



ARKANSAS HOSPITAL ASSOCIATION

2022 Annual Meeting

DATE

November 9-10

VENUE

Hot Springs Convention Center
134 Convention Blvd
Hot Springs, AR 71901

WWW.ARKHOSPITALS.ORG



New Procedures, Perks, and Giveaways

COVID-19 Precautions at Annual Meeting

Some important changes to this year's Annual Meeting:

1. Two-Day Event

Your time is valuable. This year you can get the full Annual Meeting experience but take less time away from your busy work schedule.

2. No AHA Trade Show

After reviewing all options for a trade show, we were unable to develop a set-up that would be beneficial for both exhibitors and attendees while keeping everyone safe.

3. Event Timing and Layouts

You may notice changes in the times of events and of the spacing of seats at the sessions. To prevent any confusion, check the meeting guide you will receive at on-site registration to make sure you have the correct session location and time.

4. Masks and Hand Sanitizer

At registration all attendees will be given masks, provided by AHA Services, Inc., and hand sanitizer, provided by Gallagher. When networking in close proximity with others, please remember everyone's comfort level is different, and of course, sanitize and/or wash your hands as often as possible.

5. Temperature Checks

We understand that guidance may no longer require this; however, we want to make sure we are keeping everyone as safe as possible. Each morning, stop by the registration desk and have your temperature checked. You will be given a wristband, provided by Qualivis, to wear throughout the day. At the end of the day, write your name and email on the inside of the wristband and drop it in the "Giveaway" box. One wristband will be drawn each day for a \$150 gift card!

6. Hotel Room Key

Thanks to our generous sponsor - BKD, LLP - attendees may present their hotel room key card to the registration desk, so that we can note your name and room number at the hotel. One lucky winner will receive a \$150 gift card at the end of the two-day event.

7. Complimentary WiFi

Friday, Eldredge & Clark, LLP will be sponsoring the Annual Meeting WiFi again this year. Make sure you stop by the registration desk to get the access link, username, and password.

8. Lanyards

We understand everyone's comfort level is different regarding COVID-19 precautions. Thanks to Prime Capital Investment Advisors, we will be offering red, yellow, and green lanyards for attendees to select and use for their name tags. Details will be provided prior to and during the Annual Meeting. Gift cards will be randomly handed out throughout the event, but you must be wearing a lanyard.

9. Coffee

Thanks to BXS Insurance, coffee cups with BXS' logo will be provided for events to be used for coffee or soft drinks. Gift cards will be randomly handed out to individuals that are using the logoed cups.

ARKANSAS HOSPITAL ASSOCIATION 2022 ANNUAL MEETING

HOT SPRINGS CONVENTION CENTER • NOVEMBER 9-10, 2022

Wednesday, November 9

All meetings will be held in the Hot Springs Convention Center.

9:00 a.m. – 6:00 p.m. REGISTRATION – Grand Lobby

9:30 a.m. – 3:30 p.m. LEADERSHIP WORKSHOP – Meeting Rooms 207-209
Workshop and Book Sponsored by AHA Services, Inc.

Employee Engagement: A Guide to Rediscovering Purpose and Meaning in Healthcare

Thomas A. Atchison, EdD, President and Founder, Atchison Consulting, LLC

Many organizations know employee engagement is essential to success, but few approach it in the right way. Bonuses, thank-you notes, employee-of-the-month awards, and similar initiatives may produce temporary boosts in morale but do not build a long-term culture of true engagement.

This full-day workshop presents a simple model for creating sustainable employee engagement – now more elusive than ever because of ongoing changes in health care delivery. Rising caregiver burnout is an especially critical issue, and this workshop provides a method for refocusing on basic human needs to reenergize the health care workforce.

Tom will explore the psychology of why and how people commit to their work, while debunking many myths, such as money being the best motivator. He will reference interviews with successful health care executives who offer perspective and advice on how best to approach employee engagement.

All attendees will receive Tom Atchison's book *Employee Engagement: A Guide to Rediscovering Purpose and Meaning in Healthcare*.

