



NCHA 2025 Winter Meeting

Feb. 19-21 • Raleigh Marriott City Center

PRE-WINTER MEETING AGENDA

TUESDAY, FEB. 18

12:00 - 4:00 pm

Rural Health Meeting

This is the semi-annual meeting for hospitals in the Medicare Rural Hospital Flexibility (FLEX) Program. The program begins at noon and includes lunch.

WEDNESDAY, FEB. 19

8:30 - 11:45 am

ACHE Face-to-Face Education Sessions

NCHA and the Triangle Healthcare Executives' Forum have partnered to bring you two panel discussions to kick-off NCHA's Winter Meeting. *These panel sessions are optional and require separate registration and an additional fee.* [CLICK HERE](#) for session details and to register.

8:30 - 10:00 am

Partnerships for Success: Public Health and Health System Collaboration

Moderated by **Lisa Shock**, Chief Clinical Officer, Matter Health. Panelists include:

- **Audy Whitman**, Rural Residency Program Director, ECU Brody School of Medicine
- **Van Smith**, President, ECU Health Community Hospitals
- **Lee Isley**, CEO, UNC Health Nash

10:15 - 11:45 am

Improving the Health Status of Your Community

Moderated by **Howard Whitfield**, COO, UNC Health Wayne. Panelists include:

- **Julie Oehlert**, Chief Experience Officer, ECU Health
- **Mary Blackburn**, COO, Hugh Chatham Health
- **Wes Gray**, Pitt County Health Director
- **Robb Malone**, COO, UNC Health Alliance

*The American College of Healthcare Executives has awarded **3.0 ACHE Face-to-Face Education hours** for this program.*



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WEDNESDAY, FEB. 19

8:30 - 11:45 am

Registration Opens

Pick up registration materials at your leisure. Refreshments available.

11:45 am - 1:00 pm

Lunch

Join us in the State Ballroom for lunch.

1:00 - 1:15 pm

NCHA Chair's Address

Frank Emory

Executive Vice President and
Chief Legal Officer, Novant Health



1:15 - 1:30 pm

Welcome and Announcements

Josh Dobson

NCHA President and CEO



1:30 - 2:10 pm

Healthcare Priorities in the 2025 Legislative Session

Josh Dobson will moderate a discussion with **Senate Pro Tem Phil Berger (R-26th)** and **House Speaker Destin Hall (R-87th)** on priorities for the 2025 Legislative Session in Raleigh.

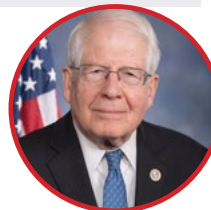


2:10 - 2:50 pm

Building Connection: Working with Elected Officials

David Price

Former US Representative (D-NC 4th)
1987-1995, 1997-2023



WEDNESDAY, FEB. 19

2:50 - 3:00 pm **NCHA Advocacy Update**
Doug Heron, NCHA Senior Vice President

3:00 - 3:15 pm BREAK

3:15 - 4:15 pm **Sponsor Breakouts**
Attend a breakout topic of your choice.

Rural Health Initiative (RHI): A Blueprint for Sustainability – Nelson Mullins

Updates on the Rural Healthcare Sustainability Project. RHI will provide an overview of the 2024 data collection results, and share key insights from the comprehensive analysis, with an overview of the blueprint for sustainable rural healthcare and next steps towards implementation. This work will be illustrated with case studies showing application of RHI's regional approach and discussion of next steps.

The Broadband Backbone: Bridging Gaps & Improving Care via Resilient and Reliable Connectivity – NC Telehealth Network Association

This breakout will spotlight the critical role of broadband in transforming rural and underserved/unserved urban healthcare access, improving health outcomes, and enabling seamless health information exchange and data interoperability. This presentation will emphasize how reliable, affordable connectivity and resilient fiber networks are essential for modern healthcare, supporting equitable care delivery and fostering data-driven improvements in patient outcomes.

