



# 2019 NCHA WINTER MEETING

F E B R U A R Y 2 0 - 2 1

Raleigh Marriott Crabtree Valley

Come early for Feb. 19  
ACHE Pre-Conference Panel Sessions



LEADERSHIP  
IN AN ERA OF  
**Disruption**

## 2019 NCHA WINTER MEMBERSHIP MEETING

# Leadership in an Era of Disruption

Dear Colleagues and Friends,



As NCHA begins a new century of service to our members and to North Carolina, we enter a time of disruption that will shape the healthcare delivery system in our state for years to come.

From evolving payment models for Medicare and Medicaid, to the possibility of expanded insurance coverage for North Carolina's vulnerable populations, to exciting technologies that allow us to expand healthcare services beyond hospital walls and into people's homes, North Carolina's hospitals and health systems are embracing new opportunities and responding to challenges with renewed focus and intention.

Our annual Winter Meeting is an opportunity to network with leaders in our own industry and to be inspired by other great leaders, like McCauley Keynote Lecturer, Vice Admiral Peter Neffenger, who will share lessons learned from his time as the US Coast Guard Deputy Incident Commander during the 2010 BP Oil spill and during his transformational tenure as head of the Transportation Security Administration.

Our focus on disruption will include a look at retail healthcare delivery, cybersecurity risks, and emerging trends in healthcare and business. We'll also introduce new NCHA awards to recognize partnership and innovation. I look forward to seeing you there.

Sincerely,  
Steve Lawler  
President, NCHA

## TUESDAY, FEBRUARY 19

### Optional Pre-Conference Panel Sessions

NCHA and the North Carolina Chapters of the American College of Healthcare Executives (ACHE) have partnered to bring you two panel discussions to kick-off this year's theme of disruption. Separate registration and an additional fee are required. [CLICK HERE](#) for details and registration.

2 pm - 6:15 pm

**3.0 Hours**  
F2F Credit

#### Panel 1 - Leading through Mergers & Acquisitions

Hospitals have been caught up in a sweeping trend of consolidation. As a leader in the healthcare industry, executives must be prepared to lead their organization, their employees and community through this transition.

#### Panel 2 - Innovative Care Models in Times of Change

The transition to new care delivery models and alternative payment models go hand-in-hand and rely on effective payer-provider partnerships. This panel will explore the industry's transition to value-based care and discuss real world experience, successes and lessons learned.

## NCHA Winter Meeting Agenda

### WEDNESDAY, FEBRUARY 20

9 am

#### Registration Opens

Pick up your registration materials; coffee available.

10 am - 11:45 am

#### NCHA Corporate Sponsor Meet & Greet

Network with peers and mingle with NCHA's Diamond and Ruby Sponsors.

12 pm - 2 pm

#### **NEW!** Awards Luncheon & Chairman's Address

NCHA will be presenting two new awards. The **Healthier Communities Award** recognizes collaborative work by an NCHA member institution or institutions to promote health and well-being by addressing an identified community need. The **Highsmith Award for Innovation** will be presented to a member institution or individual/team employed by an NCHA member institution in recognition of innovation that creates value for patients/consumers of healthcare.

The Honorable Governor Roy Cooper is invited to give remarks.

NCHA Chair Dr. Michael Waldrum, CEO of Vidant Health in Greenville, will give the Chairman's Address.

2 pm - 2:15 pm

#### Break

2:15 pm - 3:15 pm

#### The McCauley Keynote Lecture Leadership in Times of Chaos

*Vice Admiral Peter Neffenger*



Vice Admiral Peter Neffenger knows what it is like to lead through chaos when the stakes are high. He was appointed in 2015 by President Obama to head the Transportation Security Administration (TSA), a position he held until January 2017. When he took the helm of the TSA, the agency's challenges were substantial and numerous. His transformation of the organization earned the TSA widespread recognition as the turnaround agency of the year and led to his being named one of the 25 most influential business travel executives of 2016 by *Business Travel News*. Prior to this, he enjoyed a distinguished career in the U.S. Coast Guard where he served as the 29th Vice Commandant, in addition to earlier assignments that included Deputy Commandant for Operations and Deputy National Incident Commander for the 2010 Deepwater Horizon BP oil spill.

