



Get Inspired.  
Get Involved.  
Get Active.

# DRIVE CHANGE.

NCHA WINTER MEETING 2020

February 20-21 • Raleigh Marriott Crabtree Valley

# NCHA Winter Meeting 2020

Dear Colleagues and Friends,

Plan to join us for NCHA's 2020 Winter Membership Meeting where we will welcome in a new decade together and think about how, together, we lay the foundation for an amazing future.

Like in the "Roaring Twenties," where our country saw rapid industrial and economic growth, accelerated consumer demand, and the introduction of new changes in lifestyle and culture, we are poised to see significant changes over the next decade. We have the opportunity to shape those changes. For too long, changes in healthcare have been happening to us. Our conference agenda aims to give you the tools to lead, build support and create real change that improves the health of our communities.

This year we're taking an "all-hands-on-deck" approach and inviting hospital and health system trustees to attend. We've created a new morning session to get your board members, who are trusted local leaders, involved and active in advocacy. Building relationships, influence, reputation and trust are key topics on the first day's agenda. The McCauley Keynote Lecturer, Ian Morrison, will look into his crystal ball and offer a forecast of the challenges and opportunities that lie ahead.

On Friday, we'll provide an overview of the 2020 election and cover the impact of unconscious bias in healthcare. We'll conclude the day with our closing speaker Dr. Natalie Stavas, who will inspire us to "run towards chaos" — because doing so actually makes it more manageable.

I look forward to seeing you and encourage your leadership team and trustees to learn and network with us. Come early for panel sessions on the afternoon of February 19, hosted by the American College of Healthcare Executives.

Sincerely,



Steve Lawler  
NCHA President & CEO

## ACHE Afternoon Panel Sessions & Networking

### Wednesday, February 19

NCHA and the North Carolina chapter of the American College of Healthcare Executives (ACHE) have partnered to bring you two panel discussions to kick-off this year's Winter Meeting theme of Driving Change. Panel sessions are optional and require separate registration and an additional fee. [CLICK HERE](#) for session details and to register.

2 pm – 6:30 pm

**Session 1: The Healthcare Organization's Role in Formulating Public Policy**

**Session 2: Advanced Practice Providers: Changing the Way Healthcare is Staffed, Delivered and Financed**



AmericanCollege of  
HealthcareExecutives  
*for leaders who care®*

# 2020 Winter Meeting Agenda

Thursday, February 20

8 am - Noon

## Registration Opens

Pick up registration materials at your leisure. Refreshments available.

9 am - 11 am

## **NEW: PRE-CONFERENCE SESSIONS FOR TRUSTEES**

Register to attend Winter Meeting and take advantage of two pre-conference sessions designed specifically for trustees. There is no additional cost to participate, but trustees must register for the full meeting to attend.

9 am - 9:50 am

## Hospital Trustees: Advocates and Champions for Change

**Leah Burns, NCHA Senior Director, Government Relations**

At this session, trustees will learn how to advocate for their hospitals and health systems, as well as engage politically. Trustees who pre-register will receive a personalized packet with their specific elected officials and candidates running for office. Be prepared for November 2020 and beyond!

9:50 am - 10 am

## Break

10 am - 10:50 am

## Managing Your Hospital's Reputation

**Steven Behm, Regional President, Edelman**



Hospitals and health systems have a lot on their plate. From navigating an ever-changing healthcare landscape to juggling the ins and outs of a complex payor system, a hospital's reputation plays a critical role in its ability to attract patients, physicians and credibly serve the health needs of its community. As the digital communications world continues to expand, so does the risk of reputational mismanagement. In this session, Steve Behm will share consumer insights guiding patients and employees towards their health and employment choices. From these insights, you will hear how to evolve, protect and promote your hospitals and health systems. Behm is a recognized industry expert in crisis and risk management. Previously, he worked in government and political campaigns for more than a decade, then in a specialized public affairs firm that helped clients with legislative and regulatory challenges. He has been a contributor to CNN, *The Washington Journal* and *Business Week*.

11 am - 12 pm

## Meet & Greet

Network with peers and NCHA's Corporate Sponsors and Business Partners before the opening luncheon.

