

TUESDAY 9.18.2018

8:00 a.m. – 12:00 p.m. Resource Center, Cyber Café & Tech Bar and Charging Station

LEARNING SESSIONS

8:00 – 9:00 a.m.

D1.1

A Data-Driven, Evidence-Based Approach to Hiring — Tools, Practical Considerations, and ROI

   ROOM 316 8:00 – 9:00 a.m.

Kurt Stillwagon

*Director, Recruitment and Talent Acquisition,
Penn Medicine Lancaster General Health*

Alissa Parr, Ph.D.

Senior Consultant, Select International

Learn about a more effective, objective and efficient way of selecting front line staff, nurses, managers, physicians, and leaders. Incorporate “evidence-based” hiring approaches that support organization-wide efforts. The presentation will share the speakers’ expertise and experiences, including practical advice about what works, and doesn’t.

The speakers will share Lancaster General Health’s experience with this approach, including how to build the program around key business metrics.

OBJECTIVES:

- Gain practical advice on how to use objective data to drive hiring decisions — at every level of the organization
- Understand how to develop and use business metrics
- Learn how to gain organizational buy-in and demonstrate ROI.

D1.2

Compare & Contrast — California vs. Federal Law

   ROOM 301 8:00 – 9:00 a.m.

Gail Blanchard-Saiger, J.D.

*Vice President & Counsel, Labor and Employment,
California Hospital Association*

With the change in the federal administration, the differences between California and federal law have grown. From employee safety to wage and hour issues; from labor law to immigration. This session will review developments at both the state and federal level in various human resources-related areas. While the session is tailored to California practitioners, the overview of developments at the federal level will be of interest to practitioners from across the country.

This session qualifies for 1.0 California-specific credit.

OBJECTIVES:

- Analyze developments in key areas at the federal level and in California, including employee safety, wage and labor
- Examine legislation passed in California in 2017 and 2018
- Identify likely legislative and regulatory issues in the next two years.

D1.3

Demonstrate HR’s Value-Add in the 21st Century

   ROOM 303 8:00 – 9:00 a.m.

Ashley Ridgeway-Washington, Esq., MHR, PHR, SHRM-CP

System Director Human Resources, CHRISTUS Health

Kimberly King Webb, Esq.

*Deputy General Counsel/ Labor and Employment,
CHRISTUS Health*

2017 was a year of unprecedented scandal and embarrassment for top leaders in virtually every field of endeavor. Accusations of untoward behavior rocked the country and produced a powerful movement that placed a spotlight on some of America’s ugliest workplace secrets. Bad behavior among an organization’s most powerful ranks will result in public scrutiny, loss of talent and ultimately impact to the bottom line.

As trusted advisors and culture stewards, HR professionals play an integral role in ensuring respect and accountability in the workplace. If there was ever a time for HR to demonstrate its value-add, it is now. This session will provide HR leaders with strategies to: confront troubling behaviors and engage in dialogue with C-Suite leaders about personal brand pit falls and preventable blunders; re-tool the HR “playbook” to effectively respond to allegations of sexual harassment and other troubling behaviors in the age of social media; articulate the business case for robust sexual harassment and personal brand management training within healthcare organizations.

OBJECTIVES:

- Tackle tough conversations and act as an interrupter to troubling behaviors
- Articulate the business case for funding sexual harassment and civility training in your organization
- Retool the HR “playbook” to focus prevention and civility in the workplace.

D1.4

Health Care Plan Design: Why HRAs Might Be the Best Option

 ROOM 315 8:00 – 9:00 a.m.

Maria Henderson, MS, CDMS

National Practice Lead, WorkCare, Inc.

Justin Schaneman, MS

Vice President, Data Analytics, HCMS Group

Most employers with account-based health plans offer Health Savings Accounts (HSAs) rather than Health Reimbursement Accounts (HRAs). Learn how HRAs may be the plan your organization needs. HRAs provide greater flexibility through fewer legal restrictions and the ability to customize the plan to promote greater use of primary care, prevention services and generic medications. In addition, discover how a generously funded HRA can become a powerful retention

tool, discourage turnover and affect the bottom line. Case studies to include how an HRA can eventually be turned into a retirement health account.

OBJECTIVES:

- Review current research on health reimbursement accounts and how they compare to health savings accounts
- Learn how HRAs provide more flexibility to encourage health management and primary care
- Discuss case studies with examples of plan design features that have optimized wellness participation and primary care utilization.

D1.5

Leveraging Employee Health Investments to Drive Employee Engagement: A Medical Director's Perspective

 ROOM 302 8:00 – 9:00 a.m.

Dr. Philip Adamo, MD

Senior Medical Director, Baystate Health

Dr. Philip Adamo will share his experience implementing changes in employee health programs. He will highlight how human resources plays a key role in driving changes that impact employee engagement and discuss how to work effectively with your Medical Director to prioritize and implement change.

