



Arkansas Hospital Association

2023 ANNUAL MEETING



November 1–2

Little Rock Marriott
3 Statehouse Plaza

Procedures, Perks, and Giveaways

1. Two-Day Event and No Trade Show

After receiving positive feedback from the 2022 Annual Meeting, we will continue with the two-day format which allows attendees the full Annual Meeting experience while taking less time away from work. Also, sponsors will once again be able to attend all education sessions with attendees for more face time and networking.

2. Event Timing

You may notice changes in the times of events from last year's meeting. We are going back to our pre-COVID Thursday morning agenda.

3. Masks and Hand Sanitizer

At registration, masks and hand sanitizer will be provided for all attendees. 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.

4. Temperature Checks

We understand that guidance no longer requires 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 Cadence, 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!

5. Hotel Room Key

Thanks to our generous sponsor – FORVIS – attendees may present their hotel room key card to the registration desk, so that we can note your name. One lucky winner will receive a \$150 gift card at the end of each day.

6. Notebook

Thanks to Gallagher, each attendee will receive a notebook and pen to take notes with throughout the event. Random gift cards will be placed in notebooks, so don't forget to pick one up!

7. Complimentary Wi-Fi

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

8. Attendee Lounge

Thanks to Prime Capital Investment Advisors, an attendee lounge will be set up on the balcony level for attendees to grab snacks and drinks throughout the meeting. The lounge will also have access to charging stations, chairs, and tables to take a call or to set up your laptop to send a quick email.

9. Coffee

Thanks to Qualivis, all attendees will receive a wristband when picking up your name badge. This wristband may be used for free drinks in the hotel lobby-level Starbucks. THIS DOES NOT INCLUDE FOOD.



ARKANSAS HOSPITAL ASSOCIATION 2023 ANNUAL MEETING

Little Rock Marriott • Statehouse Plaza • November 1-2

Wednesday, November 1

8:30 a.m. – 5:45 p.m.

REGISTRATION – Ballroom Lobby

9:30 a.m. – 2:30 p.m.

LEADERSHIP WORKSHOP – Salon C

Sponsored by Qualivis

A Guide to Rediscovering Employee Engagement

Faculty: Phil Gwoke, Managing Director, Strategist, Recruiting and Retaining Millennial Employees, BridgeWorks HQ

Leading Across Generations

Phil will provide productive tools and insights for people managers as they navigate leadership roles, including managing up, down, and across generations. This session will focus on how to establish trust among employees; recognize their individual approaches to formality, motivation, and encouragement; and facilitate generational understanding around the events and conditions that have shaped each generation, and how these experiences show up in the workplace. This session will focus on:

- Creating an experience that will inspire employees to consistently show up as their most productive selves.
- Highlighting the differences for emerging professionals today, in comparison to when leaders may have started their careers.
- Building trust, driving engagement, and improving retention.
- Understanding how each generation wants to be managed.

Building Trust in the Future of Work

Trust often comes easily when things are consistent; it's when disruption occurs that people feel uncertain about who and what to believe. For some generations, change can be exciting. For others, change can be a struggle. If those struggles are not managed well, people's trust can begin to erode. When change inevitably happens, people often disengage if they don't fully understand the 'why' behind the decision making. However, building trust and confidence requires more than just communicating your message through emails and Zoom meetings. Understanding what motivates and engages each generation will be crucial to gain buy-in on new policies and procedures, reduce employee stress, and retain confidence.

Loyalty

For past generations, the mindset was that if you stay with the same organization for many years, you will be rewarded for your loyalty. In today's unpredictable business climate, however, where layoffs and hiring freezes are not uncommon, all bets are off. Companies now have to get more creative to establish loyalty with their employees.

2:45 p.m. – 3:15 p.m.

