



A large circular graphic in the center contains a photograph of a waterfront town with buildings and a church steeple in the background, and a body of water in the foreground. Overlaid on this image are the event dates: "Oct. 5-6" on the top line and "2018" on the bottom line, all in a large, white, sans-serif font.

# NCHA TRUSTEE Education Forum

Hotel Ballast  
Wilmington



## Join us at NCHA's Trustee Education Forum in beautiful downtown Wilmington!

### Message from NCHA's President

Our celebration of NCHA's centennial this year has provided many opportunities to reflect on the accomplishments of North Carolina's hospitals and health systems - from outstanding teaching programs and countless medical "firsts" to important advocacy work to protect and preserve access to care in our communities. Through the years, hospital leaders have relied on their Board members not only for guidance and counsel, but also to be informed voices in their communities on behalf of health care.

This year's Trustee Education Forum provides an opportunity to enhance your effectiveness as a leader through learning and networking with your peers across the state. In response to your feedback, we have condensed the program, discounted fees and kept it local in North Carolina. Our agenda includes a national perspective on healthcare trends and issues facing rural hospitals, an update on North Carolina's political landscape and a look at some promising practices for population health management.

We look forward to seeing you in Wilmington!

Sincerely,

**Steve Lawler**  
**NCHA President**

# Agenda

## Friday, October 5

- 3:30 pm – 5 pm     **The Current Political Landscape and its Impact on Hospitals**  
NCHA's advocacy team and political consultants will share insights on what could be a pivotal election in November and the potential for change at the state and federal level.
- 5 pm – 6 pm     **Meet & Greet Networking Reception**  
Gather for this networking opportunity with your peers and NCHA's supporting corporate sponsors. Light snacks and beverages will be served.
- Dinner on Your Own**

## Saturday, October 6

- 8 am – 9 am     **Breakfast Buffet and Networking** (Spouses invited)
- 9 am – 11 am     **Governance Session**  
**Karma Bass, Via Healthcare Consulting**
- Healthcare Trends and Issues for Rural Hospitals**  
Rural hospitals are lifeblood to their communities, providing essential health care services to nearly 57 million people across the United States. Despite uncertain government funding, sustained workforce shortages, and limited access to capital to update aging facilities, some rural facilities are thriving. Learn the emerging strategies board and leadership teams should consider to ensure their organization remains among the successful.
- Break**
- High Performing Boards: Responding to Turbulent Times in Healthcare**  
As the health care industry enters a time of unprecedented transformation, boards across the country are grappling with some of the biggest issues their organizations will ever face: do we affiliate and/or how do we optimize our current affiliations; how do we transform the delivery of care and move toward population health; are we doing the necessary hard work to drive down costs and increase efficiency in preparation for new payment models? Hear how top-performing organizations, their leadership teams, and boards are facing these challenges and learn tips for navigating them with your board.



**Karma Bass, MPH, FACHE**  
**Principal, Via Healthcare Consulting**

For more than 20 years, Karma Bass has been a sought-after speaker, facilitator, and consultant with deep knowledge and experience in governance, strategic planning, philanthropy, quality oversight, healthcare policy, and board effectiveness. Before founding Via Healthcare Consulting, she worked with Accord Limited, serving clients nationwide with their strategic planning, governance, speaking and board retreats. Notably, Bass spent 10 years at The Governance Institute holding various positions including Vice President, Membership Services. During her time at The Governance Institute, she oversaw the prestigious biennial hospital governance practices survey tracking trends in US hospitals and health systems.

