

HHRAM, Inc.
c/o Danielle Boldon
251 County Road 120
St. Cloud, MN 56303

2016 Spring HHRAM Conference



Healthcare Human Resources Association of Minnesota

HHRAM Spring Conference

Got Engagement?

May 12-13, 2016

**Water Street Inn
Stillwater, MN**



HHRAM & ASHHRA



HHRAM, Inc. is the official chapter of the American Society of Healthcare Human Resources Administration (ASHHRA).

HHRAM, Inc. is comprised of more than 200 healthcare HR professionals from across the state of Minnesota. All types of healthcare organizations (hospitals, clinics, long-term care, assisted living centers, and dental clinics) are represented. As part of HHRAM's educational commitment to its members, we offer two conferences each year. We encourage you to attend the conference outlined in this brochure.

The **American Society for Healthcare Human Resources Administration** (ASHHRA) of the American Hospital Association (AHA) is the nation's only membership organization exclusively dedicated to meeting the professional needs of human resources leaders in healthcare.



HR Delivery

HR Leaders "Reach Beyond the Expected"

Select sessions with this symbol when you are seeking information on integrating the "people" side of healthcare with organizational business structure.



Healthcare Business Knowledge

HR Leaders "Embrace New Learning"

Select sessions with this symbol when you want to demonstrate cross-functional capability, healthcare knowledge, and strategic vision for your organization.



People Strategies

HR "Leads with the Heart"

Select sessions with this symbol when your goal is to create and implement operating models and structures that support a high-performance culture of care for employees.



Community Citizenship

HR Leaders "Raise Their Voices"

Select sessions with this symbol to better connect employers with employees and link both to customers and communities.



Personal Leadership

HR Leaders "Exemplify Excellence"

Select sessions with this symbol when you accept the personal challenge to hold yourself to a higher standard than expected by others and serve as a model for excellence.

Look for these symbols describing each presentation's core competency, as part of ASHHRA's HR Leader model.

Conference Registration

Name: _____

Title: _____

Organization: _____

Address: _____

Email: _____

Work Phone: _____ Cell Phone: _____

Early-Bird Price Deadline: Sunday, March 20

Registration Deadline: Sunday, April 17

Cancellations received after April 18th are non-refundable

\$ _____ Early Bird Registration: HHRAM/MMGMA Member Fee - \$175

\$ _____ After March 20: HHRAM/MMGMA Member Fee - \$200

\$ _____ Early Bird Registration: Non-Member Fee - \$250

\$ _____ After March 20: Non-Member Fee - \$275

**Consider becoming a HHRAM member (\$75) to receive member benefits and future conference discounts! Become a member at www.hhram.org.*

Food & Fun

To assist with our planning, please check all that you (and your guests) plan to attend:

	Attendee	# of Guest(s)
New Member Orientation	_____	n/a
Thursday Boat Cruise	_____ \$10 ea	_____ \$10 ea

*Please note any special Dietary Requests: _____

Registration Info

How to Register for the Conference

ONLINE: www.hhram.org

BY MAIL: Send registration form & check payable to **HHRAM, Inc.** to:

HHRAM
W175 N11117 Stonewood Drive, Ste 204
Germantown, WI 53022

QUESTIONS? Please contact...

Chad Engstrom cengstrom@appletrreedental.org
 Danielle Boldon dboldon@stcloudmedical.com

Accommodations

Water Street Inn, Stillwater, MN



The conference will be held at the charming and rustic Water Street Inn. A limited number of rooms are available. Contact the Water Street Inn at **651-439-6000** to reserve your room (mention the HHRAM conference).

Room Rate: **\$99 per night**

Room Reservation Deadline: April 10th, 2016

For more info about the hotel, go to www.waterstreetinn.us.

There are other accommodations available near the conference location. HHRAM also has a block of rooms reserved at:

Grand Stay Hotel & Suites, Stillwater, MN

Room Rate: \$99 per night

Room Reservation Deadline: April 10th, 2016

Call **855-455-7829** to make reservations (mentioned HHRAM)

