



LHA Management Corporation Presents

2023 WINTER HEALTHCARE LEADERSHIP SYMPOSIUM

January 31 - February 1 • Renaissance Baton Rouge Hotel

TUESDAY, JANUARY 31, 2023

Optional ACHE Breakfast Session

7:30 a.m.

ACHE Education Registration & Breakfast

*An additional \$225 registration fee applies. You do not have to be an ACHE member to attend these sessions, though attendees registered for the ACHE sessions must also register to attend the LHA Winter Healthcare Leadership Symposium. 3.0 Face-to-Face Credits will be available for the successful completion of this offering from ACHE.



8:00 a.m.

ACHE Panel Discussion: Financial Implications: The Push from Inpatient to Outpatient Care

Moderator:

- Kendall Johnson, EVP & CFO, General Health System

Panelists:

- Sherrie Somers, DO, CMO, Rapides Regional Medical Center
- Jeremy Rogers, FACHE, COO & CFO, St. Francis Medical Center

9:30 a.m.

Break

10:00 a.m.

ACHE Panel Discussion: Leading a Successful Multigenerational Organization

Moderator:

- Garry Kim Green, FACHE, Administrator/CEO, Shriners Hospitals for Children-Shreveport

Panelists:

- Cory Fry, Chief Logistics Officer, Department of Veterans Affairs
- Jeffrey Jarreau, RN, SPRH, Chief Human Resources Officer, North Oaks Health System
- Kimberly Tang, Leadership Consultant, Success Labs

11:30 a.m.

ACHE Education Session Adjourns

General Sessions

10:00 a.m.

General Registration, Networking & Sponsor Exhibits Open

12:00 p.m.

Lunch & ACHE Regent's Awards

1:00 p.m.

Welcome & Opening Remarks

Paul A. Salles, President & CEO, Louisiana Hospital Association

To Care Is Human: The Relationship of Patient Safety to Patient Experience
Jonathan B. Perlin, MD, PhD, FACMI, President & CEO, The Joint Commission

Using the patient narrative as a vehicle, Dr. Perlin will demonstrate how meeting patient safety goals improves patient experiences and reduces adverse events.

General Sessions

- 2:15 p.m. Strategic Pricing and Operationalization Beyond 2022**
Christopher Kalkhof, FACHE, Partner, Guidehouse
Steven Prosser, Director, Hospitals & Health Systems, Guidehouse
This session will include a discussion on market trends and case studies of the healthcare financial ecosystem in 2022 and beyond. The presenters will cover strategic pricing in alignment with service line verticals and in consideration of accelerated expense growth in 2022; specific strategies and tactics associated with payer negotiations and product alliances; and new payment models and better aligning “managed care” pricing strategies with strategic growth and integrated revenue management considerations. To support the discussion, the presenters will provide varied health system case study illustrations.
- 3:15 p.m. Break**
- 3:30 p.m. The Economic State of Healthcare**
Dawn Samaris, Managing Director, Kaufman, Hall & Associates, LLC
The presenter will use data on inflation, workforce changes, and rising labor and supply costs to show how the unpredictable socioeconomic environment has created the most challenging operating environment in memory for hospitals and health systems. In addition, the session will address the steps healthcare organizations can take toward financial stability and resilience.
- 4:45 p.m. Adjourn for the Day**
- 5:00 p.m. Reception Honoring Gov. John Bel Edwards**
All attendees are invited. Reception ends at 6:30 p.m.



Sponsored by:



WEDNESDAY, FEBRUARY 1, 2023

- 8:00 a.m. Breakfast, Networking & Sponsor Exhibits Open**
- 9:00 a.m. Welcome & Opening Remarks**
Paul A. Salles, President & CEO, Louisiana Hospital Association
- Shaping Culture to Unlock High Reliability & Innovation**
Craig Deao, Managing Director, Huron Consultants; Author
This session explores the cultural styles most prevalent in healthcare organizations and gives practical advice for shaping culture so that it can best support the goals of high reliability and innovation. While those may sound counterposed, balancing the seemingly contradictory goals of being failsafe and failproof at the same time, they share a strong foundation of psychological safety, where people speak up without fear of embarrassment or negative repercussions. Leaders will be able to apply examples from healthcare and other industries to elevate their cultures for higher performance in the decades ahead.
- 10:00 a.m. Break**
- 10:15 a.m. Shaping Culture to Unlock High Reliability & Innovation Continued**
- 11:00 a.m. Closing Remarks & Adjourn**

