

HealthTech

Sustainable Healthcare Performance Improvement

Community Hospital Leadership Conference

Transforming Challenges into Triumphs

May 5 - 8th, 2024 | Nashville, TN



Who should attend

- Community Hospital CEOs and Administrators
- Community Hospital Board Members
- Physicians
- C-Suite Executives

Learning Objectives

- Understanding Historical Patterns: Discover how history repeats itself and its implications for the future
- Unfolding Revolutions: Explore the consistent evolution of revolutions and its relevance to healthcare
- Optimism in Tomorrow: Find reasons to be optimistic about the future, including the impact on healthcare policy



Neil Todhunter

CEO, HealthTech

I would like to invite you to HealthTech's 2024 Community Hospital Leadership Conference! This year, we eagerly look forward to exchanging concepts and innovative ideas that will pave the way for a brighter future in our industry. Your insights and contributions are crucial as we collaborate to enhance the vitality and effectiveness of healthcare in our communities.

'Transforming Challenges into Triumphs' promises to be an exceptional gathering, filled with insightful discussions and opportunities to collaborate on the future of healthcare.

We are sincerely enthusiastic for you to arrive and embark on this journey with us!

May 5-8th Agenda

05 Sunday

- 1:00 - 7:00 PM Registration
- 5:00 - 5:45 PM Hospital Finance for Trustees (optional session)
- 6:00 - 7:00 PM Welcome Reception for conference attendees and guests

06 Monday

- 8:00 - 9:30 AM President's Breakfast (for Board Chairs or designee)
- 10:00 - 10:15 AM Welcome & Introductions
- 10:15 - 11:45 AM General Session
- 11:45 - 1:00 PM Lunch
- 1:00 - 2:15 PM General Session
- 2:15 - 2:30 PM Break
- 2:30 - 5:00 PM General Sessions
- 5:00 PM Adjourn
- 6:00 - 9:00 PM Conference Dinner

07 Tuesday

- 7:00 - 8:30 AM Breakfast
- 8:30 - 9:45 AM Breakout Sessions
- 9:45 - 10:15 AM Break
- 10:15 - 11:30 AM Breakout Sessions repeat
- 11:30 AM Conference ends for the day
- 1:00 PM Sightseeing Tours
- Evening on your own to explore

08 Wednesday

- 7:30 - 8:30 AM Breakfast
- 8:30 - 9:45 AM General Session
- 9:45 - 10:15 AM Break
- 10:15 - 11:30 AM Closing Session
- 11:30 AM Conference Adjourns



Speakers



Mark Zinder

Mark Zinder is a seasoned financial professional and keynote speaker with a unique gift for making the complicated clear as he examines the trends and ideas actively shaping business today. Mark's distinctive and captivating style has made him one of the busiest and most requested speakers in the fields of finance, economics and business development. Mark came to the financial industry 30 years ago and gained immediate recognition for his engaging seminars and market intuition. He honed his talents as National Spokesman for Franklin Templeton, where he spent over six years consulting with Sir John Templeton, Dr. Mark Mobius, Mr. Michael Price, and other renowned economists and money managers. Armed with unique insights and a keen understanding of macroeconomic trends that he learned from Sir John Templeton, Mark shares his knowledge and experiences at meetings and conferences around the world. In addition to speaking he coaches advisors and wholesalers to respond and adapt to their clients' needs in this rapidly innovating industry.



Amanda Gore

Amanda Gore is an Australian living in the USA. An author, USA Hall of Fame speaker, business woman, CEO of The Joy Project and a Huffington Post Columnist, she has won many awards, including Educator of the Year and Keynote Speaker of the Year from the National Speakers Association. She works with organizations of different sizes to help boost engagement of teams, create cultures of joy and joyful people, manage change fatigue and bring humanity back into leadership and work. In her presentations, she blends humor, science, and life experience to teach practical tools and skills for personal and organizational growth. She focuses on helping people feel good about themselves which leads to positive changes in all areas. Originally a physical therapist with a major in psychology, Amanda blends research in neuroscience, epigenetics, positive psychology, quantum physics and emotional intelligence with funny stories to help organizations achieve better performance by aligning with values and mission and creating joyful workplaces and people. Through her funny, interactive and engaging presentations, Amanda breaks down barriers, opens hearts and minds, and inspires people to action.