OBJECTIVES:

- Become familiar with an engagement strategy that yields results
- Learn how to work with your medical director to evaluate employee health investments
- Justify the costs of employee health investments.



Expand the conversation!
#ashhra18

LEARNING SESSIONS

8:00 – 9:00 a.m. *continued*

D1.6

Strategic Planning for Foreign-born Physicians and Medical Staff

 ROOM 304 8:00 – 9:00 a.m.

Rosanne Mayer, Esq.
Partner, Miller Mayer, LLP

David Wilks, Esq.
Associate Attorney, Miller Mayer

A properly developed and executed institutional immigration program can engender employee loyalty and attract top talent. However, developing the best immigration strategy for your institution is increasingly difficult during this tumultuous time in immigration adjudication. This session is designed to analyze the various options organizations have in setting institutional policies, and how the current political climate impacts those options. In particular, this session will focus on strategies for recruitment and onboarding, long-term employment and, more generally, working with foreign nationals in the current political landscape.

This session qualifies for 1.0 GPHR® credit.

OBJECTIVES:

- Share best practices on how to incorporate institutional immigration policies
- Learn how to develop an immigration program that will attract top talent and engender employee loyalty
- Provide guidance on executing an immigration program in a changing political landscape.

HR Leader Model / Professional Identifiers

- | | |
|---|--|
|  HR Delivery |  Community Citizenship |
|  Healthcare Business Knowledge |  Personal Leadership |
|  People Strategies |  Strategic Business Management Credit |

LEARNING SESSIONS

8:45 – 10:15 a.m.

D2.1

Hospitals Against Violence Round Table: Protecting Staff

 ROOM 317 8:45 – 10:15 a.m.

Carl McDonald, MSHRM, PHR, SHRM-CP
Chief Human Resources Officer, Broward Health North

Our informative Round Table discussions are designed for peer-to-peer conversation on topics impacting your company each and every day.

Participants are invited to collectively discuss their concerns and participate in small group activities surrounding protecting staff and gain new insights on what initiatives are working for fellow colleagues.

This session has limited seating to ensure meaningful conversation and knowledge sharing.

OBJECTIVES:

- Discuss the possible determinants of workplace violence
- Evaluate legal options based on state
- Share stories and strategies to build a stronger foundation for best practices policies.

LEARNING SESSIONS

9:15 – 10:15 a.m.

D3.1

A Vision for the Future: Nursing and HR

 ROOM 305 9:15 – 10:15 a.m.

Beverly Hancock, DNP, RN-BC
Senior Director for Leadership Development, American Organization of Nurse Executives (AONE)

The mission of any health care organization centers around providing quality patient care. Quality patient care requires well equipped caregivers. This session will offer insight into factors influencing nurse executives as they seek to build a solid workforce. It will discuss the Future of Nursing Institute of Medicine (now the National Academies of Medicine)

Report and the ANCC Magnet Recognition program which recognizes the responsibility nurses have to society to provide care, and have delineated standards of excellence for nursing. The report and recognition have profoundly shaped nursing over the past decade and have laid a foundation for the future. The implications of these standards are relevant to HR and the recruitment and retention of nurses.

Repeat session from Monday, 3:00 – 4:00 pm (C3.1)

OBJECTIVES:

- Understand implications of the ANCC Magnet Recognition program standards on human resources
- Identify how nurses and human resources can work together to create a strong workforce for the future
- Understand the recommendations from the Future of Nursing Report and its impact on human resources professionals.

D3.2

Giving Back Through the Workplace: Understanding Workplace Giving Programs

 ROOM 302 9:15 – 10:15 a.m.

Michael Plant

Vice President, Product Management of Fidelity Giving Marketplace

Charitable Giving in the U.S. has grown to nearly \$400 Billion in 2017. It is event-driven and the act of donating is moving online. Research indicates that employees are very interested in these types of programs. However, the marketplace for programs is complex and it is difficult to sort through what program will best meet you and your employee needs.

This session will provide background on the marketplace, considerations and how programs are using technology to make administration easier for both HR and employees.

OBJECTIVES:

- Learn how giving programs help with talent management and engagement
- Discover the marketplace of workplace giving programs
- Understand how programs are evolving to make the experience easier for HR and employees.

D3.3

Hire, Train, Retain: The Ups and Downs of a Comprehensive Engagement Strategy

 ROOM 303 9:15 – 10:15 a.m.

