
- Special considerations for incidents involving patients and vulnerable populations (e.g. children, Developmentally Challenged team members)
- A.I. Deep Fake evidence
- Temporary Restraining Orders in the workplace
- HIPAA concerns
- Remote workers

### OBJECTIVES

- Better preparation for the unexpected.
- Reduce risk to yourself and your organization.
- Advance towards becoming a subject matter expert.

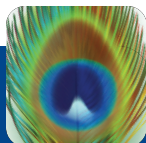
### PRESENTERS

**George Liothake, CHHR, SCP, SPHR, CCP, CBP, SHRM-SCP,**  
Director, Workforce Relations  
*Atlantic Health System*

**Connie Werner-Hopkins, MBA**  
Regional Director of Workforce Experience  
*Atlantic Health System*

### REMINDER: Learning Session Evaluations

After attending each session, complete the evaluation in the mobile app. Your feedback is critical in helping us to deliver high-quality educational content.



## The Next Frontier of Leadership Development: Employee Well-being

You don't have to be at the top of your organization to make a difference in the health and well-being of the people you lead. You certainly don't need to be a clinician or part of the health and wellness team. You just need to know what to do.

There's almost universal agreement that employee health and well-being is important to not only the employee, but also the organization. However, what's not universal is a consensus on the best way to support employee health and well-being. One thing is certain, managers play an outsized role in the employee experience. A global survey of more than 2,000 employees found that 69% shared their manager impacts their mental health: a tie with the answer 'spouse'.

Currently, only one of the top 25 business schools ranked by U.S. News and World Report includes courses in their core curriculum which directly address employee health and well-being. Furthermore, SHRM doesn't include employee health and well-being amongst its competencies, skills and knowledge needed to pass the certification test. So, who is training our future business and HR leaders?! You will be once you attend this session.

### OBJECTIVES

- Describe how business leaders are currently being educated in employee health and well-being in business schools.
- Imagine you are making the case to your CHRO. List three reasons why it's important to include employee health and well-being in your leadership development portfolio.
- Provide three different strategies for implementing employee health and well-being into your leadership development program.

### PRESENTER

**Richard Safer, M.D.**  
Chief Medical Director, Employee Health and Well-Being  
*Johns Hopkins Medicine*



12:40 - 1:40 P.M.

M4 ▲

130

## Revolutionizing Supplemental Benefits for Health Systems: Enhancing Employee Retention and Financial Efficiency

In this interactive session, Mike Schaller, COO of BeneRe and former ProMedica executive, will share insights on how healthcare organizations can revolutionize their supplemental benefits programs through BeneRe’s innovative group captive insurance model. Learn how BeneRe has helped leading health systems significantly reduce premiums, increase employee satisfaction, and reinvest millions in year-end dividends to support wellness and engagement initiatives. Attendees will walk away with actionable strategies to enhance recruitment, improve financial transparency, and foster employee well-being in today’s competitive healthcare labor market.

### OBJECTIVES

- Understand how supplemental benefit models can provide cost efficiency and improved employee benefits.
- Learn from real case studies how year-end dividends can be reinvested in employee health and wellness programs.
- Discover how to leverage supplemental benefits as a tool for recruitment and retention in healthcare.

### PRESENTERS

#### Mike Schaller

COO  
BeneRe (Formerly of Promedica)

#### Joe Sadik

National Director of Captive Programs  
BeneRe

1:50 - 2:50 P.M.

M5 ▲ MLP ★

115

## Transforming HR Service Delivery – The Great, The Good, The Ugly

The transition from a decentralized HR delivery structure to a centralized HR Shared Services model is a significant undertaking, especially for a multi-facility healthcare system. This journey not only involves restructuring processes but also necessitates cultural shifts, technology investments, and careful attention to change management. In this overview, we will explore the key aspects of our transformation, focusing on the cultural changes required, technology deployment, and the lessons learned in fostering change readiness.

### OBJECTIVES

- Navigate cultural resistance to HR Shared Services delivery.
- Leverage technology to transform service delivery.
- Leverage SLA metrics and feedback mechanisms for continuous process improvement.

### PRESENTERS

#### Dwight Dorsey, MHRM

Administrative Director Human Resources Operations  
Franciscan Health

#### Karen Smithers

Administrative Director Human Resources Operations (Retired)  
Franciscan Health

#### MaryJo Smith, ICF Certified Executive Coach

Chief Human Resources Officer  
Franciscan Health

### LEARNING TRACK SELECTION & SESSION IDENTIFIERS



Leader Track



New-to-the-Profession Track



Mid-Level Professional Track



Strategic Business Credit

1:50 - 2:50 P.M.

M6 

110

M7 

130

## Building the Bench: Establishing Comprehensive and Diverse College Internship Programs

Internships are vital for college students in gaining the skills and real-world experiences to complement what they are learning in their course work. Internships also benefit employers as they expose high-achieving college students to their organizations and hopefully lead to retaining interns as full-time employees. A comprehensive and holistic internship program does more than simply provide work and a paycheck to the student – it also offers professional development opportunities, mentoring, and other ways to engage students and help them develop affinity for the organization. Participating in such a program is especially important for students from diverse and underrepresented backgrounds as they often do not have access to these opportunities.

Eskenazi Health in Indianapolis has developed two comprehensive internship programs: one for Indianapolis-area students attending college at a Historically Black College and University (HBCU), and the other for college students with physical disabilities. Both paid internship programs offer a range of supports to help the students with skills and resources needed to be successful in their internships and in the job searches after graduation. The presenters will describe each program in depth and provide attendees with practical guidance as to how they can establish similar programs.

### OBJECTIVES

- Learn why internships are critical for college students, and especially so for students from underrepresented populations.
- Describe the facets of a comprehensive internship program and how these have been implemented at Eskenazi Health.
- Receive specific tips and suggestions for creating their own internship programs.

### PRESENTERS

#### Larry Markle

Director, Gregory S. Fehribach Center  
*Eskenazi Health*

#### Christia Hicks

Chief Human Resources Officer  
*Eskenazi Health*

## State of Workforce Mental Health: Actionable Solutions for Health Systems

Mental health concerns in healthcare are reaching a critical point, with rising numbers of employees facing serious challenges like addiction, trauma, anxiety, and depression. For our fifth annual State of Workforce Mental Health Report, we surveyed HR and benefits leaders to uncover the key challenges ahead. Join Lyra Health, for insights into the report's findings, predictions for mental health in health systems, and actionable strategies for building healthier teams.

### OBJECTIVES

- Explore the top findings from global, annual research.
- Learn impactful steps health systems can take to support workforce mental health.
- Discover essential criteria when evaluating mental health benefits.

### PRESENTER

#### Alethea Varra, Ph.D.

Senior Vice President of Clinical Care  
*Lyra Health*

1:50 - 2:50 P.M.

M8 

140

## Engaging Hidden Stakeholders: Setting Your Health Benefits Apart

Health benefits are one of the most expensive pieces of the employee benefits package—yet many employers aren't getting the most from their investment, in part due to lack of participant education and engagement which can lead to employees being over or under insured. Based on new research by Fidelity Health<sup>SM</sup> Thought Leadership that combines sentiment from benefit leaders, employees and spouses, and the doctors caring for them, this session will discuss how learning from "hidden stakeholders" can help employers move the needle on employee health outcomes and bend the cost curve.

### OBJECTIVES

- Better understand the importance of getting employees and their spouses in sync about health benefits available to them.
- Discover the communication, engagement, and incentive strategies that hold the most promise for reaching Gen Z, our newest generation in the workforce.
- Understand what clinicians see as opportunities for employers to improve health benefits.

### PRESENTERS

#### Ben Isgur

Vice President, Health Care Thought Leadership  
*Fidelity Health<sup>®</sup>*

#### Tim Ruggles

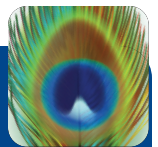
Senior Vice President, Healthcare Practice Leader  
*Fidelity Investments*

3:00 - 5:00 P.M.

## Expo Hall Happy Hour

Show our sponsors and exhibitors your appreciation by coming back on Monday afternoon for the Expo Hall Happy Hour.

The Headshot Lounge (Booth #835) will be open, so get ready for your close-up! This is also another opportunity for you to complete your Search for Solutions form, and scan the **Prize Board** (located between booths 720 and 726) to see if you won a prize from one of the exhibitors. Cheers!



### REMINDER:

### Learning Session Evaluations

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### LEARNING TRACK SELECTION & SESSION IDENTIFIERS



Leader Track



New-to-the-Profession Track



Mid-Level Professional Track



Strategic Business Credit



8:00 - 9:20 A.M.

## Breakfast

8:00 - 8:30 a.m | Hall 2

## Connection Keynote: Bob Riney

8:30 - 9:20 a.m. | Hall 2

### Robert G. Riney

President & CEO, Henry Ford Health  
President, ASHHRA Board of Directors, 2003

## The Human Connection: Building a Culture of Belonging in Healthcare Leadership

Healthcare's greatest asset is its people, and the ability to build a culture of belonging has never been more critical. In this thought-provoking keynote, Bob Riney, President & CEO of Henry Ford Health, will share his passion for creating inclusive, resilient healthcare teams that feel empowered, engaged, and aligned with a shared purpose. Drawing on more than 45 years of leadership experience, Bob will unpack the core elements of fostering a workplace culture where every team member feels valued, heard, and inspired to contribute their best.

With healthcare leaders facing unprecedented workforce challenges, Bob will explore the transformational impact of belonging on engagement, innovation, and patient outcomes. Through real-world examples, practical strategies, and a deep commitment to human connection, Bob will demonstrate how to lead with authenticity and foster environments where trust and respect drive collaboration, creativity, and growth. He will also address the powerful link between culture, well-being and resilience, offering insights into how leaders can reimagine their organizations to thrive in today's complex healthcare landscape.

Whether you're navigating workforce shortages, addressing burnout, or simply seeking to elevate your leadership approach, this keynote will provide you with the tools and inspiration needed to cultivate a culture of belonging that empowers people and transforms healthcare. This keynote will leave you inspired and equipped to lead with purpose and build a culture that not only strengthens teams, but also elevates healthcare for all.

## OBJECTIVES

- **Redefine Leadership Through Belonging:** Learn how to create a culture where every team member feels valued, respected, and connected to a shared purpose, unlocking higher levels of engagement and innovation.
- **Empower Teams for Resilience and Growth:** Gain actionable strategies to address workforce challenges, such as burnout and turnover, by fostering trust, collaboration, and a sense of psychological safety.
- **Leverage Culture to Drive Organizational Success:** Explore the link between a strong culture of belonging and improved patient outcomes, team performance, and organizational growth, with practical steps to lead transformative change.