John Gomez

John is the Chief Security and Engineering Officer at CloudWave and oversees the Sensato Cybersecurity portfolio. John has a strong background in developing solutions to comply with NIST requirements for critical infrastructure and has been involved in cybersecurity and high technology for more than three decades. John has lectured and trained on cybersecurity and advanced technology topics worldwide. Before founding Sensato, John held executive roles at Allscripts, WebMD, and Microsoft. Despite the advancements made by the healthcare industry in recent years to enhance cybersecurity measures, there is still a significant gap in implementing and executing safeguards against modern attackers. Acknowledging that healthcare remains a prime target for cyber attackers is crucial. Through our extensive work in cybersecurity with healthcare organizations, analyzing valuable insights gained over the past few years, and evaluating cybersecurity technology for the healthcare sector, we have identified crucial areas where significant strides can be made to enhance the industry's cybersecurity stance.



Sarah Ohanesian

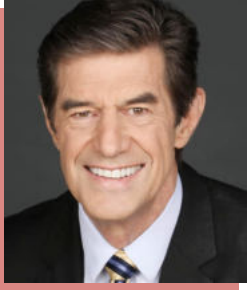
Sarah Ohanesian is a powerhouse female keynote speaker, productivity consultant, and dynamic implementer who empowers corporate audiences to defeat burnout, strive for purpose-driven productivity, and create an environment for neurotypical and neurodivergent people to thrive. Her company, SO Productive, is a productivity speaking, training, and consulting company. SO Productive works with busy professionals who are career-driven but face work-life imbalance, stress, and overwhelm. We help clients accomplish critical priorities, create automated systems, implement tools, and get time back in their day. Changing people's relationship to productivity gives them more choices and freedom. We pride ourselves on working with open-minded clients who are ready to take the steps to make real change, command their chaos and get back their time.



Jessica Harley

Jessica Harley, an esteemed Executive Coach and captivating Public Speaker recognized for transformative insights from her three decades leading teams in marketing, sales, analytics, and operations. Her diverse experience spans leading multi-billion dollar corporations and nurturing startups in retail, technology, and publishing. Jessica empowers accomplished executives to amplify their impact by leading with authenticity, curiosity and integrity. Jessica infuses her speaking with lessons learned through her own career with humor and empathy to give audiences actionable insights. Renowned for her compelling presentations, she has graced stages at prestigious events like the Direct Marketing Association Annual Conference and the National Retail Federation's The Big Show.

Speakers



Bob Sellers

Bob Sellers is an Emmy-winning journalist with twenty year's experience, including more than nine at the national level with CNBC and Fox News Channel. He followed Wall Street during the boom and bust of the dot-com era, and as a former stockbroker wrote business columns for Success and Gear magazines. In 2010, Bob wrote Forbes Best Business Mistakes: How Today's Top Business Leaders Turned Missteps into Success. They talk about how mistakes and failures can actually result in opportunities that can lead to personal and career achievement. At Fox News Channel, Bob anchored Fox News Live and reported live from the field on events such as the D.C. Sniper crisis and from Baghdad in June of 2003, after American forces toppled Saddam Hussein. He has interviewed world leaders from Benjamin Netanyahu to Mikhail Gorbachev, and anchored Presidential election night coverage in 2004 as the country went to bed not knowing who the winner was. As a news anchor in Nashville, Bob won an Emmy for Breaking News coverage of historic floods in May of 2010. During the near collapse of the financial system, Bob was Senior Investment Consultant for Gary Goldberg Financial Services, a boutique money management firm headquartered in Suffern, New York. He has appeared as a markets guest on CNBC and Fox Business Network and has placed work in newspapers including the Los Angeles Times and the Cincinnati Enquirer. He currently blogs for HuffingtonPost.com.



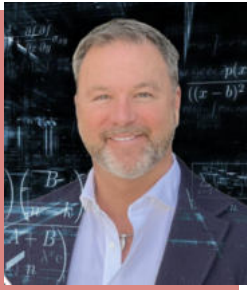
Dennis Pickrel

Mr. Pickrel has been a long-term board member of Carlinville Area Hospital and Clinics (CAH&C) and has served as its chair for the past 2-years. Dennis is a retired senior executive with many years of experience in a variety of industries where he specialized in turnarounds and dynamic growth of the companies he worked with. His experience in both start-ups and Fortune 500 companies has resulted in broad-ranging perspectives and expertise on business that have greatly benefited CAH&C. Mr. Pickrel holds a bachelor's degree from Missouri Western University in Electro Mechanical Technology, as well as considerable graduate-level course work from a number of universities. In his spare time, Dennis enjoys restoring classic cars. Dennis and his wife Judy live in Carlinville, IL.