HOTEL ROOM BLOCK

A corporate rate of \$149 per night has been established at the Renaissance Baton Rouge Hotel located at 7000 Bluebonnet Boulevard in Baton Rouge. The **room block is available until Jan. 9, 2023 or until the room block is full**, so please book your room before that date. Call the hotel directly at 800-627-7468 and reference LHA's Winter Symposium, or [book your group rate online](#).

WHO SHOULD ATTEND

This symposium is intended for healthcare leaders from LHA-member hospitals and health systems, including CEOs/presidents, administrators, leadership staff, physician leaders, chief nursing officers, hospital attorneys/in-house counsel, and medical staff directors.

CONTINUING EDUCATION CREDITS

ACHE Continuing Education Credits:

- **ACHE Face-to-Face (formerly Category I):** This program has been developed and is presented locally by the LHA Management Corporation. The LHA Management Corporation is authorized by the American College of Healthcare Executives to award 3.0 ACHE Face-to-Face Education Credits to attendees who participate in the optional ACHE Education portion of this program. *An additional charge applies.
- **Nursing:** 3.0 contact hours will be awarded for this offering by the LHA for complete attendance and evaluation of the optional ACHE Session. The LHA is approved by the Louisiana State Board of Nursing – CE Provider #39.
- **Nursing Facility Administrators:** Up to 3.0 hours will be awarded for this offering by the LHA for complete attendance of the program and evaluation. The LHA is approved by the State of Louisiana Board of Examiners of Nursing Facility Administrators – CE Provider #101.

General Session Continuing Education Credits:

- **ACHE Qualified Education Credit (ACHE Category II):** The LHA Management Corporation is authorized to award 5.0 hours of pre-approved ACHE 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 an application to the American College of Healthcare Executives for advancement or recertification.
- **Continuing Professional Education:** CPAs will receive 5.0 hours of continuing education credit.
- **Nursing:** 5.0 contact hours will be awarded for this offering by the LHA Management Corporation for complete attendance of the program. The LHA is approved by the Louisiana State Board of Nursing – CE Provider #39.
- **Nursing Home Administrators:** Up to 5.0 hours will be awarded for this offering by the LHA for complete attendance of the program and evaluation. The LHA is approved by the State of Louisiana Board of Examiners of Nursing Facility Administrators – CE Provider #101.
- Other Participants will receive, upon completion of the conference and evaluation, a certificate documenting the completed continuing education/clock hours.

OBJECTIVES

ACHE Sessions

- Identify current trends organizations see in inpatient, observation, and traditional outpatient volumes;
- Discuss long-term financial implications of the shift from inpatient to outpatient care for healthcare organizations;
- Explore specific challenges healthcare leaders encounter with multigenerational organizations; and
- Describe organizational successes and challenges in working with the various generations.

To Care Is Human: The Relationship of Patient Safety to Patient Experience

- Understand the link between patient safety and patient experience;
- Identify rationale for supporting patient's goals to achieve safer clinical outcomes; and
- Develop skills for using the patient narrative as a more compelling communications tool for engaging clinical and administrative colleagues in productive change.

Strategic Pricing & Operationalization Beyond 2022

- Define headwinds facing hospitals and health systems in the current and future marketplace;
- Review managed care strategies of traditional versus emerging financial ecosystems; and
- Detail responses to the strategic repositioning and revenue growth considerations.

The Economic State of Healthcare

- Identify the socioeconomic factors challenging hospital and health system performance;
- Describe the current state of hospital and health system revenue, expenses, margins, and balance sheets; and
- Identify three steps organizations can take to help establish financial resilience.

Shaping Culture to Unlock High Reliability & Innovation

- Discuss how to improve both high reliability and innovation using the same evidence-based principles;
- Identify the reasons why culture change fails to sustain in most circumstances; and
- Improve the likelihood of engaging team members in evidence-based practices, shifting from compliance to commitment.

