



2019 ANNUAL AHHRA CONFERENCE

MAY 17, 2019

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AGENDA

7:30am **Attendee Registration**

8:00am **Welcome and Opening Remarks**
Debbie Hanratty, AHHRA President

8:15am **Keynote Presentation**
Jerry Bridges
Care Givers: Take Care! Balancing Work, Caregiving and Personal Well Being

The number of workers with eldercare responsibilities is rising dramatically. More than 40% of US workers have provided care for an aging relative or friend in the past five years. About half of the entire workforce should expect to be providing eldercare in the coming five years!

Whether you're a caregiver by profession or one of the many millions of American workers who now find themselves in that role, you'll benefit from resources, principles and best practices for balancing work, family and caregiving. This talk offers inspiration and healing, even a bit of humor, for empowering your working caregivers. Above all else, Jerry's passion is to support and empower healthcare workers everywhere, while having lots of fun in the process!

Jerry Bridge is a nationally recognized motivational speaker, educator and author to the healthcare industry. Over the past 25 years Jerry has presented his programs for more than 250,000 Clinicians, Caregivers, Human Resources Professionals, Executives and Administrative staff. Jerry's book, *Who Cares? The Give and Take of Family Caregiving* has been widely recognized by healthcare professionals as an inspiring, uplifting memoir for anyone with a family caregiving challenge or story.

Jerry has travelled the world running marathons, raising money and resources for ending hunger. A baby boomer from Baltimore, he's never lost his fondness for his hometown teams, blue crabs and Maryland hospitality. He is a drummer, knows his way around a kitchen, and has performed standup at the world famous Comedy Store.

9:45am Break with Business Partners

**10:15am The 5 Building Blocks to TOMA - Top of Mind Awareness for Employees
Paul Wells, CareerKnacks**

Healthcare is a complex beast that has lots of moving parts particularly at the hospital level. The interaction of employees, at every level within the organization, and with patients and family/friends with everything they are experiencing, in difficult and stressful situations, is critical.

The components to being **TOMA**, within and outside a healthcare organization, is critical. It starts by making a decision to create an Awesome Culture for Employees and patients alike. Add on Building Relationships, Attracting Top Talent, The Customer Experience, and Brand Awareness and you have **TOMA**.

- Starts with Creating an awesome culture
- Building relationships with the team and the patient and family/friends
- Attracting Top Talent
- The Customer Experience-5 star hotel or 1 star hotel
- Creating Brand Awareness

Paul Wells has been the CEO of CareerKnacks, an International Nurse Recruiting firm for over 25 years, and owner of his own small real estate investment company. He has been a thought leader and advisor helping companies enhance their bottom lines and corporate cultures, for over 30 years. Paul feels that marketplace reputation is critical and having a strategy to brand your business as a community leader is essential to your organization's success. Paul addresses the needs of today's company as well as the needs of the "picky, vocal, and all about me customer" that all companies have to deal with. Paul graduated from Fort Lewis College in Durango, Colorado after a career as a professional skier and currently resides between Colorado, California, and Dorchester, England.

11:15am A message from ASHHRA

11:30am Lunch with Business Partners

12:30pm Break with Business Partners

**1:00pm Healthcare Analytics in Recruitment
Brian Brazda, HealthcareSource**

It is a tough market for recruiting healthcare talent, but organizations can come out on top. Join this session to discuss recruitment optimization initiatives for identifying and hiring top talent and hear case studies from several HealthcareSource and Lean Human Capital clients.

Highlights of the discussion include how health systems and smaller healthcare organizations can successfully:

- Hire quality talent, faster
- Reduce short-term turnover
- Reduce the use of agency nurse & contingent labor

- Reduce the use of executive search firms & placement firms
- Increase hiring manager satisfaction
- Improve the candidate experience.

Brian Brazda is a Senior Director with HealthcareSource, leading sales and marketing strategy for our Lean Human Capital and Contingent Talent Management businesses. Brian brings a strong knowledge of healthcare operations and how to leverage Lean business principles to cut costs and make organizations more productive and efficient. Prior to joining Lean Human Capital and HealthcareSource, Brian spent seven successful years with the Stryker Corporation in a variety of roles. He holds degrees in Economics and Japanese from the University of Michigan.

2:00pm Final Visit with Business Partners

**2:30pm Employment Law Update - What healthcare Employers Can Expect in 2019
Joe Clees, Shareholder, Ogletree Deakins**

Employment law remains dynamic and fast-changing, with increased volumes of federal and state regulation and enhanced scrutiny of company policies. This presentation reviews key developments in labor and employment law over the last year and new legislation and trends affecting your workplace in 2019 and beyond. By anticipating the direction of the current regulatory and legislative agenda, you can take proactive steps to weather this enforcement storm.

Joe Clees is a founding shareholder of the Phoenix office of Ogletree Deakins, an employment law firm with over 850 lawyers worldwide. Joe represents employers throughout the United States in employment litigation and counseling. He has served in a variety of firm leadership roles, including as a member of Ogletree’s Board of Directors. Joe has been singled out by *Chambers USA America’s Leading Lawyers* as one of the top labor and employment lawyers in the country for many years and as a *Chambers USA Top Leader in his Field*. Joe has been honored as one of the “100 Most Powerful Employment Lawyers in America” by HR Executive magazine annually from 2009-2019. In 2014, he was named a Fellow in The College of Labor and Employment Lawyers. In addition, Joe has been named a “Top 100” Lawyer by *Arizona Business Magazine* from 2015 to 2019. Joe is a graduate of Dickinson College and the Villanova University School of Law. Learn what employers can expect in 2019 through his sense of humor and labor law perspective!

3:30pm Closing Remarks
Angela Tyson, AHHRA President-Elect

Business Partner Door Prize Drawings
Grand Prize Drawing