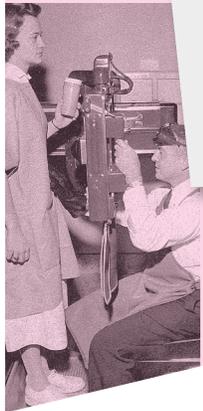




North Carolina  
Healthcare Association  
*Celebrating 100 Years of Service*



# The Changing Face of Healthcare



**2018 NCHA Summer Meeting  
& Centennial Celebration**

**July 18-20**

The Omni Grove Park Inn  
Asheville, NC

# The Changing Face of Healthcare

This year's Summer Meeting is a celebration of 100 years of caring, service and commitment to the people and the communities that we are so fortunate to serve. NCHA has been a force for good by working to be the trusted voice and partner for our members across the state.

Our theme, **The Changing Face of Healthcare**, is a reminder not only of the countless advancements we have seen in the way we deliver care, but more importantly, of the people and the relationships that enable us to do amazing work. In addition to a great celebration of our history, our program will challenge us to look to the future, thinking in new ways about the way we deliver patient care and our role in addressing the health of our population today. We'll meet nationally-recognized speakers who will share their vision of success and lessons learned along the way. We'll also highlight the opportunities available to support data-driven decision making and advancing technology to improve healthcare. We are happy you've joined us at the historic Omni Grove Park Inn for this special celebration.

— **Stephen J. Lawler, NCHA President**



## Wednesday, July 18

- 11 am – 4 pm **Sponsor Registration**
- 11 am – 4 pm **Exhibiting Sponsor move-in and set-up**
- 3 pm – 5:30 pm **Member Registration**
- 5:30 pm – 7:30 pm **Welcome Reception and Trade Show**

Visit with NCHA's Corporate Sponsors and sample food and refreshments indigenous to North Carolina's Mountain, Piedmont, and Coastal Plains regions. Drop your business cards at participating sponsors' booths for the chance to win a door prize. Winning names will be announced during Thursday's lunch.

## Thursday, July 19

- 7:30 am – 8:45 am **Breakfast in Exhibit Hall**  
If you haven't entered to win a door prize, this will be your last chance. The Exhibit Hall will close for the morning plenary session, and re-open at 11:45 a.m. for lunch.
- 9 am – 9:30 am **Welcome and NCHA Advocacy Update**
  - ▶ **Steve Lawler, NCHA President**
  - ▶ **Cody Hand, NCHA Senior Vice President, Advocacy and Policy**
- 9:30 am – 10:30 am **Unconventional Leadership: Lessons in Resilience and Innovation Learned from Henry Ford and the City of Detroit**



▶ **Nancy Schlichting, Retired CEO, Henry Ford Health System**  
Learn how Nancy Schlichting led the Henry Ford Health System through a dramatic turnaround. With relentless focus, she restored a financially struggling institution back to economic health, vastly improved the overall quality of care, bridged a gap with the community and made Henry Ford a destination for innovation in medical treatment. In 2017, she was named to the Top 25 Women in Healthcare by *Modern Healthcare*, the fifth time she received this recognition.

10:30 am – 10:45 am **BREAK**

10:45 am – 11:45 am



**Billy McCall Lecture:**

**The Advantage of Disadvantage: How to Transform Adversity into Action**

► **Steve Pemberton, Chief Human Resources Officer, Globoforce**

Armed with a warrior spirit and a servant's heart, Steve Pemberton has made equality, access, and opportunity pillars of both his professional and personal life. After overcoming childhood abuse and neglect, he became a trail-blazing corporate executive and was the first person in Walgreen's 100-plus year history to be named Chief Diversity Officer. Pemberton is a passionate champion for disadvantaged youth and received the prestigious Horizon Award from Congress, presented to individuals who have contributed to expanding opportunities and set exceptional examples for young people.

11:45 am – 12 pm

**NCHA Business Meeting**

11:45 am – 12:45 pm

**New This Year! Lunch in Exhibit Hall**

1 pm – 2:45 pm

**Concurrent Breakout Sessions**

► **Presented by NCHA's Diamond & Ruby Corporate Sponsors**

Session descriptions are listed below. Please select one breakout session per time slot. Pre-registration is suggested, as seating is limited.