Arkansas Legislative Update

Faculty: Jodiane Tritt, Executive Vice President, Arkansas Hospital Association

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



Phil Gwoke



Jodiane Tritt

11:45 a.m. – 1:00 p.m.	ARKANSAS HEALTH EXECUTIVES FORUM BOARD MEETING – Arkansas Ballroom, Lobby Level
12:00 p.m. – 12:45 p.m.	LEADERSHIP WORKSHOP LUNCHEON – Salon B
3:45 p.m. – 5:15 p.m.	AHA BOARD MEETING – Arkansas Ballroom, Lobby Level <i>AHA Nominating Committee will meet immediately following the AHA Board Meeting.</i>
6:00 p.m. – 8:00 p.m.	AHA MEMBERSHIP RECEPTION – Riverview Ballroom Sponsored by Arkansas Blue Cross and Blue Shield <i>Join attendees for entertainment, heavy hors d'oeuvres, and drinks while networking.</i> <i>Entertainment by: The Guido Ritchie Duo</i> <i>No outside events should be planned during this time.</i>

Thursday, November 2

7:00 a.m. – 5:30 p.m.	REGISTRATION – Ballroom Lobby
7:30 a.m. – 9:00 a.m.	MORNING HOT TOPICS Sponsored by AHA Service, Inc.

HOT TOPIC 1 – Salon C

Service is a Superpower

Faculty: **Louie Gravance**, Former Disney Institute Professor, Customer Experience Consultant

When an employee asks the question, “What’s in it for me?” the honest and correct response is EVERYTHING.” Your team members deserve to know that an investment OF themselves is an investment IN themselves.

This is not always an easy message to convey and convince your staff that “great service serves the server first.”

Just as he convinced and inspired thousands of cast members at Walt Disney World on their first day, he will illustrate how looking for opportunities to create magic for a customer can transcend their careers and lives.

When a WOW moment in customer service takes place, it doesn’t happen only for the customer – it occurs for both, simultaneously. Inspiring your team to make that connection is the single greatest tool for maintaining a culture of service excellence.

This power talk explores what a WOW moment looks, sounds, and feels like and why delivering them is good for everyone involved.

Every participant will come to understand that every customer interaction is an opportunity; an opportunity to define, not just what they’re willing to do, but what they’re willing to be.

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



Louie Gravance

HOT TOPIC 2 – Arkansas Ballroom

ArONL will hold their Annual Business Meeting during Breakfast beginning promptly at 7:15 a.m.

The Past, Present, and Future of Nurse-Led Innovation

Faculty: Rebecca Love, RN, BS, MSN, FIEL, Chief Clinical Officer, IntelyCare

This session will identify how nurses are transforming health care and discuss their power to drive health care's future. It will define "nurse innovation," discuss historic nurse innovators, identify key themes of how to cultivate a culture of innovation in health care, and discuss design thinking and innovation processes and how they relate to health care.

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



Rebecca Love

HOT TOPIC 3 – Hoffman

ASHMPR will hold their Annual Business Meeting during Breakfast beginning promptly at 7:15 a.m.

Inclusivity Through Marketing

Faculty: Kristie Tobias, MHA, Director, Consultant, Coach, National Speaker, Author, Huron Consulting Group

Health inequities are tied to environmental and social factors impacting patient access to care and organizational understanding of barriers to patient care. Kristie will walk attendees through the key community and organizational factors that must be understood in order to open up the dialogue on how, in our marketing, we can build-in inclusivity to both the internal and external health care environments.

1.5 Continuing Education Hours Applied For: *ACHE Qualified Education Hours*



Kristie Tobias

HOT TOPIC 4 – Manning

Reimagining (and Revitalizing) Quality, Safety, and High Reliability in the Post-Pandemic Era

Faculty: Vikki Choate, MSN, RN, NEA-BC, CPHQ, Principal, Huron Consulting Group

This interactive session will engage hospital quality leaders through validation of the impact of COVID on the health care industry and on their organization's quality and safety performance. How quality leaders can step firmly and confidently into their roles as leaders of influence to revitalize their organization's quality and safety strategy will be reviewed. Specific application of the tenets of high reliability by quality leaders will be explored as tools of organizational engagement and refocusing will be discussed. Innovative strategies to deepen patient engagement in the organization's quality and safety strategy and framework post-pandemic will also be identified.

Objectives:

- Discuss the impact of the pandemic on the organization's quality and safety outcomes to create urgency for change.
- Describe the role of leaders in influencing restoration of safety practices through application of the key tenets of high reliability.
- Implement one innovative strategy to deepen patient engagement in the organization's post-pandemic patient safety agenda.

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



Vikki Choate

9:30 a.m. – 11:15 a.m.