12 pm - 2 pm

## Luncheon & NCHA Chair's Address

Gather with colleagues and friends, enjoy a great meal and hear remarks from the **Honorable Governor Roy Cooper**. Celebrate accomplishments and the road ahead as NCHA Chair and WakeMed President and CEO **Donald Gintzig** addresses the membership.

2 pm - 2:15 pm

## Break

# 2020 Winter Meeting Agenda

## Thursday, February 20

2:15 pm - 3:15 pm

### **The State of Trust in Healthcare: How Do We Measure Up?**

**Steven Behm, Regional President, Edelman**

In recent years, Edelman's Trust Barometer research has shown that as the role health policy plays in our lives and society has expanded, people's expectations for healthcare, at large, have evolved. Now more than ever, hospitals and health systems must provide a reliable product and a rewarding patient experience. But now patients and employees have many more reasons to question how much they trust their health systems. Will it protect their data and privacy? Use information responsibly? Tell the truth in this era of disinformation? In short: Can the people we serve trust that we are doing the right thing? Join Steve Behm as he presents the newest Trust Barometer report on Healthcare in America.

3:15 pm - 4 pm

### **NCHA Update: Strategy 2020 and Beyond**

**Steve Lawler, NCHA President & CEO**

### **Building Trust through Advocacy**

**Cody Hand, Senior Vice President, Government Relations, Deputy General Counsel**

4 pm - 4:15 pm

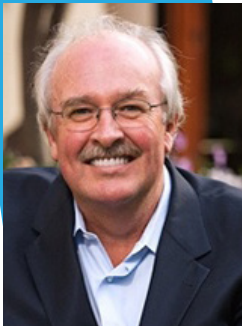
### **Break**

4:15 pm - 5:15 pm

### **The McCauley Lecture**

### **The Changing Healthcare Marketplace: What's Next?**

**Ian Morrison, PhD, Futurist and Founding Partner, Strategic Health Partners**



Ian Morrison will share critical issues health systems are facing and what they need to be addressing to prepare for the future, including payment reform, transparency, and bringing value to patients and the communities they serve. Dr. Morrison is an internationally known author, consultant, and futurist specializing in long-term forecasting and planning with particular emphasis on healthcare and the changing business environment.

5:15 pm - 6:45 pm

### **Networking Social**

Network with colleagues, enjoy hors d'oeuvres and beverages, and thank our Corporate Sponsors for their support of this annual event.

### **Dinner on Your Own**

# 2020 Winter Meeting Agenda

## Friday, February 21

8 am - 9:30 am

### The 2020 Election: Breakfast and Legislative Panel

Enjoy breakfast and networking with colleagues. Breakfast is available from 8 - 8:45 am. At 8:45 am, we will hear from a select panel of legislators, who will explore the role of healthcare in the election cycle and how we can make a difference.

**Moderator:** Roxie Wells, MD, President, Cape Fear Valley Hoke

**Invited panelists:** Rep. Carla Cunningham (D-106th), Rep. Josh Dobson (R-85th), Sen. Mike Woodard (D-22nd) and Sen. Jim Perry (R-7th)

9:30 am - 9:45 am

### Break

9:45 am - 10 am

### Morning Announcements

North Carolina Healthcare Foundation Staff

10 am - 11 am

### We See What We Believe: The True Cost of Unconscious Bias

**Gloria Goins, Chief Diversity / Inclusion Officer, Bon Secours Health System**



The outcomes of unconscious bias can be seen across all industries. But, in the health care industry, the need to mitigate it is of particular importance. Evidenced-based impacts of unconscious bias on safety, quality, and mortality show that we are unintentionally putting our patients at risk. Cross cultural competency is a “must have” skill as we define what it means to address, support and manage the ever-changing population. In this session, we will discuss actual strategies to address the effects of unconscious bias that are underway at Bon Secours Health System, the nation’s 25th largest healthcare system. Learn practical actions that can reduce the effects of unconscious bias in your overall operations. Goins, Chief Diversity and Inclusion Officer for Bon Secours, is responsible for leveraging diversity, inclusion and cross-cultural competency to advance the organization’s mission and business objectives. *Becker’s Hospital Review* recognized her as one of the Top 10 chief diversity officers in healthcare.