4:15 - 4:30 pm **Transition to Reception**
A shuttle will be available to historic Market Hall in downtown Raleigh's Moore Square District.

NCHA Legislative Reception

4:30 - 6:30 pm Market Hall

Don't miss this unique opportunity to connect with new and returning lawmakers in a relaxed and engaging setting. NCHA's Legislative Reception is the perfect platform to build meaningful relationships with your elected officials and share the stories that matter most to your hospital and the health of your community. Let's come together to foster dialogue, strengthen connections, and make your voice heard. Your perspective can help shape the future — join us and be part of the conversation!



Market Hall, 214 E Martin Street in Raleigh

THURSDAY, FEB. 20

7:30 - 9:00 am **Breakfast with Sponsors**
Join us in the State Ballroom for a continental breakfast with sponsors.

9:00 - 9:15 am **Welcome**
Frank Emory, NCHA Board Chair

THURSDAY, FEB. 20

9:00 - 9:15 am

Life Membership Award

Josh Dobson, NCHA President and CEO

9:15 - 10:15 am

Facing Helene: Understanding the All-Hazards Disaster Response

NCHA Senior Vice President **Tatyana Kelly** will moderate a panel discussion on the response to Hurricane Helene as an “All-Hazards” response, and what that means for hospitals as part of our nation’s critical infrastructure. Panelists include:

- **Will Ray**, Director of Emergency Management, NC Department of Public Safety
- **Kimberly Clement**, Healthcare Preparedness Program Manager, NC Office of Emergency Medical Services
- **Jason Zivica**, Assistant Vice President, Emergency Services, Duke University Hospital and Chair of the NC Healthcare Emergency Management Council
- **Barb Bisset**, Executive Director, Preparedness & Innovative Learning, WakeMed Health & Hospitals and Founder of the NC Healthcare Emergency Management Council
- **Michael Wargo**, Vice President & Chief of Enterprise Emergency Operations, HCA Healthcare and Executive Officer of US Healthcare and Public Health Sector Coordinating Council

10:15 - 10:30 am

BREAK

10:30 - 11:30 am

Increasing Understanding by Listening to Overlooked Stories

Joel Bervell

Medical Mythbuster, Medical Student at Washington State University

Joel Bervell is a Ghanaian-American medical student known as the “Medical Mythbuster.” With a dynamic presence on social media, Bervell has sparked vital conversations on racial disparities, medical biases, and hidden histories in health care. Recognized by organizations like Meta, the White House, and WHO, and featured on Good Morning America and NPR, he brings an unmatched, engaging perspective on diversity and equity in medicine.



11:30 - 11:40 am

Message from Governor Josh Stein
(video)



11:40 am - 12:30 pm

Lunch and Networking

12:30 - 1:30 pm

From Behavioral Health Parity to Patient Protections: How State Insurance Laws Can Improve Access to Care

David Lloyd

Chief Policy Officer, Inseparable

David Lloyd, a nationally recognized expert on mental health and substance use, is Chief Policy Officer at Inseparable, the only mental health advocacy organization focused on building a social movement to win major federal and state reforms to save lives and improve care for millions of Americans. He has transformed health policies through previous roles at The Kennedy Forum and as a Legislative Assistant to Sen. Debbie Stabenow. Driven by a passion for equitable care, he advocates for breaking barriers in mental health access and offers actionable insights on parity, insurance, and systemic challenges.



THURSDAY, FEB. 20

1:30 - 1:45 pm Transition to breakouts

1:45 - 2:30 pm

Sponsor Breakouts

Attend a breakout topic of your choice.

Workplace Violence Prevention and Response Strategies – Camacho Consulting

Updates on the Rural Healthcare Sustainability Project. RHI will provide an overview of the 2024 data collection results, and share key insights from the comprehensive analysis, with an overview of the blueprint for sustainable rural healthcare and next steps towards implementation. This work will be illustrated with case studies showing application of RHI's regional approach and discussion of next steps.