Erin Williamee, MHRD, SPHR, SHRM-SCP

Senior Generalist, Thompson Health

Carol Olean

Associate Educator, Thompson Health

Early in 2015, the continuing care center at UR Medicine/Thompson Health had a projected annual turnover of approximately 60 percent. In a climate where their industry turnover and employee dissatisfaction were at critically high levels something had to be done. A “full court press” was applied to turn around the downward spiral with the ultimate goal of a better work/life balance by the elimination of mandatory overtime for aides. After a series of focus groups and a review of employee engagement results, a strategy was established that encompassed inventive hiring techniques, training/onboarding initiatives, and innovative retention techniques that really made a difference by helping improve employee engagement and reduce turnover. This session will provide participants with innovative strategies and tools that helped Thompson Health hire, train and retain their team. Learn from their successes and failures (Fail is not a bad four letter word).

Repeat session from Monday, 3:00 – 4:00 pm (C3.3)

OBJECTIVES:

- Gain innovative ideas and tools to utilize in their respective recruitment and retention efforts
- Identify and utilize lessons learned to identify and address potential challenges in recruitment and retention within their respective organizations
- Understand you are not alone in the challenges associated with hiring, training and retaining your staff... but there is hope!

LEARNING SESSIONS

9:15 – 10:15 a.m. *continued*

D3.4

The New Face of Labor— How Unions are Using the Janus Decision to Reinvigorate Organizing Campaigns

 ROOM 304 9:15 – 10:15 a.m.

Tami Denney, MBA
Consultant, IRI Consultants

The expected and confirmed Janus decision by the Supreme Court has forced labor unions to rethink their business model. The result is a reinvigoration of community groups and the tactic of salting the targeted workforce. Both of these tactics put your organization at risk of a union organizing campaign. Gain in-depth knowledge of these tactics and how best to protect against them.

Repeat session from Sunday, 3:20 – 4:20 pm (B3.4)

OBJECTIVES:

- Learn how unions use community groups to organize patients as part of their corporate campaign
- Learn how unions are using Salts to infiltrate the workforce to drive interest in union representation
- Learn how to protect your organization from Salts and why it's important to educate employees on the risk of unionization.

D 3.5

Joint Commission Accreditation: Helping Hospitals Provide Safe and Quality Care to Patients

 ROOM 315 9:15 – 10:15 a.m.

Jennifer M. Hoppe, MPH,
*Senior Associate Director of State and External Relations,
The Joint Commission*

As part of its mission, The Joint Commission is committed to improving health care safety by evaluating hospitals and inspiring them to excel in providing safe and effective care of the highest quality and value. This session will focus on the components of the accreditation process that are design to help organizations identify potential risks and implement improvement strategies that will be sustainable over time. The presentation will include an overview of the Survey Analysis for Evaluating Risk™ (SAFER™) matrix

OBJECTIVES:

- Understand the two components of risk that are used in the SAFER matrix, along with the operational definitions of the values
- Describe the required elements to be included in the Evidence of Standards Compliance (ESC) documentation
- Provide examples of various tools that can be used to conduct a preventive analysis.

SAVE THE DATE

ASHHRA Annual Conference & Exposition



THE HUMAN SIDE OF HEALTHCARE

A professional membership group of the
American Hospital Association



Advancing Health in America

2019
CHICAGO
SEPT 21-24

The Science of Patient Experience

ROOM 301

9:15 – 10:15 a.m.

Dr. Cynthia Hedricks, Ph.D.

Chief Analytics Officer, SkillSurvey, Inc.

Theresa Mazzaro, RN, CHCR, RACR

Senior Talent Acquisition Specialist,
Suburban Hospital, a Member of Johns Hopkins Medicine

With the introduction of the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey, providers are constantly asking patients, “How did we do?” to measure overall patient satisfaction. In this session, Cynthia Hedricks suggests perhaps a more important question to ask of patients, and that is, “What happened?” Using principles borrowed from the scientific method, she evaluates the results of work focused on patient satisfaction as compared to that focused on the patient experience.

Dr. Hedricks will then look at patient experience from the lens of those in talent acquisition. She will take a deep dive by going beyond HCAHPS, and discuss which healthcare employees are most likely to impact patient experience, and how to measure whether candidates applying for open positions possess the behaviors that will improve this critical outcome.

OBJECTIVES:

- Scientific principles that can guide programs designed to improve patient experience
- Differences between patient experience and patient satisfaction, and why you should care about this distinction
- Learn what others are doing to improve patient experience at their organizations.

CLOSING CEREMONY BRUNCH / KEYNOTE

BALLROOM B/C

10:30 a.m. – 12:00 p.m.

As the conference comes to a close, join us for a delicious brunch as we recognize the HR Visionary Leader Award recipient.

Conclude your conference experience with **The Water Coolers’** award-winning, high energy, uncommonly funny, honest take on work and life in their keynote presentation, “Getting to Great Performance.”

Read more about The Water Coolers on page 9.