4.75 Continuing Education Hours Applied For: ACHE Qualified Education Hours, Certified Professional Healthcare Quality Hours, Compliance Hours, and Nursing Contact Hours



Thomas A. Atchison

11:45 a.m. – 1:00 p.m. ARKANSAS HEALTH EXECUTIVES FORUM BOARD MEETING – Meeting Rooms 203-204

12:00 noon – 12:45 p.m. LEADERSHIP WORKSHOP LUNCHEON – Meeting Rooms 207-209

3:45 p.m. – 5:15 p.m. AHA BOARD MEETING – Meeting Rooms 203-204

AHA Nominating Committee will meet immediately following the AHA Board Meeting.

6:00 p.m. – 8:00 p.m. AHA MEMBERSHIP RECEPTION – Grand Lobby

Sponsored by Arkansas Blue Cross and Blue Shield

Thursday, November 10

7:00 a.m. – 5:30 p.m.

REGISTRATION – Grand Lobby

7:30 a.m. – 9:30 a.m.

AHA/AHAA OPENING SESSION – Horner Hall

Sponsored by Medical Waste Management Raven LLC

Bo Ryall, AHA President and CEO
Ron Peterson, AHA Chairman
Carol Evans, AHAA President



Ginger Zee

KEYNOTE ADDRESS

A Little Closer to Home *How I Found the Calm After the Storm*

Ginger Zee, Chief Meteorologist, ABC News; Author

Ginger Zee is the chief meteorologist at ABC News, reporting on the nation's weather on "Good Morning America" and across ABC News broadcasts and digital platforms. Since joining ABC News, Zee has covered almost every major weather event and dozens of historic storms. She broadcasted from the devastated Jersey Shore during Hurricane Sandy, the Colorado floods and wildfires, and she covered the aftermath of tornados in Moore and El Reno, Oklahoma.

Zee's passion does not stop with storm chasing. Her love of adventure has taken her and ABC News viewers across the world. She has gone parashawking in Nepal, flown a drone into the fissure of a volcano in Iceland, hiked the largest cave in the world in Vietnam, paraglided from the Himalayas to the Andes, dove with sharks in the Bahamas, rappelled 27 stories down the exterior façade of the Wit Hotel in Chicago, and competed on "Dancing with the Stars."

Ginger is open about her mental health struggles that went undiagnosed until she checked herself into a mental health hospital 10 days before starting her job at ABC. Despite the dysfunction, self-doubt, and turmoil, Ginger has managed to build a remarkable career and family.

1.0 Continuing Education Hour Applied For: ACHE Qualified Education Hours, Certified Professional Healthcare Quality Hours, and Nursing Contact Hours

9:30 a.m. – 9:45 a.m.

AHA ANNUAL MEETING HOUSE OF DELEGATES –
Horner Hall

CEOs of AHA member institutions are encouraged to attend.

9:45 a.m. – 11:30 a.m. MORNING HOT TOPICS

HOT TOPIC 1 – Meeting Rooms 207-208

The Winning Race: Diversity, Equity & Inclusion Coaching Clinic

Kevin Ahmaad Jenkins, PhD, Lecturer and Visiting Scholar, University of Pennsylvania; National Journalist; Health Disparities Activist

Renovating a structure that's already standing remains more difficult than building from the ground up. Tough conversations about inequity where we work, live, and learn can intimidate anyone. The toxicity of corporate environments surfaces when we host dialogue with no destination.

No matter the conflict or crisis, organizations need to know why and how to lead critical conversations about tough topics. Dr. Kevin Jenkins provides a roadmap and guides you through the art of authentic engagement that reconstructs corporate culture.

In this session, Dr. Jenkins provides a blueprint toward those critical conversations and re-building culture anchoring equitable engagement and decision-making.

1.5 Continuing Education Hours Applied For: ACHE Qualified Education Hours, Certified Professional Healthcare Quality Hours, Compliance Hours, Legal Education Credit, Nursing Contact Hours, and Risk Management Hours



Kevin Ahmaad Jenkins

HOT TOPIC 2 – Meeting Room 209

Sponsored by AHA Services, Inc.