*Connection Keynote Sponsored by:*



9:30 - 10:30 A.M.

T1   

115

T2  

140

## Top Priorities for People Leaders

HR's scope of work continues to expand. People leaders will continue to face increasing organizational demands to provide greater and more complex types of support with limited additional resources and a fatigued workforce. Organizations now task people leaders with addressing issues like creating a more human-centric employee value proposition, increasing hybrid work productivity, and augmenting processes with AI. These are all new responsibilities that require unique expertise.

### OBJECTIVES

- Identify the top five priorities for HR leaders.
- Discover new experiences and skills that can be gained outside of your current role.
- Hear examples of applied strategies.

### PRESENTER

**Dr. DeLancey Johnson FACHE, SPHR, SHRM-SCP, sHRBP, SWP, LDSS**

Sen. Vice President, Assoc. Chief Talent Officer  
Parkland Hospital System

## Future-Ready Vibes: Powering Innovation with Employee-Generated Content

This session will equip attendees with the knowledge and tools to harness employee creativity in response to the evolving workplace environment. Participants will learn to implement content creation initiatives using current technology and media resources. The session will cover best practices for setting up and encouraging employee-generated content programs that foster immediate innovation and engagement. Attendees will gain insights into aligning these initiatives with current generational trends and fostering a culture of creativity that leverages employee insights to future-proof their organizations.

### OBJECTIVES

- Value Employee-Generated Content: Understand its impact and the cultural/economic forces driving innovation.
- Implement Content Creation: Set up programs using current technology and foster an inclusive, creative culture.
- Leverage Insights and Overcome Barriers: Use content for real-time insights and address potential roadblocks.

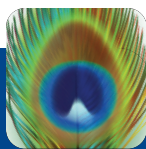
### PRESENTER

**Tim "Mr. Meaningful Work" Olaore**

Director, Leadership Residency  
Adventist Health

### REMINDER: Learning Session Evaluations

After attending each session, complete the evaluation in the mobile app. Your feedback is critical in helping us to deliver high-quality educational content.



#### LEARNING TRACK SELECTION & SESSION IDENTIFIERS



Leader Track



New-to-the-Profession Track



Mid-Level Professional Track



Strategic Business Credit

9:30 - 10:30 A.M.

T3 

110

T4 

130

## Supporting Disabled Veterans and Caregivers: From Surviving to Thriving in the Workforce

As Veterans navigate the often-difficult path to civilian employment after service, they also are often managing unique needs if they have a disability. Voya Cares and Easterseals commissioned original research to look beyond efforts to hire Veterans to better understand what it means to support veterans with disabilities and their caregivers.

How can employers provide additional support for disabled veterans and their caregivers in the workplace?

We will dive deep into how to coordinate VA and employer benefits, including healthcare insurance and HSAs as vehicles for retirement planning.

### OBJECTIVES

- How a plan sponsor can help disabled veterans and caregivers navigate the challenges of transitioning from service to civilian life and work.
- How a plan sponsor can help veterans with disabilities gain confidence about their long-term financial future and retirement.
- How can a plan sponsor help caregivers meet their own needs and benefit from programs and resources that help them balance the demands of work and caregiving.

### PRESENTERS

#### Kathie Tarpey

AVP, Voya Cares Center of Excellence  
Voya Financial

#### Jerry Hulick, CLU, ChFC, ChSNC, CLTC

Principal  
Caring Consulting Group

## Code Blue: Resuscitating Respect and Well-being in Healthcare Workplaces

In healthcare, where saving lives is the mission, a silent crisis threatens from within: workplace bullying. This epidemic erodes team cohesion, patient care, and staff well-being. It is a devastating impact of toxic work environments on healthcare professionals. In this session, we'll diagnose the root causes of workplace bullying in healthcare settings and prescribe effective treatments to foster a culture of respect and well-being. Drawing from real-world case studies and evidence-based strategies, we'll explore how HR professionals can play a pivotal role in transforming workplace dynamics. Learn how to implement early intervention techniques and create robust support systems for employees, including collaborating with conflict resolution resources for rebuilding trust in your organization. By the end of this session, you'll be equipped with a toolkit of practical solutions to revitalize company culture, boost employee satisfaction, and ultimately enhance patient care. Join us to learn how to resuscitate respect and well-being in your healthcare workplace – because a healthy work environment is the foundation of quality healthcare.

### OBJECTIVES

- Identify Bullying: Learn to recognize signs of workplace bullying in healthcare and understand its impact on staff, patients and organizational culture.
- Implement Interventions: Discover strategies to address bullying, using conflict resolution and confidentiality to promote systemic change.
- Foster Respect and Well-being: Gain tools to enhance staff resilience and job satisfaction, creating a respectful and collaborative workplace.

### PRESENTER

#### Herschelia Brown

Workplace Mediator, Ombudsperson, and Author  
*In Agreement Dispute Resolution, LLC*

### LEARNING TRACK SELECTION & SESSION IDENTIFIERS



Leader Track



New-to-the-Profession Track



Mid-Level Professional Track



Strategic Business Credit



10:40 – 11:40 A.M.

T5 ▲

115

## Breaking Bad Recruitment: Transforming into a Talent Adviser

The ATS is perfectly optimized for declining all but one candidate. But what happens to the silver medalists, the ones who fell just short? Is there a role in an organization for them too?

This session focuses on the necessity of working the person, not the job description. Talent-starved organizations should not miss out on future employees simply because they didn't capture the brass ring the first time around.

Recruiters and talent teams will learn how to become talent advisors, a more strategic role that counsels candidates on where they might be a good fit, regardless of the job they applied for.

Recruitment teams today are so bogged down by low-value administrative tasks that sourcing isn't even getting done. It's not recruiters' fault. They are supposed to handle screening, scheduling, paperwork processing and a host of other time-consuming responsibilities. But the constant demand for talent makes it all but impossible to keep up.

### OBJECTIVES

- Learn how to work the candidate, not the job description.
- Discover what tasks are ideally suited to humans and robots.
- Learn how to look beyond people, process and technology.

### PRESENTERS

#### Luke Carignan, PHR, SHRM-CP

Strategic Director, Healthcare  
*Phenom*

#### Ellen Page, SPHR, RACR

Director, Talent Acquisition  
*Franciscan Health*

T6 ▲ MLP

140

## Communications that Matter: The Value of Verbatim Employee Feedback

In 2023, Memorial Health System began to rethink their HR communications, looking inward to establish transparency between hospital leadership and their nursing units. Drawing from their employee engagement data, including open-ended questions, the hospital started incorporating themes from their care team's comments during staff meetings and huddles, all while truly taking that feedback to heart when planning improvement initiatives. These changes broke down perceived walls between staff and leadership to show genuine desire from management to strengthen their employee engagement and well-being. As such, this move has been accompanied by improvements across all dimensions of Memorial's employee engagement studies, including a 6.3% top box improvement for "Upholding Mission," 3.9% growth in "Senior Leadership," and a 6.8% increase in "Patient Care" year-over-year.

This session explores the lessons learned from Memorial's refreshed approach to employee communications, covering how attendee organizations can field and utilize open-ended feedback to create transparency, inspire meaningful dialogue, and ultimately improve employee engagement in their organizations.

### OBJECTIVES

- Explore innovative ways to incorporate employee feedback in their organizational and HR communications.
- Discover strategies for identifying improvement opportunities within open-ended comments and analyzing employee sentiment.
- Visualize the impact of leadership and communicative transparency on employee engagement and overall hospital performance.

### PRESENTERS

#### Phil Amos

Human Resources Director  
*Memorial Health System*

#### Tracy Hall, MSHAL

Director, Physician & Employee Solutions  
*PRC*



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10:40 – 11:40 A.M.

T7   

110

## Agility 101: Building the Foundations of a Flexible Workforce

Join this session to gain actionable insights on how to stop managing staffing symptoms and start addressing the root causes with modernized, flexible workforce solutions. Dr. Dani Bowie, an experienced healthcare leader, will offer practical guidance to overcoming staffing shortages through innovative, flexible workforce models.

Attendees will get step-by-step guidance on establishing a flexible workforce with tips for building central staffing and scheduling offices, integrating float pools and policies, and using AI and workforce technology to streamline operations. Dr. Bowie will also provide actionable insights on creating and scaling internal resource pools (IRPs) and internal travel programs—proven methods that reduce reliance on external labor and stabilize staffing levels.

Through real-world experiences and best practices, this session will provide a roadmap for healthcare leaders ready to take bold steps toward optimizing labor costs and driving transformational change in their organization.

### OBJECTIVES

- Get a clear roadmap for designing and implementing flexible workforce strategies that address staffing shortages and enhance operational efficiency.
- Learn best practices for developing central staffing offices, float pools, and incentive programs that improve staff retention and support a modern, agile workforce.
- Discover how to leverage AI and workforce technology to optimize staffing operations and reduce labor costs.

### PRESENTERS

#### Dani Bowie, DNP, RN, NE-BC

SVP of Solution Design, Workforce AI  
*Aya Healthcare*

#### Brienne Sandow, MSN, RN, NEA-BC

Chief Operating Officer/Chief Nursing Officer  
*St. Luke's Health System*

T8   

130

## Centralization – A Strategic Imperative

Centralization is more than a structural choice—it's a strategic imperative. Many health systems are reassessing organizational design in the face of evolving labor challenges, rising costs, and ongoing consolidation. By adopting centralized functions, organizations can address these issues more effectively. Centralization enables better alignment of skill sets to patient needs, streamlines operations, and supports financial sustainability. This strategy isn't limited to system-wide changes; it can also be applied regionally or within specific departments or entities. However, careful design consideration, implementation planning, and a thoughtful rollout strategy is important to help ensure positive outcomes.

Why it Matters: Centralization can significantly enhance cost efficiency and the overall efficacy of operations. As systems navigate mergers, acquisitions, strategic shifts, and growth, the need for centralization becomes pivotal. Not only can it reduce costs, but it can also enable organizations to respond to the needs of their business units in a consistent, system-driven manner.

### OBJECTIVES

- Learn how health systems are centralizing.
- Learn the benefits of centralization.
- Discuss considerations for centralization.

### PRESENTERS

#### James Roth

Managing Principal, Workforce Analytics  
*SullivanCotter*

#### Sean Butler

Director, Client Experience  
*SullivanCotter*

#### LEARNING TRACK SELECTION & SESSION IDENTIFIERS



Leader Track



New-to-the-Profession Track



Mid-Level Professional Track



Strategic Business Credit

11:45 A.M. – 2:15 P.M.

