



HEALTHCARE
LEADERS
ASSOCIATION
NEW ENGLAND
REGIONAL CONFERENCE

CONFERENCE PROGRAM

Rising Above:

**CHARTING A COURSE FOR
HEALTHCARE LEADERSHIP**

MAY 15-17, 2024

THE WESTIN PORTLAND HARBORVIEW

PORTLAND, ME



MEET YOUR KEYNOTE SPEAKER!



Brett Hoogeveen

Renowned Leadership Keynote Speaker
Co-Founder, BetterCulture

Keynote Session: "The Leadership Mindset"

ABOUT BRETT: Brett Hoogeveen is a co-founder of BetterCulture, a technology and training company intently focused on making the world a better place to work. He's a former engineer, an experienced healthcare executive, a coach, consultant, trainer, speaker, entrepreneur, and a startup investor.

Brett is a dynamic public speaker. He is passionate about helping leaders build their skills and helping companies build better cultures.

Brett holds a degree in civil engineering from the University of Kansas. He has an extensive background in healthcare, having served on the executive leadership team at the nationally known rehabilitation and care center QLI. At QLI, which was recognized 5 consecutive times as the #1 Best Place to Work in Omaha, he oversaw national business development, contracting, state and federal government relations, marketing, media, and public relations.

Brett is a professional member of the National Speakers Association and is driven to share BetterCulture's mission of making the world a better place to work to audiences around the world.

Brett engages his audience by bringing a warm, relatable, and energetic style. He loves including audience participation, props, and games in his speeches and never fails to provide valuable and actionable takeaways. If you want an entertaining keynote that gives your attendees actionable takeaways to better themselves and their businesses, look no further.

CONFERENCE PROGRAM

Wednesday, May 15th

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| 2:00pm-5:00pm | Registration Open / Exhibitor Set Up |
| 5:00pm-6:00pm | Welcome Reception Cocktail Hour |

Thursday, May 16th

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| 7:00am-4:00pm | Registration / Exhibit Hall Open |
| 7:00am-8:00am | Breakfast |
| 8:00am-8:15am | Opening Remarks |
| 8:15am-9:15am | Opening Keynote The Leadership Mindset Brett Hoogeveen, <i>Better Culture</i> |
| 9:20am-10:20am | Workshop 101 - Staffing, Engagement & Retention – 2024 HR Trends and How To Harness the Power of Your People Amy Scannell, <i>Insight Performance OneDigital Health and Benefits</i> |
| | Workshop 102 - Americans with Disabilities Act (ADA): What it Means for Your Organization in 2024 Michael Manere, CHC, CHSP, <i>Healthcare Compliance Network</i> |
| 10:20am-10:50am | Break in Exhibit Hall |
| 10:50am-11:50am | Workshop 201 - Data and the Discovery of Chronic Revenue Loss Patterns Wayzen Lin, <i>Revops Health</i> |
| | Workshop 202 - Breaking Down the Barriers of Depleted Resources Ellen Roy, <i>Harbour Women's Health</i> |
| 11:50am-1:00pm | Lunch in Exhibit Hall |
| 1:00pm-2:00pm | Workshop 301 - AI in Healthcare: Panel Discussion on Clinical and Operational Efficiencies that Enhance Revenue Domenic Fraone, <i>Henry Schein - Moderator</i> Wayzen Lin, <i>RevOps Health</i> Tom Sanger, <i>Butterfly Network</i> Aaron Acree, <i>SmartAction</i> Ken Greenberg, <i>OnTime Care</i> |

CONFERENCE PROGRAM

- 1:00pm-2:00pm **Workshop 302 - Google My Business: Foundational Needs to Marketing Your Practice**
Ron Chorzewski, MB, *rater8*
- 2:05pm-3:05pm **Workshop 401 - The Connection Between HCC Scoring and Financial/ Quality Performance**
Russell Hendrickson, *Practical Data Solutions*
- Workshop 402 - Corrective Action Plans - Compliance is the Glue**
Mitchell Brie, CHC, *Empower HCP*
- 3:05pm-3:35pm **Break in Exhibit Hall**
- 3:35pm-4:35pm **Keynote Session - Mastering the Mathematics of Workplace Culture**
Brett Hoogeveen, *BetterCulture*
- 5:00pm-7:00pm **Evening Networking Event**

Evening Networking Event

Time for some fun! Let's end the day together with our Evening Networking Event! Join us for a networking event mingling your peers and getting to know our fantastic exhibitors while enjoying some delicious cocktails and dinner.

Friday, May 17th

- 7:30am-12:00pm **Attendee Registration / Exhibit Hall Open**
- 7:30am-8:30am **Networking Breakfast**
- 8:30am-9:30am **Workshop 501 - HR / Employment Law Update**
John Gannon, *Skoler, Abbott & Presser, P.C.*
- Workshop 502 - Using Revenue Cycle Metrics to Drive Payer Contracting Strategies**
Brian Marquis, *Helms & Company Inc.*
- 9:35am-10:35am **Workshop 601 - Data and the Rapid Detection of Emerging Denial and Underpayment Patterns**
Wayzen Lin, *Revops Health*
- Workshop 602 - Women in Finance**
Amy Young, *Baystate Financial*

CONFERENCE PROGRAM

10:35am-10:50am **Break in Exhibit Hall**

10:50am-11:00pm **Raffles & Giveaway Prizes**

11:00am-12:00pm **Closing Keynote Session**

The Future of Healthcare Panel

Moderator: Alissa Ashley-High, BS, LPN, MHA, CMPE, *Orthopaedic Associates of Marlborough P.C.*

Mitchell Brie, CHC, *Empower HCP*

Wayzen Lin, *RevOps Health*

Ellen Roy, MBA, CMPE, *Harbour Women's Health*

John Gannon, *Skoler, Abbott & Presser, P.C.*

11:00am-1:00pm **Exhibitor Break Down**

**Program subject to change*

THINGS TO DO: PORTLAND



While laying out your spring travel plans, achieve two goals with one trip by adding the **2024 HLA NERC Annual Conference** to your itinerary!

