

2026 Summer Meeting



ELEVATING VOICES.

ADVANCING CHANGE.

July 15-17 | Asheville, NC

AGENDA

WEDNESDAY, JULY 15

8:00 - 10:00am | **NCHF Pre-Session – The Rural Advantage: Rethinking Pipelines and Prioritizing People**

Rural communities possess untapped potential, but sustaining a local workforce requires moving beyond traditional recruitment. Research shows that students from rural backgrounds are the most likely to return to rural practice. This session explores how to modernize the “rural pipeline” by creating accessible, low-barrier pathways – such as micro internships and structured mentorship – that introduce students and residents to high-viability careers they may not yet be seen as accessible opportunities. By addressing the fundamental needs of the workforce, health systems create a culture of wellness that drives retention and positions rural employers as the gold standard of workforce support. **This session is open to anyone interested in rural workforce development.**

11:30am - 12:30pm | **Lunch**

12:30 - 12:45pm | **NCHA Board Chair Address**



Brian Floyd
ECU Health President and COO

12:45 - 12:55pm | **President’s Welcome**



Josh Dobson
NCHA President and CEO

12:55 - 1:00pm | **Clinical Leadership Award**

1:00 - 2:00pm | **One Solution: Bringing Meaning Back to Healthcare Through the Power of Communication**



Anthony Orsini, MD
Section Chief of Neonatology and Director of Wellness at Nicklaus Children’s Pediatric Specialists
Healthcare leaders face two urgent crises: declining patient trust and escalating clinician burnout. While most organizations respond with new initiatives, technology, or policy, few address the root cause connecting both — the breakdown of human connection.

In this powerful opening keynote, Dr. Anthony Orsini shows how communication is not a “soft skill,” but a strategic performance driver that impacts trust, culture, safety, and retention. Drawing on decades as an ICU physician and national speaker, he delivers practical, immediately actionable strategies leaders and clinicians can use to restore trust, reduce burnout, and bring meaning back to healthcare — one conversation at a time.

2:00 - 2:10pm | Break

2:10 - 2:15pm | **Distinguished Service Award**

2:15 - 3:15pm | **Responding Effectively to Cybersecurity Incidents**



Jamie Singer

Co-lead of Cybersecurity & Data Privacy Communications Practice at FTI Consulting

In today's digital environment, cybersecurity incidents are not a matter of if, but when. Effective communication during a cyber event is crucial for managing an organization's reputation, maintaining stakeholder trust, and ensuring regulatory compliance.

In this session, Jamie Singer will draw from her extensive experience guiding healthcare organizations through high-stakes data breaches and crises. She will outline key strategies for preparing communication plans before an incident, responding in real time, and rebuilding trust afterward. Attendees will learn practical, proactive approaches for engaging internal and external audiences and navigating the complexities of public and media scrutiny during a cybersecurity incident. This session will provide actionable tools to help healthcare leaders and communicators strengthen their crisis response and reputation resilience.

3:15 - 3:25pm | **Healthier Communities Award**

3:25 - 3:45pm | Transition to Breakout Sessions

3:45 - 4:30pm | **Sponsor Breakout Sessions** (attend the session of your choice)

The Voice on the Phone Isn't the Doctor: Defending Healthcare Against AI-Powered Attacks - Cloudwave

The phishing email with broken grammar is dead. In its place: a voicemail in your CMO's voice, a flawless email thread that picks up mid-conversation between a nurse manager and a vendor, and reconnaissance-driven lures that reference last week's go-live by name. AI has collapsed the cost of credible, personalized social engineering — and healthcare, is uniquely exposed. This session examines what AI-enabled attacks look like. We'll dissect real-world attack patterns and give practical advice to handle these scenarios.

The Era of Workforce Digitization: How to Lean in and Embrace the Revolution - Qualivis

Healthcare is ripe for an overhaul, but the journey of transformation will require curious, courageous and informed healthcare leaders. Together we will discuss why AI is becoming essential today and showcase examples of how AI-driven workflows in workforce management can improve efficiency and enhance patient care. Additionally, attendees will learn best practices on how to prepare, start and support the journey of workforce digitization in their health systems

Absence Management: Leave with Confidence - Alliant Insurance Services, Inc

Employers face growing challenges in leave and absence management as regulations rapidly evolve at the local level, often without clear guidance. Organizations operating across multiple jurisdictions must navigate differing laws, with healthcare facing added pressure due to staffing and productivity needs. Errors can result in costly liability and fines. Alliant experts will discuss key legislative updates, best practices, and emerging national and regional trends.

