

10th
Annual

People in Healthcare Summit

Sustaining Engagement, Leadership and Culture in Times of Crisis and Change



zoom

September 21-22

HRO
TODAY



Sustaining Engagement, Leadership and Culture in Times of Crisis and Change

September 21-22



Human Resource departments in Healthcare are facing a situation unlike any they have before. The COVID outbreak has highlighted any number of problems, from how healthcare organizations operate from a business perspective to how understaffed many are in facing this crisis.

Amid a pandemic, the industry faces perhaps its biggest challenge yet. Busy hospitals in places where COVID-19 has hit the community hard are coping with difficult circumstances. The pandemic has caused the cancellation of voluntary and non-emergency procedures, an important revenue generator for hospitals who now need money for everything from PPE to increased staff hours.

This has left leaders with difficult decisions and HR departments trying to keep the workforce engaged and able to fight burnout. As leaders do everything in their power to beat COVID-19 and ensure their hospitals survive the crisis, they must urgently safeguard employees' needs and facilitate their success. This crisis calls for world-class people leadership.



Sustaining Engagement, Leadership and Culture in Times of Crisis and Change

September 21-22



According to Gallup, only 54% of healthcare employees feel well prepared to do their job, and even fewer (37%) feel very confident they'll be able to successfully do their job if the outbreak continues. There has never been a more critical time to support the brave individuals who risk their lives each day to care for and help others.

The 10th Annual People in Healthcare Summit will be equipping HR leaders with strategies and materials to ensure efficient and effective crisis management so that they can sustain engagement and wellness, culture and performance, patient and employee experience, as well as position themselves as a strategic partner while upholding the critical value of talent management in the midst of a global pandemic.

Join an exclusive senior level faculty and group of HR practitioners within hospitals, clinics, and other patient care facilities to discuss best practices in talent acquisition, engagement and development. Network with a group of your peers and get insight on the latest technology and processes to thrive and survive the age of Coronavirus.

At the 10th Annual People in Healthcare Summit we will be discussing topics like:



- The Concept of Health Equity
- Removing bias and developing cultural competency to impact the quality of care
- Engaging and Developing Physicians and Nurses
- Fostering Innovation and Happiness in the midst of adversity
- Promoting and Sustaining Employee Wellbeing
- Supporting a sound organizational culture
- Increasing recruiting efficiency
- The Role of Technology in creating an optimal employee experience
- The Value of Inclusive Leadership

Confirmed Speakers Include:



Dr. Ronald Copeland,
*Senior Vice President and Chief
Diversity Officer, **Kaiser Permanente***



Pamela Abner,
*Vice President and Chief Administrative
Officer Office for Diversity and
Inclusion, **Mount Sinai Health System***



Tobias Washington,
**Director Learning Experience, Design
and Technology, CHRISTUS Health**



Carole Hackett, **Chief Human
Resources Officer, Houston Methodist**



Scott Dimmick,
**Chief Human Resources Officer,
Lakeland Regional Health**



Thomas Vernon, **Vice President
Talent and Experience, Houston
Methodist**



Cathy Knorzer,
**Chief Nursing Officer,
University Hospitals**

Confirmed Speakers Include:



Cathy Fraser,
**Chief Human Resources Officer,
Mayo Clinic**



Diana Hinojosa,
**Healthcare Recruitment Manager,
LevelUP**



Cathy Henesey,
**Executive Director Talent Acquisition
and HR Shared Services,
AdventHealth**



John Fitzgerald,
**Global Chief People Officer,
LevelUP**



David Hoff, **Chief Operating Officer,
EASI Consult**



Jennifer Hunt, **Director Physician
Leadership Academy, OSF HealthCare**

Main Conference Day 1 | September 21, 2020

9:30am

[Welcome to People in Healthcare! - Networking Room](#)

Introduce yourself to those at your table and view sponsor information while enjoying your morning coffee and getting ready for sessions. We will make an announcement when it is time to start the sessions.

