



2024 NCHA Summer Meeting

July 17-19

The Omni Grove Park Inn
Asheville

An exciting new era of dynamic change in healthcare is here, from digital, data-driven strategies helping clinicians and patients to drive better health, to growing excitement about opportunities with artificial intelligence. Come join us in Asheville as we chart a path towards a new tomorrow in healthcare, with Medicaid expansion a reality, elections bringing new leadership to our state and nation, and new opportunities to capture and demonstrate value. Learn about what the future holds and meet in fellowship with CEOs and leaders from across the state.

Agenda

Wed. July 17

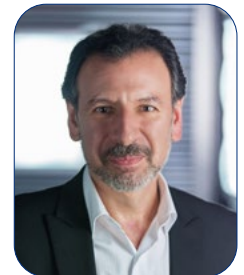
10:00 am General Registration Opens

11:30 am – 12:45 pm Lunch buffet, visit with sponsors

1:00 – 1:30 pm Opening Welcome and Announcements

1:30 – 2:30 pm **Gigatrends: Technology Trends Shaping the Future of Everything!**
Tom Koulopoulos, Delphi Group

Drawing from his extensive experience as chairman and founder of Delphi Group, a renowned think tank, Tom shares the ways in which the metaverse will change how we do business and live our lives. Gigatrends looks at the greatest technological shifts of the 21st century and lays out a roadmap to navigate the change, disruption, and opportunities they will create.



2:30 – 2:45 pm Break

2:45 – 3:00 pm Announcements and Recognitions

3:00 – 4:00 pm **GenHealth and GenStrategies**
Phil Gwoke, Bridgeworks

Phil Gwoke, a renowned international speaker whose journey, from high school teacher to managing director of BridgeWorks, will help us explore how understanding generational insights can revolutionize patient engagement and healthcare communication. We'll delve into how historical events and societal conditions shape the unique expectations of each generation within the workforce, emphasizing the impact on collaboration, productivity, engagement, and retention. By dissecting these preferences, we'll uncover strategies to cultivate environments conducive to fostering teamwork and optimizing patient care outcomes.



4:00 – 4:10 pm Clinical Leadership Award

4:10 – 4:15 pm Break/Transition to Breakout Sessions

Wed. July 17

4:15 – 5:00 pm

Sponsored Breakout Sessions (attend topics of your choice)

Rural Healthcare Initiative's Sustainability Plan: Process, Observations and Collaboration Opportunities

Bob Wilson, Nelson Mullins

The Rural Healthcare Initiative, Inc. (RHI) has made considerable progress since it was discussed at NCHA Winter's meeting. This session will provide an update on the RHI North Carolina rural healthcare sustainability plan funded by the General Assembly including quantitative and qualitative results that will help with strategic and tactical decision-making regarding healthcare access issues in rural North Carolina communities.

Strategies to Drive the Shift to Value-based Care

Chris Pass and Dr. Edward Yoon, Optum

Achieving success in Value-Based Care (VBC) is challenging due to industry complexities. This session will explore three strategies to navigate these challenges: preparing your organization for the shift to value through accountability and proactive change management, aligning payer and provider data to reduce administrative burdens and foster mutual accountability, and enhancing data interoperability to improve care coordination and patient outcomes. Attendees will gain practical tools for transforming care delivery and reimbursement mechanisms in their own settings.

Optimizing Innovations in Healthcare through Strategic Data-Driven Decision Making

Kevin Meek, Haskell

What innovations are being used by architects, engineers, and contractors to support design and optimize the operational efficiency of healthcare buildings? They are using Artificial intelligence (AI) for data-driven decision-making that empowers health systems to make informed decisions. AI has the potential to transform the healthcare industry, from enhancing diagnosis and treatment to improving patient experience and safety, to optimizing and cost.

Clinical Alignment: Unlocking New Efficiencies through Integrated Acute Care

Brandon Lewis, US Acute Care Services

In the past decade, many health systems have adopted an integrated model for emergency and hospitalist services. This unified approach improves care quality, safety, efficiency, and patient experience while reducing administrative burdens. Additionally, the Integrated Acute Care model offers financial benefits by reducing subsidies and improving length of stay and hospital throughput.

5:00 – 6:30 pm

Sponsor Reception

Visit with NCHA's Corporate Sponsors while networking and enjoying food and refreshments.

Thurs. July 18

7:30 am

General Registration Opens

7:30 – 8:00 am

Light breakfast in Vendor Hall, visits with sponsors

8:00 – 8:15 am

Morning Announcements

8:15 – 8:30 am

Highsmith Award for Innovation

Thurs. July 18

8:30 – 9:30 am

Achieving a Culture of Zero Violence: Leadership Strategies

Brian Uridge, University of Michigan Health System

Brian Uridge, Michigan Medicine Security Director at the University of Michigan Health System, will shed light on vital leadership strategies in achieving a culture of zero violence in healthcare settings. In this session, gain insights into the pressing issue of workplace violence in healthcare.

Discover the stark statistics and preventive measures crucial for safeguarding your staff. Learn why the right training is paramount and stay ahead of the curve with insights into emerging techniques and technologies. Brian will also delve into violence reduction programs that foster community engagement, essential for healthcare institutions. Don't miss this opportunity to equip yourself with the tools and strategies necessary for ensuring the safety and well-being of your healthcare workforce.



