



STAFFCON 2014

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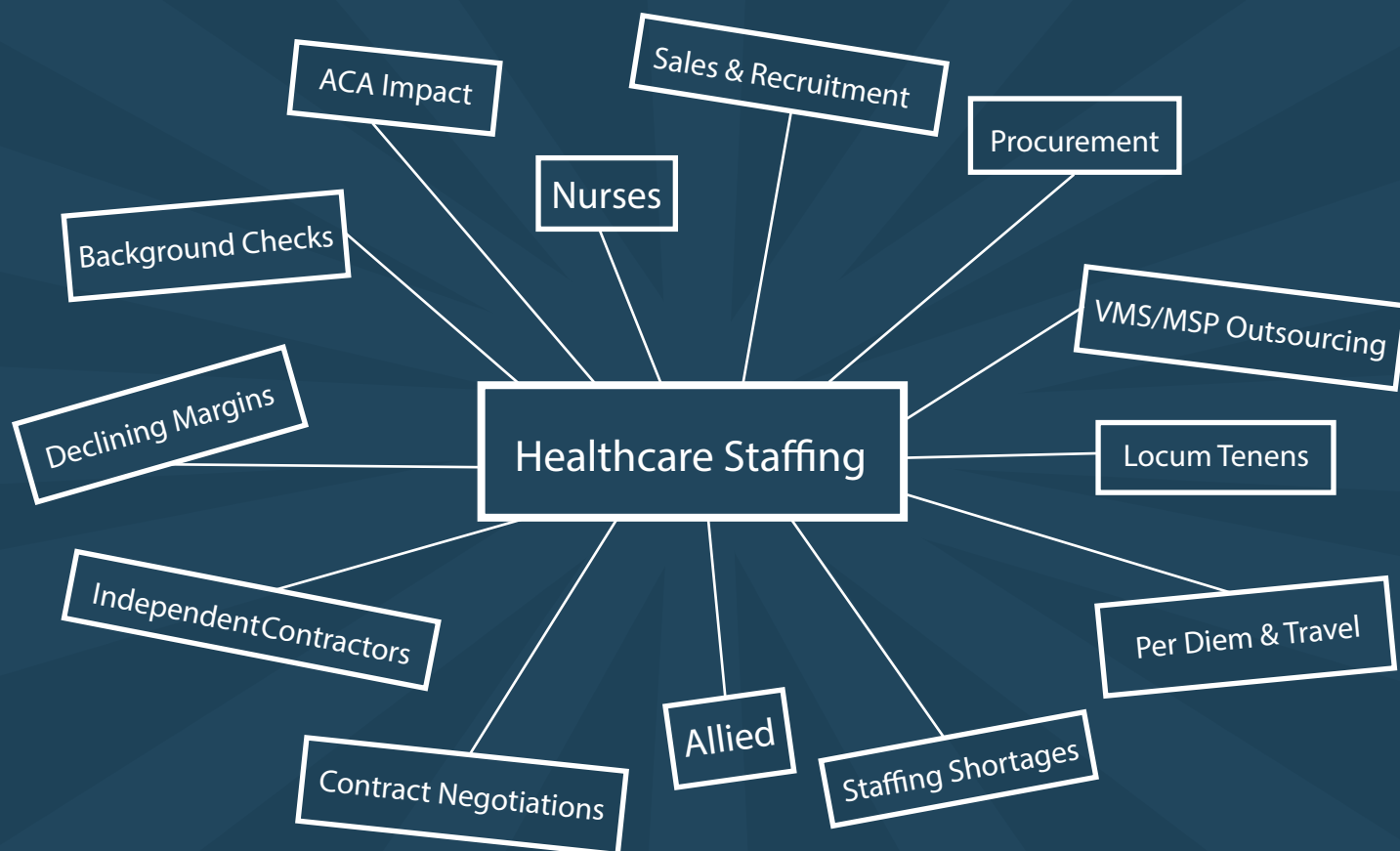
INNOVATIVE HEALTHCARE WORKFORCE SOLUTIONS FORUM FOR BUYERS & PROVIDERS

April 3-4, 2014

The NEW Tropicana

Las Vegas, NV

Successfully Meeting the Challenges of the ACA, Staffing Shortages, Sales, & Accountability for Nurses, Locum Tenens, & Allied



SILVER SPONSOR



To Register: Call 866-676-7689 or visit us at www.healthcare-conferences.com

HEALTHCARE WORKFORCE STAFFING HAS NEVER BEEN MORE CHALLENGING, AND WITH THE CHANGES WROUGHT BY THE ACA, IT'S BECOME EVEN MORE COMPLEX!

That's why you should attend **StaffCon 2014, Innovative Healthcare Workforce Solutions Forum for Buyers & Providers**, to be held April 3-4 in Las Vegas. This is the most comprehensive, in-depth staffing conference in the industry, including 3 tracks with hot topics in the areas of nursing, locum tenens and allied!

This event is designed for both providers and buyers! A few of the key topics to be addressed include:

- The impact of the ACA on healthcare staffing
- A buyer panel on vendor selection, management and oversight
- Avoiding negligence in your hiring practices: background checks, drug tests and beyond
- How do apprenticeship programs work? Are staffing firms embracing the idea?
- Specific, detailed sessions on the ACA's impact on nursing, the physician shortage, and allied healthcare staffing
- Effectively coping with hospital budget cuts
- In-home healthcare: red flags, realistic outlook and growth opportunities
- What can independent contractors bring to the table? How are they keeping their edge?
- How small healthcare firms are successfully competing with big players

PLUS: We're featuring a 3-part session on sales and recruitment—don't miss it! And, you'll earn 12.5 CPE credits by attending!

Register today! Call **866-676-7689** or online at www.healthcare-conferences.com.