Taking place in beautiful **Portland, ME**, you can tackle professional goals and enjoy a fun vacation!

TAKE A LOOK AT SOME OF THE ACTIVITIES PORTLAND HAS TO OFFER!

- **Old Port:** The Old Port's fishing piers, cobbled streets, and historic brick buildings will transport you back in time - but the energy of the area is anything but old. Old Port has a buzzing food scene, especially at night when locals and tourists pack into its restaurants and bars - don't leave without having a taste of the fresh seafood in the area! Grab the ultimate lobster roll along the waterfront's Commercial Street or snag a table at any of its amazing seafood restaurants.
- **Casco Bay Lines:** Embark on an unforgettable journey with Casco Bay Lines, your gateway to the beauty and adventure of Portland, Maine's stunning coastal landscape. Sail away on scenic cruises through Casco Bay, where you'll discover picturesque lighthouses, quaint islands, and breathtaking views of the Atlantic Ocean. Whether you're seeking a relaxing day trip or a memorable island adventure, Casco Bay Lines offers ferry services to popular destinations like Peaks Island, Great Diamond Island, and beyond. Immerse yourself in the charm of Maine's island life with Casco Bay Lines, where every voyage is a voyage to remember.
- **Hadlock Field:** Experience the excitement of Hadlock Field, Portland's premier destination for baseball enthusiasts and entertainment seekers alike. Home to the beloved Portland Sea Dogs, a Double-A affiliate of the Boston Red Sox, Hadlock Field offers thrilling games set against the backdrop of Maine's vibrant cityscape. From family-friendly outings to lively group events, enjoy an unforgettable day at the ballpark with delicious concessions, interactive experiences, and a lively atmosphere.

THINGS TO DO: PORTLAND

- **Allagash Brewing Company:** Indulge in the world-class brews of Allagash Brewing Company, a beacon of excellence nestled in Portland, Maine. From their flagship Belgian-style White Ale to bold barrel-aged creations, Allagash offers a symphony of flavors crafted with passion and precision. Immerse yourself in their artistry through tastings and exclusive ticketed experiences, delving deep into their wild and barrel aging program at The Cellars. Grab a beer and join them on a journey where each sip tells a story of innovation, community, and unparalleled craftsmanship.
- **Portland Museum of Art:** With an extensive permanent collection and nationally renowned exhibitions, the Portland Museum of Art is rightfully taking its place as the best regional museum in the country. The PMA boasts a considerable permanent collection, with beloved works of American, European, and Contemporary art, as well as significant holdings of Maine art-highlighting the rich artistic tradition of the state and its artists. From special member-only events, free school tours, and a commitment to family activities, to PMA Movies, curator talks, and exclusive tours of the Winslow Homer Studio - it's all happening at the PMA.
- **Eastern Promenade Trail:** Explore the natural beauty and coastal charm of Portland, Maine along the Eastern Promenade Trail. This scenic pathway winds along Casco Bay, offering breathtaking views of sailboats, lighthouses, and rugged coastline. Perfect for walking, jogging, or cycling, the Eastern Promenade Trail provides a tranquil escape from the hustle and bustle of city life. Discover hidden coves, lush parks, and historic landmarks as you meander through this beloved waterfront escape.

THINGS TO DO: PORTLAND

- **Shipyard Brewing Company:** Indulge in the craft beer revolution with Shipyard Brewing Company, Portland's beloved purveyor of award-winning ales and lagers. Situated in the heart of Maine's brewing scene, Shipyard offers a tantalizing array of handcrafted brews, from their iconic Export Ale to seasonal specialties bursting with flavor. With a commitment to quality and innovation, Shipyard invites you to savor the taste of tradition with a modern twist. Join us at the brewery for tours, tastings, and a glimpse into the artistry behind each pint.
- **Victoria Mansion:** Victoria Mansion, also known as the Morse-Libby House, is the finest example of residential design from the pre-Civil War era in America. With superb architecture and well-preserved original interiors that were among the most lavish and sophisticated in their day, it is an unparalleled document of America's highest aspirations in architecture, interior design, and the decorative arts. It's history, a guided tour, and the present-day efforts at restoring the Mansion convey an impression of the significance of this unique site, which is of national and even international importance.
- **Commercial Street:** Discover the vibrant heart of Portland, Maine along Commercial Street, where history meets modern charm. This bustling waterfront thoroughfare invites you to explore an eclectic mix of shops, restaurants, and attractions. Savor freshly caught seafood at renowned eateries, browse unique boutiques for artisanal crafts, or simply stroll along the scenic harborfront and watch ships glide by. With its lively atmosphere and picturesque views of Casco Bay, Commercial Street offers something for every visitor to enjoy.