Patti Mitchell

Patti Mitchell (RPh, PharmD) is Board President of Barrett Hospital and HealthCare, a 25 - bedcritical access hospital, in Dillon, MT. She has served on the Board of Directors since 1994 andhas been president for 14 years.Along with other committed board members, Patti led the hospital through a \$36 M replacementhospital project in 2012. The hospital's consistent financial success is in large part due to thededication of the Board to strategically focus on what is best for the community, while settingaside personal agendas and preferences.Professionally, Patti is a licensed pharmacist working in both retail and hospital-based settings,including Barrett Hospital as a relief pharmacist. She holds a Bachelor of Science degree inPharmacy from the University of Montana and received her Pharmacy Doctorate from theUniversity of Florida in Gainesville.In 2022 Patti received the Trustee of the Year Award from the Montana Hospital Association.In her spare time, along with her daughter, Patti raises cattle and enjoys riding her horses whileexploring the beautiful outdoors of Southwestern Montana.



Shawn Fry

Shawn Fry has over 25 years of expertise in healthcare and technology operations, medical dataanalysis, business intelligence, and clinical management that allowed him to transition fromhospital executive to successful healthcare entrepreneur. A former enterprise hospital CIO wholeveraged that experience into disruptive innovation that culminated in the sale of his medicalanalytics company to private equity in 2019. As CEO of Prevalent Health (Prevalent, Inc.), he was an early innovator in healthcare data analyticsand significantly improved patient outcomes that also led physicians, hospitals, and laboratories toobtain billions of dollars of additional revenues through improved clinical documentation. Buildingon the technical infrastructure he designed, his company managed the sensitive medical andfinancial data of more than 50 million American patients for our major hospital clients. Leveragingexpertise gained during his career gives Shawn keen insights into the issues and opportunities ofthe U.S. healthcare system. As a data scientist, Shawn holds multiple patents relating to datastructure and transport, error correction, data synchronization, and advanced network security.



Patrick Banks

Patrick is a hospital financial executive with a proven history in finance, accounting, and revenue cycle management. He has 14 years of hospital experience in financial leadership, financial operations, turn-arounds, hospital consulting, health insurance plans, M & A, and strategy. Patrick received a Bachelor of Arts in Quantitative Economics from UC Irvine and an MBA from the University of Michigan. He is a CPA licensed in the state of Washington.



05

Sunday

1:00 - 7:00 PM Registration

5:00 - 5:45 PM Hospital Finance for Trustees (optional session): *Patrick Banks*

5:00 - 5:45 PM New Trustee Orientation (optional session): *Scott Manis*

6:00 - 7:00 PM Welcome Reception at hotel for both attendees and guests

06

Monday

8:00 - 9:30 AM President's Breakfast (for Board Chairs or designee)

10:00 - 10:15 AM Welcome & Introductions: HealthTech CEO Neil Todhunter

10:15 - 11:45 AM General Session: *Mark Zinder*

We live in increasingly uncertain times; rapid economic changes, global unrest, and bi-partisan bickering have all lead to an underlying sense of uncertainty. In addition to the current climate, headlines are screaming that robots and artificial intelligence are going to eliminate worker's jobs.

What if they are all wrong? What if we are merely extrapolating the present and ignoring the possibilities of the future? History books are full of examples of previous revolutions that came and went; the industrial revolution, the railroad revolution, electrification, mass production, and now, quite possibly, the information technology revolution. In this presentation, you will discover how we are nearing the end of this revolution while another is just beginning, providing a fresh wave of prosperity.

Now is the time to ask yourself, "What Happens Next"?

Learning Objectives:

1. How history repeats itself and will continue to do so in the future.
2. How the evolution of a revolution unfolds and how it has always unfolded in the exact same manner.
3. The eight steps that make up a revolution and the number of years it takes to complete the cycle.
4. Why there are reasons to be optimistic about tomorrow.