1 pm – 1:45 p.m.

**Breakout Session 1**



**A. Strategies for Driving Out Unwarranted Clinical Variation**

Hospitals have entered a new era where survival is hinged on the ability to analyze data, to identify and realize opportunities to improve performance, including reducing excess length of stay and clinical variation. While many healthcare leaders recognize this challenge, they lack the strategy needed to make a change. **Clinical Intelligence, LLC** will provide steps you can take to develop data analytics capabilities using current data and realize your organization's clinical, operational, and financial opportunities.



**B. Prescribing Strategies for Health Care Plan Success**

For employers, managing pharmacy costs effectively has recently become as important as managing their underlying medical expenses. With drug spending to reach an estimated \$610 billion by 2021 and the pharmacy benefit representing approximately 20% of an employer's total health plan cost, it is critical that employers gain more awareness of their pharmacy arrangement. The **Marsh & McLennan Agency** will share how your peers are managing prescribing habits and healthcare spend for their employees and community.



**C. Opioids: Real Interventions, Real Results**

This session will focus on the positive impact of medication reconciliation and the specific steps that can be taken at the patient level to decrease adverse drug events related to opioids. **Alliant Quality** will highlight outreach that has shown a significant impact in North Carolina, and discuss positive actions taken to decrease the number of Medicare beneficiaries currently receiving opioid prescriptions. This presentation will also feature updates on the NC STOP ACT and naloxone dispensing trends.



**D. Improving the Health of Populations and Communities: Is your organization ready to succeed in value-based healthcare?**

This interactive workshop features leadership strategies, improvement processes and toolkits designed to prepare your hospital, health system or provider organization for value-based healthcare and managing the health of populations. The session highlights a case study involving a regional health system based in North Carolina.

2 pm – 2:45 pm

## Breakout Session 2



### E. Breathing New Air into Pneumonia Care: Improving Transitions, Outcomes & Readmissions

Learn how Liberty Healthcare, a privately held post-acute care organization, and Wake Forest Baptist Medical Center in Winston-Salem came together to improve care transitions and reduce readmissions for their shared population at risk of pneumonia. Through collaboration with NCHA and **Blaze Advisors**, Liberty and Wake Forest Baptist identified key pneumonia risk criteria, improved transition communication between organizations, and enhanced care pathways in the skilled nursing facility setting.



### F. Emergency Department Culture: Performance-Boosting Ways to Transform your ED

Whatever challenges your emergency department faces, there are measures you can take to engage and empower your clinical team, provide the best possible patient experience, and boost your bottom line. In this presentation, **CareCulture Health Partners** will outline core areas to focus on that will transform your ED culture to improve patient experience and drive results, including leadership development, aligning goals, provider engagement, and aggressively pursuing an in-network strategy for your ED service line.



### G. Burgeoning Legal Challenges and Opportunities for Hospitals

New healthcare delivery and payment models have created exciting opportunities for hospitals, health systems, and consumers. However, laws and regulations often do not keep pace with change, limiting providers from taking full advantage of these opportunities. **Nelson Mullins Riley & Scarborough LLP** will present a panel of experienced healthcare attorneys to discuss opportunities for hospitals and health systems to improve population health, better use telehealth technologies, advance clinical research efforts, and effectively respond to the opioid crisis while avoiding regulatory compliance pitfalls.



### H. Virtual Health: The Doctor Will See You Now

With looming physician shortages, coverage expansion and increasing demand for convenient care, virtual health is primed for growth. **SG2** will offer insight into the virtual health landscape, understand legislation and payment, assess infrastructure, and prioritize options as you pursue new means of access and coordination through virtual health.

2:45 pm – 6 pm

## FREE TIME

6 pm – 6:45 pm

### Networking Social

Sponsored by **Partners for Innovation in Health Care**, a voice for common-sense, pragmatic solutions for our state's health care delivery system.

7 pm – 9 pm

### Centennial Banquet Celebration

Join your peers, NCHA staff and special guests to celebrate NCHA's centennial and 100 years of achievements in health care in North Carolina. We'll also hear from American Hospital Association President Rick Pollack and introduce the inaugural Board of Directors of the newly revitalized North Carolina Hospital Foundation.

