

CONFERENCE AGENDA

2016 ANNUAL CONFERENCE

# HEALTHCARE LEADERSHIP AND EDUCATION SUMMIT

June 29 - July 1, 2016

THE RITZ-CARLTON REYNOLDS, LAKE OCONEE

GREENSBORO, GEORGIA



GEORGIA SOCIETY FOR HEALTHCARE MARKETING AND PUBLIC RELATIONS

GEORGIA SOCIETY FOR HEALTHCARE HUMAN RESOURCES ADMINISTRATION





The HR and Marketing/PR societies meeting will be held at **The Ritz-Carlton Reynolds, Lake Oconee** again this year.

Just 75 miles from Atlanta and the world's busiest airport, The Ritz-Carlton Reynolds, Lake Oconee is a secluded Georgia luxury hotel that transports guests to a place far away from daily cares and pressures. Amidst this engaging Georgia backdrop, the hotel provides guests with the legendary service of The Ritz-Carlton highlighted by gracious southern hospitality.

Named as a 2015 AAA Five Diamond Lodging and 2015 Forbes Four-Star resort, The Ritz-Carlton Reynolds, Lake Oconee offers:

- › **251** well-appointed guest rooms and hotel suites with views of the resort and Lake Oconee
- › **30** acres of picturesque shoreline property on Lake Oconee
- › **99** holes of championship golf designed by the game's greatest architects
- › A **26,000** square-foot, full-service spa and fitness center

**Make your room reservation today.**

**The Ritz-Carlton Reynolds, Lake Oconee**

One Lake Oconee Trail  
Greensboro, GA 30642

Reservations can be made by calling **706-467-0600** or online at **ritzcarlton.com**.

\* Reservations must be made prior to **June 8, 2016**. Rooms are on a first-come/first-serve basis at a rate of \$190/night.

\*\* Refunds on hotel deposits available only through **June 8, 2016**.

# Healthcare Leadership and Education Summit

The Georgia Hospital Association invites you to join the Georgia Society for Healthcare Marketing and PR and the Georgia Society for Healthcare HR Administration for our annual conference for professionals serving marketing, public relations and human resources throughout hospitals in Georgia.

## Who Attends

- Marketing Directors
- Chief Information Officers
- Human Resource Professionals
- Business Development Directors
- PR Directors
- Strategic Planners
- Web Directors

Wednesday, June 29, 2016

Noon to 2 p.m.

Member Registration and Innovation Showcase Luncheon

2 to 3:15 p.m.

### OPENING GENERAL SESSION

**SPEAKER: Brennan Francois**, Founder and CEO of Dynamic Living, Inc.

#### "Beyond Z"

"Beyond Z" is designed to inspire and challenge health care marketing, PR and human resource leaders to explore new and exciting possibilities within their fields. The presentation is intentional about asking leaders to think outside the lines in pursuit of excellence in their areas of leadership. The audience will be encouraged to consider what limits keep them in their work. They will also consider the benefits of going beyond those limits as they engage each other during the conference.



3:30 to 4:30 p.m.

### Beyond the Buzzword: Bringing Consumerism to Life in a Health System

(GA Society for Healthcare Marketing and Public Relations)

**SPEAKER: Matt Gove**, Chief Consumer Officer for Piedmont Healthcare

Beyond the Buzzword: Bringing Consumerism to Life in a Health System will provide health system leaders with insight into how consumers are making health care choices and give concrete examples of how one health system is implementing strategies to meet these consumers' needs.



3:30 to 4:30 p.m.

### Healthcare Trends That Will Redefine Talent Management

(GA Society for Healthcare Human Resources Administration)

**SPEAKER: Robin Rose**, Vice President of the Healthcare Resource Group at HealthStream

Through extensive research and discussions with healthcare executives throughout the U.S., Robin Rose brings together the key events shaping the healthcare industry today and outlines implications for today's decision makers. Healthcare is undergoing a time of disruptive innovation in which new models of care, new market entrants, new technologies, and new types of leadership are emerging. The industry we are quickly moving to is quite different from the one we know today, and it is imperative that healthcare leaders adapt their thinking to the new realities.

By bringing together far-ranging topics such as meaningful use, population health management, telemedicine, workforce development, the rise of retail-based clinics, and pay-for-performance, Rose will paint a picture of the industry over the next several years. She will discuss the impact of these changes on talent management and leadership development and provide the information you need to be successful in steering your organization through these turbulent times.



4:30 to 6:30 p.m.

Innovation Showcase Reception

CONTINUED ON NEXT PAGE

8 to 9 a.m.



### The Anatomy of the Value of a Video

(GA Society for Healthcare Marketing and Public Relations)

**SPEAKER:** **Cyde McQuien**, President and Creative Director, Image by Design

With today's ever-evolving and diverse world of marketing venues, the strategic use of video production has never been more relevant. A well-written and creatively produced video can be an effective communications tool for a hospital's web presence, social media, digital media, community presentations, conferences, and even employee orientation. There is nothing more powerful than using an impactful, motivating and moving combination of images, words and music to tell your story in a way that resonates, inspires and achieves results. This lively session will include discussion about the multiple uses of video, budget information, and a journey through the production process of a Floyd Medical Center video. This informative and engaging presentation will also include additional examples of award-winning video productions and how each were utilized as part of an effective marketing strategy.