## Expo Hall | Lunch | Rapid Fire Sessions

Here's your last chance to connect with your valued sponsors and exhibitors. Not only do they have a variety of products and services to share with you, their presence helps ASHHRA offer many great options for learning and networking. Our partnerships are critical as we continue our efforts to meet your membership needs.

Lunch will be served from 12:00 to 1:30 p.m., and Rapid Fire sessions will also be in the education theatre.

And don't forget to drop off your completed Search for Solutions form before 2:00 p.m. at the Center for Excellence raffle drum so you can qualify for the drawing!

2:25 – 3:25 P.M.

T9  

115

## THOUGHT LEADER FORUM

### Advancing Women's Musculoskeletal Health: Insights from Groundbreaking Research

One in four women suffers from a pelvic floor disorder—yet women's musculoskeletal (MSK) health has long been under-researched and undertreated.

A newly published, first-of-its-kind study examines the clinical impact of a digital women's pelvic health program, revealing significant reductions in pelvic pain and depression after 12 weeks. Despite making up the majority of the healthcare workforce, women often face unmet MSK health needs—especially conditions like chronic pelvic pain. New research is shedding light on how digital MSK solutions can improve access to care and drive better health outcomes for women.

Hear from Hinge Health's DPT, Claudia Canales, as she shares key findings from this groundbreaking study. Plus, learn from an employer on how they are driving adoption of the Hinge Health Women's Pelvic Health program for their workforce.

2:25 – 3:25 P.M.

## OBJECTIVES

- Learn the key clinical outcomes from the study and their impact on MSK care.
- Discover how this research is shaping the future of digital health for women.
- Understand the role of digital solutions in expanding access to high-quality care for women with chronic pelvic pain.

## PRESENTER

**Claudia Canales, PT, DPT**  
Doctor of Physical Therapy  
*Hinge Health*

T10   

140

## The Science of DEI

This engaging workshop is built on the Table of Diversity as the foundation for effective DEI, similar to how the Periodic Table of Elements is fundamental to chemistry. Participants will explore an expanded definition of diversity and intersectionality to better understand our own identity and make space for others. Just as scientists study the properties and interactions of elements, we will examine how individual differences and intersections influence workplace dynamics and team performance in healthcare settings.

## OBJECTIVES

- Gain a more effective understanding of diversity, identity, and intersectionality.
- Create a framework for implementing DEI for individuals and teams.
- Develop actionable steps for creating an environment where everyone thrives.

## PRESENTER

**Demetria Miles-McDonald**  
CEO  
*Decide Diversity*

### LEARNING TRACK SELECTION & SESSION IDENTIFIERS



Leader Track



New-to-the-Profession Track



Mid-Level Professional Track



Strategic Business Credit



2:25 – 3:25 P.M.

T11 

130

T12 

110

## 2025 Job Architecture Practices: Survey Findings & Practitioner Insights

During this session, we will share the results of Deloitte Consulting’s and ASHHRA 2025 Global Job Architecture Practices Survey. This research addresses talent strategies and practices around:

- Job Architecture Strategy and Design Approach
- Job Leveling Practices
- Job Title Usage
- Career Path Practices
- Job Evaluation Methods and Linkages to Job Architecture
- Job Catalogues and Ties to Skills
- Human Resources Staffing Ratios

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.

### PRESENTERS

#### **Cindy Kwong**

Human Capital | Workforce Transformation  
*Deloitte Consulting*

#### **Debbie Sanders, PHR**

Manager  
*Deloitte Consulting*

## Secrets of the Accelerated Staffing Fix — Stop the Bleeding, Find and Retain Quality Staff

Healthcare leaders are in pain, desperately trying to cope with an unprecedented labor shortage, epidemic-level resignations, and a dozen pressing reasons why there is a need for an immediate and long-term staffing fix. Audiences will learn how to stop the bleeding, find, and retain quality staff. This high-content, high-energy, inspiring presentation contains 35+ best practices, tools, skills, and creative solutions to overcome the understandable despair of today’s healthcare leaders, delivered by hall of fame speaker and author of “Keep Your Nurses and Healthcare.”

### OBJECTIVES

- Learn how to reduce the unnecessary expense created by costly staff turnover, which will reduce the pressure for staff to work overtime. This improves morale, community reputation, and teambuilding through utilization of coaching and mentoring bonuses.
- Find numerous ways to recruit, train, engage and retain staff at all levels that will eliminate the excessive costs and inconsistencies of using agencies.
- Enjoy the benefit of having eliminated excessive sign-on bonuses and reducing your posted vacancies, by successful new recruiting that will also generate a waiting list of highly qualified new talent.

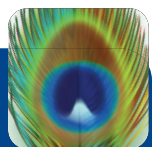
### PRESENTERS

#### **Brian Lee, CSP and Hall of Fame Speaker**

CEO and Founder  
*Custom Learning Systems Group Ltd.*

#### **Bruce Lee**

Vice President Service, Development  
*Custom Learning Systems Group Ltd.*



### **REMINDER:** **Learning Session Evaluations**

**After attending each session, complete the evaluation in the mobile app. Your feedback is critical in helping us to deliver high-quality educational content.**

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3:35 – 4:35 P.M.

T13  

115

## Reimagining Workforce: How Duke, SSM and Lifebridge Health Built a Resilient Workforce for the Future

Healthcare faces ongoing challenges despite signs of recent stability. Declining enrollment in nursing schools, an aging nursing workforce nearing retirement, and the unintended consequences of financial incentives—such as increased burnout—continue to strain the system. Yet today some health systems are thriving by adopting innovative workforce planning and recruitment strategies. This session will delve into how Duke Health and SSM Health reimagined their planning process, leveraging data, collaborative planning, and innovative recruitment tactics to build a more stable and future-ready workforce—including a unique partnership with an experienced international health professional recruiting firm.

The presentation will explore the steps Duke, SSM and Lifebridge Health took to identify workforce gaps, build new channels for recruiting experienced nurses and develop retention programs. Designed for HR leaders, attendees will gain insight into the practical tools and methodologies employed by these organizations, including how to capture needs across the organization, how to look to new channels and how to onboard new nurses to accelerate their learning and adaptability. This session is designed for HR leaders who are looking to innovate their workforce strategies and build a more sustainable talent pipeline.

### **OBJECTIVES**

- Learn how to leverage new approaches to workforce planning.
- Discover innovative recruitment strategies to attract and retain top talent.
- Understand the importance of collaborative planning and internal stakeholder engagement.

### **PRESENTERS**

#### **Sarah Haithcock, MSN, RN, CNML**

Clinical Operations Director, Nursing and Patient Care Retention  
*Duke Health*

#### **Caitlyn Obrock, RN, MBA**

System Director RN Talent Acquisition  
*SSM Health*

#### **Kara Murphy, M.S., SLP**

President  
*PRS Global*

#### **Jason Hatter, BS, MBA**

Vice President HR Shared Services  
*Lifebridge Health*

T14   

130

## Buttons, Scrubs, and Social Media: Regulating Employee Expression that Affects the Workplace

Today's workforce is increasingly active on social media and is more comfortable sharing their views on politics and other issues in the workplace than in the past. These expressions of opinion often make their way into the workplace in the form of slogans on buttons or scrubs or through employee discussions about online activity. There are competing state and federal laws that on the one hand protect some employee speech and on the other require employers to prevent employee speech that creates a hostile work environment. This session will explore steps healthcare employers can take to prevent or mitigate workplace tension and potential liability associated with these forms of expression.

### **OBJECTIVES**

- Learn about the parameters of state and federal laws protecting employee speech.
- Review the elements of effective workplace policies addressing employee speech, including speech in the form of buttons and messages on clothing.
- Hear practical advice for addressing employee speech inside and outside the workplace that offends co-workers.

### **PRESENTER**

#### **Michael R. Bertoncini, J.D.**

Principal, Co-Leader Jackson Lewis Healthcare Industry Group  
*Jackson Lewis P.C.*

3:35 – 4:35 P.M.

T15 

140

## The Role of Human Resources in Crisis Management

This learning session will describe the multiple roles for HR professionals in healthcare organizations in planning for, responding to, and recovering from various crisis situations and emergencies. These situations may occur in the healthcare facility itself, or in its community, resulting in impacts on the organization's ability to continue operations and to serve community members.

### OBJECTIVES

- Understand why HR's unique insights should be included in designing emergency plans.
- Learn why HR should be included in drills and exercises, and incorporate your insights into after action improvement plans.
- Consider the many demands on your expertise that will occur in various crises and emergencies and become more prepared to fulfill these needs prior to the occurrence of these situations.

### PRESENTER

**Linda Wenze, Ph.D.**

Coordinator of Emergency Preparedness Planning, Emerita Nassau-Suffolk Hospital Council (retired)

T16 

110

## Closing the Senior Leader Gap...and Building Trust at All Levels of the Organization

Trust in senior leaders is at an all-time low. Research points to a significant gap between what C-suite leaders are doing and what the frontline thinks they should be doing. Various factors contribute to this trust gap: uncertainty, rapid change, stress, and the many industry shake-ups caused by COVID. Regardless of the reason, lack of trust in those at the top is an urgent issue—one that causes employees to disengage and, ultimately, leave.

In this session Quint Studer, co-author of *The Human Margin: Building the Foundations of Trust*, lays out the research on why trust is inextricably linked to employee well-being, engagement, innovation, recruitment and retention. He also shares insight and tactics on what leaders at all levels can do to build trust organization-wide.

### OBJECTIVES

- Learn why trust is at the center of what today's workforce wants, needs, and expects.
- Avoid common missteps that perpetuate the senior leader trust gap and erode trust at all levels.
- Identify evidence-based organizational and team strategies that build and sustain trust and optimize engagement, recruitment and retention.

### PRESENTER

**Quint Studer**

Co-Founder

*Healthcare Plus Solutions Group*

4:35 – 7:00 P.M.

## Mental Refresh

7:00 - 10:00 P.M.

## Social Event: Electric Escapade

**The Electric Playhouse**

5201 Ouray Road NW, Albuquerque, NM 87120

**Tuesday, April 8 | 7:00 – 10:00 p.m.**

Experience an immersive evening of interactive fun, great company and vibrant energy. Enjoy delicious food, a premium open bar and a night to remember with other ASHHRA attendees — all in a unique, high-tech playground. We can't wait to see you there!

Shuttles will pick up at the by the entrance of the convention center, looping to and from the social event venue. Attendees are also welcome to make their own way to and from the venue.

Food and beverages hosted by Aya Healthcare. Vegetarian, vegan and gluten-free options will be available.

