

2022 NCHA Summer Meeting

Riding the Wave of Innovation

JULY 20-22

**Marriott Myrtle Beach Resort
& Spa at Grande Dunes**



Riding the Wave of Innovation

Amid the challenges of COVID-19, hospitals and health systems saw a rise in healthcare innovation. During this year's Summer Meeting, "Riding the Wave of Innovation," we hope to equip you with the mindset to confidently surf this wave with optimism and creativity. Because when we nurture our resilience, innovation thrives.

We can't wait to see you in-person at the beach. Check out the full agenda for more details on the program, our speakers, and our benefit fundraiser supporting the North Carolina Healthcare Foundation's Diverse Healthcare Leaders Mentorship Program.

See you soon,
Steve Lawler, NCHA President & CEO

Wednesday, July 20

- 11:00 am** **NCHA Corporate Sponsor Registration opens**
- 3:00 pm** **General Membership Registration opens**
- 5:30 – 7:30 pm** **Trade Show Reception in Exhibit Hall**
We invite you to visit the trade show to meet our new and returning vendors.

Thursday, July 21

- 7:30 – 8:45 am** **Breakfast in Exhibit Hall**
We invite you to visit the trade show to meet our new and returning vendors.
- 9:00 am** **Welcome and NCHA Update**
Steve Lawler, NCHA President and CEO

The Billy McCall Lecture

- 9:30 – 10:30 am** **The (Not-So-Surprising) Link Between Resilience, Innovation, and Creativity.**
Taryn Stejskal, PhD, Founder, Resilience Leadership Institute



We all want to foster conditions that nurture innovation, yet we've overlooked a key ingredient required in those environments: Resilience. Resilience not only amplifies creativity, it protects against innovation killers such as burnout, exhaustion, and high-stress levels. The (Not-So-Surprising) Link Between Resilience, Innovation, and Creativity provides the blueprint to beat burnout and intensify invention through The Five Practices of Particularly Resilient People.

Dr. Stejskal (pronounced Stay – Skull) is an international expert on resilience, in both leadership and life, whose mission is to positively impact lives by enhancing hope, healing, and health through the concepts of resilience. She is the Founder and Chief Resilience Officer (CRO) of Resilience Leadership Institute (RLI). Prior to RLI, she served as the Head of Executive Leadership Development & Talent Strategy at Nike, as well as Head of Global Leadership Development at Cigna.

Thursday, July 21

10:30 – 10:45 am Break

10:45 – 11:45 am **Improving Care for Behavioral Emergency Patients for Any Size or Shape Hospital & Emergency Department**
Scott Zeller, MD



Dr. Scott Zeller will help attendees understand key issues involving behavioral emergency patients presenting to hospital emergency departments of every size and shape, and describe traditionally ubiquitous practices in EDs that can worsen behavioral emergency symptoms and place caregivers at risk for violence. You will learn innovative approaches to acute behavioral health patients that improve patient experience and enhance overall safety in hospitals and their EDs, including trauma-informed care, de-escalation techniques, parallel processing, avoidance of coercion via therapeutic alliances — which lead to improved throughput, financial enhancement, and reduction in overall lengths of stay, with dramatically improved patient outcomes and satisfaction scores.

Dr. Zeller is vice president for acute psychiatry at a multistate, multispecialty physician group partnership called Vituity. He is a professor at two medical schools; past president of the American Association for Emergency Psychiatry; past chair of the National Coalition on Psychiatric Emergencies; and former chief of Psychiatric Emergency Services for the Alameda Health System in Oakland, CA, where he developed the “Alameda Model.” He is known as the co-inventor of On-Demand Emergency Telepsychiatry and the creator of the EmPATH Unit (Emergency Psychiatry Assessment, Treatment and Healing Unit) model for behavioral health emergency care.

11:45 – 11:55 am **NCHA Business Session and House of Delegates Meeting**
NCHA members only.

11:55 am – 12 pm **Equity of Care Resolution**
Julia Wacker, North Carolina Healthcare Foundation President

12 pm **Lunch** (Pick up box lunch)

12:15 – 1:15 pm **Lunch Session: Addressing Disparities in Care Delivery: Equity Resolution & Metrics**
Panel Moderator - Roxie Wells, MD, President, Cape Fear Valley Health System. Panel: Mary Jo Cagle, MD, CEO, Cone Health; Fernando Little, VP, Chief Diversity Officer, Atrium Health; and Katie Galbraith, MBA, FACHE, President, Duke Regional Hospital
Join us for a panel discussion providing an overview of the Equity of Care Resolution – specifically the intent, measures, data privacy procedures and regulations, and next steps. Featured panelists and moderator are members of the Equity Committee and represent hospitals and health systems that have pledged their commitment to NCHA’s equity initiatives.