AHA/AHAA OPENING SESSION – Salons A-B

Sponsored by AHA Services, Inc.

Bo Ryall, AHA President and CEO

Ron Peterson, AHA Chairman

Judy Shaffer, AHAA President

Entertainment by: The Rodney Block Collective

KEYNOTE ADDRESS

Overcoming Life's Challenges

Faculty: Boomer Esiason, Sports Analyst, NFL Football Legend

When Boomer's son, Gunnar, was diagnosed at age two with cystic fibrosis, there was a choice to make... step back or step up. Boomer chose to use his celebrity status to lead the fight against the disease.

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



Boomer Esiason

11:15 a.m. – 11:30 a.m.

AHA ANNUAL MEETING HOUSE OF DELEGATES

CEOs of AHA member institutions are encouraged to attend.

11:15 a.m. – 12:00 noon

AWARDS RECEPTION – Arkansas Ballroom, Lobby Level

Sponsored by Nabholz

12:00 noon – 2:00 p.m.

AWARDS LUNCH – Salons A & B

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 2023 Diamond Awards honoring work by Arkansas hospital marketing and public relations professionals.

And of course, the finale will honor the 2023 A. Allen Weintraub Memorial Award – the AHA's highest honor.

Entertainment by: The Rodney Block Collective

2:30 p.m. – 4:00 p.m.

AFTERNOON HOT TOPICS

Sponsored by AHA Services, Inc.

HOT TOPIC A – Arkansas Ballroom

Nurse Communication: How to Create Powerful and Effective Patient-Centered Care

Faculty: Karen Cook, RN, National Speaker, Author, Huron Consulting Group

This presentation will assist attendees with tools and tactics to improve communication and address some communication challenges that all nurses face. Nurse communication affects most of the HCAHPS composites. Karen will provide tips to improve these results through listening, explaining, and using nine engagement factors. She will focus on keywords and discuss the effective use of communication boards, rounding, and validation.

Objectives:

- Discuss tactics to improve nurse communication that will increase HCAHPS results.
- Examine nine factors of engagement and how they can improve all interactions.
- Address how to work through some common communication challenges.

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



Karen Cook

HOT TOPIC B – Riverview Ballroom

Digital Front Door: Modernizing the Health Care Consumer Experience

Faculty: Ben Dillon, Co-owner and Chief Strategy Officer, Geonetric

Consumerism has been a growing force within health care, and health care providers are under more pressure than ever to meet the expectations of health consumers. At the same time, health consumers have a growing array of care options, many of which are digital or have digital components.

We'll explore how digital front door is changing consumers' health care experience and gain valuable insights into the consumer perspective on digital health care from Geonetric's Industry and Consumer Health Surveys.

1.5 Continuing Education Hours Applied For: ACHE Qualified Education Hours



Ben Dillon



Megan Hargraves

HOT TOPIC C – Manning

Tales from the Trenches: War Stories from the Defense Bar (Panel)

Panelists

Megan Hargraves, Attorney, Mitchell, Williams, Selig, Gates & Woodyard, P.L.L.C. (Moderator)

Michelle Ator, Partner, Friday Eldredge and Clark, LLP

Sarah Greenwood, Attorney, Munson, Rowlett, Moore & Boone, P.A.

This interactive panel discussion will focus on recent developments, trends, and challenges in legal and risk management. Learn from these attorney experts about their real-life experiences representing hospitals, physicians, and nurses in Arkansas to help you better identify and manage your hospital's litigation risk and defense strategies.

1.5 Continuing Education Hours Applied For: Compliance Hours, Continuing Legal Education, and Risk Management Hours



Michelle Ator

2:30 p.m. – 5:30 p.m.

ACHE FACE-TO-FACE WORKSHOP – Salon C

Managing and Optimizing the Human Margin from Fostering Flourishing Teams

Faculty: Katherine A. Meese, PhD, Assistant Professor/Health Services Administration, UAB Birmingham

With employee burnout, disengagement, and departure from the field of health care, maintaining a healthy and flourishing workforce is one of the greatest challenges facing organizations today. The research on what is driving turnover, burnout, and disengagement is not what you might think. This highly interactive seminar translates decades of research into evidence-based strategies to maximize the odds of successfully sustaining a thriving workforce.

