



DEFINING EXCELLENCE IN 21ST CENTURY
HEALTHCARE!

2017 ANNUAL LEADERSHIP SUMMIT

SEPTEMBER 13-15 | SHERATON UNIVERSAL CITY
HOTEL | LOS ANGELES, CA

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 www.NALHE.org

3 ACHE Face-to-Face Credits
available for attending!





NATIONAL ASSOCIATION OF LATINO HEALTHCARE EXECUTIVES

Don't miss this opportunity to connect with health leaders from across the country! Together, we will exchange information and knowledge regarding best practices, learn about the latest industry tools, research and trends in healthcare, provide resources for community health improvement and wellness, cultural competency, financial management, IT, leadership, career advancement and professional development and we will hear from authorities and experts in public policy, strategy, D&I, government, the C-Suite, executive recruitment and more. The following program is a reflection of what our attendees can expect, see you in September!



WEDNESDAY, SEPTEMBER 13TH

5:00 PM - 11:00 PM WELCOME RECEPTION

"Bienvenidos a Los Angeles"

(Cash bar & light appetizers provided)

Richard D. Cordova, Sr. Partner, Strategy Advantage, President Emeritus, Children's Hospital Los Angeles, Past Chairman, Board of Governors, American College of Healthcare Executives. Founding Member & First Chair , NALHE.
Sylvia Lopez Ferullo, Former TV Anchorwoman/Reporter, MPH candidate.

THURSDAY, SEPTEMBER 14TH

7:30 AM - 8:45 AM PRESIDENT'S BREAKFAST & OPENING KEYNOTE ADDRESS

"Practice What You Preach - Cultural Competence as the Business Imperative"

There is ample evidence that social factors, including education, employment status, income level, gender and ethnicity have a marked influence on how healthy a person is. Among stakeholders in managed care, government, and the various stems of the healthcare industry, having the ability to effectively deliver health care services that meet the social, cultural, and linguistic needs of patients is an emerging strategy. It is an effective way to improve health outcomes and quality of care, contribute to the elimination of racial and ethnic health disparities, and increase the interest and participation of both providers and patients in their health plans among racial and ethnic minority populations. Many health systems are finding that developing and implementing cultural competence strategies are a good business practice. How does this effort address systematic differences in the status of different population groups? Can we do more and affect change in healthcare cost?

Keynote Speaker: Dr. Ronald Copeland, SVP, Chief Diversity Officer, Kaiser Permanente
Presenter: Sally Hurt-Deitch, FACHE, President, NALHE / Market Chief Executive Officer, The Hospitals of Providence



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9:00 AM - 10:30 AM

"INSIGHTS FROM THE C-SUITE: TOP 3 REGULATORY CHALLENGES THAT KEEP THEM UP AT NIGHT"

Healthcare reform legislation has presented new regulatory challenges for healthcare organizations. The combination of national and state legislation, expectations to provide higher quality care and lowered costs, and previously established rules in healthcare have caused significant burdens for hospital and health system Executives. Join us in discussion and gain insight from the C-Suite as they share with us some of the most challenging regulatory issues, both new and old, that "keeps them up at night" - and strategies to overcome them.

Moderator: Dimitrios Alexiou, President/CEO, Hospital Association of San Diego and Imperial Counties, San Diego

Speaker: Luis Fonseca, COO, Alameda Health System

Speaker: Monica Vargas-Mahar, CEO, The Hospitals of Providence Sierra Campus

Speaker: Victor Carrasco, CEO, Kindred Hospital Rancho

Speaker: Elizabeth Cochran, COO, Providence Health Services

9:00 AM - 10:30 AM

"TAKING CARE OF BUSINESS - STRATEGIES FOR DOING MORE WITH LESS"

Today's healthcare leader faces a myriad of factors that are driving up healthcare costs. Many of these health expenditures are deeply rooted in complex systems making it extraordinarily challenging to address issues and control costs. Issues such as workforce shortages, rapid technological innovations, and infrastructure improvements; costs that need to be controlled in a demanding environment with diminishing financial rewards. How do healthcare executives take care of business and do more with less? Join us in discussion and learn about various cost effective solutions hospitals and health systems have ventured into that are producing a positive impact on the financial health of departments and their organization.

