



January 5-7, 2024

GHA ANNUAL TRUSTEE CONFERENCE

Join your fellow hospital leaders and trustees from all over the state on Friday, Jan. 5 at The Ritz-Carlton Reynolds, Lake Oconee. This conference will educate hospital leaders on the continual changes taking place in health care delivery. GHA is pleased to present an outstanding lineup of nationally recognized speakers, including Greg Abel, Tailfin Marketing; James Rice, Gallagher; Phil Gwoke, BridgeWorks, and more!

THE RITZ-CARLTON REYNOLDS, LAKE OCONEE

WWW.GHA.ORG/TRUSTEE

AGENDA

Friday, Jan. 5

- 1-4 p.m. Registration (*Ritz-Carlton Ballroom (RCB) Foyer*)
- 3:30-3:45 p.m. **Welcome from the President & CEO** (*Ritz-Carlton Ballroom*)
Caylee Noggle
- 3:45-4 p.m. **Leadership GHA (LGHA) Graduation** (*Ritz-Carlton Ballroom*)
Caylee Noggle, President & CEO and
Andy Cobb, SVP, Member Education & Engagement
Georgia Hospital Association
- 4-5 p.m. **A Matter of Trust**
(*Ritz-Carlton Ballroom*)
Greg Abel, Founder
Tailfin Marketing
- 5:30-7 p.m. **Cocktail Reception** (*Pavilion*)

Saturday, Jan. 6

- 8-9:30 a.m. Breakfast Buffet (*RCB Foyer*)
- 8:30-9:30 a.m. **Legislative Panel** (*Ritz-Carlton Ballroom*)
Rep. Butch Parrish
Anna Adams, EVP, External Affairs, Georgia Hospital Association
- 9:45-10:45 a.m. **Seven Essential Factors for Excellent Governance** (*Ritz-Carlton Ballroom*)
James A. (Jim) Rice, Ph.D., LFACHE, Senior Adviser
Gallagher

AGENDA

- 11 a.m.-noon **Access to Care – Panel Discussion** *(Ritz-Carlton Ballroom)*
Russel Carlson, Commissioner
Department of Community Health (DCH)
Kevin Tanner, Commissioner
Department of Behavioral Health and Developmental Disabilities (DBHDD)
Kathleen E. Toomey, M.D., M.P.H., Commissioner
Department of Public Health (DPH)
- Noon-1 p.m. Lunch *(Ritz-Carlton Ballroom)*
- 1:30-2:30 p.m. **Hospital Leadership Training Program Recertification - Optional Session**
(Ritz-Carlton Ballroom)
Charles Owens, MSA, Clinical Associate Professor
Georgia Southern University
- 6-7:30 p.m. **Distinguished Service Award (DSA) Presentation Dinner**
(Ritz-Carlton Ballroom)
- 8-9:30 p.m. **Evening Reception** *(Lobby & Barrel Room)*

Sunday, Jan. 7

- 8-9:30 a.m. Breakfast Buffet *(RCB Foyer)*
- 8:45-9:45 a.m. **Hospitals 101: Ask the Experts** *(Ritz-Carlton Ballroom)*
GHA Staff
- 10-11 a.m. **When Generations Connect** *(Ritz-Carlton Ballroom)*
Phil Gwoke, Gen Expert
BridgeWorks
- 11 a.m. Closing Remarks

SESSION DESCRIPTIONS

A Matter of Trust

Greg Abel, Founder

Tailfin Marketing



This interactive session, Greg Abel will discuss trust in health care -- who consumers trust, why they trust them, and how hospitals can work to earn the trust of their patients, communities, and consumers.

Greg Abel's career began in advertising at McCann-Erickson and Fitzgerald+CO in Atlanta. He then jumped on the digital wave early by joining digital marketing mega-consultancy US Web/CKS (later marchFIRST) where he helped to develop digital strategy and user experiences for a range of consumer brands. In 2001, Greg founded Tailfin, which has grown into a diverse digital marketing and creative services agency. Greg's 25+ years of experience includes work for clients like Hilton Hotels, Chick-fil-A, Piedmont Healthcare, Phoebe Health, Georgia Tech, JLL, PruittHealth, HydraFacial, Southern Company, and Georgia Natural Gas, to name just a few.