Objectives:

- Discuss elements that support human flourishing.
- Identify organizational and team strategies to optimize recruitment and retention.
- Explore the role of job crafting and empowering leadership in engaging the workforce.
- Discover evidence-based strategies for improving individual and organizational resilience.

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



Sarah Greenwood



Katherine A. Meese

5:30 p.m.

ANNUAL MEETING ADJOURNS

Continuing Education Information

ACHE Qualified Education

The Arkansas Hospital Association is authorized to award **8.5 hours** of pre-approved **ACHE Qualified Education** credit (non-ACHE) 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 2

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 complete the online evaluation attesting to their attendance.

Arkansas Hospital Association is approved with distinction as a provider of nursing 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 2023 CORPORATE SPONSORS AND SUPPORTERS

DIAMOND SPONSORS

AHA Services, Inc.

Arkansas Blue
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PLATINUM SPONSORS

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Gallagher

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Arkansas Health Executives
Forum

Azela Health

CorroHealth/ParaRev

DataGen Healthcare
Analytics

Edafio Technology Partners

Emergency Staffing
Solutions

Engelkes Felts and Barnhard,
LTD

Jackson Physician Search

Mitchell Williams Law Firm

Signet Health Corporation

SUPPORTERS

AHA Vitality Index

AHA Workers'
Compensation Self-Insured
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Morgan Hunter
HealthSearch, Inc.

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STOPit Solutions

VOYCE

CONTRIBUTORS*

Arkansas Association
of Hospital Trustees

* Recognized due to their relationship with AHA.

Event Information

Each participant planning to attend the 2023 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 27, 2023.

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 October 30th.

Hotel Accommodations

A room block has been reserved for October 31 through November 3 at the Little Rock Marriott, located at Three Statehouse Plaza in downtown Little Rock. To take advantage of the annual meeting rate of \$180 for single or double occupancy, please identify yourself as an Arkansas Hospital Association Annual Meeting registrant. **The room block will expire on October 5, 2023.**

Reservations after that date will be subject to availability.

To make reservations, contact the Little Rock Marriott at (877) 759-6290. All reservations requests/changes should be made directly with the hotel. To make reservations online, visit the Annual Meeting page of the AHA website: www.arkhospitals.org.

Parking

Annual Meeting participants are urged to allow extra time to secure parking in downtown Little Rock. The Little Rock Marriott offers valet parking (\$18 per day or \$29 for overnight parking).

Additional parking is available in two downtown parking garages:

- Second and Main Street Parking Garage (one block south of the Little Rock Marriott)
- Municipal Parking Garage (below the DoubleTree Hotel, a short walk from the Little Rock Marriott)

Parking at the two garages above is complimentary with stamped parking ticket from AHA registration desk. (This does not include valet parking.)

Cancellation Policy

Refunds, minus a \$50 processing fee, will be granted if requests are received in writing by the AHA on or before September 29. No refunds 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.



ARKANSAS HOSPITAL ASSOCIATION 2023 ANNUAL MEETING, November 1-2, 2023

Registration Deadline – 4:30 p.m., Friday, October 27

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
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Wednesday, November 1

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

Thursday, November 2

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, and one afternoon session.

C. Registration Fee	\$150	☐	\$	
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(1) You **MUST** Choose **ONE** Morning Session (7:30 a.m.):

Hot Topic 1: Service is a Superpower	☐
Hot Topic 2: Nurse-Led Innovation	☐
Hot Topic 3: Marketing Inclusivity	☐
Hot Topic 4: High Reliability	☐

(2) Awards Lunch (12:00 – 2:00 p.m.)	\$50 x	☐ # _____	\$	
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(3) You **MUST** Choose **ONE** Afternoon Session (2:30 p.m.):

Hot Topic A: Patient Centered Care	☐
Hot Topic B: Digital Front Door	☐
Hot Topic C: Tales from the Trenches	☐
ACHE Face-to-Face Workshop (2:30 – 5:30 p.m.)	☐

OTHER FEES

F. Hospital Administration Graduate Students, not employed by a hospital (<i>must pre-pay</i>)	\$50	☐	\$	
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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 27 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	SPON _____	AUTH _____	REG _____	CONFIRM DATE _____	INITIAL _____
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