Moderator: Vanessa Saenz-Smith, Market President, Operations, United Surgical Partners

Speaker: Robert Gomez, VP, Business Development, AltaMed

Speaker: Adolphe Edward, DrHA, MBA, MSHA, MS, FACHE, CHIE, PAHM, CFAAMA
CEO, El Centro Regional Medical Center

Speaker: Raymond T. Hino, MPA, FACHE, Administrator, Skyway
Surgery Center / National Surgical Healthcare



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9:00 AM - 10:30 AM

"GET 'THE WORKS' - EVERYTHING YOU SHOULD KNOW ABOUT A SUCCESSFUL RESUME"

Research shows that recruiters only spend six seconds looking at a candidate's resume before deciding whether he or she is a fit for a job. They spend 80 percent of their brief review on six key elements of your resume: your name, the current company you work for, your previous employment, the start and end dates of your previous position, the start and end dates of your current position and your educational background. Make those six seconds' count! Stand out from other prospective employees and learn from your healthcare executive colleagues by getting 'The Works' - everything you should know about a successful resume. Executives will be reviewing your resume and providing feedback.

Facilitator: Michael Britton, President, The Wetrich Group

Executive: Jeffrey Butler, Account Executive, Medix, Inc.

Executive: Arthur Ochoa, Recruiter, Talent Acquisition, Dignity Health Southern California

Executive: Claudia Mares, Sr. Talent Acquisition Consultant, Children's Hospital Los Angeles

Executive: Gerry G. Garcia, Sr., Community Based Development College, Employer Development Manager

10:30 AM - 11:00 AM

NETWORKING BREAK

11:00 AM - 12:30 PM

"THE VALUE-BASED ERA: BETTER CARE, BETTER HEALTH, LOWER COSTS"

Regardless of federal health reform, rising healthcare costs is something that must be discussed and controlled for the vitality and sustainability of employers and national economic growth and stability. But what is causing this growth? Why does it happen? And can we do anything about it? What we've learned is that improving the U.S. healthcare system requires simultaneous pursuit of the triple aim: improving the experience of care, improving the health of populations, and reducing per capita costs of healthcare. Is better care at lower cost possible? Join us in discussion and learn about how health plans, doctors, and healthcare systems are beginning to work together on solutions that address rising healthcare costs, clinical inefficiency and make it easier for the consumer to get the care they need.

Speaker: COPE Health Solutions Case Presentation

Speaker: Wren Keber, Vice President, COPE Health Solutions



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11:00 AM - 12:30 PM

"AUDITS AHEAD- COMING INTO COMPLIANCE FOR 2018"

Changing healthcare regulations and increased enforcement are on the horizon... and as compliance leaders look to play a strategic role in their organizations, consistent communication with the C-suite, although vital, will not be enough. The coming year will be a busy one for healthcare compliance leaders...changes in data reporting and records, collaboration, privacy and security, consumer rights, risks and more. With the expansive changes in the federal reform of healthcare, the regulatory and compliance landscape for 2018 is clear... Compliance leaders face several challenges. Join us in discussion and learn about how compliance leaders prepare for next year's top issues.

Speaker: Melinda Montoya, JD, CPC, CHC, CHPC, Vice President & Chief Compliance Officer, Renown Health

Speaker: Tim Eng, Managing Consultant, RGP

More Speakers TBA!

11:00 AM - 12:30 PM

"THE FUTURE OF JOBS IN HEALTHCARE - INSIGHTS FROM INDUSTRY LEADERS"

The current trend in employment in the healthcare industry predicts a growing need for qualified healthcare professionals in response to a rising demand for healthcare services. Very few areas of employment in the world are expanding as fast as careers in healthcare, and that growth is not anticipated to stop in the foreseeable future. For individuals currently working or seeking employment in healthcare, it may be beneficial to explore the business side of this growing industry. A career in healthcare management can allow professionals the opportunity to impact quality of patient care. Join us in discussion and learn about the core attributes and knowledge healthcare employers generally seek in managers. Learn about other opportunities for medical and health services managers outside of hospitals in other health settings such as public health departments, long-term care facilities, community clinics, health insurance firms and consulting firms.