Conference Schedule Day 1

Thursday, May 12, 2016

8:00 - 8:30 am	Registration / Continental Breakfast New Member Orientation
8:30 - 9:00 am	Welcome and Business Partner Introductions
9:00 - 10:30 am	Keynote Speaker - Sharlyn Lauby Measuring HR Effectiveness
10:30 - 11:00 am	Morning Break with Business Partners
11:00 am - 12:00 pm	Ali McGinty and Jill O'Brien, Marsh & McLennan Your Strategic Plan Should Include Employee Engagement
12:00 - 1:00 pm	Lunch and HHRAM Business Meeting
1:00 - 2:00 pm	MN Gastroenterology and Wells Fargo This Was Our Wellness Journey
2:00 - 2:30 pm	Afternoon Break with Business Partners
2:30 - 3:30 pm	Felicia Bloom, AHA Solutions HR's Strategic Leadership in an Era of Transformation
3:30 - 4:30 pm	Keynote Speaker - Sharlyn Lauby Using Employee Opinion Surveys to Drive Engagement
4:30 - 5:00 pm	Business Partner Drawings
5:45 pm	Member Networking - Boat Cruise

Conference Schedule Day 2

Friday, May 13, 2016

8:15 - 8:45 am	Breakfast
8:45 - 9:00 am	Welcome / Announcements
9:00 - 10:30 am	Panel Discussion, Hosted by CBIZ Employee Engagement and Education in Health Plans
10:30 - 11:45 am	Grant Collins - Felhaber Larson Legal Update
11:45 am	Conference Closing

Entertainment

Boat Cruise on the St. Croix River



Join us for an evening of fun and networking while we take out a charming paddlewheel boat on the St. Croix River! Appetizers and beverages will be served. The cost of the cruise is \$10/person.

The boat will be leaving from St. Croix Boat and Packet Co. at 525 South Main Street, Stillwater, MN.

Please be at the dock and ready to board the boat at 5:45 pm!

HHRAM Spring Conference Member Scholarship

HHRAM will once again provide one (individual) HHRAM Member with a scholarship to attend this Spring conference. The scholarship package includes one (1) conference registration fee and one (1) night hotel stay at the Water Street Inn.

Applicants must show financial need for the scholarship, and must be an active HHRAM member (*if not a member, join now!*). Applicants must be planning to attend the conference. Consideration will be given to those who are new to the field of healthcare human resources, as well as those who are first time conference attendees. Recipients will share their knowledge gained at the conference by preparing a one-page summary to be published in HHRAM's next newsletter.

At this time, attendees that have their conference fees paid by their employer, organizations, and consultants or non-practitioners are not eligible for the conference scholarship.

TO APPLY—

Please submit a completed application and professional resume by **April 8, 2016** to Shannon Demgen, HHRAM Scholarship Coordinator at sdemgen@mngastro.com

Please find the application online at www.hhram.org

*“Don’t miss this opportunity
to receive timely education and resources,
personal development and the ability
to network with HR professionals!”*

About HHRAM

Mission

Our mission is to develop excellence in healthcare Human Resource Professionals.

HHRAM, Inc. is the official chapter of the American Society of Healthcare Human Resources Administration (ASHHRA), the HR “arm” of the American Hospital Association.

Vision

The Healthcare Human Resources Association of Minnesota, Inc. will be the professional association of choice for healthcare Human Resource Professionals, supporting the members through advocacy, innovation, collaboration, partnership, education and networking.

HHRAM

For more than 35 years, HHRAM has been the vehicle for stimulating education, invaluable networking, and a comprehensive compensation and benefit resource to hundreds of healthcare professionals.

There are several advantages to members of HHRAM, visit www.hhram.org for more details.

Please contact Shannon Demgen at SDemgen@mngastro.com if you are interested in getting involved with the HHRAM organization. There may be an opportunity waiting for you!

We hope to see you at our 2016 Spring Conference!

Keynote Speaker

Sharlyn Lauby

Sharlyn Lauby is an author, writer, speaker and consultant. She has been named a Top HR Digital Influencer and is best-known for her work on HR Bartender, a friendly place to talk about workplace issues. HR Bartender has been recognized as one of the Top 10 Business Blogs Worth Reading by the Society for Human Resource Management (SHRM) and best business blog by the Stevie Awards.



Publications such as Mashable, Reuters, The New York Times, ABC News, TODAY, and The Wall Street Journal have sought out her expertise on topics related to human resources and the workplace. Sharlyn recently published her first book, “Essential Meeting Blueprints for Managers,” which is available on Amazon. Her second book, on the topic of manager onboarding, is due out this summer. And her personal goal in life is to find the best cheeseburger on the planet.

Sharlyn will be speaking on “Measuring HR Effectiveness” and “How to Use Employee Opinion Surveys to Drive Engagement”.

Measuring HR Effectiveness: How does HR show the value of their efforts? The answer is metrics. Not big, long complex math formulas, but clear and easy-to-use measurements. This session is designed to provide an introduction to metrics—which ones to calculate (and which to avoid) as well as easy-to-use instructions on how to compile the data.



