



Feb. 21-23, 2024

NCHA WINTER MEETING 2024

PLUG IN TO POWER UP

Preparing for 2024 & Beyond



2024 NCHA Winter Meeting Preliminary Agenda

Wednesday, Feb. 21

7:30 – 8:30 am Breakfast: The Embassy Suites provides hot breakfast as part of your room rate

Rural Health Pre-Conference

(The pre-conference is separate from Winter Meeting. A registration link will be shared soon.)

8:30 – 11:30 am **Priming to Position- Policy Impact on Rural Innovation**
The North Carolina Healthcare Foundation's Rural Health pre-conference session will bring together Critical Access Hospital executive leaders, quality directors, and hospital staff to discuss opportunities to leverage policy to improve equity, quality, patient safety, financial, and operational improvement in rural health settings.

10 am **Winter Meeting Registration Opens**
Visit with Sponsors in the Vendor Hall. Coffee and refreshments available.

11:30 – 12:45 pm **Lunch with Sponsors**
Lunch stations throughout the Vendor Hall. Join us when you arrive.

11:30 – 12:30 pm NCHA Life Members Lunch (by invitation only)

1:00 – 1:30 pm **Welcome and Opening Announcements**
Chris Peek
NCHA Board Chair
President & CEO, CaroMont Health, Gastonia



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Wednesday, Feb. 21

1:30 – 2:30 pm

The Politics of Healthcare

North Carolina Speaker of the House Tim Moore

Join us to hear from Tim Moore, the longest serving Speaker of the House in NC history, representing Cleveland and Rutherford counties. He will speak on his experiences over the years working on healthcare issues in North Carolina and offer insight into his predictions on the political landscape moving forward.



2:30 – 3:30 pm

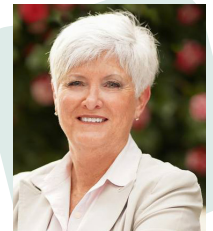
Rural Health Advocacy: The Power of Relationships

Joann Anderson, Moderator

Healthcare Advisor for the Rural Health Initiative

Senior Advisor with Ascendient Healthcare Advisors

This panel features rural health leaders who will share how they utilize their networks and relationships to advance policies that address rural healthcare needs.



3:45 – 4:30 pm

Sponsor Breakout Sessions

Attend a breakout topic of your choice. Topics and Speakers will be announced soon.

4:30 – 6:30 pm

Sponsor Networking Reception

Cocktails and hors d'oeuvres will be served.

DINNER ON YOUR OWN

Thursday, Feb. 22

7:30 – 9:00 am

Breakfast

Join us in the Vendor Hall for a continental breakfast. The Embassy Suites also provides a hot breakfast as part of your room rate.

9:00 – 9:45 am

NCHA Advocacy and Finance Briefing

NCHA Staff

2024 is the first legislative session after the landmark expansion of Medicaid. Hear from NCHA leaders about the upcoming legislative session, and how staff are supporting members and addressing your issues.

9:45 – 10:45 am

Special Interest Groups: A New Breed

Mitch Vakerics

Managing Director, Prime Policy Group

NCHA's Federal Lobbyist Mitch Vakerics will discuss the new breed of special interest groups and how they are shaping public policy, research and influencing elected officials.



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Thursday, Feb. 22

11:00 – 12:00 pm **Why Healthcare Leadership Matters**
Thom Mayer, MD
Medical Director, NFL Players Association

12:00 – 1:15 pm **Luncheon**
Governor Roy Cooper (invited)

1:30 – 2:15 pm **Sponsor Breakout Sessions**
Attend a breakout topic of your choice. Topics and Speakers will be announced soon.

2:30 – 4:00 pm **CEO Forum** (by invitation only)

2:30 – 3:30 pm **CNO/CHRO Forum**

4:00 – 6:00 pm **HOSPAC Fundraising Reception**
Meeting attendees will have an opportunity to participate in a HOSPAC fundraising event ahead of the primary election to champion 2024 candidates who support healthcare. HOSPAC makes contributions to state and federal candidates. Making a contribution is voluntary.

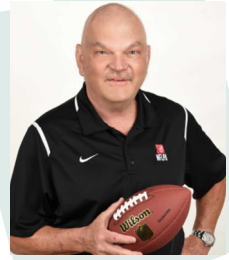
DINNER ON YOUR OWN

Friday, Feb. 23

7:00 – 9:00 am **Breakfast**
Join us for a continental breakfast. The Embassy Suites also provides a hot breakfast as part of your room rate.

8:30 – 8:45 am **Morning announcements**
Chris Peek
NCHA Board Chair
President & CEO, CaroMont Health, Gastonia

8:45 – 9:45 am **Stories that Stick: The Irresistible Power of Strategic Storytelling**
Kindra Hall
*Best-selling author, *Stories that Stick, Choose Your Story Change Your Life**
Former Chief Storytelling Officer of SUCCESS Magazine
The shift from a transactional economy to a connected one has people scrambling; when surveyed, companies admit they believe a substantial portion of their revenue is under threat as a result. Businesses, brands, sales forces, marketing teams and leaders at all levels are desperately trying to capture attention and resonate with consumers who expect more. Is there a secret weapon? A silver bullet to humanize and connect? Yes. The answer is strategic storytelling.



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Friday, Feb. 23

9:45 – 10:45 am **Closing Session: NC Political Landscape and Emerging Trends**

Paul Shumaker

President, Capitol Communications, Inc.

Morgan Jackson

Co-Founder, Nexus Strategies



10:45 – 11:00 am **Closing Remarks**

Chris Peek

NCHA Board Chair

President & CEO, CaroMont Health, Gastonia