Attire: Business Casual

IMPORTANT: ASHHRA25 registrants were sent a personalized Paperless Post email invitation from Aya Healthcare. Please visit the Aya Healthcare booth (Booth #805) for any questions.





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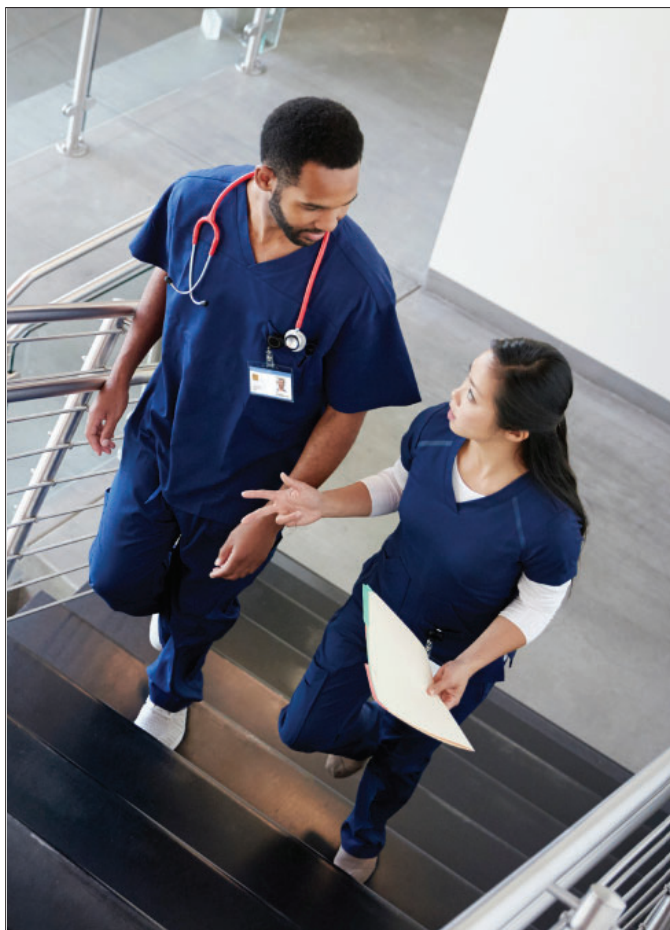
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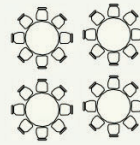




# EXHIBIT HALL MAP

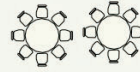
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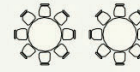
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Prize Board



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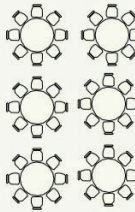
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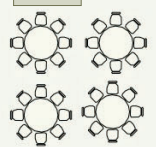
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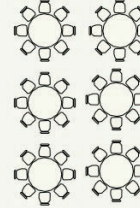


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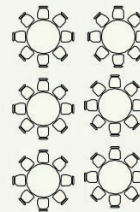
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stephanie.donley@ayahealthcare.com

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Aya Healthcare is the largest healthcare talent software and staffing company in the United States. Aya operates the world's largest digital staffing platform delivering every component of healthcare-focused labor services, including travel nursing and allied health, per diem, permanent hiring, interim leadership, locum tenens and non-clinical professionals. Aya's software suite, which includes vendor management, float pool technology, provider services and predictive analytics, provides hospital systems greater efficiencies, superior operating results and reduced labor costs.

While technology drives efficiency and scale, Aya's 6,000+ global employees power the company to deliver unparalleled accountability and exceptional experiences for clients and clinicians. Aya's company culture is rooted in giving back and supports organizations around food security, education, healthcare, safe shelter and equity. To learn more about Aya Healthcare, visit [www.ayahealthcare.com](http://www.ayahealthcare.com).

**BenefitsMe LLC****1320**

214-779-3049

davidwhite@benefitsme.com

benefitsme.com

BenefitsMe is a financial wellness and voluntary benefit programs. With its platform, BenefitsMe has expanded the landscape of employer-sponsored benefits, providing cost-free opportunities to support employee well-being and financial education. Why? Last year, more than 50% of employees dealt with stress related to their finances, one-third felt their financial situation impacted their productivity, and 80% want a program that can help.

**BeneRe****1226**

larissa.bateman@benere.us

benere.us

**Biometrics4ALL****737**

cschauer@biometrics4all.com

biometrics4all.com

# EXHIBITORS

## Bucketlist

1131  
rebecca@bucketlistrewards.com  
bucketlistrewards.com

## C.A. Short Company

1020  
800-535-5690  
jspencer@cashort.com  
cashort.com

## CareerSmart Learning

716  
877-479-7338  
hramirez@careersmart.com  
careersmart.com  
CareerSmart Learning provides interactive online continuing education for healthcare professionals (Nurses, Case Managers, Rehab Counselors, Social Workers, and more) nationwide. To combat the growing fatigue and overburden in healthcare, we believe that continuing education should be informative, engaging, and convenient with the goal of advancing individual and organizational outcomes. We are enthusiastic about customer service and hold the highest standards for reliability, responsiveness, and accountability as we deliver expert enterprise solutions for our learning partners.

## Catalyst Learning Company

921  
502-584-7337  
gsmith@catalystlearning.com  
catalystlearning.com  
Catalyst Learning proudly serves more than 670 acute care hospitals with proven professional development solutions. Customers include HCA, the VHA and many Catholic and regional healthcare systems. Many of our customers are nationally recognized for efforts in providing education and opportunity to frontline employees. Since 1993, we have helped more than 45,000 frontline healthcare workers grow in their professions by identifying their healthcare career pathway and developing leadership, interpersonal and business skills.

## Certimatch

1217  
1475 S Price Rd  
Chandler, AZ 85224  
877-257-6662  
ginny.carpenter@vensure.com  
certimatch.io

## Certiphi Screening, Inc.

1013  
800-803-7860  
emquinn@certiphi.com  
certiphi.com  
For over 35 years, Certiphi Screening has provided applicant screening, fingerprinting, exclusions screening, Form I-9/E-Verify, and drug testing services tailored exclusively to the healthcare community. We understand that healthcare employers must safeguard patients and employees by making safe and smart hiring decisions. Our singular focus on the unique hiring objectives, challenges, and compliance issues faced in this field means we can offer services tailored specifically to the medical profession. Certiphi Screening is proud to have earned URAC accreditation as a Credentials Verification Organization and NCQA certification for Board Certification Verification, License to Practice Verification, Medical Board Sanctions, Medicaid/Medicare Sanctions, and Ongoing Sanctions Monitoring CVO services.

## ColorID

1104  
888-682-6567  
David.Duni@colorid.com  
colorid.com  
ColorID is a leading supplier of high-quality identification products and services. We focus on a small number of vertical markets so we can learn our customers' specific needs and serve them better. Our business concept is simple -- provide the highest quality products with superb service at an exceptional value. We want your experience with ColorID to be a positive one - from the ease of ordering products - to the quality of our products - to our follow up and our attention to detail.

## Columbia Southern University

1106  
henry.florey@columbiasouthern.edu

## Core Education

1108  
210-381-1401  
icarlson@core.edu  
pages.core.edu/workforce-development-ashhra  
Core Education is a public benefit corporation with a mission to transform the business model of higher education. By creating a culture of prosperity, Core leverages its economies of scale on behalf of its institutional partners to achieve operational effectiveness, technological efficiency, and market expansion implemented through innovative shared services. For more information, please visit core.edu.

## Corebridge Financial

831  
amanda.hamad@corebridgefinancial.com  
corebridgefinancial.com  
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## CoreHealth

1318  
andrea.mcleod@carebook.com

## Corporate Traditions

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## CRC

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## CRCA

1212  
800-714-3919  
dustin@crcascreening.com  
crcascreening.com  
CRCA is your resource for comprehensive background checks, drug screening, verifications, I-9 and post-hire monitoring. CRCA was founded on principles rarely seen in this industry: exceptional customer service, rapid turn-around times, comprehensive reports, affordable pricing and 100% U.S. based.



**Crisis Prevention Institute (CPI)**

1012  
877-877-5390  
kschumacher@crisisprevention.com  
crisisprevention.com

Crisis Prevention Institute de-escalation training solutions give all staff the confidence to prevent and respond to challenging behaviors. We set the standard for best practices in evidence-based workplace violence prevention. Our customized training solutions address the unique needs of your facility to support staff and patient safety and well-being.

**Deloitte Consulting**

905  
212-492-4000  
tcannady@deloitte.com  
deloitte.com/us/en/pages/human-capital/solutions/human-capital-services.html

Deloitte's Human Capital services leverage research, analytics, and industry insights to help design and executive critical programs from business driven HR to innovative talent, leadership, and change programs

**DISA Global Solutions**

1129  
281-673-2400  
samantha.crispyn@disa.com  
disa.com

DISA Global Solutions is a leading provider of background screening, drug and alcohol testing, and transportation compliance solutions. DISA's experience and consultative approach set you up for success by leveraging industry-leading expertise that is unmatched in our industry! Since 1986, DISA has been helping employers with their employee screening needs. With more than 55,000 customers and 30% of Fortune 500 companies counting on DISA, you can depend on us to help you build a configurable program for your company.

**DocCafe**

904  
marygrace.legros@doccafe.com  
doccafe.com

DocCafe is the premier talent acquisition platform for physicians and advanced practice providers. With more than 310K+ physician and APP candidates, DocCafe gives you access to the largest network of practicing jobseekers to fill your jobs quickly. DocCafe offers sophisticated digital recruitment solutions that drive engagement to open positions and ensure timely fulfillment of permanent vacancies. DocCafe is the only platform providing real-time physician engagement data, empowering healthcare facilities to make data-informed decisions to optimize cost and increase fulfillment.

**Eddor**

914  
svanwagoner@edcor.com  
edcor.com

For 44 years Eddor has been helping Companies like yours invest in their people, not their replacements. Eddor aligns your organization recruitment and retention strategies with your education benefits such as Tuition Assistance, Student Loan Repayment Assistance and Scholarship Administration along with over 200 school partnerships and advising to achieve maximum impact. Our dynamic business model is holistically designed to fill the void left by an industry that routinely promises more than it delivers. We stand apart from our competitors. Most notable is the customer-first philosophy that is weaved into the DNA of Eddor culture. In this complex and ever-changing marketplace, we work hard to be proactive and adaptable. We continuously take the lead in pioneering benefits programs that our competitors eventually attempt to imitate, but never quite match in their effectiveness.