Special Thanks to Our Centennial Sponsors:



7:45 am – 9:30 am

## Breakfast and New IGNITE Session

### Innovations Making a Difference in Patient Care, Experience and Outcomes

Enjoy a breakfast buffet, network with colleagues and visit partner tables from 7:45 am - 8:30 am. Then, refill your coffee cups and come ready to listen, learn, and get motivated at our energetic, IGNITE-style presentations. NCHA business partners will showcase innovative approaches to improve overall patient care. Afterwards, stop by partner tables, ask questions, and learn how your organization can be part of this exciting work.

- **Smartlink:** Learn how new tools are making care management simpler and more effective, especially for patients with chronic conditions.
- **Clarify Health & NCHA:** Dig into the data that has helped uncover some of the reasons for and solutions to North Carolina's pneumonia mortality and readmission rates.
- **NC MedAssist:** See how access to medications can be a life-changer for vulnerable populations and how you can connect your patients with this valuable resource.
- **LabCorp, Blaze Advisors & NCHA:** Discover how lab data can help predict patients most at risk for hospital readmission.
- **PatientPing & Cone Health:** Find out how "pings" can help you keep track of patients after discharge and prevent costly readmissions.

9:30 am – 9:45 am

## BREAK

9:45 am – 10:45 am

## The Upstream Effect: What Really Makes Us Sick

### ► Dr. Rishi Manchanda, President & Founder, HealthBegins



Dr. Rishi Manchanda is a physician, author and healthcare leader who has spent more than a decade developing novel strategies to improve health in resource-poor communities. He has served as director of social medicine for a network of community health centers in south central Los Angeles, as the lead primary care physician for homeless Veterans at the Greater Los Angeles VA, and as chief medical officer for a self-insured employer with a large rural immigrant workforce. As an "upstreamist," he aims to reinvigorate primary care by teaching doctors to think about — and treat — the social and environmental conditions that often make people sick in the first place.

10:45 am – 11:45 am

## Special Closing Feature (guests may attend)

### Journey to the Top

#### ► Jeff Glasbrenner

Jeff Glasbrenner is a three-time Paralympian and the first American amputee to reach the peak of Mount Everest. After losing his leg as a child, Glasbrenner chose to embrace what he considered an opportunity by continually excelling in the athletic world — specifically wheelchair basketball, triathlons and mountaineering. His personal story is about adapting to change, overcoming challenges and always keeping a positive mindset. His next challenge is to climb the remaining "Seven Summits," the highest peaks of each of the seven continents.



*This presentation is brought to you by Lincoln Financial Group*

12 pm

## ADJOURNMENT

## Speaker Bios



### ► Nancy Schlichting, Retired CEO, Henry Ford Health System

Nancy M. Schlichting is the retired CEO of Henry Ford Health System, a nationally recognized \$5.7 billion healthcare organization with 27,000 employees. She is credited with leading the health system through a dramatic financial turnaround and for award-winning patient safety, customer service and diversity initiatives. During her tenure, the health system received the 2011 Malcolm Baldrige National Quality Award, 2011 John M. Eisenberg Patient Safety Quality Award, and 2004 Foster G. McGaw Award. In 2016, Schlichting was honored as one of the 100 Most Influential People in Healthcare by Modern Healthcare magazine, the eighth time she received this recognition. In 2017, she was named to the Top 25 Women in Healthcare by Modern Healthcare, the fifth time she received this recognition. She is the author of the acclaimed book, *Unconventional Leadership*.



### ► Steve Pemberton, Chief Human Resources Officer, Globoforce

Steve Pemberton has made equality, access and opportunity pillars of both his professional and personal life. He currently serves as Chief Human Resources Officer for Globoforce, a leading provider of social recognition and continuous performance development solutions. Prior to that he served as Vice President, Diversity and Inclusion and Global Chief Diversity Officer at Walgreens Boots Alliance, the first global pharmacy-led, health and wellbeing enterprise in the world. He also was the first person in Walgreens' 100-plus year history to hold the position of Chief Diversity Officer, and under his leadership the company reached record levels of performance in areas of representation, retention, employee engagement and supplier diversity. Pemberton is the author of a best-selling memoir, *A Chance in the World: An Orphan Boy, A Mysterious Past, And How He Found A Place Called Home*. His triumphant life journey and drive to become a man of resilience, determination and vision, will be featured in an upcoming major motion picture.