Moderator: April Hansen RN, MSN Clinical Services, Aya Healthcare Workforce Solutions

Speaker: Jim Gauss, MHA, Senior Partner, Witt / Kieffer

Speaker: Ellen Zaman, AVP, Government, and Industry Relations, Children's Hospital Los Angeles, Regent - California Southern, American College of Healthcare Executives

Speaker: Gregory Padilla, CEO, Coast Plaza Hospital

12:30 PM - 1:30 PM

KEYNOTE & LIGHT LUNCH

*"Breaking Through Middle Management:
Capitalizing on Personality Characteristics
Exhibited by the Highest Executive Leaders"*

Keynote Speaker: Dr. Caroline Latterman, PhD, MSEd, Founder, CEO, Linguistic Consulting

Presenter: Rolando J. Gomez, MBA, President-Elect, NALHE / Administrator, Government and Public Policy, Children's Hospital Los Angeles



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1:30 PM - 3 PM

"THE PAYER AND PROVIDER TEAM - CHANGING THE TRAJECTORY OF HEALTHCARE SPENDING"

The importance of payer-provider collaboration in the new era of accountable and value-based care and the challenges involved in transforming what has historically been an adversarial relationship is critical in the efforts to improve care, share data, and perhaps most importantly, reduce healthcare costs. The integration of payer and provider systems is one of the most dynamic and interesting segments of the health care market today. Many successful cost reduction strategies such as new payment and delivery models focus on hospital-physician alignment. Equally important, however, is aligning the two biggest players – hospitals and payers – in a way that facilitates better care quality and clinical outcomes at a lower cost. Join us in discussion with both parties, payer and provider, working toward common objectives to improve population health, aligning incentives around value, and subsequently reducing healthcare costs.

Moderator: Salvador Esparza, DHA, RN, FACHE, Associate Professor and Director, Health Administration Program, California State University, Northridge

Speaker: Nicholas Tejeda, CEO, The Hospitals of Providence Transmountain Campus

Speaker: Esteban Lopez, President, Blue Cross Blue Shield, San Antonio TX

Speaker: Carla D'Angelo, Vice President, COPE Health Solutions

Speaker: Pedro Barez MHSA, FACHE, COO, St. Luke's Episcopal Hospital - Ponce, UPR Medical Sciences Campus

3:00 PM - 3:30 PM

NETWORKING BREAK

3:30 PM - 5:00 PM

"THE CUSTOMER IS ALWAYS RIGHT - HOW CULTURAL COMPETENCY CAN INCREASE PATIENT SATISFACTION & QUALITY OF CARE"

The healthcare business landscape is changing. The increased emphasis on quality and cost-containment means that many healthcare organizations are seeking to develop and implement innovative approaches to improve performance measures. More healthcare organizations are expanding upon their progress in this area, improving healthcare services, quality, and health outcomes, while having broad community impact. A key area of focus in this work is organization-wide cultural competence and workforce diversity, or cultural effectiveness. The bottom line: Hospitals and healthcare systems that understand their patient populations and make quality improvements across all demographic groups will improve overall performance and satisfaction. Join us in discussion to learn about initiatives that have tangible returns on investments in organizational strategies that increase workforce cultural competence and diversity.

Moderator: Kat Caminiti, Director, Integrated Health Systems and Strategic Accounts, Baxter Healthcare

Speaker: Hector Balcazar, MS, PhD, Dean, College of Science and Health, Charles Drew University of Medicine and Science

Speaker: Hilda Manzo-Luna MSN, BSN, RN, CNO, La Palma Intercommunity Hospital

Speaker: Marcos Pesquera, System VP, Health Equity, Diversity, & Inclusion, Christus Health



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3:30 PM - 5:00 PM

"IT IS MEANINGFUL – INFORMATION TECHNOLOGY'S IMPACT ON PATIENT CARE"

Health IT is a facilitator of culture change! The consumer today is taking a more active role in managing their health and care; hospitals, health systems and payers have data that is informing policy and decision makers; and our IT systems are increasingly becoming incorporated into new payment models and proposals that are driving down costs. That promise of advanced technology to transform healthcare is here today! We are in an exciting and dynamic period of information technology implementation which is generating knowledge that informs and impacts healthcare organizations, healthcare workers and ultimately, patient outcomes. Join us in a discussion to learn about strategic initiatives that are building on new discoveries, that are identifying and reducing health disparities, and that are seeking to ensure that all patients have access to their own health information and that all providers have secure electronic health records systems capable of coordinating care across multiple settings.

Moderator: Jason Ortiz, MIS, FHIMSS, CPHIMS, Manager Clinical Applications-IS, SHARP

Speaker: Steven Garske, SVP, CIO, Children's Hospital Los Angeles

Speaker: Sam King, MBA, MPH, FHFMA, FHIMSS, President-Elect, HFMA Southern CA, Faculty, USC

Speaker: Brian Arellanes, CEO/Chairman & Founder, ITSourceTEK, Inc.