1:15 – 1:30 pm Break

1:30 – 2:30 pm **Breakout Sessions**

The Gift of Rural

Member panel & NCHA staff will discuss the benefits rural healthcare systems bring to both the community and larger organizations.

Workforce Lessons Learned from America’s Frontlines

Sherry Kolb from Qualivis will discuss creating a 12-18 month workforce stabilization plan.

Thursday, July 21

2:30 – 2:45 pm Break

2:45 – 3:45 pm Breakout Sessions

Mental Shift: Employee Well-Being to Family Well-Being

Andrea Pocoroba, Michelle Hand, and Sonya Finn from the Marsh & McLennan Agency show how supporting not only your employee's well-being, but also their family's well-being can improve the culture of your workplace and the productivity of your workforce.

Meet the Jetsons . . . and Welcome to the Digital Health Age

Bob Wilson and Trish Markus of Nelson Mullins discuss the growing telehealth, digital expansion, and regulatory challenges needs.

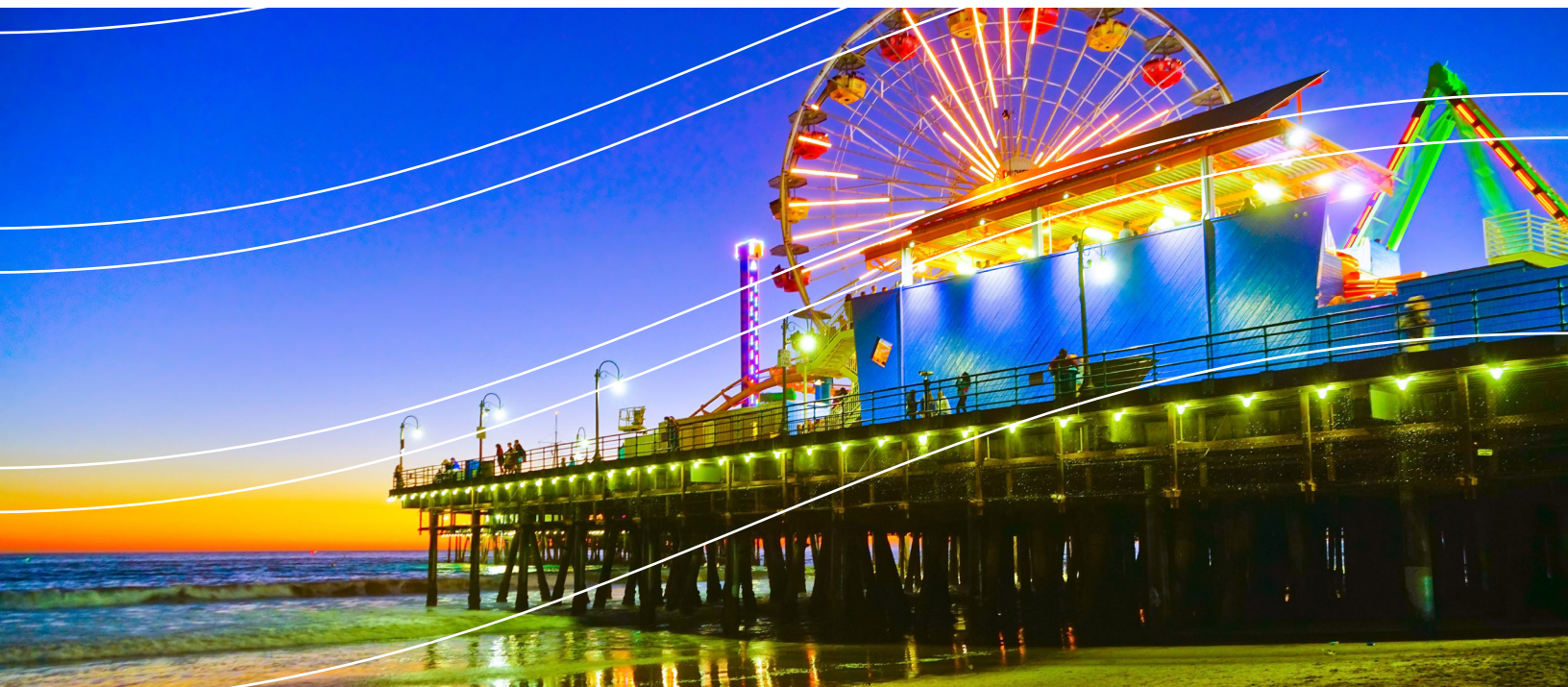
Free Time

3:45 – 6:30 pm

Benefit for Better Health

Thursday, July 21, 6:30 pm – 8:30 pm

The North Carolina Healthcare Foundation (NCHF) is hosting its 2nd annual Benefit for Better Health to spotlight the impact of NCHF across the state and to raise funds to support the **Diverse Healthcare Leaders Mentorship Program**. Join us in the Atlantic Ballroom for a night of food, fun, raffle prizes and fellowship for a good cause.