**Empsight**

907  
P.O. Box 885  
New York, NY 10156  
jeremy.feinstein@empsight.com

**Equifax Workforce Solutions**

918  
11432 Lackland Rd  
St. Louis, MO 63146  
kelly.naimo@equifax.com

Advancing the employee journey through people-driven, data-powered solutions. From helping enable more informed hiring decisions to helping minimize risk and cost at separation, Equifax Workforce Solutions provides an ecosystem of HR solutions to help you solve your critical workforce and compliance challenges across the employee journey.

**experiencedRN**

1006  
matt@experiencedrn.com

**Favorite Healthcare Staffing**

1327  
conventions@favoritestaffing.com  
favoritestaffing.com

Favorite Healthcare Staffing, part of Acacium Group, has set the industry standard for quality, service and integrity in healthcare staffing for over 40 years. Headquartered in Overland Park, Kansas, we operate nationwide with 27 branch offices that offer our clients a unique community-based approach with the resources of a large national partner. We provide a full range of workforce solutions including local per diem and travel staffing options for nursing and allied health professionals, as well as permanent placement, float pool management, and VMS and MSP programs.

**Fidelity Investments**

818  
jordan.daniels@fmr.com  
fidelityworkplace.com/s/403b

Fidelity's mission is to strengthen the financial well-being of our customers and deliver better outcomes for the clients and businesses we serve. Fidelity's strength comes from the scale of our diversified, market-leading financial services businesses that serve individuals, families, employers, wealth management firms, and institutions. With assets under administration of \$12.6 trillion, including discretionary assets of \$4.9 trillion as of December 31, 2023, we focus on meeting the unique needs of a broad and growing customer base. Privately held for 77 years, Fidelity employs more than 74,000 associates across the United States, Ireland, and India.

**First Advantage**

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1 Concourse Pkwy - Ste 200  
Atlanta, GA 30328  
angie.gomez@fadv.com

**Flint Healthcare**

731  
chriselda@withflint.com

**Fusion Marketing Group**

1218  
marianne@fusionideas.com

**Genomic Life**

727  
mark.burgin@genomiclife.com

**Global Payments**

1005  
800-421-5613  
marene.harof@globalpay.com  
globalpayments.com/employers/employee-payments

Global Payments is an all-in-one payroll, HR solutions and employee payments partner. Our commerce platform empowers businesses with payment products to modernize and streamline the business spend management needs of buyers, suppliers and employers. Innovative tools include earned wage access, digital tip solutions, paycards, and incentive and disbursement programs. And it all integrates seamlessly into your business and grows with you—whatever your size or industry.

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**Goodpath****1139**sarah@goodpath.com  
goodpath.com

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**Group Physicians Advisory Services (Division of The Partners Group)****1236**

800-722-6339

tbookman@tpgrp.com  
thepartnersgroup.com/contact

TPG's Group Physician Advisory Services (GPAS) delivers expert physician benefit consulting to multi-specialty health systems, driving recruitment, retention, and performance through tailored Total Rewards strategies. We partner with healthcare organizations to refine benefits, ensuring alignment with organizational goals, boosting satisfaction, and maintaining a competitive advantage. Managing employee leave in healthcare is challenging—our solutions optimize leave programs to balance compliance, retention, and productivity. With our BenchmarkMD platform, we analyze reward programs, identify gaps, and provide data-driven insights that help healthcare organizations stay ahead. Since 1981, The Partners Group has been empowering businesses nationwide with custom strategies that solve problems, protect assets, and enhance growth. We make the complex simple, helping organizations thrive in an ever-changing landscape.

**Hallmark - Healthcare Workforce Technology****1014**

856-231-5340

john.pouliot@hallmarkhcs.com  
hallmarkhcs.com

Hallmark offers a fully integrated SaaS platform for healthcare workforce management. Our Einstein II product streamlines sourcing and deployment of contingent clinical labor. We help you build and manage an Internal Resource Pool that allows you to: motivate, up-skill, and retain your contingent clinicians by giving them the flexibility they're seeking; fill more of your staffing gaps with internal contingent talent you know and trust; create a flexible working environment that more job-seeking clinicians prefer. If you cannot fill a shift with internal talent, Hallmark is the only Vendor Management Solution that delivers: the deepest, widest pool of talent to source from - with zero extra work, hassle, or admin for your team - so you can find the very best fit at the very best rate; talent available to you at little to no cost, since the bulk of the costs are borne by the staffing agencies.

**HealthCare Associates Credit Union****1220**

630-276-5771

jkeo@HACU.ORG  
hacu.org

HealthCare Associates Credit Union® is thrilled to offer hospitals nationwide with Financial Wellness Education — a cornerstone in our commitment to providing "The Healthy Way To Bank®". Crafted to empower employees on their journey to financial mastery, we aide in personal and professional growth, recognizing the profound impact financial well-being has on overall productivity and happiness. With over four decades of unwavering dedication, HealthCare Associates Credit Union, chartered by the Illinois Hospital Association, proudly serves as a trusted ally in enriching your benefits package, all at no additional expense. Elevate your organization's offerings and join us in championing the financial health and prosperity of your workforce.

**Healthcare Transformation****1127**

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dianec@hcthealthcare.com  
hcthealthcare.com

HCT is solely dedicated to sourcing, supporting and placing interim healthcare leadership. We understand the complexities of healthcare organizations and the high stakes of leadership transitions. Our deep expertise ensures that every placement is not just a temporary solution, but a strategic move that drives stability, continuity and performance.

**Hinge Health****819**455 Market St - Ste 700  
San Francisco, CA 94105  
marina.mastilovic@hingehealth.com  
hingehealth.com

Hinge Health is moving people beyond pain by transforming the way it is treated and prevented. Connecting people digitally and in-person with expert clinical care, we combine advanced technology, AI and a care team of experts to guide people through personalized care directly from their phone. Our approach is proven to reduce pain by 68%, prevent 42% of new opioid prescriptions, and avoid more than half of joint replacement surgeries. Available to 18M people, Hinge Health is trusted by leading health plans and employers, including Land O'Lakes, L.L. Bean, Salesforce, Self-Insured Schools of California, Southern Company, State of New Jersey, US Foods, and Verizon. Learn more about how we are inspiring people to improve their health through the power of movement [hingehealth.com](https://hingehealth.com).

**HireRight****834**100 Centerview Dr - Ste 300  
Nashville, TN 37214  
kerri.adams@hireright.com**Huntington Bank****1007**

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matthew.tobel@huntington.com  
huntington.com/physician-loans

Welcome to Huntington. Thank you for your interest in learning more about us. Huntington Bancshares Incorporated is a \$204 billion asset regional bank holding company headquartered in Columbus, Ohio. Founded in 1866, The Huntington National Bank and its affiliates provide consumers, small and middle-market businesses, corporations, municipalities, and other organizations with a comprehensive suite of banking, payments, wealth management, and risk management products and services. Huntington operates approximately 978 branches in 12 states, with certain businesses operating in extended geographies. Find more about our Healthcare related Mortgage programs at [huntington.com/physician-loans](https://huntington.com/physician-loans)

**HWL****1120**

833-495-4636

jfisher@hwlworks.com  
hwlworks.com

HWL empowers customers to gain a competitive advantage in a dynamic workforce marketplace by leveraging technology, people, and process. HWL solutions attract talent, achieve cost savings, provide transparency, and deliver operational efficiencies.

**Incentive Services, Inc.****1021**

800-875-8284

lmiotti@incentiveservices.com  
incentiveservices.com

Incentive Services helps organizations elevate culture with strategic recognition, brand management, and incentives. Maximize the investment in your colleagues leveraging social & discretionary recognition, virtual engagement, milestones, performance recognition, reporting & analytics, and so much more! Our comprehensive approach will motivate positive behavior change, reinforce performance achievement, and build organizational engagement and loyalty.

**InCheck****1119**

kirstenwiegman@inchecksolutions.com

**InfoMart****1228**1582 Terrell Mill Rd  
Marietta, GA 30067  
jenna.harvie@infomart-usa.com  
InfoMart-usa.com





# Move beyond back and joint pain without surgery or opioids



**Nick Palmer**  
Health Systems  
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**Kellie Tinnin Consulting, LLC**

708  
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Albuquerque, NM 87109  
505-991-2758  
kellie@kellietinnin.com  
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We partner with small to mid-sized businesses to enhance their capacity and increase return on investment. Our offerings include customized training solutions, course development, and workshops designed to transform the learning experience, revolutionize traditional work environments, and empower employees by advancing their skills. We deliver impactful leadership and team-enhancement workshops that are meticulously crafted to align with an organization's unique learning goals, cultural ethos, and precise industry standards. We design impactful training curriculum that elevates the learning journey, expertly tailored to serve a diverse spectrum of industries and educational needs.

**Language Testing International**

1037  
580 White Plains Rd - Ste 660  
Tarrytown, NY 10591  
914-798-6923  
anunez@languagetesting.com  
languagetesting.com

Since 1992, Language Testing International (LTI), has been a leader in language proficiency testing for more than 120 languages in over 60 countries. As the exclusive licensee of ACTFL, LTI ensures rigor, validity, and legal defensibility through certified ACTFL testers and raters. Understanding how well people can perform language-related tasks is particularly critical for organizations that provide services directly to people, including healthcare, government, finance, and legal industries. Our accredited assessments, spanning speaking, reading, writing, and listening, are trusted by major corporations, academic institutions, and government agencies. For companies and HR professionals, LTI streamlines the hiring process by verifying candidates' language proficiency upfront, saving time and ensuring the right fit for the job.

**Lincoln Financial**

1035  
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Hannah.Lermittle@lfg.com  
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Lincoln Financial provides advice and solutions that help people take charge of their financial lives with confidence and optimism. Today, more than 17 million customers trust our retirement, insurance and wealth protection expertise to help address their lifestyle, savings and income goals, and guard against long-term care expenses. Headquartered in Radnor, Pennsylvania, Lincoln Financial is the marketing name for Lincoln National Corporation (NYSE:LNC) and its affiliates. The company had \$324 billion in end-of-period account values as of September 30, 2024. Lincoln Financial is a committed corporate citizen included on major sustainability indices including the Dow Jones Sustainability Index North America and ranks among Newsweek's Most Responsible Companies. With a long and rich legacy of acting ethically, telling the truth and speaking up for what is right, Lincoln was recognized as one of Ethisphere's 2024 World's Most Ethical Companies®.