11:45 - 1:00PM Lunch

1:00 - 2:15PM General Session: *Bob Sellers*

Emmy-winning journalist Bob Sellers, the former anchor at CNBC and Fox News, takes a non-partisan look at the electrifying dynamics in the upcoming 2024 election. With the future of American leadership – and possibly democracy itself -- on the line, Bob will examine the critical role of political parties, social media, and Artificial Intelligence (AI) on this historic political showdown. (In fact, this will be the "A.I. Election," just as 2020 was the "social media election.")



06 Monday

Learning Objectives:

1. how just three swing states - or one third party - could determine the presidential election.
2. likely winners in the House and Senate, and how that will affect policy - including in healthcare policy throughout the U.S.
3. the risk that the misuse of Artificial Intelligence could jolt political races - and roil the financial markets.
4. the best investment ideas based on likely outcomes in Washington.

Bob will tell the audience what's coming from inside the Beltway and how it will play out from Wall Street to Main Street. And he'll do it with the energy of a TV talent who doesn't want you to change the channel!

2:15 - 2:30 PM Break

2:30 - 3:45 PM General Session: *Sarah Ohanesian*

As a burnout-aholic turned productivity expert, I share my personal story of escaping the jaws of busyness and offer an unfiltered perspective on how to command the chaos and achieve a life of purpose-driven productivity. In this talk, I reveal the antidote to the busyness epidemic and equip audiences with tangible tools to prioritize purpose, enhance productivity, and regain balance in all areas of life.

Learning Objectives:

1. Understand how the shift from busy to productive can be applied to nearly every area of work and life.
2. See how your team can reposition your work as progress toward the purpose.
3. Discover compounding productivity. Simple ways to accomplish more, make better and faster decisions, and increase productivity without burning out.
4. Learn a filter that will help you focus on the most impactful work every day. Plus, you can implement it the second you walk out of the session.

3:45 - 5:00 PM General Session: *Shawn Fry*

AI is inevitable. Addressing the leading AI technology companies and how healthcare can leverage its capabilities without bring additional risks, distancing the relationship between patient and doctor and how AI can work for or against you in the future.

Learning Objectives:

1. What is AI, who controls it and how will it impact us?
2. How will providers, patients and payers utilize AI differently & how will that impact our practice/hospital?
1. How can I take advantage of AI?

5:00 PM Adjourn

6:00 - 9:00 PM Conference Dinner



07 Tuesday

7:30 - 8:30 AM Breakfast

8:30-9:45 AM Breakout Sessions (75 minutes):
1. Speaker – *Patrick Banks*

Community hospitals and small systems will continue to be faced with questions about whether to remain independent. Understanding the advantages and tradeoffs independent hospitals face will be critical to maintaining independence and planning for the future. Organizations that make independence a core part of their strategic and operational planning will be better prepared to succeed.

Learning objectives:

1. Survey of community hospital M&A landscape
2. Strategies for maintaining independence

8:30 - 9:45AM 2. Speaker – *John Gomez*

Despite the advancements made by the healthcare industry in recent years to enhance cybersecurity measures, there is still a significant gap in implementing and executing safeguards against modern attackers. Acknowledging that healthcare remains a prime target for cyber attackers is crucial.

Through our extensive work in cybersecurity with healthcare organizations, analyzing valuable insights gained over the past few years, and evaluating cybersecurity technology for the healthcare sector, we have identified crucial areas where significant strides can be made to enhance the industry's cybersecurity stance.

Learning Objectives:

1. Learn how to go beyond compliance and identify gaps and vulnerabilities to enhance your cybersecurity strategy.
2. Discover strategic steps you can take to increase your defensibility while reducing your liability.
3. Learn key tactics for protecting your patients from a cyberattack and how this differs from your IT team's strategies.
4. Understand emerging trends in healthcare cybersecurity and how they will impact your organization.

8:30 - 9:45AM 3. Speaker – *Patti Mitchell & Dennis Pickrel*

Learning Objectives:

1. Develop techniques to challenge their fellow board members to become more active contributors to their organization.
2. Gain insights into effectively evaluating and leading the growth and strategic direction of their hospital.
3. Evaluate the structure and function of Board meetings to more effectively focus on strategic objectives rather than routine reporting.
4. Communicate techniques to separate management functions from governance functions to appropriately balance these critical roles within the organization.



