



Beyond the Pandemic:
**Telling
Our Stories.
Owning
Our Future.**

February

17-18



2022 Virtual Winter Meeting

2022 NCHA Virtual Winter Meeting

Beyond the Pandemic: Telling our Stories. Owing our Future.

The North Carolina Healthcare Association is excited for you to attend our 2022 Virtual Winter Membership Meeting focused on how the pandemic has accelerated innovation, impacted policy and politics, challenged our workforce, and more. We hope to inspire you to share the stories happening in your organizations to impact positive change beyond the pandemic. Together, we can shape our future — Let's make 2022 the year we built a better path to achieving a North Carolina where high-quality healthcare is equitable and accessible for all.

See you there! **Steve Lawler, NCHA President & CEO**



AGENDA

Thursday, February 17

12 - 12:30 pm

Virtual Trade Show Open

Chat with our business partners and sponsors to learn about solutions and services available to help your organizations thrive.

12:30 - 12:55 pm

NCHA Strategic Partners Lunch N' Learn

NCHA Strategic Partners invites you to join in a conversation on workforce – Come share your staffing challenges and hear from partners on available solutions.

1 - 1:15 pm

Welcome and Opening Announcements



Steve Lawler

NCHA President & CEO

1:15 - 1:30 pm

NCHA Chair's Address



Dr. Roxie Wells

President

Cape Fear Valley Hoke Hospital, Raeford
2022 Chair, NCHA Board of Trustees



NCHA Strategic Partners

Access. Solutions. Value.

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

Keynote

1:30 - 2:15 pm



Silver Linings: Experimentation, Innovation and Opportunity

Craig Deao, Managing Director, Huron Consulting Group

Amidst the disruption and suffering caused by the pandemic, healthcare organizations find themselves in a rare moment of grand experimentation. Fueled by sweeping changes to regulation, reimbursement and patient preferences, there has been an unprecedented wave of innovation, from the rise of telehealth to the flexibility of working from home. Which of these positive changes will sustain, and which will fade away? This session shares a perspective on where to look for innovation, how to nurture the positive changes, and practical advice for building trusting relationships with your employees and communities.

Craig Deao helps leaders create better places to work, practice medicine and receive care. He serves as a trusted advisor to boards and executive teams on healthcare leadership, especially patient experience, employee engagement and patient safety. Deao is author of the book, *The E Factor: How Engaged Patients, Clinicians, Leaders, and Employees Will Transform Healthcare*. In addition to his full-time work with Huron, he serves as faculty for the American College of Healthcare Executives.

2:15 - 2:45 pm

Panel Discussion: Finding the Silver Linings in North Carolina

Craig Deao will moderate a panel of healthcare leaders as they discuss the challenges they've confronted through the pandemic here in North Carolina, and lessons learned that will serve us well as we move forward.

2:45 - 3 pm

Break

Visit the Virtual Trade Show or browse our Healthcare Hero section – you might just see someone you know.

3 - 3:45 pm



Politics: Policy and Priorities 2022

Mara Liasson, National Political Correspondent, National Public Radio (NPR)

When it comes to politics, Mara Liasson is one of the most trusted voices in political journalism. In her positions as Political Contributor for Fox News, National Political Correspondent for NPR and a host of several award-winning news magazines, Mara wields the experience needed to provide our audience with a solid understanding of the issues from Washington DC, focusing on healthcare policy and priorities.

3:45 - 4:15 pm



NCHA Advocacy Update

Cody Hand, NCHA Senior Vice President, Advocacy, Policy & Communications

2022 is a pivotal election year in our state and our nation. Cody Hand will discuss the political landscape, and share NCHA's state and federal advocacy priorities and how our policy and advocacy work assists NC hospitals and healthcare organizations with their top pressing issues.

4:15 - 4:25 pm



A Message from Governor Cooper

The Honorable Roy Cooper (invited)

4:25 - 4:30 pm

Wrap Up and Day Two Preview

Friday, February 18

8:30 - 8:55 am

NEW Trustee Peer Room

Trustees are encouraged to attend this moderated Zoom Meeting to converse with other trustees about challenges and triumphs they've encountered in their role.

8:30 - 8:55 am

Coffee Chat: What's New for 2022

NCHA Strategic Partners invites you to join today's Coffee Chat conversation with peers and partners. Let us see your faces and hear your voices!

9 - 9:10 am

Welcome Back

Keynote

9:15 - 10 am

The Future of Work after the Pandemic: Winning the Battle for Talent

Steve Cadigan, former Vice President of Talent, LinkedIn



What can we look forward to when it comes to the future of work? The workforce today is going through a dramatic transformation. According to Gallup we have the most actively disengaged workforce in history. The Bureau of Labor Statistics in the US indicates we have a workforce that is leaving their companies faster than ever before. On top of this, the documented cases of stress and depression in the workplace across the world are higher than they have ever been. Steve Cadigan has dedicated his life to understanding the future of work and will share strategies to reframe culture and the employee-employer relationship for a positive outcome.

Cadigan has been at the forefront of global talent strategy and company culture for the past 30 years. Most famous for scaling LinkedIn from 400 to 4000 in 3.5 years, Steve also led the development of LinkedIn's legendary company culture and was at the helm of the Talent function for its period of highest growth and through their IPO. Today, Cadigan helps companies reframe what they offer to employees and helps employees take ownership of uncertain careers and futures. He offers strategy and insight on talent in times of disruption through keynotes, seminars, and workshops.

