

# FOCUSING ON THE FUTURE

Uniting Hospitals, Health Systems  
and Care Providers for Healthier Communities



## **Winter Membership Meeting**

Raleigh Marriott Crabtree Valley

February 15-16, 2018

## PRESIDENT'S WELCOME

Dear Colleagues and Friends,



I always look forward to NCHA's Winter Membership Meeting as a great opportunity to learn, network, and to hear from industry leaders. I am especially excited about this year's agenda and the timely topics we'll be covering. In addition to renowned speakers like Patrick Kennedy, who will share thoughtful insights on the state of the mental health care system in our country, our agenda also includes a panel discussion featuring NCHA member and business leaders who are taking bold steps to improve employee satisfaction and retention at all levels. We'll get a national perspective on the issue of physician and care provider burnout and the impact on health systems. Additional highlights this year include pre-meeting workshops for trustees and behavioral health stakeholders, as well as the unveiling of NCHA's new brand.

I look forward to seeing you and encourage you to bring other members of your leadership team to learn and network with peers and partners.

Sincerely,  
Steve Lawler  
President, NCHA

## OPTIONAL PRE-CONFERENCE SESSIONS

### WEDNESDAY, FEBRUARY 14

#### **NEW! ACHE Credit Opportunity**

Additional fee of \$60 required. Pre-registration is encouraged, as seating is limited.

Arrive early for an afternoon of education and a networking reception sponsored by the North Carolina Chapters of ACHE and NCHA. Earn 3.0 ACHE face-to-face planned education credits. Two panel sessions will be offered: **Leading a Successful Multi-Generational Organization** and **Listening to Employers: How Health Systems Can Support Population Health Management**. [Click here](#) for more details.

### THURSDAY, FEBRUARY 15

#### **NEW! Early Workshops for NCHA Trustees, Executive Leaders and Behavioral Health Professionals**

\*There is no additional cost for these concurrent workshops. Pre-registration is encouraged, as seating is limited.

**8:30 - 9:00 a.m. Continental breakfast for workshop participants**

**9:00 - 11:00 a.m. Concurrent Workshops**

#### **Promising Practices in Trustee Advocacy**

Trustees and member health system leaders are invited to learn from their peers about successful and replicable programs to engage trustees in advocacy at the local and state levels.

#### **Behavioral Health: Beyond Crisis Care**

Member health system leaders and behavioral health stakeholders will discuss the current care environment, collective actions to impact reform, and efforts to improve community-based crisis response.

\*\*Both workshops will conclude with a panel discussion with state legislators about work being done to improve North Carolina's behavioral health system and how NCHA members can effectively advocate for reforms prior to and during the 2018 legislative short session.

## MEETING BEGINS: THURSDAY, FEBRUARY 15

### 10:00 - 11:45 a.m. Conference Registration and Meet & Greet

Pick up registration materials. Network with peers and some of NCHA's Corporate Sponsors.

### 12:00 - 2:00 p.m. Opening Luncheon

Chair's Address to Membership

**Phyllis Wingate, Chair of NCHA's Board of Trustees**

**Division President, Carolinas HealthCare System NorthEast**

**The Honorable Governor Roy Cooper, invited**

### 2:00 - 2:15 p.m. Networking Break

### 2:15 - 3:15 p.m. **The McCauley Keynote Lecture**

**Healthcare's Next Frontier**

**Patrick J. Kennedy**



During 16 years in the U.S. House of Representatives, serving Rhode Island's First Congressional District, Patrick Kennedy fought to end discrimination against mental illness, addiction, and other brain diseases. He is best known as the lead sponsor of the groundbreaking Mental Health Parity and Addiction Equity Act of 2008, which he passed with bi-partisan support and was signed into law by President George W. Bush.

Since leaving Congress, he has kept his promise to do everything in his power to fully enforce the Parity Law and to push for greater global investment in brain research, which he has called, "the next great frontier in medicine." As the founder of The Kennedy Forum, first organized to celebrate the 50th anniversary of President Kennedy's signing of the landmark Community Mental Health Act, he drives the national dialogue about transforming the mental health system in America. Kennedy will share his

personal story and his passion for leveraging his family legacy to achieve the goal of making mental healthcare as routine, accessible, and understandable as physical healthcare.

*\*\*Special thanks to NCHA Corporate Sponsor Perkins+Will for their contribution to Mr. Kennedy's appearance.*

### 3:15 - 4:15 p.m. **NCHA State and Federal Advocacy Update**

Learn more about coalition-building for mental health reform and opioid prevention and treatment issues at the state and federal levels. Get the forecast for the NC General Assembly short session and the latest on Congressional activities.

### 4:15 - 5:00 p.m. **Networking/Free Time**

### 5:00 - 6:00 p.m. **Cocktail Reception**

### 6:00 - 8:00 p.m. **Banquet for NCHA Members and Guests**

Find out what's behind NCHA's new brand and join in the celebration as we begin a new century of service to North Carolina.