3:30 PM - 5:00 PM

"LIFE AS A HEALTHCARE EXECUTIVE - A YOUNG CEO'S PERSPECTIVE"

Nearly 70% of healthcare leaders responding to one recent survey anticipated retiring sometime within ten years, and many plan to change jobs within the next 5 years. Per the American College of Healthcare Executives, the rising CEO turnover rate increased from 14% in 2001 to its highest level in 2013 at 20%, backing off only slightly to 18% in 2014 and 2015. Executives likeliest to leave after a CEO departure are: CFO – 41%, COO – 35%, and CNO – 26%. This has led to a variety of leadership opportunities for young health care professionals. Though this task is not always easy; generational differences, age and experience all contribute to the challenges faced by a "young" leader. Join us in this presentation where a "Young CEO" shares his perspective and provides some insight into the C-Suite.

Presenter: Nicholas Tejeda, CEO, The Hospitals of Providence Transmountain Campus

5:00 PM - 12:00 PM

NALHE SIGNATURE RECEPTION DINNER & AWARDS CEREMONY

5-6 PM

Networking

6-6:30 PM

Recognitions, Speeches, & Awards

6:30 PM

Dinner

7-11PM

Mestizo LA Salsa Band



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FRIDAY, SEPTEMBER 15TH

7:30 AM - 8:45 AM

SUNRISE BREAKFAST - KEYNOTE ADDRESS

"HealthCare Forecast 2018 - The Run Up to the Midterms"

(Continental breakfast and light refreshments provided)

Is healthcare shaping 2018 predictions for the Midterms? We've heard from many senior strategists, lawmakers, and potential candidates that have expressed varying degrees of concern over the political implications of The Healthcare Reform Push. Was rushing through a bill, which lacked broad public support, now shaping the political environment? Is it making it more unpredictable than at any point since the passing of the Affordable Care Act? We need to know...what 2018 will bring to the various models of affordable healthcare; to payment models for safety net providers; to the insurance industry; and to the millions that may or may not be insured. Join us for the "Welcome Back" - keynote address; "HealthCare Forecast 2018 – The Run Up to the Midterms"

Keynote Speaker: Martin Gallegos, DC, SVP, Health Policy & Communications, Hospital Association of Southern California

Presenter: Matthew Gomez, MHA, Chapter Leader, NALHE Southern California, Co-Chair NALHE Leadership Summit

9:00 AM - 10:30 AM

"DRIVING THE BOTTOM LINE - HOW A DIVERSE LEADERSHIP AND AN INCLUSIVE ENVIRONMENT CAN PAY OFF"

Is healthcare shaping 2018 predictions for the Midterms? We've heard from many senior strategists, lawmakers, and potential candidates that have expressed varying degrees of concern over the political implications of The Healthcare Reform Push. Was rushing through a bill, which lacked broad public support, now shaping the political environment? Is it making it more unpredictable than at any point since the passing of the Affordable Care Act? We need to know...what 2018 will bring to the various models of affordable healthcare; to payment models for safety net providers; to the insurance industry; and to the millions that may or may not be insured. Join us for the "Welcome Back" - keynote address; "HealthCare Forecast 2018 – The Run Up to the Midterms"

Moderator: Cie Armstead, Director, Diversity & Inclusion, ACHE

Speaker: Rosa Colon-Kolacko, SVP, Chief People Officer, NYC Health & Hospitals

Speaker: Mike Lee, FACHE, MBA, NHA, Director of Nursing Facilities, Molina Healthcare of California

Speaker: Richelle Dixon, FACHE, Vice President of Ambulatory Services for CHI, St. Luke's Health in Houston, TX, President-Elect, NAHSE

Speaker: Institute For Diversity - AHA



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10:30 AM - 11:00 AM

NETWORKING BREAK

11:00 AM - 12:30 PM

CASE PRESENTATION: MENTAL HEALTH "BEYOND THE TALK - THE WHOLE-PERSON APPROACH TO MENTAL HEALTH"

The need for leadership and innovation in serving persons with mental illnesses has never been greater. Every year, about 43 million American adults suffer from some mental illness. This growing number and the various mandates, boundaries, pressures, and lack of resources can make it considerably challenging for healthcare executives and professionals seeking to address issues in the delivery of mental health care. But within the mental health system, like any other complex system, there are many opportunities to innovate, change, and employ new philosophies and practices that achieve the "Triple Aim." Join us in discussion and learn about the Whole-Person Care Approach and other concepts being implemented to approach the challenge of addressing mental health, wellness, and social needs in concert rather than in isolation.