How to Use Employee Opinion Surveys to Drive Engagement: Employee opinion surveys are valuable tools that give us tremendous information about the work environment. It’s important to remember they’re not report cards. Organizations should not only react to critical remarks, nor should positive survey outcomes give companies permission to rest when it comes to employee engagement.



*This conference has been submitted to the
HR Certification Institute for review.*

Session Information

“HR’s Strategic Leadership in an Era of Transformation”

Felicia Bloom, American Hospital Association

Felicia Bloom, MHS has been with the American Hospital Association (AHA) for two years. In her role, she collaborates with organizations that have received an exclusive Endorsement from the AHA for a HR product or service that helps hospitals and health care organizations achieve operational excellence. She also supports AHA sister entities including ASHHRA and AONE, and manages the Gary Willis Leadership Award.

Felicia Bloom, along with a senior HR leader, will be speaking on HR’s Strategic Leadership in an Era of Transformation. Health care is undergoing sweeping change – and with that change comes the need for HR leaders to strategically guide their health care organizations to a future state. As hospitals and care systems shift toward health care’s *second curve*, HR leaders are challenged to respond to changing demands of the field. In this session, speakers will share successful strategies and practices for building new capabilities to improve quality of care, cost management and efficiency, and to expand coordinated care beyond the acute care setting into the comprehensive care enterprise.

“Your Strategic Plan Should Include Employee Engagement”

Ali McGinty and Jill O’Brien, Marsh and McLennan

Ali McGinty is a Human Resources Consultant with Marsh and McLennan Agency. She helps employers develop human resource programs that help reduce company risk and increase employee engagement. Jill O’Brien is a Health Management Consultant with Marsh and McLennan. She helps employers create environments that support the health and wellbeing of their employees.

Unemployment is low and the portion of disengaged employees is high. In order to remain competitive in the marketplace, employers need to determine what their value proposition is and how to sell it. Employees and applicants have an upper hand as employers fight for high-quality talent. During this session we will discuss the battle employers are facing and easy-cost effective ways to attract and retain employees.

“This Was Our Wellness Journey”

Debbie Hancock (Wells Fargo) and Trisha Hoel (Minnesota Gastroenterology)

Minnesota Gastroenterology has partnered with Wells Fargo to share their wellness journey. Minnesota Gastroenterology has gone 6 years without an increase to their health care insurance premiums. Walk through their journey of implementing a wellness program, biometric screening, and reasonable alternatives. Hear the challenges and successes of this long journey to create a culture that values wellness.

Session Information

“Employee Engagement and Education in Your Health Plan”

Hosted by Todd Hanson (CBIZ), Panel Speakers:

Gabe Castaneda (BlueCross BlueShield), Christine Finn (Medica), William Libbey (PreferredOne), and Katie Nelson (HealthPartners)

A professional panel of speakers from the health insurance industry will address the issues surrounding Employee Engagement in regards to health plans. This topic has become a key item for employers. Representatives from the different insurance carriers will discuss how to engage employees in the health plan, how the carriers are educating employees on appropriately utilizing the health plan, health and productivity onboarding ideas, and will present case studies.

The speakers include:

- Gabe Castaneda, the Director of Large Group Account Management for BlueCross BlueShield of Minnesota. Gabe leads a team of professionals striving to maximize business partner value through operation excellence, competitive pricing, and a commitment to member engagement.
- Christine Finn, the Vice President of Sales Strategy and Communication within Medica’s commercial markets business segment. Christine is responsible for optimizing Medica’s market position through communication initiatives.
- William Libbey, the Senior Sales Director at PreferredOne. William has been with PreferredOne since 2001 and has an impressive history of sales experience.
- Katie Nelson, the Senior Marketing Communications Consultant at HealthPartners. Her primary area of focus is developing and implementing insights-informed marketing programs to drive employee engagement and activation.

“Legal Update”

Grant Collins, Felhaber Larson Law Firm

Grant possesses a unique mix of expertise in both employment law and traditional labor law. On the employment side, he defends complex wage-and-hour lawsuits, including resisting class certification, as well as advising clients on issues of termination, severance, and compliance. Grant’s traditional labor practice involves advising clients on a variety of labor-related issues, including the recent phenomenon of employee social media use, responding to unfair labor practice charges, and handling grievance arbitrations.

Grant stays current on labor and employment law by serving as Co-Editor of Minnesota Employment Law Report, an up-to-the-minute online journal of the latest developments in labor and employment law in Minnesota and throughout the country. Through this work and his professional experience, he is a frequent commentator in the news media on labor and employment cases.