07 Tuesday

- 10:15-11:30 AM** Breakout Sessions Repeat (75 Minutes)
- 11:30 AM** Conference ends for the day - Lunch on your own
- 1:00 PM** Sightseeing Tours
Evening on your own to explore Nashville

08 Wednesday

- 7:30-8:30 AM** Breakfast
- 8:30-9:45 AM** General Session: *Jessica Harley*

Discover the powerful shift from traditional leadership to a coaching paradigm within boardrooms and C-suite offices. Join us in unveiling how adopting a coaching mindset fosters enduring, holistic impacts, steering away from short-lived improvements.

Discover the empowering impact of coaching executives to craft their path forward and solutions. Embracing a coaching role fosters complete ownership, empowering leaders to innovate, self-adapt, and drive continuous improvement. This ownership fuels lasting, impactful change within organizations, creating a culture of sustainable growth.

Learning Objectives:

1. Differentiate the Coach vs. Boss or Advisor: Gain insights into why the most successful CEOs credit their achievements to exceptional coaching relationships.
2. Cultivate Curiosity and Continuous Learning: Develop a curiosity-driven mindset, extracting the best from others, rather than solely imparting knowledge.
3. Enhance Communication and Intuitive Listening: Master the art of listening attentively, asking empowering questions that spur introspection and elicit reflective solutions.
4. Facilitate Strong Decision-Making: Navigate decision-making processes, leveraging logic, emotion, and intuition for well-informed, impactful choices.
5. Create a Culture of Candor: Encourage openness and honesty, anticipating and surmounting setbacks effectively through candid communication.

- 9:45-10:15AM** Break
(guests join for final speaker)



08

Wednesday

10:15-11:30AM Closing Session: *Amanda Gore*

In these unprecedented times, mental health issues are on the rise, and fear and uncertainty are taking a toll on our well-being, work, and relationships. It's time to reconsider what JOY truly means.

Now, more than ever, we must reshape our perspective and equip people with the skills to navigate this ever-changing "new normal."

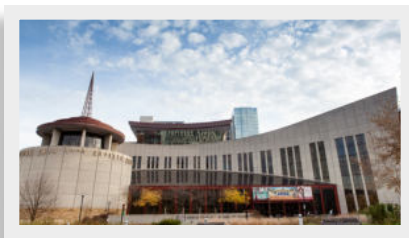
Maintaining team cohesion, motivation, and a sense of purpose is challenging, especially in a world where remote work, burnout, childcare concerns, and physical disconnection have become the norm. We're doing more with less, working longer hours, all from our homes. And we think it's better - but we are losing out on real connections; on the physical interaction so important for humans.

Gore has crafted this material to address these pressing issues and help people regain a sense of control and establish the profound connections they yearn for. This experience can be viewed as a time of devastation and despair, or as an opportunity for positive change. It's a chance to reimagine joy and:

- Reawaken our human potential and humanity.
- Infuse our lives with vitality
- Engage fully in life's rich experiences
- Recreate the life we truly desire
- Rediscover passion, meaning, and purpose, both at work and at home

The choice is ours. This keynote equips you with the tools and mindset to choose wisely and embrace a brighter future

11:30AM Conference Adjourns



Country Music Hall of Fame & Museum

The Country Music Hall of Fame and Museum collects, preserves and interprets country music and its history for the education and entertainment of diverse audiences. In exhibitions, publications, digital media and educational programs, the museum explores the cultural importance and enduring beauty of the art form. Once indoors, you'll discover film and audio clips, interactive displays and trivia games, glittery costumes worn by Carrie Underwood and Taylor Swift, and well-traveled instruments that bring history to life in the museum's permanent exhibits.

Tours Tuesday, May 7th



National Museum of African American Music

This museum chronicles the contributions of African American music to American culture with 56,000 square feet of exhibits including artifacts, clothing, memorabilia and technology. Guests begin their journey in the Roots Theater where a short film about the history of Black music in America sets the tone. From there, the Rivers of Rhythm corridor offers large interactive touch screens and an animated timeline that links American history with American music history.



Cheekwood Estate and Gardens

This 55-acre estate was built by the family of the Maxwell House Coffee fortune and is an example of the Country Place Era of landscape design. An herb garden, a Japanese garden, a water garden and a wildflower garden constitute the botanical area. The Museum of Art, housed in a Georgian-style mansion, includes collections of American and contemporary painting and sculpture, English and American decorative arts and traveling exhibitions. The 1-mile Carell Woodland Sculpture Trail features works by national and international artists among native trees, shrubs and wildflowers.