#### THE STAKES ARE CLEAR



**1 in 4 Americans are touched by mental illness, whether personally or through the experience of a family member.**

**Almost 20 million Americans have a substance abuse issue.**

**More than 8 million have had a serious suicidal thought.**

## FRIDAY, FEBRUARY 16

**7:45 - 8:30 a.m. Continental Breakfast and Networking**

**8:45 - 9:45 a.m. Investing in Our Workforce:  
A Panel Discussion About Employee Health, Satisfaction, and Retention**

As the largest employer in many North Carolina communities, hospitals and health systems play an important role in setting a standard for healthy workplaces. In this panel discussion, you'll hear how leaders in North Carolina hospitals and health systems and in other industries are revising total compensation packages to stay competitive in recruitment and retention and move the needle on employee health.

**9:45 - 10:00 a.m. Break**

**10:00 - 11:00 a.m. Addressing Physician Burnout:  
How to Engage Physicians, Enhance Morale, and Reduce Turnover  
Kurt Mosley, Vice President of Strategic Alliances, Merritt Hawkins**



Close to one-half of physicians report frequent or constant feelings of professional burnout. What is causing physicians and other members of the healthcare workforce to report feelings of burnout, low morale, and pessimism about the future? How can hospital executives and other personnel create positive relationships with today's healthcare workforce?

With more than 25 years of health care industry experience, Mr. Mosley is one of the nation's leading authorities on the way physician supply, demand, and access are changing in the evolving healthcare system. Mr. Mosley has been cited for his expertise in numerous national publications, including USA Today, U.S. News & World Report, Modern Healthcare, and HealthLeaders, and has been heard on XM Radio's "Reach M.D." program. Mr. Mosley served on The Council on Physician and Nurse Supply, a group of health care experts based at the University of Pennsylvania dedicated to finding solutions to the shortage of nurses and physicians.

Drawing upon original data from nationally noted surveys conducted by Merritt Hawkins and AMN Healthcare, Mr. Mosley will provide insight into today's healthcare workforce trends and outline steps hospitals can take to increase satisfaction levels, improve retention rates, and establish effective burnout prevention programs.

**11 a.m. - noon Special Closing Feature: The Buried Life  
Ben Nemtin, New York Times bestselling author and star of MTV's The Buried Life**



Ben Nemtin's story began 10 years ago when, as a college student, he was hit with a crippling depression that forced him to drop out of school and retreat into his parents' house. He felt buried by school, by work, and his own mind. To try to feel more alive, he and three friends made a list of "100 things to do before you die." They decided that for every bucket item they accomplished, they would help a complete stranger accomplish something on their list.

They called their mission The Buried Life, after a poem they believed articulated their feelings perfectly - they felt buried. The foursome borrowed an RV, bought a second-hand camera so they could film the journey and hit the road to tackle their list. Since then, he and his friends have crossed off nearly all the items on their list, including playing basketball with President Obama. They have helped hundreds tackle their own goals. Nemtin will share his life-changing experience and his work to help others set audacious goals and achieve them.

## GENERAL INFORMATION

### Registration Information

Register: <https://events.ncha.org/event/1571/register>

Once your registration is processed, you will receive confirmation along with a link to make hotel reservations at the Marriott. Meeting cancellations received by February 9 are subject to a \$50 processing charge. After February 9, refunds cannot be granted, but substitutions will be accepted.

**Note: You must be registered for the meeting PRIOR to booking your hotel accommodations.**

### Fees

#### NCHA Member (hospital staff and trustees)

- \$400 Early bird registration (before January 22)
- \$450 Registration fee after January 22
- \$60 Optional ACHE Meeting and Reception  
Includes 3.0 hours of ACHE face-to-face education programming and recognition reception. (Category 1 credit pending.)
- \$175 Spouse/Guest (includes reception, banquet and closing session)  
All guests must accompany a full paying registrant.
- \$700 Non-Members (includes conference, materials and all meals)

### Credit Hours

NCHA 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 the application to the American College of Healthcare Executives for advancement or recertification.

### Questions?

James Hayes    jhayes@ncha.org    919-677-4246  
Leslie Peterson    lpeterson@ncha.org    919-677-4247



### Conference Location

Raleigh Marriott Crabtree Valley  
4500 Marriott Drive, Raleigh, NC 27612  
Adjacent to the Crabtree Valley Mall  
Accessible from all major routes in the area  
[www.raleighmarriottcrabtreevalley.com](http://www.raleighmarriottcrabtreevalley.com)

### Hotel Accommodations

The NCHA conference rate at the Raleigh Marriott Crabtree Valley is \$165/night. After registering for the meeting, you will receive a link to make your hotel arrangements. Register and book your hotel reservations as soon as possible to confirm availability. The hotel cut-off date is January 26 or when the block is full, whichever comes first. Parking at the hotel is complimentary and there is a minimal fee for valet parking.

### Note on Special Needs

If you have special needs, contact Kathy Creech, NCHA Education Services, at 919-677-4245.

NCHA wishes to ensure that no one is excluded, denied service, segregated or otherwise treated differently because of the absence of auxiliary aids or services. If you need any of the auxiliary aids or services identified in the Americans with Disabilities Act, NCHA will work directly with the hotel to ensure your needs are met.

## THANK YOU TO NCHA STRATEGIC PARTNERS!

A contribution from NCHA Strategic Partners is assisting with the cost of this meeting.