9:30 – 9:45 am

Healthier Communities Award

9:45 – 10:00 am

Break

10:00 – 10:30 am

Awards and Recognitions

10:30 – 10:45 am

NCHA Business Session (NCHA members only)

11:00 – 11:45 am

Sponsored Breakout Sessions (attend topics of your choice)

Building a Flexible Workforce - The Good, The Bad, The Truth

Cristal MacKay, Qualivis

There is a growing desire from new generations for a more flexible workforce solution. Qualivis took a deep dive into their data, which encompasses the widest base of travel clinicians, and uncovered a few noticeable trends. Learn about the current challenges facilities face, the benefits of becoming a flexible employer, and the reality of how to get started.

Leaders as Ambassadors & Influencers

Elisa Grace, Healthcare Experience Foundation

Leaders must authentically represent as ambassadors of their organizations, especially during crises, to foster trust and confidence. This session equips leaders with skills for effective communication and navigating challenges, ensuring consistent and impactful representation. Join us to master being an unwavering and influential voice for your organization when it matters most.

Workplace Violence: Evaluating Your Program and Strategies to Enhance Workplace Safety

John D. Maurer, Vizient

This program will outline workplace violence regulations and accreditation goals, provide compliance strategies, and discuss how these measures enhance patient and staff safety.

What Does it Take to Have a Health Care System That Works Better for Everyone

Monte Masten, MD, Marsh McLennan Agency

Join this interactive discussion on merging enterprise data insights with clinical expertise for a successful shift to value-based contracting. Discover insights from our healthcare HR partners on addressing challenges such as misaligned data from multiple sources, the lack of real-time reporting on workforce trends, and using data to develop risk and cost mitigation strategies.

11:45 am – 12 pm

Break

12:00 – 1:30 pm

Lunch buffet, visit with sponsors

1:00 – 2:00 pm

CEO Forum (Invitation only)

1:30 – 4:30 pm

FREE TIME

Thurs. July 18

4:30 – 7:00 pm

NC Healthcare Foundation's Benefit for Better Health

Featuring music by Mission Health's Mission Accomplished

You won't want to miss our annual Benefit for Better Health — a fun-filled evening of food, prizes, and live music supporting the North Carolina Healthcare Foundation. Join us to rock out to tunes from Mission Accomplished, a classic rock cover band made up entirely of Mission Health colleagues.

Support NCHF by bidding on an amazing lineup of raffle prizes and auction items, including a Ferrari Fantasy in Modena, Italy; a golf package at Spain's 5-star La Finca Resort; a New York City trip including tickets to The Tonight Show with Jimmy Fallon; and much more.



Fri. July 19

8:00 – 9:00 am

Breakfast available

9:00 – 9:15 am

Morning Announcements

9:15 – 9:30 am

AHA Awards and Distinguished Service Award

9:30 – 9:45 am

NCHA Staff Update

9:45 – 10:45 am

Special Closing Keynote

Champion Mindset: Overcoming Adversity and Tenacity During Challenging Times

Chaunté Lowe

As a breast cancer survivor, Olympic medalist, and mother of three, Chaunté Lowe embodies the spirit of triumph over adversity. From her humble beginnings to becoming the greatest American high jumper in history, her story will inspire you. In her captivating keynote "Raising the Bar," Chaunté Lowe shares her remarkable journey of overcoming obstacles, chasing Olympic dreams, and finding purpose in the face of adversity. Prepare to be moved, motivated, and uplifted as Chaunté Lowe takes you on a journey of courage, perseverance, and unwavering determination.



10:45 - 11:00 am

Closing Remarks and Adjournment

Meeting Information

[Omni Grove Park Inn](#)

290 Macon Avenue
Asheville, NC 28804
800-438-5800

[Map and Directions](#)



Member Registration Information

NCHA Members - \$750 (Dues paying Hospitals and Health Systems)

Spouse/Partner - \$375 (With a registered member)

Spouse/Partner may attend all Summer Meeting activities with the exception of the Business Meeting.

Invited special guests will receive a promotion code.

Note Regarding Registration

YOU MUST REGISTER FOR THE MEETING FIRST TO RECEIVE THE HOTEL RESERVATION LINK. No phone reservations will be accepted at this time. Cancellations will be accepted through July 5, with a \$75 processing fee. After July 5, you may transfer your registration to another attendee.

Hotel Information

The NCHA Summer Meeting conference rate is \$319 single/double occupancy. The room block cut-off is June 17 at 5:00 pm. NOTE: Please do not book or hold multiple rooms in advance of individual registrations as space is limited. A one night's room and tax deposit required to confirm reservation. Room reservations must be canceled prior to 12 pm seven days before arrival to receive a refund of deposit.

- Resort Charge of \$20 per night
- Parking, \$28 (self), \$38 (valet)
- Check in: 4:00 pm
- Check out: 11:00 am
- Guest will enjoy complimentary access to the fitness center, pool, and in room wireless internet.
- [Property Map](#)

Meeting Dress

Business casual attire is suggested for all conference educational sessions. Comfortable and casual attire is suggested for the indoor/outdoor Benefit for Better Health. Meeting rooms tend to be cold; please dress accordingly.

Continuing Education

NCHA is authorized to award 7.0 hours of pre-approved ACHE Category 2 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 ACHE for advancement or recertification.

Dietary and Special Needs

NCHA wishes to ensure that no individual is excluded, denied services, segregated, or otherwise treated differently from others because of the absence of auxiliary aids or services identified in the Americans with Disabilities Act. If you have special needs or dietary restrictions, please contact James Hayes, NCHA Education Services Department at jhayes@ncha.org.

Thank Our Sponsors

NCHA's sponsors will be available at various times during Summer Meeting. Please take the time to visit with each throughout the meeting and thank them for their attendance and continued loyalty. NCHA could not host such an event without the continued support of our vendors.



NCHA Strategic Partners

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