ACHE FACULTY



Cory Fry is the Chief Logistics Officer with the Department of Veterans Affairs. He began his career at the Alexandria VA Health Care System more than 14 years ago as a student intern. During the years, he has served in various roles, including purchasing and inventory, finance, and most recently as Assistant Chief Financial Officer.



Garry Kim Green, FACHE, has served as the Administrator/CEO at the Shriners Hospitals for Children, Shreveport since 2002, and he has worked in the healthcare field for more than 35 years. He received his undergraduate degree and his MBA from Louisiana Tech University and obtained a master's degree in healthcare administration from Washington University School of Medicine in St. Louis. Prior to joining Shriners, he served as the Assistant Hospital Administrator of Support Services at the Louisiana State University Health Sciences Center-Shreveport. He previously worked at the St. Louis office of the international accounting and consulting firm Ernst and Young.

ACHE FACULTY CONTINUED



Jeffrey Jarreau, RN, SPHR, is the Chief Human Resources Officer at North Oaks Health System. He completed his BSN from Southeastern Louisiana University and began his nursing career at Seventh Ward General Hospital, which was later renamed to North Oaks Health System. Jarreau quickly gained interest in leadership and was promoted to Charge Nurse and then Telemetry Nursing Coordinator. In 2003, he was named the very first Education Director at North Oaks reporting to the Human Resources division.



Kendall Johnson has served as the Executive Vice President and Chief Financial Officer for General Health System since June 2011. Prior to this position, he served in additional capacities at General Health System since August 1995. He is a Certified Public Accountant, Certified Treasury Professional, and a Chartered Global Management Accountant. Johnson received a bachelor's degree in accounting from Louisiana State University in 1990 and a master's degree in business administration from Loyola University in 1991.



Jeremy Rogers, FACHE, is the Chief Operating Officer and Chief Financial Officer at St. Francis Medical Center in Monroe. He began his career in healthcare while attending college at the University of North Alabama in his hometown of Florence, Alabama. He worked in various roles with HCA in business office operations before becoming Business Office Director at Doctor's Hospital in Opelousas. Rogers continued his career in healthcare as Vice President of Revenue Cycle at Amedisys in Baton Rouge. He also served as CFO with NeuroMedical Center Hospital and Chief Operating Officer for Baton Rouge General Physicians.



Dr. Sherrie Somers, a board-certified internist, is the Chief Medical Officer at Rapides Regional Medical Center. She is an experienced healthcare executive with more than 25 years of success in private practice, population health with managed Medicare, and working with large complex hospital systems. She joined Rapides Regional Medical Center in the midst of the pandemic in May 2021, coming to Louisiana from Denver, Colorado, where she served as Medical Director for New West Physicians Hospitalist Inpatient Team with Optum Health. She has worked in primary care as a hospitalist/intensivist, as a critical care locum, and as a contract physician.



Kimberly Tang is a consultant, trainer, and coach with Success Labs, an organizational and leadership development firm in Baton Rouge that works with companies across the Gulf states to improve their strategy and management practices. She also works with education leadership preparation programs to increase diversity of top leadership across the education system. She began her work in education in 2009 as a middle school math and science teacher in rural Louisiana. She has managed and facilitated leadership development for educators, managers, teams, and executives seeking to broaden their skillset on culturally-competent coaching and leadership and led strategy to build, develop, and retain diverse teams in organizations.

GENERAL SESSION FACULTY



Craig Deao is the Managing Director of Huron Consulting. He is a prominent industry thought leader, accomplished executive, and experienced board member helping leaders create better places to work, practice medicine, and receive care. He serves as a trusted advisor to boards and executive teams on healthcare leadership, especially patient experience, employee engagement, and patient safety. He splits his time between executive management and thought leadership responsibilities as a published author and invited speaker to more than 400 healthcare organizations across the U.S., Canada, and Australia. He co-led Studer Group's journey to become a recipient of the Malcolm Baldrige National Quality Award in 2010. In 2016, he combined his experience with the latest evidence to author the book, *The E Factor: How Engaged Patients, Clinicians, Leaders, and Employees Will Transform Healthcare*.



