



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

(When registering for Winter Meeting, select the box indicating attendance at the rural pre-conference.)

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 Chair's Address**  
**Chris Peek**  
NCHA Board Chair  
President & CEO, CaroMont Health, Gastonia



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.

#### **A. Hot takes of HealthCare Collaboration**

**Bamboo Health**

Working for an organization that touches all segments of healthcare across all 50 states, Ellen Solomon from Bamboo Health will share the “hot takes” she’s hearing across the industry - trends, challenges, and opportunities, and how Bamboo Health’s customers are standing out specific to coordinating care across the continuum.

#### **B. Sourcing Global Talent: Leveraging the Supply of Worldwide Human Capital**

**Intellassist**

This presentation will discuss the benefits of leveraging global remote talent to address the increase in labor demands in the healthcare industry. We will discuss statistics, implementation strategies, KPIs, and examples that will equip providers and suppliers with the information needed to decide if a remote global team is a good fit for their organization.

#### **C. Leveraging AI for Workforce Optimization: Addressing Burnout and Enhancing Scheduling Efficiency**

**Qualivis**

Nurse burnout and the need for optimal staffing present significant challenges for the healthcare workforce. This session explores the role of using AI to ease a clinician’s workload as well as forecasting patient census to align staffing needs more precisely. The application of these tools directly influences nurse wellbeing by offering timely reprieves and support. Moreover, they effectively reduce the administrative burden on nurse managers by providing insightful data for peak operational efficiency.

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

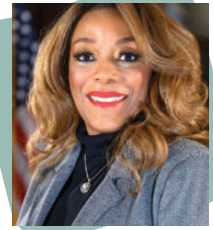
Join us in the Vendor Hall for a continental breakfast. The Embassy Suites also provides a hot breakfast as part of your room rate.

9:00 – 9:45 am

### NCHA Member Advocacy Panel

**Roxie Wells, MD, Moderator**

A panel of member hospital Government Relations Officers will share an update on 2024 legislative priorities, and the importance of unity to create success as a field.



### NCHA Finance Briefing

**Anthony Okunak, Vice President Finance/Financial Policy**

9:45 – 10:45 am

### Special Interest Groups: A New Breed

**Mitch Vakerics**

*Managing Director, Prime Policy Group*

**Alicia Mitchell**

*Senior Vice President, Communications*

*American Hospital Association*



This session will focus on the new breed of special interest groups and how they are shaping public policy, research and influencing elected officials.

11:00 – 12:00 pm

### Why Healthcare Leadership Matters

**Thom Mayer, MD**

*Medical Director, NFL Players Association*

In healthcare, we lead and manage in a world of the perpetual whitewater of change. In this session, Dr. Mayer will speak on the importance of being a leader in healthcare, when our expertise, compassion and vision are needed by our communities, our patients and our teams.



12:00 – 12:15 pm

**Governor Roy Cooper** (invited)

12:15 – 1:15 pm

**Luncheon Buffet**

1:30 – 2:15 pm

**Sponsor Breakout Sessions**

Attend a breakout topic of your choice.

**A. Respecting Patient Privacy While Improving Cash Flow**

**CommerceHealthcare**

WakeMed transitioned a large portfolio of internal payment plans to Commerce Bank's Zero interest loan program in 2020. While keeping the patient and staff informed and engaged in the payment plan changes (1, 3 and 5 years), WakeMed has managed to maximize use of the Epic MyChart patient portal creating a better patient experience while lightening the load on internal teams.

**B. Maternal Care in NC: Unraveling the Impact on Maternal Health and Mental Well-being**

**FemBridge**

Join us for an educational discussion as we delve into the pressing issues of maternal care in North Carolina. Explore the factors contributing to maternal mortality and morbidity, with a special focus on how Social Determinants of Health play a pivotal role. Uncover the challenges faced by expectant mothers in accessing maternal care and mental health resources and engage in a thought-provoking conversation about potential solutions.

**C. Building Physicians Interpersonal Skills Provides a Win-Win for Patient and Physician**

**Healthcare Experience Foundation**

Research demonstrates that higher engagement leads to improved patient experiences. Join our team to explore a high energy breakout looking at key behaviors and strategies that create more purpose and joy among care teams and lead to enhanced patient loyalty.

2:30 – 4:00 pm

**CEO Forum: Building Influence Through Grassroots Work**

(by invitation only)

2:30 – 3:30 pm

**CNO/CHRO Forum**

The forum will feature a preview of NCHA's upcoming marketing campaign encouraging teens to consider careers in healthcare.

4:00 – 6:00 pm

**HOSPAC Donor Thank You & 2024 Kick Off Reception**

Join us as we celebrate our 2023 HOSPAC donors and gear-up for the upcoming elections. Hear from leaders ahead of the 2024 election cycle on key issues facing the field and ways to support healthcare champions in elected office. This fundraising event is open to all meeting attendees. Giving is voluntary, but encouraged ahead of the March primary elections.

**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**

**Tom Owens, MD**

*Chief Operating Officer and EVP, Duke Health*

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.



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**

**Steve Lawler**

*NCHA President & CEO*