3:15 pm - 3:30 pm

#### Break

3:30 pm - 4:30 pm

#### The Retailization of Healthcare: CVS Health Forging New Ground

*Nicola MacManus, Vice President of Transformation, CVS Health*



Nicola MacManus is responsible for product development within the newly combined CVS Health-Aetna Enterprise. She is focused on outlining the product development roadmap and implementing point solutions across CVS Pharmacy, MinuteClinic, Retail and Aetna. In her previous role on the Enterprise Strategy team, she was involved in diligence related to the Aetna acquisition and responsible for external partnerships. She previously developed services to support complex, chronic patients including comprehensive medication reviews, ongoing adherence management and multi-dose packaging.

4:30 pm - 5:15 pm

#### NCHA Advocacy Briefing

*NCHA Staff*

5:15 pm - 7 pm

#### Reception Honoring the NC General Assembly

## NCHA Winter Meeting Agenda

### THURSDAY, FEBRUARY 21

8 am - 8:45 am

#### Continental Breakfast

8:45 am - 9:45 am

#### Megatrends Impacting the US Health Care Industry

*Paul Keckley, The Keckley Report*



Paul Keckley, PhD, is managing editor of *The Keckley Report*, a weekly blog about health industry trends and issues, and is an advisor to several national healthcare organizations. He is an expert on U.S. health system reform, having served as the facilitator between the White House and major trade associations during deliberations about the Affordable Care Act. He is a prolific writer, media commentator and frequent participant in strategic planning for hospitals, health systems, health insurers and investment banks.

9:45 am - 10 am

#### Break

10 am - 11 am

#### Strategic Cybersecurity and Risk Issues for Leadership

*John Riggi, Senior Advisory for Cybersecurity & Risk, American Hospital Association*



John Riggi, a 30-year decorated veteran of the FBI, serves as the senior advisor for cybersecurity and risk for the American Hospital Association. In this role, he is a resource to help members identify and combat cyber and other sources of risk to their organizations. Additionally, he supports AHA's policy efforts and Federal agency relations on cyber and other risk-related issues. While at the FBI, Riggi served as a representative to the White House Cyber Response Group. He is the recipient of the FBI Director's Award for leading a highly successful classified terrorism financing interdiction program and the recipient of the George H.W. Bush Award for Excellence in Counterterrorism, the CIA's highest counterterrorism award.

11 am - 12 pm

#### Closing Session

#### The Future of Work Today: Insights from the New World of Work

*Seth Mattison, Founder and Chief Movement Officer of Luminare Labs*



We are entering the greatest period of business transformation the world has ever known. The rigid models we've come to count upon for centuries are no longer reliable and in many instances, even considered relevant. The constant state of disruption we are experiencing mandates a bold new approach to leadership. This program is designed to help leaders prepare to navigate a new business landscape where the pace of change is elevating and collaboration is the key ingredient to unleashing the innovation required to compete and win.

Seth Mattison is an internationally renowned expert, author and futurist. As founder and chief movement officer of Luminare Labs, he advises many of the world's leading brands and organizations on the key shifts happening around talent management, change and innovation, leadership, and the future of work. Over the past decade Seth has shared his insights with thousands of business leaders around the world and has received accolades from many of the world's best brands including: MasterCard, Johnson and Johnson, IBM, The Dallas Cowboys, AT&T, PepsiCo, GE Energy, E&Y, Caterpillar, and The Walt Disney Company.

12 pm

#### Meeting Adjourns



NCHA Strategic Partners

Access. Solutions. Value.

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

## General Information

### Conference Location

The NCHA Winter Membership Meeting returns to the Raleigh Marriott Crabtree Valley again this year.

#### 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.



### Meeting Registration Fees

#### NCHA Members - \$450

(hospital staff and trustees)

#### Spouse/Guest - \$150

(includes awards lunch, reception and closing)

All guests must accompany a full paying registrant.

#### Non Members - \$700

**Note:** There is an additional fee to attend the Pre-Conference panel sessions on Tuesday, 2/19, and separate registration is required. [CLICK HERE](#) for details and registration.

### Winter Meeting Registration

[REGISTER HERE](#) by the deadline of **Feb. 11**. Cancellations through Feb. 11 will be charged a \$50 processing fee. After Feb. 11, no refunds will be granted, but substitutions will be accepted.

### Hotel Accommodations

#### NCHA Conference Rate at the Marriott - \$170

The cut-off date to book your hotel room is **Jan. 29** 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 in 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 6 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.

ACHE Credits – Pending approval, 3 ACHE approved face-to-face credit hours will apply for those registered for Tuesday's ACHE panel discussions. Separate registration is required.

### 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?

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.