**Locumsmart**

720  
kate.bell@chghealthcare.com

**Lyra Health**

909  
408-833-4088  
mbutera@lyrahealth.com  
lyrahealth.com

Lyra Health is the leading provider of Workforce Mental Health benefits, available to more than 17 million people globally. Lyra is transforming access to life-changing mental health care using AI-powered provider matching, personalized support, and a digital platform to deliver evidenced-based support for individuals and teams. Lyra quickly connects members to the largest dedicated global network of evidenced-based mental health providers and well-being tools, to address every mental health need and deliver positive outcomes across race and ethnicity. Independent peer-reviewed research confirms that Lyra's transformative care model helps people recover twice as fast with lasting improvement and reduced overall health care claims costs for participants by approximately \$2,300 per participant per year.

**Marsh McLennan Agency - East Region**

912  
877-652-6712  
michele.convery@marshmma.com  
mmaeast.com

Marsh McLennan Agency (MMA) provides employee health & benefits, business insurance, and retirement solutions to organizations seeking limitless possibilities. MMA's healthcare specialty team has a dedicated focus in the healthcare/hospital industry, including work with some of the nation's largest hospital aggregators. MMA partners with hospital Human Resources and Leadership teams to develop clinically driven, multiyear employee benefit, absence, and workforce management strategies. With 10,000+ colleagues and 200 offices across the United States and Canada, MMA combines the personalized service model of a local consultant with the global resources and expertise of the world's leading professional services firm, Marsh McLennan (NYSE: MMC). MMA generates more than \$2 billion in annualized revenue, making it one of the largest brokerage operations in North America.

**MedCerts**

939  
yquintana@medcerts.com  
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**MedicalMatch**

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**MedPro Healthcare Staffing**

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Mhayden@medprostaffing.com  
medprostaffing.com

Established in 1983, MedPro is a premier Joint Commission-certified staffing provider, offering nursing and allied healthcare professionals to U.S. facilities. We cater to acute, long-term care, government facilities and free-standing laboratories, delivering tailored staffing solutions to all. With a diverse pool of professionals, including domestic, foreign-educated, and affiliate vendors, we provide short-term, long-term, and comprehensive workforce solutions.

**Nasium Training**

839  
fedavis@ultimatemedical.edu

**National Cancer Registrars Association**

718  
703-299-6640  
cirvin@ncra-usa.org  
ncra-usa.org

Cancer registrars are data information specialists who capture a complete history, diagnosis, treatment, and health status for every cancer patient in the U.S. The curated data provides essential information to researchers, healthcare providers, and public health officials to better monitor and advance cancer treatments, conduct research, and improve cancer prevention and screening programs.



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canderson@accesstca.com

**Navigate Wellbeing Solutions**

1034

rgertler@navigatewell.com  
navigatewell.com

Navigate Wellbeing is a corporate wellbeing solution designed to help enterprise organizations build healthier, more productive workforces. We meet employees where they are most ready to make changes, offering personalized wellbeing pathways, coaching, and benefits navigation. With fully customized solutions, real-time data insights, and strategic recommendations, Navigate empowers HR professionals to improve business outcomes and maximize benefits spending.

**Nivati**

715

800-556-2950

awilcox@nivati.com  
nivati.com

Nivati is a multi-pronged wellness solution designed for companies prioritizing their employees' wellbeing. With Nivati, employees thrive through a comprehensive, all-in-one wellness app that grants convenient access to various tools, exercises, and a network of professional providers. Nivat is tailored to cater to diverse employee needs, addressing six different dimensions of wellbeing. It simplifies access to a wide range of wellness providers, including therapists, coaches, financial advisors, nutritionists, trainers, and more. Unlike traditional Employee Assistance Programs (EAPs), Nivati's approach ultimately leads to increased employee engagement, higher retention rates, and improved overall performance.

**Nurse Licensure Compact**

714

lsands@ncsbn.org  
nursecompact.com

The NLC enables registered nurses (RNs) and licensed practical/vocational nurses (LPN/VNs) to hold one multistate license, with the authority to practice in person or via telehealth in both their home state and in all NLC states.

**Payscale**

1019

sofia.ahlers@payscale.com

**PeopleFluent**

721

ljustice@gpstrategies.com  
peoplefluent.com

PeopleFluent provides talent management software and learning solutions that help you realize the full value of your workforce. Our software spans talent management, performance, compensation, succession, learning, skills enablement, and org charting. We deliver highly-configurable solutions to the mid-to-large enterprise market for customers that require sophisticated or complex capabilities.

**Perfect Feast**

826

461 E 1000 S - Ste B  
Pleasant Grove, UT 84062  
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andy@pfrcorporategifts.com  
perfectfeast.com

Perfect Feast offers gift certificates that your employees can use to purchase turkeys, hams, and other Holiday foods. Our gift certificates can be redeemed at virtually every grocery store in the country, allowing your employees to always pick the brand and size that's right for them!

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**Pocketalk**

827

jeff@pocketalk.com  
pocketalk.com

Pocketalk offers healthcare organizations a secure, compliant, and cost-effective language solution that ensures instant access to accurate translations. With robust data protection (HIPAA and GDPR-compliant), real-time communication in over 84 languages, and no recurring costs, Pocketalk helps providers deliver timely, efficient care to diverse patient populations without compromising security or budget.

**PracticeLink**

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800-776-8383

events@practicelink.com  
practicelink.com

PracticeLink provides the critical tools and resources recruiters need to make the physician and advanced practitioner recruitment process effective and efficient without expensive long-term contracts or placement fees.

**PracticeMatch**

1221

800-489-1440

kmurphy@practicematch.com  
practicematch.com

PracticeMatch is the premier physician recruitment marketing tool. Solutions include expansive candidate databases encompassing over 1 million U.S. physicians and 3.7 million healthcare professionals, sourcing services, job boards, live and virtual career fairs, and more.

**PreCheck**

913

832-488-7400

antiquenguyen@precheck.com  
precheck.com

PreCheck is a background screening and credentialing firm with nearly three decades of exclusively serving the healthcare industry. Our services include employment background checks, occupational health and drug testing, OIG/GSA exclusion and sanction screening, professional license management and ongoing monitoring, automated employment verifications, and electronic I-9 and E-Verify processing. PreCheck conducts primary source verifications compliant with Joint Commission and healthcare standards and is accredited by the Professional Background Screening Association (PBSA). Contact us today to learn more.

**Premier, Inc**

937

704-357-0022

margaret\_moburg@premierinc.com  
premierinc.com

PINC AI™ is the technology and services platform of Premier, Inc.. As an industry leader, PINC AI™ enables actionable intelligence to improve workforce operations, financial performance, and clinical outcomes. Serving more than 4,350 U.S. hospitals and health systems, PINC AI™ is dedicated to improving the health and safety of the communities we serve. Human Capital Management solutions from PINC AI™ range from operational and administrative technology, labor and productivity benchmarking, physician enterprise management and advisory services. Visit us at booth #532 to learn more.

**Prime Workforce Solutions**

719

mariahbrookins@primetimehealthcare.com

Prime Workforce Solutions is a leading provider of contract professionals nationwide. Our agency specializes in the placement of RNs, LPNs, CNAs, and Allied Health. Prime Workforce Solutions was created to offer healthcare employees an agency that puts their needs and goals first. The company provides a "Complete" Staffing Solution, including permanent placement, temp to perm, travel, and per diem. With over 15 years of recruiting expertise, we pride ourselves on customer service and employee retention. You are not just a number when working with us, you are part of the Prime Time Healthcare Team. Our plan is to cater to your needs while helping you achieve your nursing career goals. We are large enough to ensure job security, and yet small enough to do the little extras to earn and maintain your business.

# EXHIBITORS

## Propelus

1004

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stephaniepavol@propelus.com

propelus.com

Propelus is modernizing how professionals, their employers, regulators, and associations work better together. For over 20 years, Propelus solutions - CE Broker, EverCheck, and Immuware - have empowered millions of professionals through our modern, market-leading workforce management technology solutions, vital professional data, privileged partnerships, and unwavering commitment to our values—to streamline total professional management—for a happier workforce, better operations, and safer communities. We power professionals. We power professionals. Learn more at [propelus.com](http://propelus.com) and [evercheck.com](http://evercheck.com)

## ProviderTrust

930

615-938-7878

marketing@providertrust.com

providertrust.com

ProviderTrust was founded in 2010 with a mission to create safer healthcare for everyone through OIG and state Medicaid exclusion monitoring. Today, the organization has developed the industry's most accurate dataset for ongoing exclusion monitoring and primary source verification, serving the nation's top health systems, payers, and pharmacy organizations. Our solutions monitor employees, vendors, provider networks, licenses, credentials, and more for OIG and state Medicaid exclusions, sanctions or disciplinary actions, license expirations, or suspensions. With a team of 100+ employees, our Nashville-based company has consistently been recognized as one of the Best Places to Work by Modern Healthcare, Inc. Magazine, and the Nashville Business Journal.

## PRS Global

1138

akorver@prsglobal.com

prsglobal.com

PRS Global evolved from the need to create a best-in-class direct hire program for our own facilities. We found that there was a pipeline of well-qualified and experienced nurses practicing in advanced international markets – but only if we could master immigration requirements, fit and clinical competence – along with the ability to welcome these nurses into our facilities and as part of our communities.

## Purify Beauty

938

## QGenda

1026

770-399-9945

lisa.bittings@qgenda.com

QGenda.com

QGenda revolutionizes healthcare workforce management with solutions for scheduling, credentialing, on-call scheduling, capacity, time tracking, compensation management, and analytics. Over 4,500 organizations use QGenda to manage and deploy their workforce.

## Real Colors

928

6024525501

ahetzel@realcolors.org

realcolors.org

Real growth occurs when people understand themselves and the people around them. Real Colors provides the tools to develop stronger relationships and better communication - personally and professionally. Our process is simple to understand, but far from basic. In order to create an environment that fosters healthy collaboration and communication, information must be presented in a way that is truly absorbed and understood on a deeper level. The Real Colors approach bridges temperament theory and real-life applications, so your teams develop deeper insight into how they communicate with others, all while gaining a greater sense of self. Participants take an active role in learning, both from the facilitator and each other through activities, small group interaction, and large group discussion. When your people understand themselves and each other, they draw a deeper sense of fulfillment and purpose. It's this understanding that promotes real growth and stronger, lasting relationships that leads to improved morale and retention.



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1039  
855-525-7665  
catherine.fowlkes@eeincentives.com  
rewardbuilder.com

Reward Builder is a recognition platform for companies of all sizes to design and deliver personalized rewards. We deliver a best in class solution that enables your organization to engage employees and attract and retain customers. With just a few simple steps, Reward Builder allows you to design and issue a personalized certificate. Recipients redeem their reward for whatever appeals to them most. Choices include a large selection of gift cards, physical and digital prepaid cards, or shop in our smart home, lifestyle and sustainable products ecommerce store.