[Keynote: Agility, Innovation, and Joy During a Global Pandemic](#)

Cathy Fraser, *Chief Human Resources Officer, Mayo Clinic*

COVID-19 forced HR teams to move with urgency addressing the unplanned and not resourced massive workforce actions. With an optimistic mindset, Mayo Clinic set out to make “lemonade out of lemons” to achieve the objectives. The team pivoted from a visionary “workforce of future” program to crisis “COVID-19 safety and financial stabilization” operation, demonstrating the impact of agility and innovation, and even finding moments of joy. During this session you will learn why and how to:

- Leverage innovation - consider big ideas from the past, as solutions to new problems
- Embrace agility - assess and learn from mistakes and unexpected outcomes to strengthen your future programs and work
- Seek joy - construct your team with people who shine in the current context; not necessarily your traditional “best performers”

[Keynote: From Cultural Competency to Health Equity - The Transformative Role of Inclusive Leadership and the Pursuit of Health Equity](#)

Dr. Ronald Copeland, *Senior Vice President and Chief Diversity Officer, Kaiser Permanente*

In the year 2000, the Office of Minority Health, U. S. Department of Health and Human Services released a set of standards (15) to help guide and drive improvements in the delivery of care services and experiences that were culturally and linguistically appropriate. The Principal Standard states: “Provide effective, equitable, understandable and respectful quality care and services that are responsive to diverse cultural health beliefs and practices, preferred languages, health literacy and other communication needs.”

This effort was initiated and launched in response to the growing body of research evidence regarding the drivers of racial and ethnic health and healthcare disparities across our country. Over the past two decades, many hospital and health care systems have attempted to successfully implement and scale these standards and practices across their respective workforces and care delivery systems. Most have experienced highly variable results.

This session will focus on exploring and understanding the critical role that inclusive leadership and a strategic framework for workforce and health equity can play in delivering the health system benefits desired for patients, staff and community.

Learning Objectives:

1. Learn about the essential requirements to successfully implement and scale inclusive leadership and equitable care outcomes.
2. Identify the key elements of the “business case” for these investments and the challenges that must be overcome to derive the desired benefit.
3. Learn how the adoption of a strategic framework that integrates quality improvement, equity and inclusion, can enhance scalability

10:45am



Main Conference Day 1 | September 21, 2020

11:30am

[Mitigating Bias Through Cultural Awareness to Improve Patient Experience and Outcomes](#)

Pamela Abner, *Vice President and Chief Administrative Officer Office for Diversity and Inclusion*, **Mount Sinai Health System**

As more data emerges that show how social inequities are fueling the pandemic in the United States, it is clear that cultural competency and bias awareness in healthcare is more important than ever. Healthcare professionals typically do not view themselves as being biased. But, because healthcare professionals are human, they have an unintentional “disconnect” between their desire to provide equal treatment and the way their clinical decision making is influenced by patients’ race, ethnicity, socioeconomic status, and other social group membership traits, all of which are tenets of disparity. In this session we will discuss how healthcare disparities might be reduced through a patient-centered approach to cultural competency training, general knowledge of the cultural context of clinicians’ patient population, and attention to the effects of racial bias and discrimination among both clinicians and non-clinical staff.

Educational Objectives

1. Gain an understanding of key concepts of bias and unconscious bias.
2. Become aware of how your cultural background impacts your perceptions and critical health care decisions.
3. Consider the impact of COVID-19 on your cultural context as well of that of others.
4. Identify how processes of the unconscious mind influences interactions with patients and may compromise inclusion and equity.
5. Increase your understanding of how improved cultural awareness may positively impact patient experience and outcomes.
6. Examine strategies to mitigate unconscious bias and practice cultural awareness to enhance the patient experience.