Benefits of Integrating Mental and Behavioral Health into Provider Setting via Collaborative Care Model – MindHealthy PC

North Carolina has made the integration of the CoCM model into the provider setting it's number one priority, even offering grants for adoption. MindHealthy can educate providers on the model, speak to standing up the model independently or via partner, outcomes and where the industry is going. We also offer Chronic Care Management (CCM) which are similar codes for providers to manage patients with chronic conditions, we can speak to this if it drives value to conference or not.

Reimagining Risk: Cybersecurity Strategies for Healthcare in 2025 – Cloudwave

Emerging trends in 2025, such as increased regulations, more C-Suite accountability, and a move towards a patient-first approach to cybersecurity, have healthcare organizations re-evaluating their current cybersecurity strategies and are driving new investments in technology and people (whether in-house or outsourced). As a result of these trends, compliance and risk management are going beyond a check-the-box exercise, and more organizations are ditching traditional risk assessments in favor of maturity models. This session will share insights into the key cybersecurity trends in 2025 and how to get ahead of them. You'll get actionable tactics for understanding your acceptable risk level and how to right fit it for your organization. You'll understand the differences between traditional risk assessments and maturity models, and how maturity models help you gain organizational alignment and create a foundation for strategy and investments.

2:30 - 4:00 pm Free Time

2:45 - 4:00 pm

CEO Forum *(by invitation only)*

2:45 - 4:00 pm

Mentorship Mingle

4:00 - 6:00 pm

Sponsor Reception

Cocktails and hors d'oeuvres will be served.

DINNER ON YOUR OWN

FRIDAY, FEB. 21

8:00 - 9:00 am

Breakfast

Join us in the State Ballroom for a continental breakfast.

9:00 - 9:05 am

Opening Remarks

9:05 - 9:30 am

NCHA Strategic Partners Update

Jody Fleming, President, NCHA Strategic Partners

NC Healthcare Foundation Update

LaPonda Edmondson, PHD, President, NC Healthcare Foundation

9:30 - 9:45 am

A Message about Healthcare Workforce Wellbeing

9:45 - 10:45 am

Be the Best Part of Their Day

David Schreiner, PhD, FACHE

Keynote Speaker, Consultant & Executive Coach

Join us for an inspiring session with Dr. David Schreiner, a dynamic leader dedicated to improving lives and communities. Dr. Schreiner's values-driven approach emphasizes lifelong learning, challenging the status quo, delivering results, and spreading unconditional love through generosity and healing. A passionate advocate for rural healthcare, he brings decades of experience in small communities and expertise in executive communication. An accomplished athlete and Ironman finisher, Dr. Schreiner is author of the best-selling book *Be The Best Part of Their Day*. Don't miss his insights on leadership, wellness, and building vibrant communities.



10:45 - 11:00 am

Closing Remarks



NCHA Strategic Partners

Access. Solutions. Value.

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

GENERAL INFORMATION

Registration Fees

\$750 NCHA Member (hospital staff and trustees)

\$2,500 Non-member

\$350 Member Spouse/Guest

All guests must accompany a full paying registrant

[CLICK HERE](#) to register. Meeting registration deadline is **Feb. 10**. All registrants will receive a confirmation from NCHA. Cancellations received by Feb. 10 are subject to a \$75 processing charge. After Feb. 10, refunds cannot be granted but substitutions are accepted.



Conference Venue and Accommodations

Raleigh Marriott City Center

500 Fayetteville St, Raleigh, NC 27601

919-833-1120

[Website](#)

A room cancellation policy will apply for overnight rooms within the NCHA block. Room cancellations within 48 hours will be charged one night's room and tax.

Credit Hours

NCHA is authorized to award **7.0 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.

Note on 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. If you need any of the auxiliary aids or services identified in the Americans with Disabilities Act, contact NCHA Education Services, at 919-677-4246.

Questions about the Winter Meeting?

Call NCHA at 919-677-4246.