Legislative Panel

Rep. Butch Parrish

Anna Adams, EVP, External Affairs, Georgia Hospital Association

Hear about the upcoming legislative session and how your hospital can best prepare. The panel will also discuss the best ways to get to know your local senators and representatives and educate them on the issues that matter to you and your community most.

Seven Essential Factors for Excellent Governance

James A. (Jim) Rice, Ph.D., LFACHE, Senior Adviser

Gallagher



A transformative hospital and health system industry calls for bold leadership strategies and structures to achieve and sustain renewed vitality. Wise board work helps enable and empower the success of those leaders who deliver and manage health care for the communities they serve. This session will explore essential practices for high-performing health sector boards.

James A. (Jim) Rice, Ph.D., LFACHE focuses on strategic governance structures and systems for high-performing, tax-exempt nonprofit, credit union, medical groups, and health sector organizations with integrated care systems; visioning for not-for-profit organizations; and leadership development for physicians, boards and C-suite senior leaders. He has worked in over 34 countries and holds faculty positions at The Strathmore School of Business, Nairobi, Kenya; The Advance Institute for Health Services Management in Prague, the Czech Republic; The Judge School of Business, Cambridge University, Cambridge, England; and the Program in Health Administration at the University of Minnesota's School of Public Health.

SESSION DESCRIPTIONS

Access to Care – Panel Discussion

Russel Carlson, *Commissioner*

Department of Community Health (DCH)

Kevin Tanner, *Commissioner*

Department of Behavioral Health and Developmental Disabilities (DBHDD)

Kathleen E. Toomey, M.D., M.P.H., *Commissioner*

Department of Public Health (DPH)

State leaders will share how they are working to educate Georgians on all opportunities for health care coverage. Discussion will include updates on the Georgia Access and Pathways to Coverage programs, as well as other opportunities for coverage. Hospitals will learn how they can help promote these options in their communities and help patients take advantage.

Russel Carlson leads DCH, the state agency responsible for health care purchasing, planning and administration of Medicaid, PeachCare for Kids, and the State Health Benefit Plan, while regulating health care facilities across the state for compliance with existing state and federal laws. He previously served as chief health policy officer for DCH and vice president of government relations for the Georgia Health Care Association. He was also the highest-ranking civilian in the Georgia Department of Defense as the Deputy Adjutant General.



Kevin Tanner leads the Georgia Department of Behavioral Health and Developmental Disabilities, where he manages efforts by community providers to offer treatment and support services to help people with behavioral health challenges lead meaningful and fulfilling lives. Prior to his appointment to this role by Gov. Brian Kemp, he served as the County Manager of Forsyth. Gov. Kemp also appointed him as chair of the Behavioral Health Reform and Innovation Commission in 2019. Previously, he served four terms as a State Representative for District 9 and has a total of 32 years in public service.



Kathleen E. Toomey, M.D., M.P.H. is an epidemiologist and board-certified family practitioner, and was appointed commissioner of DPH by Gov. Brian Kemp in March 2019. In this role, Dr. Toomey oversees 159 county health departments in 18 health districts and various public health programs. She previously served as director of the Fulton County Department of Health and Wellness and led its transition to become the Fulton County Board of Health. She continued as district health director until December 2018. Dr. Toomey has held key leadership positions with the State of Georgia as well as national and international leadership positions with the Centers for Disease Control and Prevention (CDC), including at the country director in Botswana. She also previously served as the director of the division of public health with the Georgia Department of Human Resources.



SESSION DESCRIPTIONS

Hospital Leadership Training Program Recertification Session - (Optional)

Charles Owens, MSA, Clinical Associate Professor
Georgia Southern University

This optional session has been approved by the Georgia Rural Health Innovation Center as a 1-hour review of the original certification curriculum of the GHA & Georgia Southern Hospital Leadership Training Program and is intended for enrolled participants seeking recertification.

Distinguished Service Award (DSA) Presentation Dinner

The Distinguished Service Award honors a hospital trustee or community leader who has made outstanding contributions to health care. Join us for a presentation to honor this year's winner and hear how they have transformed their hospital and improved lives in their community.

Hospitals 101 - Ask the Experts

GHA Staff

You have been appointed to your local hospital's board. Now what? Designed specifically for new board members, this session provides a high-level overview of hospitals' structure, financing, and regulation.