12:15pm

[Prioritizing People - How HR and Talent Acquisition are Working Together to Create a Better Employee Experience](#)

Diana Hinojosa, *Healthcare Recruitment Manager*, **LevelUP**

John Fitzgerald, *Global Chief People Officer*, **LevelUP**

Employee expectations around company benefits continue to evolve. With the added pressures of a global pandemic and increased demand within the healthcare sector, employers are exploring how they can support their workforce. This presentation will explore how HR and Talent Acquisition professionals are working together to employ modern approaches and develop programs aimed to attract and retain a happy and healthy workforce.

[Networking Break](#)

Head over to our networking break room. Grab lunch or a snack and chat with other attendees

1:00pm

Main Conference Day 1 | September 21, 2020

1:45pm

[The Houston Methodist Story of Engagement, Culture, and Innovation - Preparing for the Workforce of the Future... and the Present](#)

Carole Hackett, *Chief Human Resources Officer*, **Houston Methodist**
Thomas Vernon, *Vice President Talent and Experience*, **Houston Methodist**

Learn how Houston Methodist creates and fosters its values-based culture of engagement to strive for Unparalleled Safety, Quality, Service and Innovation. Houston Methodist will highlight what they are doing to prepare for the workforce of the future, respond to market disruptions, and foster a culture of innovation. This session will include case studies, strategies, tools, and the associated results of their ongoing multi-year plan.

- Learn how Houston Methodist aligns and engages its workforce to organizational strategy
- Discuss the Human Resources innovation imperatives
- Experience tools and tactics used to continuously enhance culture at Houston Methodist

2:45pm

[The Evolution of the Digital Talent Experience](#)

Tobias Washington, *Director Learning Experience, Design and Technology*, **CHRISTUS Health**

In this demanding climate, the importance of the “talent experience” is taking over HR, shifting the mindset of how companies should provide for and engage their employees. Dynamic talent management technologies are emerging in response to these growing demands that leverage state-of-the-art solutions to redesign the work experience for both employees and employers.

Even if you have award-winning L&D, if you don't have the ability to offer your employees a more in the moment of need learning experience, your business will feel the impact. Join this presentation to examine how leaders in HR and L&D are looking at today's talent landscape and taking a holistic approach to digitizing the employee experience. This session will share insights and a discussion on how a strong employee experience leads to better performance and creates a stronger sense of belonging, trust and relationship in your workforce. Finally, we will dissect the role that technology is playing in the intersection of L&D and HR.

3:30pm

[Conference Day 1 Sessions Conclude](#)

9:30am

[People in Healthcare Networking Room](#)

Kickoff day 2 in the networking room. Speak with other attendees and view vendor partner content. We will make an announcement when it is time to start the sessions.

10:00am

[Let's Get Real - Using Common Courtesy, Caring and Kindness to Enhance Retention and Patient Experience](#)

Cathy Knorzer, *Chief Nursing Officer, University Hospitals*

Despite the shortage of high-quality healthcare workers, the ability to recruit and retain exceptional teammates in a high demand time is possible. Leader rounding, servant leadership, transformational leadership, reward and recognition, advancement opportunities are some of the recommendations to enhance engagement and patient experience.

In this session we will explore the use of the Humanistic approach in leading teams and cultivating an organizational culture where employees feel happy, valued, appreciated, and remain motivated. Cathy will share leadership practices that embraces talent of all generations and increases your retention while promoting a positive patient experience.

10:45am

[Pandemic Planning to Market Downturn – The Rise and Fall of Talent Acquisition](#)

Cathy Henesey, *Executive Director Talent Acquisition and HR Shared Services, AdventHealth*

Talent Acquisition isn't usually the top discussion in any disaster planning toolkit. Disaster Plans usually include safety and evacuation procedures, business continuity planning, and recovery plans. Despite a business's best effort, no one has really planned for a pandemic before. This session will follow a large healthcare system's journey to plan for double occupancy that didn't materialize all the way to a significant drop in hospital services within 2 months. The Talent Acquisition team went from over 5,000 requisitions down to 0 requisitions in less than a week and learned how to redeploy themselves to other parts of the organization who couldn't fill positions. Learn how project plans and teams came together overnight and what new tools were needed to be nimble and responsive to daily changing needs.