Trauma and Resilience Workshop

Tania Glenn, PsyD, LCSW, Principal and Licensed Practitioner, Tania Glenn & Associates, PA®

This workshop will educate participants on the types and effects of stress that confront professionals who serve in stressful occupations. This course employs hands-on, reality-based examples that are both useful and enlightening, as well as lessons learned from the experiences of the instructor – Oklahoma City bombing (1995), New York City (2001), New Orleans for Hurricane Katrina (2005), and Dallas (2016). Participants will be provided with the necessary tools to recognize and understand the signs and symptoms of stress, to recognize the types of incidents that will need follow-up care, and effective ways for managing stress. This fast-paced workshop utilizes lecture with PowerPoint and videos.

1.5 Continuing Education Hours Applied For: ACHE Qualified Education Hours, Certified Professional Healthcare Quality Hours, Compliance Hours, Legal Education Credit, Nursing Contact Hours, and Risk Management Hours



Tania Glenn

HOT TOPIC 3 – Meeting Rooms 203-204

WHAT? Robots Can Write My First Drafts?: AI Copywriting Tools for Hospitals

Beth Ziesenis, Author, Speaker, Your Nerdy Best Friend

You've probably heard about the rise of artificial intelligence (AI) and its impact on our lives. But what does it mean for your hospital's brand and online presence? AI is changing the way we work, and it can also help you write better copy – by writing it for you!

Attendees will learn how AI writing assistants are revolutionizing the world of communications and what all this technology has to offer in terms of marketing and content optimization. We will hear real-world examples for AI marketing success stories – including how AI wrote this description in minutes, and as a bonus – try the technology out for yourself to generate copy you can use right away.

Laptops or other electronic devices are encouraged, but not required, for attendance.

1.5 Continuing Education Hours Applied For: ACHE Qualified Education Hours



Beth Ziesenis



11:15 a.m. – 12:00 noon **RECEPTION – Plaza Lobby, Horner Hall**
Honoring AHA Chairman
Ron Peterson, FACHE

12:00 noon – 2:00 p.m. **AWARDS LUNCHEON – Horner Hall**
Sponsored by Nabholz

Join us as we honor some very deserving hospital leaders! The luncheon will include entertainment, networking, and awards presentations, including this year's C.E. Melville Young Administrator of the Year, the ACHE Early Career Healthcare Executive, and the ACHE Senior Level Healthcare Executive. The Awards Lunch will also feature presentation of the annual 2022 Diamond Awards honoring work by Arkansas hospital marketing and public relations professionals.

And of course, our finale will recognize the 2022 A. Allen Weintraub Memorial Award – the AHA's highest honor.

The 2021 award recipients will also be recognized.

2:30 p.m. – 4:00 p.m. **AFTERNOON HOT TOPICS**

HOT TOPIC A – Meeting Rooms 203-204

Sponsored by AHA Services, Inc.

Human Trafficking: Recognizing and Responding to Victims

Holly Austin Gibbs, Patient Care Services Program Director, Human Trafficking Response, Dignity Health Foundation

As a survivor of child sex trafficking and an advocate against all forms of human trafficking and exploitation, Holly will walk attendees through the reality of human trafficking, signs to look for, and steps to take for victims that arrive in your hospital. She will also discuss lessons learned in implementing a human trafficking program.

The Arkansas Organization of Nurse Leaders (ArONL) will hold their Annual Business Meeting following this session.

1.5 Continuing Education Hours Applied For: ACHE Qualified Education Hours, Certified Professional Healthcare Quality Hours, Compliance Hours, Legal Education Credit, Nursing Contact Hours, and Risk Management Hours



Holly Austin Gibbs

HOT TOPIC B – Meeting Room 209

Healthcare in the No Normal Era

Ryan Colaianne, Senior Vice President, Lead for Communications and Issues/Crisis Department, Revive

In the No Normal, the health care system is no longer designed around physicians, refocusing wholly on patients and their protection; telehealth is normalized, creating new access points and advancing our system in consumer experience and digital sophistication; and most importantly, we talk openly about racial disparities in health care access and treatment approaches.