When Generations Connect

Phil Gwoke, Gen Expert
BridgeWorks



Four distinct generations are working together shoulder to shoulder, each with a unique set of attitudes, values, and work styles. To become stronger as a team, it's important to understand these inherent generational dynamics. Discerning what motivates each generation and how they communicate is essential to overcoming barriers and capitalizing on strengths. Tapping into the power and perspective of each generation helps everyone feel empowered, valued, and understood. But are you equipped to convert this form of diversity from an obstacle to an opportunity? This session will explain the differences of each generation, address the stereotypes that can cloud our judgment, and present solutions to best engage every generation.

Phil Gwoke is one of BridgeWorks' resident Gen Xers and brings his unique humor, experiences, research, and generational expertise to every keynote, workshop, and training session he delivers. He is a firm believer that with the proper motivation, training, and support system, members of any generation are capable of remarkable accomplishments. With his down-to-earth, relatable style and dedication to presenting research in a digestible, entertaining way, Phil has become a fast favorite with audiences around the country. As an internationally recognized speaker, he has shared his wisdom and inspired audiences in 43 different states and four continents. Before becoming a speaker, he pursued his passion to help people be their best selves as a high school teacher, college admissions professional, marketing coordinator, corporate trainer, and even small business owner.

LEARNING OBJECTIVES

At the conclusion of this session, participants should be able to:

- Understand the public's perception of Georgia hospitals.
- Discuss how to enhance the public image and support of your hospital
- Describe the essential value of a high performing governing board.
- Distinguish between Big G governance and small g governance characteristics.
- List the seven essential practices for effective boards.
- Discuss the most prominent health care issues coming up in the 2024 legislative session.
- Connect with and educate your local legislators on your issues.
- Explain two of Georgia's health care coverage programs.
- Discuss ways to engage your community to help ensure coverage for more people.
- Summarize the financial, operational, and regulatory structures impacting hospital performance
- Define and recognize the characteristics of the four generations: Baby Boomers, Generation X, Millennials, and Gen Z.
- Identify common barriers that arise due to generational differences and develop strategies to overcome these barriers for effective teamwork.
- Recognize the unique strengths of each generation and explore ways to leverage these strengths for enhanced team collaboration and productivity.

CONTINUING EDUCATION

ACHE:

By attending the 2024 GHA Annual Trustee Conference offered by Georgia Hospital Association, participants may earn up to 6 ACHE Qualified Education Hours toward initial certification or recertification of the Fellow of the American College of Healthcare Executives (FACHE) designation. Attendees who wish to have the hours applied toward ACHE Qualified Education credit must self-report their participation by logging into their MyACHE account and selecting ACHE Qualified Education Credit

Hospital Leadership Training Program:

This activity is approved by the Georgia Rural Health Innovation Center to qualify for up to 6 Recertification Units for registered participants in the GHA and Georgia Southern University Hospital Leadership Training Program. A 1-hour review of the original 8 Standards will also be offered to participants who are due to recertify in 2024.

Nursing Home Administrators:

The Georgia Hospital Association Research & Education Foundation is an approved provider of nursing home administrator credits as a professional trade association in long term care under Ga. Comp. R. & Regs. 393-13-.02, (1) (a). Approved for 6 contact hours.



REGISTRATION

Early Bird Pricing

(Through Friday, Dec. 1)

GHA Hospital Members - \$700

Spouses/Guests - \$200

Regular Pricing (Dec. 2-Jan. 1)

GHA Hospital Members - \$750

Spouses/Guests - \$250

Onsite Registration (Jan. 2-Jan. 5)

GHA Hospital Members - \$775

Spouses/Guests - \$275

All spouse & guest registrations must be accompanied by a registered attendee.

Cancellation Deadline - A full refund will be accepted through **Friday, Dec. 15**. After this date, ONLY substitutions will be allowed.

Registration starts at 1 p.m. in the Ritz-Carlton Ballroom Foyer.

HOTEL INFORMATION

The Ritz-Carlton Reynolds, Lake Oconee

1 Lake Oconee Trail

Greensboro, GA 30642

Hotel Room Rate - \$215/night (a booking link will be emailed to you upon completion of your registration). Once you register for the conference, a confirmation number, and a link to book your room will be emailed to you. Reservations must be made by Friday, Dec. 15. Please note the resort fee is \$20 per room per night. The website shows a rate of \$59 per room per night. These will be accurately adjusted upon checkout.

Refunds will be accepted by the hotel through Friday, Dec. 15. After Friday, Dec. 15 you will be responsible for the full room and tax for your entire stay.

Alternative Lodging Options