Risk Strategies

1136  
615-632-3307  
steve.whalen@risk-strategies.com  
risk-strategies.com

RxBenefits

1134  
800.377.1614  
cdenney@rxbenefits.com  
rxbenefits.com

RxBenefits is something different. We're a trusted partner and adviser to employee benefits consultants wanting to offer their clients the best possible value and service for their self-funded clients. And we're the pharmacy benefits solution provider of choice to those clients—employers looking to protect their own financial well-being while also protecting the health and safety of their members. We are the employee benefits industry's first and leading pharmacy benefits optimizer (PBO). Founded in 1995 and based in Birmingham, AL, with team members across the country, RxBenefits is a growing team of more than 1,000 pharmacy pricing, contract, service, technology, data, and clinical experts that work together as one team towards one common goal: putting the benefit back in pharmacy benefits. We focus exclusively on helping employee benefits consultants and their self-funded clients access and deliver an affordable, best-in-class pharmacy benefit.

SabreTooth Technologies

1008  
samanthastein@sabretoothtechnologies.com

SHIFT HR Compliance Training

906  
732-995-1395  
Kristin@shiftelt.com  
shiftelt.com

SHIFT HR Compliance Training is a leading provider of innovative compliance and workplace culture training designed to foster respectful, legally compliant workplaces. Founded by employment law experts Katherin Nukk-Freeman and Suzanne Cerra, SHIFT delivers engaging, interactive training that blends legal expertise with real-world application. SHIFT's courses have helped organizations nationwide create more inclusive and compliant work environments.

SHRM

1036  
434-515-0061  
nate.mahanes@shrm.org  
shrm.org/home

SHRM is a member-driven catalyst for creating better workplaces where people and businesses thrive together. As the trusted authority on all things work, SHRM is the foremost expert, researcher, advocate, and thought leader on issues and innovations impacting today's evolving workplaces. With nearly 340,000 members in 180 countries, SHRM touches the lives of more than 362 million workers and their families globally.

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- ✔ End-to-end support from recruitment to placement

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or explore more at prsglobal.com



# EXHIBITORS

## Siemens Healthineers

829

919-468-7400

abby.slater.ext@siemens-healthineers.com

siemens-healthineers.com/en-us/education

Siemens Healthineers pioneers breakthroughs in healthcare. For everyone. Everywhere. Sustainably. The company is a global provider of healthcare equipment, solutions and services, with activities in more than 180 countries and direct representation in more than 70. The group comprises Siemens Healthineers AG, listed as SHL in Frankfurt, Germany, and its subsidiaries. As a leading medical technology company, Siemens Healthineers is committed to improving access to healthcare for underserved communities worldwide and is striving to overcome the most threatening diseases. The company is principally active in the areas of imaging, diagnostics, cancer care and minimally invasive therapies, augmented by digital technology and artificial intelligence.

## SimpliVerified

1316

## SimTutor

1038

claire.kowal@simtutor.com

simtutor.com

SimTutor transforms workforce training with hands-on simulations that accelerate skill development, improve retention, and reduce training costs. Our platform empowers organizations to deliver immersive, self-guided learning experiences that mirror real-world challenges—without the risks of on-the-job training. Used across industries like healthcare, manufacturing, and higher education, SimTutor helps teams build confidence, master complex processes, and ensure compliance through interactive, scenario-based training. Trainers gain valuable insights into learner performance, enabling data-driven improvements.

## SmartScrubs

926

800-231-5965

beth.jim@smartscrubs.com

smartscrubs.com

SmartScrubs is the all-in-one technology solution for managing your uniform programs efficiently, cost-effectively, and all in one place. Our innovative technology and expert-driven process make it easier than ever to have your team looking polished, uniformed, and ready to serve.

## Strategic Education, Inc.

821

866-360-8047

nancy.kolb@capella.edu

es.strategiced.com/ashhra25

At Strategic Education, Inc., we have 130+ years of experience working with adult learners, education more accessible and impactful. Through an innovative portfolio of wholly owned learning and development solutions, Strategic Education supports over 1,300 companies in their efforts to attract, upskill and retain talent. From academic degrees and general education courses to coding schools, leadership training programs, skills pathways and an innovative education benefits platform, Strategic Education's work paves the way for adult workers to transform their lives, careers and communities while driving successful outcomes for their organizations.

## SUCCESSIONapp, LLC

1214

ryan@successionapp.com

successionapp.com

SUCCESSIONapp® is a unique, global award-winning software that helps leaders create succession plans and high potential leader programs to ensure smooth and successful transitions. Created by succession planning experts and continually refined through direct client feedback, SUCCESSIONapp® has become a trusted partner in the succession planning space. Plus, you can easily access your plans on a secure site at any time, anywhere, on any device. The software offers two modules - management succession planning and high potential leader program planning.



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and verifications  
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Scan the QR  
to learn more about  
trusted background  
verifications for the  
healthcare industry.



**Thrive**

1028  
303-378-0973

bill@silverlionsla.com  
sladvisors.thrivematching.com

With over 45 million Americans having student loan debt of over \$1.7 Trillion, this is a key inhibitor to optimizing savings and creating financial freedom. Thrive helps these individuals address these inhibitors through innovative benefit plan enhancements that are budget friendly. This can help employers attract and retain valued employees in a competitive employment market. Thrive can also work with individuals to review their student loans, determine if they are eligible for relief, and enroll them in the appropriate federal relief program. In the end, we want to help employers meet their employees where they are in their individual financial journeys, and we want to help individuals find debt relief and savings opportunities. Ultimately, we want to help them Thrive.

**Transamerica**

1118  
Victoria.Kuper@transamerica.com  
transamerica.com

Transamerica is committed to helping American workers achieve a healthier, more secure retirement by creating the optimum opportunity for plan advisors, their clients, and participants to achieve brighter retirement outcomes. We do this through an integrated approach that combines maximizing plan design with a supportive sponsor and advisor service model, a tailored participant engagement program, and a holistic set of additional financial services, that together will deliver improved retirement outcomes for participants and plan sponsors.

**Triage Plus**

713  
800-259-9897  
mary.kanary@triagestaff.com

triagestaff.com/healthcare-workforce-solutions  
With nearly 20 years in the healthcare staffing industry, Triage has established itself as an industry leader and has expanded its services to include healthcare workforce management solutions. Triage Plus seamlessly blends data-driven technology with expert-driven insights so you can find the right ways to empower your workforce, improve operational efficiencies and deliver cost-effective, impactful solutions. Triage Plus specializes in optimizing workforce management, reducing complexity and improving patient outcomes, all with exceptional accountability and client experiences. When you partner with Triage Plus, you gain more than a service provider—we're a strategic partner dedicated to advancing the future of healthcare.

**TRS Managed Services**

830  
479-259-5118  
jwilson@trshealthcare.com  
trshealthcare.com/managed-services

TRS Managed Services & International offers a full suite of staffing solutions, which can be customized for your specific needs, including Travel Nursing / Allied Permanent Placement, International Direct Placement, and Recruitment and Retention Consultative Services. With 25 years of experience in healthcare staffing and over a decade as a Managed Services Provider, we understand the needs of organizations like yours, allowing us to deliver personalized service, support, and tailored solutions. We are proven and established in healthcare communities nationwide. Our focus is to help you reach your workforce goals and, more importantly, your cost-containment goals by controlling direct labor costs. Also, as a leader in international healthcare staffing, TRS International recruits registered nurses (RNs) and medical technologists (MTs) from abroad for direct hire and permanent placement.



**Committed to helping you create better retirement outcomes for your participants - Transamerica is proud to sponsor the 2025 ASHHRA conference**

Together, healthcare organizations and Transamerica are a force for good. You care for your participants, and we'll care for your retirement plan with:

- Customized solutions for diverse employee needs
- Support with mergers, acquisitions and dispositions
- Comprehensive strategies to support plans with legacy assets

***Retirement plan trends in today's healthcare market***

Last year we requested your participation in our biannual survey, and you responded. Access the 2024 report here:



**We're looking forward to seeing you!  
Drop by booth 1118 and say hello.**

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# EXHIBITORS

**TTF Healthcare Search and Staffing**  
841

**Universal Background Screening**  
706

877-263-8033  
ana.garcia@universalbackground.com  
universalbackground.com

Universal Background Screening is a nationally accredited screening firm specializing in employment background checks, drug testing, OccuHealth, verifications and many other compliance management services. For more than thirty years, Universal has partnered with clients to implement compliant background screening programs tailored to business specific needs. Our fully accredited services include exceptional turnaround time and ensures your company exceeds compliance guidelines. Universal is HR-XML Certified and integrated with dozens of leading ATS and HRIS solutions to help you further automate your screening and workforce management process. Submit orders, view pending and completed reports in real time, 24x7. No matter what your screening needs may be, Universal Background Screening is here for you.

**Verified Credentials**  
735

jmatuska@verifiedcredentials.com

**Verified First**  
1230

dsajn@verifiedfirst.com  
verifiedfirst.com

World Class background screening solution. We've pioneered a way to easily integrate our screening solutions into people management tools through our patented technology. With our VF Connector, you can run hundreds of background checks, order drug tests, and more without leaving your preferred people management platform.

**Vetty, Inc.**  
1227

logan.clifford@vetty.co  
vetty.co

Vetty streamlines healthcare staffing with automated hiring, fast-tracking candidate onboarding. Our efficient platform ensures quick, quality hires, shifting focus to patient care.

**Voya Financial**  
813

800-584-6001  
Colleen.Sampson@Voya.com  
voya.com

Voya Financial, Inc. is a leading health, wealth and investment company offering products, solutions and technologies that help its 15.2 million individual, workplace and institutional clients become well planned, well invested and well protected. Voya also is purpose-driven and committed to conducting business in a way that is economically, ethically, socially and environmentally responsible. Voya has earned recognition as: one of the World's Most Ethical Companies® by Ethisphere; a member of the Bloomberg Gender-Equality Index; and a "Best Place to Work for Disability Inclusion" on the Disability Equality Index

**Your Money Line**  
828

317-708-3054  
candace.luebbehusen@yourmoneyline.com  
yourmoneyline.com

Your Money Line, founded by Pete the Planner, is the employee financial wellness benefit that blends AI software with live financial human experts. The 3-in-1 offering uses software, guides, and financial education to help your people manage their debt, plan for retirement, create a budget, and more, ultimately reducing employee financial stress and increasing financial stability for your healthcare workforce.