Driving Financial Performance Through Patient-Centered Revenue Strategy - ApolloMD

Revenue cycle performance is no longer just a back-office function, it's a direct extension of the patient experience and a key driver of financial sustainability. This session explores how hospitals can modernize billing, leverage AI, and build the right partner ecosystem to improve collections, reduce patient burden, and strengthen long-term financial performance.

4:30 - 6:00pm | **Sponsor Reception**

THURSDAY, JULY 16

7:00 - 8:00am | **Breakfast**

8:00 - 8:05am | **Welcome**

8:05 - 9:05am | **Acceleration of Rural Innovation Using Federal & State Allocations**

Learn how rural hospitals and communities are being strengthened through state and federal investments. Panel moderator Brian Floyd is a passionate advocate of rural health and investing in preserving, sustaining and building access to healthcare in North Carolina.



Brian Floyd
Moderator
President and COO
ECU Health



Mark Holmes
Director
UNC Cecil G. Sheps Center
for Health Research



Dr. Devdutta Sangvai
Secretary
North Carolina Department
of Health and Human Services



Lynda Stanley
President and CEO
Doshier Memorial Hospital



Brock Slabach
COO
National Rural Health Association



Mitch Vakerics
President and CEO
Veritas Health Policy, LLC

9:05 - 9:10am | **Highsmith Award for Innovation**

9:10 - 9:30am | **Break**

9:30 - 10:30am | **Cultivating Psychological Safety of the Frontline**



Dhaval Desai, MD
Co-Owner of a Direct Primary Care Practice

We go into healthcare to help people. But often, we must be reminded of this. We're so distracted and overwhelmed by crisis after crisis—staffing shortages, supply chain delays, fast-emerging variants of infectious diseases—on top of the mandate to prioritize metrics, contain costs, and do more with less that we forget the good we're doing. Historically, leaders are trained to push through and not show any weakness, and that only aggravates matters.

Conscious, active caring can be learned and coached by experienced physicians and hospital leaders. We need to encourage each other and our frontline providers to develop a culture of psychological safety in our working environments. Becoming a compassionate healthcare leader and provider is a talent in itself—and as valuable to providers as professional success as diagnostic skills.

10:30 - 10:45am | **NCCPRW Award**

10:45 - 11:00am | **HOSPAC Update**

11:00 - 11:30am | **Business Session**

11:30am - 12:30pm | **Lunch and Networking**

12:30 - 12:45pm | **Transition to Breakout Sessions**

12:45 - 1:30pm | **Sponsor Breakout Sessions** (attend the session of your choice)

Finding the Yes: How AI Is Closing the Gap Between Patients Who Qualify for Help and Hospitals That Need to Find Them - Qualify Health

As Medicaid cuts tighten and uncompensated care rises, North Carolina hospitals face growing pressure as more patients need financial assistance and revenue cycle teams are already stretched thin. Many eligible patients go unidentified, leading to avoidable write-offs and staff burnout. Qualify Health will share how improved screening can ease this burden by handling the analysis so staff can focus on connecting patients to the assistance they qualify to receive.

Anesthesia, Access, and Cost: Fixing a Critical System Problem in Healthcare - Sound Anesthesia

Anesthesia is a fast-growing and often misunderstood healthcare cost center, with workforce shortages, rising demand, and increasing compensation straining traditional models. This session reframes anesthesia as essential perioperative infrastructure and explores how flexible staffing, aligned governance, and data-driven tools can improve coverage and throughput without major capital investment. Attendees will gain frameworks to stabilize services, reduce locums reliance, improve subsidy transparency, and position anesthesia as a driver of growth rather than a constraint.

Understanding 340B and the Current Environment - SunRx

This session will provide a strategic overview of the current 340B marketplace, past, present, and future. Highlights include the following topics: 340B history; IRA and rebate pilot program; and preparation and program strategy.