Attendees will take the reins by considering several key fronts:

- First, hospitals must take a hard look at what they want to stand for – and revisit messaging and brand voice accordingly (internally and externally).



Ryan Colaianne

- Second, hospitals must consider their payor relations strategy and how contract renewals will be different now, including new terms around telehealth.
- Third, health systems must consider their M&A strategy – are they buyers or sellers? The market will undoubtedly continue to consolidate during the No Normal and beyond.

The session will share data, research, and insights that bolster these concepts and help bring them to life. We will also explore the strategies we're seeing from current and future competitors – health plans, retail health players, and emerging competitors such as Walmart, Amazon, and others.

1.5 Continuing Education Hours Applied For: ACHE Qualified Education Hours

2:30 p.m. – 5:30 p.m.

3.0 HOUR ACHE FACE-TO-FACE WORKSHOP

Sponsored by AHA Services, Inc.

HOT TOPIC C – Meeting Rooms 207-208

Crucial Conversations for Mastering Dialogue

Stacy Nelson, EdD, President, Leadership Influence LLC; Faculty, VitalSmarts

Regain control of the misunderstandings and misbehaviors that can destroy the cohesiveness of a leadership team. Whether the issue is medical errors, employee productivity, or patient satisfaction, adopt the approaches that correct broken promises, violated expectations, and bad behavior.

Objectives:

- Master face-to-face accountability conversations and motivate productive behavior without the use of positional power or coercion.
- Distinguish how to hold anyone accountable—no matter their role, rank, or temperament.
- Develop skills to maintain good relations while still managing tough situations and remaining focused on the real issues.
- Identify sources of organizational and personal conflict; artfully address and then manage the conflicts and disputes that impede goal achievement and quality patient outcomes.
- Design a well-planned and structured follow-up that includes good reporting practices to limit conflict and accusations.



Stacy Nelson

3.0 Continuing Education Hours Applied For: ACHE Face-to-Face, Certified Professional Healthcare Quality Hours, Compliance Hours, Legal Education Credit, Nursing Contact Hours, and Risk Management Hours

5:30 p.m.

ANNUAL MEETING ADJOURNS



Continuing Education Information

ACHE Qualified Education

The Arkansas Hospital Association is authorized to award 8.75 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 application to the American College of Healthcare Executives for advancement or recertification. Participants are responsible for maintaining a record of their ACHE Qualified Education.

American College of Healthcare Executives (ACHE) Workshop, Thursday, November 10

This workshop is presented locally by the Arkansas Hospital Association and the Arkansas Health Executives Forum. The American College of Healthcare Executives has awarded 3 Face-to-Face Education credit hours to this program. To receive credit, participants' names and signatures must appear on the sign-in sheet.

Compliance

This education activity has been submitted to the Compliance Certification Board (CCB)[®] and is currently pending their review for approval of CCB CEUs.

Legal

Continuing legal education credit hours have been applied for through the Arkansas Continuing Legal Education Board.

Nursing

Nursing contact hours will be awarded to nurses attending designated sessions. Nurses must attend each session in its entirety and attest to attendance at each session.

The Arkansas Hospital Association is an approved provider of continuing professional development by the Midwest Multistate Division, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Quality

Approval is pending for continuing education hours for CPHQ recertification by the Healthcare Quality Certification Board.

Risk Management

This program is pending approval of continuing education credit through the American Society for Healthcare Risk Management.

THE ARKANSAS HOSPITAL ASSOCIATION WISHES TO EXPRESS ITS APPRECIATION TO THE 2022 CORPORATE SPONSORS AND SUPPORTERS

DIAMOND SPONSORS

AHA Services, Inc.

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and Blue Shield**

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& Clark, LLP**

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CONTRIBUTORS*

**AHA Workers' Compensation
Self-Insured Trust**

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of Hospital Trustees**

* Recognized due to their relationship with AHA.



Event Information

Each participant planning to attend the 2022 AHA Annual Meeting must complete their registration either online through the AHA Annual Meeting event page or by returning a registration form and all fees to the AHA by 4:30 p.m., Friday, October 28, 2022.

Please contact the education department at (501) 224-7878 with questions regarding registration.