# Agenda

## Saturday, October 6

11 am – 11:15 am	<b>Break</b>
11:15 am – 11:45 am	<b>The Opioid Crisis in North Carolina: What You Need to Know</b> <b>Nicholle Karim, NCHA Director of Behavioral Health</b> Communities across North Carolina are facing increasing rates of substance use disorders, especially opioids. NCHA has been a leading partner in statewide efforts to address this healthcare crisis. Attendees will learn more about the current trends, innovative practices and efforts led by NCHA and our members.
11:45 am – 12 pm	<b>NCHA Update</b> <b>Julie Henry, NCHA Vice President of Communications</b> Get the story behind NCHA's rebrand and our new website. Find out about resources available to support hospital leaders in advocacy and education.
12 pm – 1 pm	<b>Networking Lunch</b> – spouses invited
1 pm – 2 pm	<b>Population Health Starts at Home</b> <b>Featuring NCHA Members: Vidant Health and New Hanover Regional Medical Center</b> Learn about innovative programs at North Carolina hospitals that are addressing chronic disease and other health concerns among employee populations to improve health outcomes and save on healthcare spending.
2 pm – 3 pm	<b>Closing Session: From the Board Room to the Bedside and Back: Reflections on My Patient Journey</b> <b>Dr. David Zaas, President of Duke Raleigh Hospital</b> Dr. David Zaas was diagnosed with leukemia in February 2017. After a bone marrow transplant from his 13-year old son, he persevered through treatment and recovery to return to his job in August. Hear his inspirational story and lessons learned from his perspective as a hospital CEO, physician, husband, father and patient.



**David W. Zaas, MD, MBA**  
**President, Duke Raleigh Hospital**

Dr. David Zaas is Associate Professor of Medicine and the President of Duke Raleigh Hospital since July 2014. Dr. Zaas previously served as the Chief Medical Officer for the Duke Faculty Practice, the Private Diagnostic Clinic (PDC). He also served as the Vice-Chair for Clinical Practice in the Department of Medicine at Duke University. He has played a major role in advancing multiple key strategic initiatives for Duke Medicine, including care redesign, clinical integration and improving access for patients. A pulmonary and critical care medicine physician by training, Zaas also formerly served as medical director for Lung Transplantation at Duke.



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

## Conference Location

**Hotel Ballast Wilmington**  
301 North Water Street  
Wilmington, NC 28401  
910-763-5900  
[www.hotelballast.com](http://www.hotelballast.com)

The newly renovated Hotel Ballast is located in Wilmington's downtown historic district. Walk along the boardwalk on the Cape Fear River and enjoy the shopping, monuments and variety of restaurants.



## Fees & Registration

Individual Registration Fee: **\$325**

Guest/Spouse Fee: **\$125**

(includes Meet & Greet reception, breakfast, lunch and closing session)

### New This Year – Group Discount!

Register your hospital attendees together and receive a Group Discount!

Fee for the first 3 registrants are **\$325** per attendee. Additional registrants receive the discounted fee of **\$295** per attendee.

## Meeting Registration

Register online at <https://www.ncha.org/event/trustee-education-forum/>.

The deadline to register for the conference is **September 27**. Cancellations received through Sept. 20 will incur a \$50 processing fee. After this date, refunds cannot be granted but substitutions will be accepted.

## Accommodations

A block of rooms is being held at Hotel Ballast for Friday, Oct. 5. The conference rate is **\$219** and will be offered through the cut-off date of **September 11** or until the room block is full; whichever comes first. If you plan to arrive Thursday or stay an additional night, contact the hotel directly for rates. The NCHA conference rate applies to Friday night only. Reserve your hotel accommodations [HERE](#).

## Hotel Parking

Self-parking at the hotel is \$11 per day and valet parking is \$15 per day. Check-in time is 3 pm and check-out time is 12 pm.

## ACHE Credit Hours

NCHA is authorized to award **6.25 hours** of pre-approved ACHE qualified education credit for this program towards advancement or recertification in the American College of Healthcare Executives. Participants in this program who wish to have continuing education hours applied toward ACHE Qualified Education credit should indicate their attendance when submitting application to the ACHE for advancement recertification.

## Dress

Comfortable, casual attire is appropriate for all meeting events.

## 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 hotel to ensure all needs are met.

## Activities

Arrive early or extend your stay in [Wilmington](#) to experience the annual [Riverfest Festival](#), featuring arts, crafts, food and live music at night. Or, visit nearby Wrightsville Beach.

Wilmington Tours:

[Trolley Tours](#)

[Haunted Pub Crawl](#)

Nearby Golf Courses:

[Cape Fear National at Brunswick Forest](#)

[Compass Point](#)

[Magnolia Greens](#)

Contact the hotel concierge to book tee times.