In this session, you will learn the following:

- Identify key components of a Rapid Hiring Plan and identify what procedures should be changed when you are in an "Emergency State".
- Identify lessons learned and pitfalls you might face when planning for a shortage of staff in a high demand market.
- Identify the "New Normal" procedures and practices that any Talent Acquisition team should consider after a pandemic/emergency state.

11:30am

[Transformational Leadership - Developing High Potential Leaders in Healthcare](#)

David Hoff, *Chief Operating Officer, EASI Consult*

Jennifer Hunt, *Director Physician Leadership Academy, OSF HealthCare*

According to J. Hogan et al in their article entitled "[Managerial Derailment: Personality Assessment and Mitigation](#)", 67% of leaders fail. Why do people who were successful in past roles falter when their responsibilities change? Dr. Warner Burke at Columbia University would say the reason many people fail in different roles is due in part to Learning Agility. Learning Agility as defined by Hoff in "Learning Agility- The Key to Leader Potential", is finding yourself in a situation you have never been before, not knowing what to do and figuring it out. Does that sound like something that could be useful in the current environment in healthcare?

- How OSF healthcare partnered with E.A.S.I-Consult® to create a Transformational Leadership Program for their High Potential leaders.
- The difference between Learning Ability and Agility.
- What nine dimensions are measured in the Burke Learning Agility® Inventory?
- How does Learning Agility interact with things like leadership style and organizational climate?
- How can you develop Learning Agility?

[Break](#)

Head over to our networking break room. Grab lunch or a snack and chat with other attendees

12:15pm

[Keynote: Leveraging Wellness - A Strategic Priority for Appreciation, Engagement, Retention and Financial Performance](#)

Darrick Paul, *Chief People Officer, MUSC Health*

In today's volatile, uncertain, complex and ambiguous (VUCA) environment, it is imperative that organizations focus time and resources towards the overall wellbeing (familial, physical, mental, emotional, financial and spiritual) of their workforce. This is vitally important, in particular in light of the COVID-19 global public health crisis and the resulting unprecedented emotional and financial strains placed upon staff and the economic havoc suffered by organization. After all, it's the people who can make -or break- the success of the organization.

This session will focus on the fundamental concepts and strategies to develop and deploy an integrated and sustainable wellbeing program.

Learning Concepts

- Preview concepts and research to support the importance of wellbeing.
- Examine the cultural and organizational changes necessary to build an inclusive engaging work environment.
- Gain actionable tips and tools for leading, engaging, appreciating and retaining a generationally diverse workforce.
- Explore leadership in the VUCA environment (volatile, uncertain, complex and ambiguous).

1:45pm

Acquiring and Developing a Diverse Pipeline of Top Talent

Scott Dimmick, *Chief Human Resources Officer*, **Lakeland Regional Health**

The organizational capabilities to attract, recruit, hire, develop, promote, and advance a diverse pipeline of top talent is one of the most important imperatives necessary for the success of a health system. This capability is directly applicable to both the overall healthcare workforce, the healthcare leadership, and the senior clinicians and physicians within the healthcare industry. It is undisputed that the evidence-based management and the evidence-based medicine strongly substantiates this imperative, and the research studies are replete with findings that exhort healthcare leaders to adopt and perfect this organizational strategy. This presentation will describe an integrated framework on how to design and implement a comprehensive program to acquire and develop a diverse pipeline of top talent, which health systems can replicate to achieve positive sustainable outcomes and long-term culture change.

Learning Objectives:

1. Despite a lot of talk, why do some diversity and inclusion programs fail to work? How can diversity programs move from talk to action?
2. What are the latest evidence-based talent management solutions that produce an amazing return on diversity investment?
3. How can those solutions be incorporated within a practical framework to acquire and develop a diverse pipeline of top talent, and achieve sustainable outcomes and long-term culture change?

3:15pm

Conference and Day 2 Sessions Conclude

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