Los Angeles County Health Agency (system)

Speaker: Pattie Soltero Sanchez, RN, BSN, MAOM, Chief Nursing Officer

Chief Nursing Information Officer, Los Angeles County-Harbor/UCLA Medical Center

11:00 AM - 12:30 PM

"THE C-SUITE INTERVIEW - DON'T WORRY, IT'S A MOCK..."

It is a common misconception that there is no way to prepare for an interview: "you either know it or you don't." Unfortunately, this attitude has led to many avoidable interviewing failures. Preparing for an interview is a process that takes a lot of practice and participating in a mock interviewing session, is a great way to ready yourself for your next interview. Mock interviewing will test your interviewing skills, familiarize you with common interview questions, provide feedback and tips, and help to calm your nerves. Sign up to interview with one of our NALHE C-Suites at our Summit.

C-Suite Interviewer: Hilda Manzo-Luna MSN, BSN, RN, CNO, La Palma Intercommunity Hospital

C-Suite Interviewer: Sally Hurt-Deitch, FACHE, President, NALHE / Market Chief Executive Officer, The Hospitals of Providence

C-Suite Interviewer: James G. Wetrich, FACHE, CEO, The Wetrich Group LLC

C-Suite Interviewer: Rosa Colon-Kolacko, SVP, Chief People Officer, NYC Health & Hospitals

C-Suite Interviewer: Eddie Cruz, MBA, VP Operations, ACCESS Community Health Network



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12:30 PM - 1:30 PM

LUNCH BREAK

Take this time to explore and dine at UNIVERSAL CITYWALK!

1:30 PM - 3:00 PM

"POPULATION TO PROVIDER, THE ROLE OF THE COMMUNITY HEALTHCARE WORKER"

Community Health Workers (CHW's) serve as a viable bridge between the communities they serve and the health care systems that serve those communities. While we recognize that community health workers are a promising approach, it's also equally important to understand their effectiveness within the context of individual programs. In coordination with healthcare providers, CHWs offer health, wellness, and disease prevention and management services in order to decrease health disparities and achieve the Triple Aim — better experience of care, improved population health, and lower per capita costs. Join our discussion as we dive into the impact the Community Health Workers can have in your organization and community.

Speaker: Juan Carlos Belliard, PhD, MPH, Loma Linda University, School of Medicine & Lily Lee, Director of Academic Programs, Promotores Academy at San Manuel Gateway College in the Loma Linda University

Speaker: Melinda Cordezo-Barzaga, Associate Director, Vision y Compromiso

1:30 PM - 3:00 PM

"PUTTING PRIMARY CARE FIRST - PRACTICE MANAGEMENT IN A SHIFTING LANDSCAPE"

It's no secret that it is a difficult time to be a primary care provider (PCP) in the United States. Primary care practices are being asked to treat more and more patients—while reimbursement levels shrink. Subsequently, many areas of the nation are experiencing a PCP shortage, but the demand for primary care access is expected to continue growing. This strain on primary care is paralleled by an increased emphasis throughout the healthcare industry on population health management, a shift from care centered in the acute environment to care centered in the ambulatory space—and puts more responsibility on primary care practices. Join us in this discussion to learn about Practice Management Solutions that are Putting Primary Care delivery first.

Moderator: Louis Rubino, Ph.D., FACHE, Chair, Health Sciences, Department, California State University, Northridge

Speaker: Hector Flores, MD, Chair, Department of Family Medicine, White Memorial Medical Center

Speaker: Eddie Cruz, MBA, VP Operations, ACCESS Community Health Network

Speaker: George Weiss, MHA, Executive Director, Children's Hospital Los Angeles Health Network



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1:30 PM - 3:00 PM

"BE IN THE KNOW - ADMINISTRATIVE FELLOWS TELL ALL"

An Administrative Fellowship Program is a prestigious hospital or healthcare system program that is designed as a fast-track to transition top graduate students into operations management positions through focused mentoring, stretch assignments and leadership experiences. Learn about how to prepare for leadership opportunities through direct participation in activities that build and strengthen your essential administrative skills. Our panel of former and current Administrative Fellows tell all!

Speaker: Victor Pena, Assistant Hospital Administrator, LAC+USC Medical Center

Speaker: Leticia Valadez, Division Administrator, Ambulatory Care - Surgery, Children's Hospital LA

Speaker: Rathi Ramasamy, MPH, Administrative Fellow, Hospital Association of Southern California

3:00 PM - 3:30 PM

NETWORKING BREAK

3:30 PM - 4:00 PM

CLOSING SESSION

"What's Next with NALHE?" – See you in Denver 2018

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