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CHHR



ASHHRA25 offers up to 14.5 contact hours for Certified in Healthcare Human Resources (CHHR) renewal. Attendance at the conference qualifies for CHHR renewal content codes 1-5 and education type code 1 (educational program).

ACHE

ASHHRA is authorized to award 14.5 hours of pre-approved ACHE Qualified Education credit for this program toward advancement, or recertification, in the American College of Healthcare Executives. Participants in this program who wish to have the continuing education hours applied toward ACHE Qualified Education credit must self-report their participation. To self-report, participants must log into their MyACHE account.

SHRM-CP / SHRM-SCP



ASHHRA25 has been approved for up to 14.5 PDCs toward SHRM-SCP® and SHRM-CP® renewal. ASHHRA is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CP® or SHRM-SCP® recertification activities.

HR CERTIFICATION INSTITUTE



ASHHRA25 is pre-approved by the HR Certification Institute® for a total of 14.5 general recertification credit hours\*, and up to 5.5 strategic business management recertification credit hours.

\*Recertification credit hours toward aPHR™, PHR® , PHRca® , SPHR® , GPHR® , PHRi™ and SPHRi™ recertification.

HR Certification Institute’s® (www.HRCI.org) official seal confirms that ASHHRA meets the criteria for pre-approved recertification credit(s) for any of HRCI’s eight credentials, including SPHR® and PHR® .

Certificate of Attendance

A certificate of conference attendance, including SHRM-CP / SHRM-SCP and HRCI codes, will be made available post-conference. Certificates will be emailed to all Full Conference attendees along with the conference feedback survey. We kindly ask that you complete the survey to help us ensure strong educational content at future ASHHRA events.

**bucketlist**

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HR BUSINESSES

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On Building a Great Culture

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10:15 – 10:45 A.M.

## Unlock the Future of Workforce Development with Quality Work-Based Learning Programs

**Amy Mackenroth**

Associate Deputy Chancellor, National Partnerships & Innovation  
Dallas College (Booth #1027)

In today's competitive job market, the demand for skilled workers has never been higher. Employers are seeking innovative solutions to bridge the skills gap and ensure a steady pipeline of competent professionals. This is where quality work-based learning programs come into play. Over the past five years, Dallas College has partnered with ASHHRA to design and launch programs nationwide while fine-tuning a new international standard for work-based learning programs.

### **OBJECTIVES**

- Implement a new standard providing a robust framework for competency-based work-based learning (CWL) programs, ensuring quality and effectiveness as the backbone of any CWL program.
- Elevate the skills and competencies of your employees through CWL programs, providing economic mobility and opportunities for worker-learners from various populations.
- Demonstrate the practical impact of CWL programs with a case study showing how they equip workers with new job skills, fostering a deeper understanding of their roles.

10:45 – 11:15 A.M.

## Flexibility First: The Key to Activating Your Workforce in 2025

**Courtney Faulkner, BSN, RN**

Senior Account Executive, Nurse & Staff  
QGenda (Booth #1026)

Flexible scheduling has become the new buzzword in healthcare staffing, and it is now a must-have for recruiting, retaining, and providing the work-life balance the workforce demands. According to McKinsey & Company, 63% of surveyed nurses ranked incorporating flexibility into work schedules as the most effective initiative for their well-being. Additionally, 86% cited a flexible work schedule as a key reason for staying in their current position, second only to performing meaningful work. Healthcare organizations must address their employees' needs for flexibility to stand out as an employer of choice, while also providing a model that is fair and easily understood.

Join us for our Rapid Fire Session to learn the key tenets of creating a flexible scheduling model, and how to leverage scheduling technology to optimize your workforce.

### **OBJECTIVES**

- Explore the growing demand for flexible scheduling and why it's critical for recruiting, retaining, and engaging healthcare staff in today's competitive market.
- Learn about the five components of a successful flexible scheduling model that resonates with executive leadership and aligns to health system strategies.
- Uncover the essential features of scheduling technology, including self-scheduling, mobile access, and predictive analytics, to support a flexible scheduling program.

11:15 – 11:45 A.M.

## The Hidden Retention Strategy: How CHS, Clarvida & Other Top Systems Are Reducing Turnover with Recognition

**Jason Lindstrom**

CEO and Co-Founder

*Bucketlist Rewards (Booth #1131)*

Burnout, turnover, and disengagement are at an all-time high in healthcare. While many organizations focus on compensation and benefits, the #1 reason employees leave is a lack of appreciation.

Leading healthcare systems like CHS, Clarvida Health, Lakewood Health, and Home Instead are proving that strategic recognition is the missing link—reducing turnover, improving morale, and increasing engagement without adding more burden to HR teams.

Join us to learn how top-performing healthcare HR leaders are turning recognition into a proven workforce strategy that drives retention, enhances employee experience, and strengthens patient care.

If you're facing turnover challenges, this session is a must-attend. Learn how to build a culture healthcare professionals don't want to leave—without increasing costs or adding complexity.

### **OBJECTIVES**

- Understand the direct impact of recognition on retention and engagement.
- Discover the key elements of an effective recognition strategy.
- Learn how to secure leadership buy-in and implement quick wins.

11:45 A.M. – 12:15 P.M.

## Market Disruptors in Healthcare

**Adele Webb, Ph.D., RN, FNAP, FAAN**

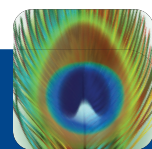
Executive Dean of Healthcare Initiatives

*Strategic Education, Inc. (Booth #821)*

The healthcare industry has traditionally been slow to embrace change, largely due to its complexity, regulatory environment, and the importance of ensuring patient safety. However, over the last decade, technological advancements, evolving consumer expectations, and new regulatory frameworks have opened the door for significant disruption. These disruptions are reshaping the healthcare market, enhancing patient care, reducing costs and improving outcomes. Join us as we explore digital health technologies, value-based care, precision medicine and consumer-driven healthcare and their impact on healthcare of the future.

### **OBJECTIVES**

- Describe the market disruptors effecting the provision of healthcare.
- Discuss each disruption in detail.
- Understand opportunities to influence the future of healthcare through market disruptors.



### **REMINDER:**

### **Rapid Fire Session Evaluations**

**After attending each session, complete the evaluation in the mobile app. Your feedback is critical in helping us to deliver high-quality educational content.**

12:00 - 12:30 P.M.

## Hot or Not: The Screening Trends that Are Shaping Talent Acquisition

**Joseph Doyle**

VP Sales

*InCheck (Booth #1119)*

Hot or Not: The Screening Trends That Are Shaping Talent Acquisition provides a critical examination of emerging and established screening practices in today's talent acquisition landscape. The presentation highlights "Hot" trends like enhanced identity verification, compliance management, and improved candidate experiences while addressing the pitfalls of "Not" trends such as over-automation, incomplete instant checks, rising cost to screen, and cutting corners. Attendees will explore actionable guidelines for evaluating trends, balancing innovative technologies with time-tested methods, and improving hiring outcomes through a thoughtful, compliance-focused approach.

### **OBJECTIVES**

- **Understand Screening Trends:** Identify which screening practices deliver measurable, positive outcomes for compliance, candidate experience, and organizational risk reduction.
- **Evaluate Effectiveness:** Learn how to critically assess new technologies and practices for alignment with your organization's hiring goals and compliance needs.
- **Combine Innovation with Proven Methods:** Develop strategies that integrate "trendy" new tools with long-standing, human-centered practices, ensuring balanced, effective talent acquisition workflows.

12:30 - 1:00 P.M.

## Innovative Approaches to Benefit Program Cost Control and Risk Mitigation for Healthcare Organizations

**Jason Ellison**

Employee Benefits Leader, National Healthcare Practice  
*Risk Strategies (Booth #1136)*

Join this informative session designed for Healthcare leaders striving to Optimize Employee Benefit Program costs and value. This presentation will provide actionable insights into best in class approaches for Medical/Rx risk management and Benefit program enhancement.

Discover industry-specific, proven strategies for identifying, assessing and mitigating potential claim risks. These programs deliver measurable savings and more predictable long-term outcomes.

Explore technology-driven solutions to maximize benefit cost and value for ancillary benefits like Life and Disability and Voluntary Benefits.

### **OBJECTIVES**

- **Proven Strategies for Cost Reduction:** Learn actionable methods to reduce cost and risk while ensuring maximum return on investment for benefit expenses.
- **Risk Management Best Practices:** Tools and strategies to reduce stop loss exposures, claim expenses and trend, ensuring your organization is protected from unexpected financial burdens and liabilities.
- **Leveraging Technology for Greater Efficiency and Substantial Savings:** Explore proven strategies adopting innovative tools and platforms that streamline processes, improve accuracy, and optimize decision-making for sustainable savings.



1:00 - 1:30 P.M.

## Empower Your Business: Harness the Power of Remote Talent for Unprecedented Growth

**Shawn Stutz**

Division President

*CertiMatch (Booth #1217)*

In today's dynamic business landscape, leveraging remote talent has become a game-changer.

This session will explore how businesses can effectively tap into talent across states and access a global pool of skilled nearshore professionals. By embracing remote work, companies can access diverse expertise, drive innovation, and achieve sustainable growth.

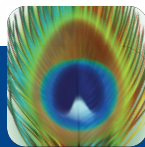
### **OBJECTIVES**

- Understand the Benefits of Remote Talent: Learn how remote talent can provide flexibility, cost savings, and access to a broader range of skills.
- Future Trends in Remote Work: Discuss emerging trends and technologies that will shape the future of remote work and how businesses can stay ahead of the curve.

### **REMINDER:**

#### **Rapid Fire Session Evaluations**

**After attending each session, complete the evaluation in the mobile app. Your feedback is critical in helping us to deliver high-quality educational content.**



## **GENERAL INFORMATION / POLICIES**

### **Rules of Conduct**

1. Conference badges must be worn and visible at all times.
2. By their registration, program participants agree to refrain from marketing products or services during the course of the program.
3. This program will be electronically recorded by ASHHRA. By attendance and/or participation in discussions, registrants agree that ASHHRA may electronically copy, record and distribute registrants' attendance at and involvement in the program discussion and question-and-answer periods. No individual entity other than ASHHRA may electronically record any portion of this program for any purpose without the prior written consent of ASHHRA.
4. Due to liability issues, children under the age of 21 are not allowed in the exhibit hall.
5. Registrants agree that ASHHRA may utilize conference photos containing registrants' images as participants in conference events for ASHHRA marketing publications and website pages.
6. ASHHRA reserves the right to cancel or reschedule a program due to an insufficient number of registrants or other unforeseen circumstances. Information in this brochure is correct at the time of publication.



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