Completing the Circle of Organizational Health, Worker Wellbeing and Risk Management with Data Integration - Marsh McLennan

Employee health plays a critical role across all business lines within healthcare organizations. While data reports are invaluable, viewing them through a single lens often limits our understanding and hinders the development of comprehensive benefits packages and the measurement of health strategy effectiveness. Attendees will discover how breaking down internal silos and integrating diverse data sources can empower organizations to better understand workforce health, mitigate risks, and foster healthier outcomes.

1:30 - 2:00pm | Break

2:00 - 3:30pm | **The CEO's Forum** (invitation only)

2:00 - 4:00pm | Free Time (for those not attending the CEO's Forum)

4:00 - 6:00pm | **NCHA Reception**

FRIDAY, JULY 17

7:30 - 8:30am | **Breakfast Buffet**

8:30am | **Remarks from Governor Josh Stein** (invited)

8:30 - 8:45am | **Opening Remarks**

8:45 - 9:30am | **Foundation & Philanthropy Forum: Bridging Communities Through Social Impact**

Moderated by Dr. Adia Ross

President of Atrium Health Wake Forest Baptist High Point Medical Center

Through a solutions-oriented panel, attendees will learn how hospitals are designing and testing initiatives such as community partnerships, care navigation programs, and non-traditional service delivery models that expand access while generating measurable cost savings.

9:30 - 9:45am | **Foundation Update**



LaPonda Edmondson, DrPH, MHS

President, North Carolina Healthcare Foundation

9:45 - 10:00am | **NCHA Strategic Partners Update**



Jody Fleming

President, NCHA Strategic Partners

10:00 - 11:15am | **Health Delivery Trends, Transformation and Disruptive Innovation**



Marcus Whitney

Founding Partner of Jumpstart Health Investors (JHI)

Healthcare didn't arrive at its current crossroads overnight. In this session, we'll unpack the often-misunderstood history that shaped today's system, explore how shifting demographics and cultural change are now driving real disruption, and outline what leaders need to understand to successfully navigate what comes next. Attendees will leave with clearer context, practical insight, and a forward-looking perspective to help their organizations adapt in a rapidly evolving healthcare environment.

11:15 - 11:30am | **Closing Remarks**

GENERAL INFORMATION

Omni Grove Park Inn

290 Macon Avenue
Asheville, NC 28804
800-438-5800

Map and Directions

Member Registration Information

NCHA Members - \$775 (Dues paying Hospitals and Health Systems)

Spouse/Partner - \$350 (With a registered member)

- *Spouse/Partner may attend all Summer Meeting activities with the exception of the Business Meeting and Forums.*

Invited Guests with promotion code

Non-Member - \$1,200

Note Regarding Registration

YOU MUST FIRST REGISTER FOR THE MEETING TO RECEIVE THE HOTEL ROOM BLOCK LINK. No phone reservations will be accepted at this time. **Cancellations will be accepted through June 30, with a \$75 cancellation fee. After June 30, no refunds will be given, but a substitute may attend.**

Hotel Information

The NCHA Summer Meeting conference rate is \$359 single/double occupancy. **The room block cut-off is June 15 at 5:00 pm.** One night's room and tax deposit required at time of booking. Cancellations must be made 7 days prior to arrival date.

NOTE: Please do not book or hold multiple rooms in advance of individual registrations as space is limited. A one night's room and tax deposit required to confirm reservation.

Room reservations must be cancelled prior to 12pm seven days before arrival to receive a refund of deposit. Notify the hotel of early checkout to avoid one night room and tax.

- Resort Charge of \$25 per night
- Parking, \$35 (self), \$45 (valet)
- Check in: 4:00 pm
- Check out: 11:00 am
- Guests will enjoy complimentary access to the fitness center, pool, property shuttle and in room wireless internet.
- [Property Map](#)



Meeting Dress

Business casual attire is suggested for all conference sessions. Meeting rooms tend to be cold; please dress accordingly.

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, Senior Program Manager, NCHA Education Services at jhayes@ncha.org.

Thank Our Sponsors

NCHA's sponsors will be available at various times during Summer Meeting. Please take the time to visit with each throughout the meeting and thank them for their attendance and continued loyalty. NCHA could not host such an event without the continued support of our vendors.



NCHA Strategic Partners

Your source for business solutions.