10 - 10:15 am

Break

Stop by the virtual trade show and show your support.

10:15 - 10:25 am

Fostering Diverse Leaders Through Mentorship

Julia Wacker, Senior Vice President, North Carolina Healthcare Foundation



Hear from the North Carolina Healthcare Foundation as they share the importance of creating a diverse pipeline of leaders to reflect the communities they serve. Learn about plans to build the next generation of healthcare workforce from a community lens – looking beyond the four walls of our hospitals.

McCauley Lecture

10:30 - 11:15 am

Advancing Equity in Workforce and Leadership

Dr. Freda Lewis-Hall, Life Sciences Leader, Former Executive Vice President, Chief Medical Officer, & Chief Patient Officer, Pfizer, Inc.



Dr. Lewis-Hall has been at the frontlines of healthcare as a clinician, academic leader, and researcher in the biopharmaceutical and life sciences industries. She is an expert in analyzing the evolving needs of the healthcare industry and implementing patient-focused approaches to develop strategic partnerships and deepening ties across the healthcare ecosystem to better support the patients we seek to serve. She is a passionate advocate for health equity and improved outcomes for all patients. As an African-American female senior executive, Dr. Lewis-Hall will share her story from humble beginnings to the pivotal moments in her evolution, and will give a firsthand account of the importance of mentors and coaches in life, career, and through an organization's journey to achieve equity.

Closing Session

11:15 am - 12 pm

Building Empathy One Story at a Time

Jay Newton-Small, CEO and founder of MemoryWell



If COVID-19 has revealed anything, it's about how hard human connection is when done from outside windows, across face shields and on iPads. For a decade, value-based care, person-centered care, and social determinants of health have been the catch phrases of health care. But what the pandemic made clear is that to truly advance our healthcare system, to flip it from being wholly responsive to being the predictive model so touted by the government and captains of industry, we must understand who patients are first. You can't have person-centered care without knowing the person. A look at what the healthcare system might look like when providers know as much about who patients are as they do their diagnoses.

Newton-Small is CEO and founder of MemoryWell, a national network of more than 700 writers who tell the life stories of seniors to help improve their care. Previously, she was Washington correspondent for TIME Magazine, where she remains a contributor. She authored the 2016 best-selling book, *Broad Influence: How Women Are Changing the Way America Works*. Before TIME, Newton-Small was a reporter for Bloomberg News, where she covered the White House and politics.

12 pm

Adjournment and Prize Drawings

Meeting Registration and Fees

NCHA Member Fee: \$295

(Employees of NCHA member hospitals and health systems)

Trustee Discount Fee: \$150

Non-Member Fee: \$350

Registration fees must be paid by credit card at time of registration. NCHA no longer accepts checks for meeting registrations. If you must cancel, please assign a substitute by no later than Feb. 11. Refunds will not be granted.

NCHA encourages you to register yourself and other employees who would benefit from the program sessions. Diversity, equity and inclusion officers, human resource directors, and trustees will find this year's program informative.

Register **NOW** or by **Dec. 31** to receive a **FREE** copy of Steve Cadigan's new book, *Workquake: Embracing the Aftershocks of COVID-19 to Create a better Model of Working*. Instructions to retrieve your book will be included in your registration confirmation email.

[Members Register Here](#)

[Sponsors Register Here](#)

Additional ACHE Learning Opportunity

The American College of Healthcare Executives (ACHE) will host two 90-minute panel sessions on Wednesday, Feb. 16, for anyone interested in attending. Details and registration coming soon.

Credit Hours

NCHA is authorized to award **5.75 hours** of pre-approved ACHE Qualified Education credit 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 ACHE for advancement or recertification.

About Our Virtual Platform

NCHA will once again team up with LeaderPass, a premier virtual platform, to provide members a professional, enjoyable virtual meeting event. More information will be shared soon to help you navigate the site and enhance your experience.

About Our Business Partners and Sponsors

Throughout the conference, NCHA will showcase its business partners and corporate sponsors, who have waited a long time to see and hear from you and who have remained loyal supporters throughout the pandemic. Join Thursday's Lunch N' Learn Zoom session and Friday's Coffee Chat Zoom session to engage in conversation with peers and partners.

Virtual Trade Show

This year, the Virtual Trade show will be open at select times, and we encourage you to browse the many businesses that provide goods and services to NCHA member hospitals and healthcare providers. Reps will be available Thursday from 12:00 – 12:30 pm and during all conference breaks. Schedule time to chat with your favorite vendor, and thank them for their support as you browse and visit the various areas.

Prize Drawings

For each sponsored event you attend, your name will be entered in a drawing for a prize. Sponsored events include Thursday's Lunch N' Learn, Friday's Coffee Chat and the Virtual Trade Show. The grand prize is a complimentary registration for NCHA's Summer Meeting in July. Other prizes will be announced prior to the conference. Participation in the drawing is limited to NCHA members.

NEW for Trustees

NCHA encourages hospital and healthcare system trustees to attend Winter Meeting to hear the excellent speakers and participate in the Trustee Peer Room, created for peer-to-peer conversation among trustees about challenges and triumphs in their roles.

Questions?

Contact James Hayes, 919-677-4246, jhayes@ncha.org, or Leslie Peterson 919-677-4247, lpeterson@ncha.org. Questions about sponsorship or sponsored events, contact Pam Rogers 919-677-4127, progers@ncha.org.