Handouts Provided Online

In an effort to “go green,” handouts and additional materials will be available to all registrants online. A link will be provided to all registrants so that they may have access to this information prior to November 7th.

Cancellation Policy

Refunds, minus a \$50 processing fee, will be granted if requests are received in writing by the AHA on or before October 28th. No refunds will be given after that date. Unpaid registrants who fail to attend must pay the entire registration fee. Substitutions, however, are permitted. Fax refund requests to the education department at (501) 224-0519.

Parking

Annual Meeting participants are urged to allow extra time to secure parking around the hotel and Convention Center. There is no cost for parking.

Hotel Accommodations

A room block has been reserved for November 8-10 at Embassy Suites by Hilton Hot Springs Hotel & Spa, 400 Convention Blvd, Hot Springs, AR 71901. To take advantage of the annual meeting rate of \$139, please identify yourself as an AHA Annual Meeting registrant. The room block will expire on October 9, 2022.

Reservations after that date will be subject to availability.

To make reservations, contact Embassy Suites by Hilton Hot Springs Hotel & Spa by phone 501-624-9200. All reservation requests/changes should be made directly with the hotel. To make reservations online, visit the Annual Meeting page on the AHA website: www.arkhospitals.org.

ARKANSAS HOSPITAL ASSOCIATION 2022 ANNUAL MEETING, November 9-10, 2022

Registration Deadline – 4:30 p.m., Friday, October 28

ONE registration form per person.

Don't forget you are now able to register and pay online.

Please type or print. Reproduce form for additional enrollments.

Name _____ Title _____

Hospital/Organization _____

Mailing Address, City, State, Zip _____

Email Address _____ Telephone _____

REGISTRATION AND SPECIAL EVENTS

FEE ☒ **CHECK FOR ATTENDANCE** **AMT. DUE**

Wednesday, November 9

A. Leadership Workshop (9:30 a.m.) **\$150** ☐ \$ _____
B. Membership Reception (6:00 p.m.) **N/A** ☐ # _____

Thursday, November 10

To attend any sessions on this day, you must pay the Thursday Registration Fee (Item C). This fee will cover your attendance to the Keynote Address, one morning session, one awards lunch ticket, and one afternoon session.

C. Registration Fee **\$150** ☐ \$ _____

(1) **You MUST Choose ONE Morning Session (9:45 a.m.):**

Hot Topic 1: Diversity, Equity, & Inclusion ☐
Hot Topic 2: Trauma and Resilience ☐
Hot Topic 3: Copywriting Tools ☐

(2) Awards Lunch (12:00 – 2:00 p.m.) **N/A** ☐
Additional Awards Luncheon Tickets **\$50** x ☐ # _____ \$ _____

(3) **You MUST Choose ONE Afternoon Session (2:30 p.m.):**

Hot Topic A: Human Trafficking ☐
Hot Topic B: No Normal Era ☐
Hot Topic C: ACHE 3.0 Hour Workshop (2:30 – 5:30 p.m.) ☐

OTHER FEES

F. Hospital Administration Graduate Students, not employed by a hospital (**must pre-pay**) **\$50** ☐ \$ _____
Must select sessions above for attendance.

TOTAL DUE \$ _____

Note: AHA events are not available to persons from hospitals that are eligible for AHA membership but choose not to become members.

PAYMENT

☐ Enclosed is my check made payable to the Arkansas Hospital Association.
☐ I authorize AHA to charge my: ☐ MasterCard ☐ VISA (**AmEx and Discover not accepted**) Exp. date _____
Account number _____ CVV _____ Phone _____
Cardholder's name _____ Cardholder's signature _____
Billing address _____

Mail form and payment to be received by the AHA no later than October 28 to:

Arkansas Hospital Association, 419 Natural Resources Dr., Little Rock, AR 72205; or fax form with credit card payment to (501) 224-0519.

AHA OFFICE USE ONLY ID _____ SPON _____ AUTH _____ REG _____ CONFIRM DATE _____ INITIAL _____



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501.224.7878 | WWW.ARKHOSPITALS.ORG | LDUMAS@ARKHOSPITALS.ORG