## Closing Session

11 am - 12 pm

### Running Toward Chaos

**Natalie Stavas, Physician, Boston Marathon Runner**

Natalie Stavas, MD, was born on a farm in Nebraska. She was once told that people from Nebraska don’t do well in places like Boston. She proved them wrong. Dr. Stavas was the first person from Nebraska to be accepted into the Harvard Pediatric Training program at Boston Children’s Hospital. One year after moving to Boston she received the *Boston Foundation’s Change Maker* award and in 2013 she received the *Bostonian of the Year Award*. This award is given to Bostonians who impact their community in a remarkable way. An avid runner, Dr. Stavas’ philosophy for success is . . . “You Run Towards.” This philosophy was never more apparent than on April 15, 2013. She had just run 26 miles and was about to finish the Boston Marathon when bombs detonated at the finish line. Instead of turning around and running away with the crowd, she ran towards the chaos and saved four lives that day. She has been honored by President Obama, as well as featured on CNN, BBC, CBC, and Fox news. She has also appeared on the cover of *Runner’s World Magazine* and *Sports Illustrated*.





# General Information



## Conference Location

Raleigh Marriott Hotel at Crabtree Valley

4500 Marriott Drive, Raleigh, NC 27612

Phone: 919-781-7000.

Visit [www.raleighmarriottcrabtreevalley.com](http://www.raleighmarriottcrabtreevalley.com) for more information about the venue, location and activities.

## Registration Fees

**NCHA MEMBER FEE: \$450**

(Employees of NCHA member institutions)

**NEW! TRUSTEE FEE: \$225**

New this year! A Special 50% discount fee is offered for member hospital and health system Trustees to attend Winter Meeting AND both pre-conference sessions.

**SPOUSE/GUEST FEE: \$150**

(includes opening lunch, reception, and closing session only). Guests must accompany a full paying registrant.

**NON-MEMBERS: \$700**

## Meeting Registration

**CLICK HERE to register** by the deadline of **Feb. 12**. Cancellations through Feb. 12 will be charged a \$50 processing fee. After Feb. 12, no refunds will be granted, but substitutions will be accepted.

**\*\*SPONSORS: CLICK HERE to register** as an NCHA Corporate Sponsor.

**ACHE PANEL:** Separate registration and fee is required to attend the ACHE panel sessions on Feb. 19. **CLICK HERE** for more information and to register.

## Hotel Accommodations

The NCHA conference rate at the Marriott is **\$175**. The cut-off date is January 28 or when the block is full, whichever comes first. Once your meeting registration is processed, a LINK to make your hotel reservations will be sent with your confirmation. **YOU MUST BE REGISTERED FOR THE MEETING TO MAKE A RESERVATION WITHIN THE NCHA ROOM BLOCK.** Check-in time is 3 pm and check-out is at 12 pm.

## Credit Hours

NCHA is authorized to award **7.0 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 wishing to have the continuing education hours applied toward ACHE Qualified Education credit should indicate their attendance when submitting the application to the American College of Healthcare Executives for advancement or recertification.

## Note on Special Needs

Should you have any special needs, contact NCHA Education Services at 919-677-4245. NCHA wishes to ensure that no individual is excluded, denied service, segregated or otherwise treated differently from others because of the absence of auxiliary aids or services. If you need any of the auxiliary aids or services identified in the Americans with Disabilities Act, NCHA will work directly with the venue to ensure needs are met.

## Questions about Winter Meeting?

For registration questions, contact James Hayes at [jhayes@ncha.org](mailto:jhayes@ncha.org) or 919-677-4246. For programming questions, contact Leslie Peterson at [lpeterson@ncha.org](mailto:lpeterson@ncha.org) or 919-677-4247.



**NCHA Strategic Partners**

Access. Solutions. Value.

*A contribution from NCHA Strategic Partners  
is assisting with the cost of this meeting.*