Friday, July 22

6:45 – 7:55 am **NCHA Awards Breakfast**

8:00 – 9:15 am **NCHA Awards Program**

Recognizing recipients of the Distinguished Service Award, Clinical Leadership Award, Highsmith Award for Innovation, Healthier Communities Award and Life Memberships.

9:15 – 9:30 am **Break**

9:30 – 10:30 am **Health Industry Trends and Tipping Points: Implications in North Carolina**

Paul Keckley, PhD

The U.S. health industry's future is impacted by changes in the regulatory, economic and political environment that are predictable, if key market signals are monitored appropriately and planning is adapted. The same goes for North Carolina, with implications for hospitals. In this session, the unique context for positioning hospitals amongst employers, regulatory agencies, private equity investors, and others will be discussed based on lag indicators (historic trends) and important evolving lead indicators and scenarios.

Dr. Keckley is Managing Editor of *The Keckley Report*, a weekly blog covering health industry trends and issues, a healthcare futurist and commentator. He brings extensive healthcare industry experience having worked in the private sector, academic medicine and as an investor. Dr. Keckley has authored three books and more than 200 articles and served as the facilitator between the White House Office of Health Reform and major health industry trade associations as private sector input was sought in the passage of the Affordable Care Act. He is a columnist for Hospitals and Health Networks and a frequent contributor to media coverage of health industry issues and trends in Fox News, CNN, *Wall Street Journal*, *New York Times* and others.



10:30 – 10:45 am **Break**

10:45 – 11:00 am **NCHA Advocacy Staff Briefing**

Closing Speaker

11:00 am – Noon **Searching for Common Ground**
The Rev. Nontombi “Naomi” Tutu

Our world seems increasingly fragmented, political and social divisions are at historically high levels. The natural thing to do it seems would be to seek solace in the members of our community, the ones who understand us, who look like we do and believe the same things we do. However, in this presentation the Reverend Nontombi “Naomi” Tutu highlights how seeking common ground with those who seem so different from ourselves is in fact the best way forward. Using African proverbs and personal stories, as well as examples from around the world, she shows us how being in conversation and community with people from diverse backgrounds offers us a wider array of gifts and perspectives to deal with the problems that face us.

The challenges of growing up black and female in apartheid South Africa have been the foundation of Naomi's life as an activist for human rights. Those experiences taught her that our whole human family loses when we accept situations of oppression, and how teaching and preaching hate and division injure us all. As the daughter of Archbishop Desmond Tutu, Naomi was reluctant to follow in her father's footsteps. She has always said, “I have my father's nose, I do not want his job” However, after years spent as a development consultant, educator and race and gender activist, she accepted her call to ordained ministry.



General Information

Meeting Location

Marriott Resort & Spa at Grande Dunes – Myrtle Beach
8400 Costa Verde Drive
Myrtle Beach, SC 29572
843-449-8880

[Map and Directions](#)

Registration Information

NCHA Members - **\$600**
(Hospitals, health systems, dues-paying members)

Trustees - **\$350**

Spouse/Guest - **\$350**
(Must accompany full-paying member)

Guests may attend all Summer Meeting activities with the exception of the Business Meeting on July 21. The Business Meeting is limited to NCHA member organizations, and representatives.

Attendance at NCHA membership meetings is limited to representatives of businesses that are participating as a sponsor or exhibitor. Sponsor related questions should be directed to Pam Rogers, Corporate Relations Manager, at progers@ncha.org.

Meeting Notes

COVID-19 tests are available at registration to any meeting participant who develops symptoms and wishes to self-administer a nasal swab test. Tests are donated by Wellstand Health.

Business casual attire is suggested for all conference events. Meeting rooms tend to be cold; please dress accordingly. The resort fee is included in your hotel room rate and includes self-parking, high-speed Internet service throughout, newspaper delivery, fitness center, in-room coffee, turndown service upon request and local calls. Spa services, bike rentals and golf outings can be arranged through the hotel concierge or activity staff.

Continuing Education

NCHA is authorized to award **7.0 hours** of pre-approved ACHE Category 2 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 ACHE for advancement or recertification.

Dietary and Special Needs

NCHA wishes to ensure that no individual is excluded, denied services, segregated, or otherwise treated differently from others because of the absence of auxiliary aids or services identified in the Americans with Disabilities Act. If you have special needs or dietary restrictions, please contact James Hayes, NCHA Education Services Department at jhayes@ncha.org.

Thanks to Business Partners and Sponsors

Special thanks to NCHA Strategic Partners' businesses and NCHA corporate sponsors for their support of NCHA's 2022 Summer Membership Meeting.



NCHA Strategic Partners

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