8 to 9 a.m.



### Roundtable Discussion

(GA Society for Healthcare Human Resources Administration)

**FACILITATOR:** **Jason Hopkins**, Director of Human Resources, Hamilton Health Care System, Inc.

Gather with your peers for a time to discuss best practices regarding pressing issues within healthcare human resources and to receive an update on the state of GSHHRA and to install our new leadership.

9:15 to 10:15 a.m.



### Creating Exceptional Patient Journeys in a Digital World

(GA Society for Healthcare Marketing and Public Relations)

**SPEAKER:** **Ricky Vasquez**, Director of Healthcare Solutions, Bluespire

Innovative health systems across the country have an opportunity to improve their market position and drive sustainable return on investment by taking advantage of a unique combination of technology trends and underlying healthcare dynamics. For organizations that fail to innovate, however, current growth models are no longer sustainable. The new alignment of marketing technology and strategy needs to embrace the three mega-trends impacting the healthcare system:

1. New payment models and incentives
2. Changing consumer expectations
3. New technologies

All three of these trends are forcing marketing departments to invest in the "enterprise marketing management stack", rethink their digital media strategy, and develop clear patient journeys - digital pathways for consumers to enter the health system and leave with the best possible outcome.

9:15 to 10:15 a.m.



### 2016 Health and Welfare Benefit Plan Compliance Update: Navigating the Vast Ocean of Rules and Regulations

(GA Society for Healthcare Human Resources Administration)

**SPEAKER:** **Ashley Gillihan**, Attorney, Alston & Bird, LLP

The sea of rules and regulations that regulate the actions of employers who maintain health and welfare benefit plans and their third party administrators is expansive - to the say the least. Ashley Gillihan, Esq, of Alston & Bird, LLP will help us navigate that ocean by identifying and addressing the top compliance issues facing plan sponsors and administrators, including, but not limited to, the following:

- Often overlooked aspects of the Mental Health Parity and Addiction Equity Act
- Critical issues affecting the application of the ACA's out-of-pocket maximum requirements
- Solving the ACA reporting confusion
- Key language in plan documents and summary plan descriptions
- Must-have provisions in service agreements
- Avoiding HIPAA privacy audits and surviving them if you can't

10:30 to  
11:30 a.m.



### Predictive Marketing: Mapping the Future

(GA Society for Healthcare Marketing and Public Relations)

**SPEAKERS:** **Nadine Baarstad**, Director of Client Development, and **Grace Meinhofer**, Marketing Manager, Wax Communications

In an ever-evolving marketplace, hospitals must adapt quickly to maximize their return on marketing expenditures. Using predictive marketing, hospitals can develop targeted campaigns that align with population shifts, demographic shifts and behavioral trends. In this session, attendees will see how we did just that for South Nassau Communities Hospital, an independent hospital on Long Island. They will gain first-hand insights on merging big data with hospital data and client-specific research to predict market trends.

10:30 to  
11:30 a.m.



### Selecting Candidates for Engagement and Retention

(GA Society for Healthcare Human Resources Administration)

**SPEAKER:** **Shannon Vincent**, Engagement Services Advisor, Avatar Solutions

Improving quality of hire is the first step to creating an engaged workforce at your organization. After all, studies show that roughly 59 percent of new employees leave an organization between six months to one year of service. With the amount of time and the number of resources needed to recruit and train a new employee, it makes good business sense to ensure you are hiring an individual who will become engaged in the organization and stick around for the long haul.

In this session, participants will learn best practices for recruiting and hiring engaged employees who will stay with an organization and thrive. We will look at what typically happens on an employee's first day, and will provide insight into why engaging workers from their very first interaction with an organization is important. We will also provide different techniques for recruiting and engaging workers from day one. Simple changes can make the difference in attracting top talent or losing it to a competitor.

11:45 a.m. to  
12:45 p.m.



### Project Management for the Creative Mind:

#### Implementing a Project Management System for a Better Workflow

(GA Society for Healthcare Marketing and Public Relations)

**SPEAKERS:** **Aubrey Hinkson**, Director of Marketing, and **Davin Miller**, Assistant Web Manager, Augusta University Health

Are you struggling to manage work chaos in your creative environment? Tight deadlines, unruly clients, and external pressures can be creativity killers. Learn how a health system and university marketing and communications team streamlined job requests, creative planning and workflow, proofing and approvals and justified department resources through metric tracking.

11:45 a.m. to  
12:45 p.m.



### Employee Engagement: Key to Organizational Success

(GA Society for Healthcare Human Resources Administration)

**SPEAKER:** **Connie Saunders**, Senior Consultant, The Jackson Group, Inc.

As a senior consultant for the Jackson Group, Inc., Saunders leads TJG's research and employee survey efforts to gauge, monitor and build employee engagement. Engaged employees - those committed to, involved with, and seen as a valued part of the organization - practice work behaviors known to substantially and positively impact HCAHPS ratings, improve value-based purchasing reimbursement, and enhance their own and others' retention possibilities. Saunders uses concrete, researched data to describe the engaging workplace, demonstrate positive outcomes of that workplace, and highlight practical strategies to impact productivity, patient safety and turnover.