Christopher Kalkhof, FACHE, is a Partner at Guidehouse. He is a senior healthcare executive with more than 36 years of provider and payer organization experience, serving more than 200 hospitals, 20 health plans, and 40 physician enterprises. He leads Guidehouse's Managed Care Solutions practice within Guidehouse's overall Financial Solutions practice. In addition, he has directly negotiated more than 300 payer contracts and advised clients on more than 1,000 payer contracts. He has led more than 110 hospital rate benchmarking and strategy projects during the last four years in addition to multiple payer negotiating strategy, revenue rebalancing, and price transparency projects, as well as a number of provider-payer strategic alliances.



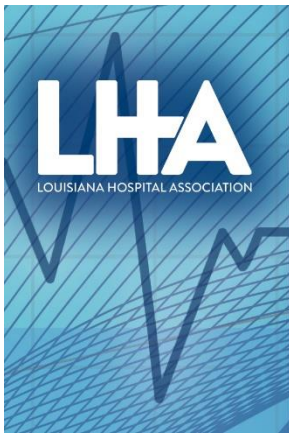
Jonathan B. Perlin, MD, PhD, FACMI, is the President and CEO of The Joint Commission. Previously, as President of Clinical Operations and Chief Medical Officer with HCA Healthcare, Dr. Perlin led clinicians, data scientists, and researchers in developing a learning health system model for improving care at the system's 185 hospitals and 2,200 other locations. His team's work achieved national recognition for preventing elective pre-term deliveries, reducing maternal mortality, increasing sepsis survival, and developing public-private-academic partnerships for improving infection prevention and treating COVID. Before HCA, Dr. Perlin was Under Secretary for Health in the U.S. Department of Veterans Affairs, where he led the Veterans Health Administration to national prominence for clinical performance.



Steven Prosser is the Director of Hospitals & Health Systems at Guidehouse. He has more than 24 years of healthcare industry experience, including consulting, payer and provider management, business development, market penetration, and network product development with \$2B+ in budget responsibilities meeting company's objectives in contract provider negotiations, transition to value, and relationships. He has been an instrumental leader in driving the challenging development of provider network contract initiatives transitioning from the traditional fee for service to alternate quality contracts of total cost of care based on a new business model in risk-based contracting, population management, and reimbursement for outcomes.



Dawn Samaris is the Managing Director at Kaufman, Hall & Associates, LLC and is a member of the firm's strategic and financial planning practice. Her expertise includes developing strategic and financial plans; designing physician alignment relationships; advising on post-acute strategies; and business and structural planning for merger, acquisition, and partnership transactions. With more than 15 years of healthcare consulting and financial advisory experience, Samaris is known for her thoughtful analytic approach to strategic issues.



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WINTER HEALTHCARE LEADERSHIP SYMPOSIUM REGISTRATION INFORMATION

REGISTER ONLINE: lhaonline.org/Event.aspx?EventKey=M234821

Pricing:

- LHA Hospital Member: \$210 Per Person
- LHA Corporate/Associate and Legal Affiliates: \$500 Per Person
- ShareCor/LHA Solutions: \$450 Per Person
- *Optional: ACHE Face-to-Face Education Session: \$225 Per Person
*Attendees registered for this ACHE Face-to-Face session must also register to attend the symposium.

REGISTRATION:

Registrations are accepted online only. When registering online for an LHA event, you must be logged in to see the event availability and the rate associated with your membership type. You can [download a step-by-step registration guide](#) to assist you with the new process. VISA, Master Card, Discover, and American Express are accepted online, and an email confirmation will be sent upon registration.

CANCELLATION POLICY:

Individuals who cancel more than seven business days prior to a scheduled event will be charged a cancellation fee of \$50 per person. Written notice of the cancellation must be emailed to marthur@lhaonline.org. No refunds will be issued for cancellations received within seven business days of the event or for no-shows.

SUBSTITUTION POLICY:

Registrants who are unable to participate in an LHA educational event are permitted, and encouraged, to have an eligible substitute; however, written notice of the substitution must be emailed to marthur@lhaonline.org at least seven business days in advance of the event. The substitution option is not available if written notification is received by the LHA less than seven business days prior to the scheduled program.

ACCOMODATIONS:

Please contact the LHA if you have a disability that may require special accommodations for this educational opportunity. The LHA is committed to ensuring full accessibility for all registrants.

#M234821