### ► Dr. Rishi Manchanda, President & Founder, HealthBegins

Dr. Rishi Manchanda is a physician, author and healthcare leader who has spent more than a decade developing novel strategies to improve health in resource-poor communities. He is president and founder of HealthBegins, a social enterprise that teaches and empowers clinicians to improve health where it begins—in patients' home and work environments. In his TED Book, *The Upstream Doctors*, Dr. Manchanda shows how the future of our healthcare system depends on "upstreamists," the doctors, nurses and other healthcare practitioners who look for the root cause of illness rather than just treating the symptoms. The book has become recommended reading in medical schools and universities across the world.



### ► Jeff Glasbrenner, Paradox Sports

At the age of 8, Jeff Glasbrenner was involved in a traumatic farming accident, leaving him an amputee. Most would call this a tragedy, but Glasbrenner says it was his greatest opportunity. He chose to embrace this unique opportunity by excelling at sports and becoming a Wheelchair Basketball World Champion, a three-time Paralympian, Paralympic Games Bronze Medalist, and winner of multiple Ironman competitions competing as a physically challenged athlete. In 2013, he became the first physically challenged athlete to race and finish the Norseman Xtreme triathlon in Norway. After moving to Colorado in 2014, he joined Paradox, a climbing training program supported by The North Face, that welcomes people with physical disabilities into the climbing community. He climbed Aconcagua (22,841 ft) in January 2015 with a Paradox supporter, and became the first American Amputee to summit Mount Everest on May 18, 2016. Having the goal of climbing the Seven Summits, Glasbrenner believes that surrounding yourself with the right people/organization that you can accomplish any summit in life. Read more about Glasbrenner in his book, *The Gift of a Day*.

# Thanks to our 2018 Corporate Sponsors

NCHA is pleased to announce our 2018 Corporate Sponsors. Their generous support of NCHA helps keep meeting fees and membership dues low. Please thank our sponsors in attendance at Summer Meeting.

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## Diamond Sponsors



NCHA Strategic Partners



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## General Information

### New This Year! Meeting App

Enter this link on your mobile phone or tablet to access the meeting agenda, speakers and more!  
<https://omnilink.cumulusapp.com/viewer/join.php>  
Enter code: YRtrObTx

### Meeting Location

#### The Omni Grove Park Inn

290 Macon Ave.  
Asheville, NC 28804  
828-252-2711  
[www.omnihotels.com/Asheville](http://www.omnihotels.com/Asheville)

### Meeting Registration and Fees

Members are hospital staff and trustees.

NCHA Member Early Bird Fee - **\$550**  
(Available through June 25. )

After June 25, Member Fee - **\$600**

Spouse/Guest fee - **\$300**  
(Includes Wednesday's trade show reception, Thursday's breakfast and Centennial banquet, and Friday's closing session).

### Accommodations and Rates

The NCHA hotel conference rate is **\$269** Single/ Double occupancy. A block of rooms is being held until the cut-off date of June 15 or until the block is full. Book your accommodations now to ensure availability. Check-in is after 4 pm and check-out is at 11 am. Both self-parking and valet are available at a nightly fee.

An added resort fee of \$12 per night includes in room calling, in-room high speed internet, on-property shuttle service, entrance to the Sports Complex offering the indoor pool and outdoor tennis, in-room coffee and tea, a guided history tour and daily newspapers located in the Great Hall.

### Things to Do

Looking for activities while in Asheville? Visit [www.exploreasheville.com](http://www.exploreasheville.com). The Omni Grove Park Inn concierge can also assist with additional activities, golf, spa appointments and dining options.



### Golf

NCHA has secured a 20% discount on tee times at the hotel golf course. Contact the Pro Shop to take advantage of the NCHA discount.

### Attire

Attire for the event is resort casual. Business or dress attire is suggested for the evening banquet. Meeting rooms tend to be cool; dress accordingly.

### Credit Hours

NCHA is authorized to award 7.5 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 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 hotel to ensure all needs are met.

### Questions about Summer Meeting?

Contact James Hayes, NCHA Education Services Department at [jhayes@ncha.org](mailto:jhayes@ncha.org) or 919-677-4246.



NCHA Strategic Partners

Access. Solutions. Value.

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