12:45 to 2:30 p.m.

**GSHHRA Luncheon (Ticketed Event)**  
**GSHMPR Target Awards Luncheon (Ticketed Event)**

Friday, July 1, 2016

8 to 10 a.m.

**Peer-To-Peer Marketing Solutions**  
(GA Society for Healthcare Marketing and Public Relations)

8 to 10 a.m.

**A Need-to-Know Healthcare Employment Law Update**  
(GA Society for Healthcare Human Resources Administration)



**SPEAKER: Jeff Thompson**, Partner, Constangy, Brooks & Smith

There is a continued push by the Federal Government and courts to change the landscape in labor and employment law matters for employers. This agenda affects all healthcare organizations, and Jeff will discuss:

1. The EEOC's initiatives for 2016, including:
  - a. Narrowing the gender pay gap
  - b. Transgender protection
  - c. Religious discrimination
  - d. Eliminating hiring barriers (which includes a discussion of "Ban the Box")
  - e. EEOC position concerning wellness programs - is yours still legal?
  - f. ADA accommodation issues
2. Latest court decisions every HR professional should know
3. Analyzing whether your hospital's Rules of Conduct policies are still legal
4. Recruitment and retention issues in a Facebook world

As always, come ready to participate and ask questions!

10:15 to  
11:30 a.m.

**CLOSING KEYNOTE: The Clouded Crystal Ball: Predicting Healthcare in 2017 During an Unprecedented 2016**  
(all societies)



**SPEAKER: Rich Sanders**, The Sanders Law Firm, P.C.

Come to our final session of the conference and hear Mr. Sanders provide an up-to-the-minute synopsis on the presidential election campaign as well as his analysis on other key political races. In addition, he will discuss the results of Open Enrollment Year 3 and offer insight on how your hospital should market to those with, and without, health insurance. Most important, this interactive session will focus on answering your questions about healthcare reform, the state of healthcare in the U.S. and Georgia, and what it all means for your hospital and you.

11:30 a.m.

**Conference Adjourns**

# GSHMPR/GSHHRA

## -----2016 ATTENDEE REGISTRATION FORM-----

June 29-July 1 ■ The Ritz-Carlton Reynolds, Lake Oconee ■ Greensboro, Georgia

### NAME BADGE INFORMATION

Mr.       Ms.

Name \_\_\_\_\_

Title \_\_\_\_\_

Society (ex: GSHHRA or GSHMPR) \_\_\_\_\_

Employer \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Emergency Contact Name/Number \_\_\_\_\_

New Member       First-time Attendee

### REGISTRATION FEES

#### BEFORE MAY 29, 2016

- \$200 Member Rate (Full Conference)  
 \$100 Thursday Only Rate (Members Only)

#### MAY 30-JUNE 29, 2016:

- \$250 Member Rate (Full Conference)  
 \$125 Thursday Only Rate (Members Only)

*\*Refunds are available through June 8, 2016 .*

*If you are not a member, but would like to become one so that you may attend this meeting, please call membership services at 770-249-4500.*

*Consent for Use of Photographic Images:  
Registration and attendance at, or participation in, GHA meetings and other activities constitutes an agreement by the registrant to GHA's use and distribution (now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.*

### SPECIAL NEEDS

Please list any health or dietary concerns:

\_\_\_\_\_

### GUEST FEES

Member guest fees are as follows:

- \$25 Guest Ticket – Wednesday Reception  
\_\_\_\_\_ # of adult tickets

\_\_\_\_\_ Guest Name(s)

\_\_\_\_\_ Guest Name(s)

### HOTEL INFORMATION

#### The Ritz-Carlton Reynolds, Lake Oconee

One Lake Oconee Trail

Greensboro, GA 30642

706-467-0600 / www.ritzcarlton.com

Member Discounted Rate: **\$190/night (includes wifi)**

\*Mention GHA - GSHMPR/GSHHRA to receive discount

\*Reservations must be made prior to **June 8, 2016**. Rooms are on a first come/first serve basis

**\*\*Refunds on hotel deposits available only through June 8<sup>th</sup>**

### REGISTRATION PROCEDURE

GSHMPR/GSHHRA Registration

1675 Terrell Mill Rd.

Marietta, GA 30067

(ph) 770-249-4503 / (fax) 770-249-4598

### PAYMENT (if applicable)

\$ \_\_\_\_\_ Total Amount Paid

- Check attached (make payable to GHA)

- I authorize payment by credit card:

MasterCard     Visa     American Express

\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_  
Credit Card Number

Expiration Date: \_\_\_\_\_ (Month / Year)

\_\_\_\_\_  
Print name as it appears on card

\_\_\_\_\_  
Signature

### OFFICE USE ONLY: To be filled out by GHA staff

Registrar's Initials & Date \_\_\_\_\_



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