Sincerely,

Laura Garza

LAURA GARZA, SENIOR VICE PRESIDENT
HEALTHCARE EDUCATION ASSOCIATES

P.S. Special rates are available for hospital executives and medical providers!

P.P.S. Book early and take advantage of our special \$85 per night room rate!

THE CONFERENCE ORGANIZERS



Healthcare Education Associates is a division of Financial Research Associates, LLC. HEA is a resource for the healthcare and pharmaceutical communities to improve their businesses by providing access to timely and focused business information and networking opportunities in topical areas. Offering highly targeted conferences, Healthcare Education Associates positions itself as a preferred resource for executives and managers seeking cutting-edge information on the next wave of business opportunities. Backed with over 26 years of combined conference industry experience, the producers of HEA conferences assist healthcare professionals, actuaries, attorneys, consultants, researchers and government representatives in their professional endeavors. For more information on upcoming events, visit us online: www.healthcare-conferences.com



RISE (Resource Initiative & Society for Education) Vision: To build a community and an educational system that promotes successful careers for professionals who aim to advance the quality, cost and availability of health care.

RISE provides:

- A forum to build professional identity and a network of colleagues
- A platform to capture and share knowledge and insights
- A venue to develop and share benchmarks and document best practices
- Career track development support
- A channel for building alliances, partnerships and affiliations that fulfill the vision

RISE (Resource Initiative & Society for Education) Mission:

RISE is the first national association totally dedicated to enabling healthcare professionals working in organizations and aspiring to meet the challenges of the emerging landscape of accountable care and health care reform. We strive to serve our members on four fronts: Education, Industry Intelligence, Networking and Career Development. To learn more about RISE and to join, visit us online: www.rasociety.org

IMPORTANT INFORMATION

To Register:

Fax: 704-341-2641
Mail: Healthcare Education Associates
18705 NE Cedar Drive
Battle Ground, WA 98604
Phone: 866-676-7689
Online: www.healthcare-conferences.com

Innovative Workforce Solutions for Healthcare
April 3-4, 2014

The NEW Tropicana Las Vegas
3801 Las Vegas Boulevard South
89109
p: 702.739.2309

We have a limited number of hotel rooms reserved for the conference. The negotiated room rate of \$85 per night will expire on March 5, 2013 although we expect the block to sell out prior to this date. To ensure you receive a room at the negotiated rate, book well before the expiration date. Upon sell out of the block room rate, availability will be at the hotel's discretion.

FEES AND PAYMENTS

The fee for attendance at **Innovative Healthcare Workforce Solutions Forum** is:
\$1895 Standard
\$895 Hospitals & Medical Providers*
*Subject to HEA approval

Please make checks payable to Healthcare Education Associates, and write code H209 on your check. You may also pay by Visa, MasterCard, Discover, or American Express. Purchase orders are also accepted. Payments must be received no later than March 3, 2014.

TEAM DISCOUNTS:

- Three people will receive 10% off
- Four people will receive 15% off
- Five people or more will receive 20% off

In order to secure a group discount, all delegates must place their registrations at the same time. Group discounts cannot be issued retroactively. For more information, please contact Whitney Betts at **704-341-2445** or wbetts@healthcare-conferences.com.

CANCELLATIONS

If we receive your request to cancel 30 days or more prior to the conference start date, your registration fee will be refunded minus a \$250.00 administrative fee. Cancellations occurring between 29 days and the first day of the conference receive either a 1) \$200 refund; or 2) a credit voucher for the amount of the original registration fee, less a \$250.00 administrative fee. No refunds or credits will be granted for cancellations received after a conference begins or for no-shows. Credit vouchers are valid for 12 months from the date of issue and can be used by either the person named on the voucher or a colleague from the same company.

Please Note: For reasons beyond our control it is occasionally necessary to alter the content and timing of the program or to substitute speakers. Thus, the speakers and agenda are subject to change without notice. In the event of a speaker cancellation, every effort to find a replacement speaker will be made.

OFFICIAL PUBLICATIONS AND MEDIA PARTNERS



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WHO SHOULD ATTEND?

From the Providers Side: Staffing Firms:

- Executives
- President
- Head of Healthcare Staffing
- Local Healthcare Staffing
- Strategic Workforce
- Healthcare Director
- Head of Business Development
- Head of Sales & Marketing
- Head of Recruiting

From the Buyers Side: Hospitals & Medical Groups:

- Heads of Contingent work force
- Medical Group Managers
- HR staff
- COOs or Heads of Operations
- Legal
- Heads of Purchasing
- Medical group administrator
- Medical group clinical administrator

From the VMS/MSP:

- President/Owner
 - CEOs
 - Sales
 - Recruiting
- Plus:
- Consultants
 - Attorneys
 - Financing companies
 - Background checks companies
 - Drug testing organizations
 - Software providers

TOP REASONS TO ATTEND

- Discover exactly what the ACA's implications are for your staffing needs
- Take a close look at vendor selection, management and oversight
- Uncover ways to definitively avoid negligence in your hiring practices
- Determine if apprentice programs can help a staffing shortage
- Choose from 3 tracks focusing on: Nurses, Locum Tenens, and Allied
- Improve your nurse per diem and travel policies
- Effectively work with hospitals as they cut spend
- Attend a 3-part session on sales and recruitment
- Key in on the latest tools to educate and empower your sales workforce
- Learn how best to sell value—don't get stuck in the commodity trap
- Avoid risky procedures and learn best practices in contract negotiations
- Stay relevant and up-to-speed through social media
- Network with key industry leaders

STAFFCON 2014 SPEAKER FACULTY:

Donna Ecclestone, FASPR, Associate Director, Physician Integration/ Onboarding, Private Diagnostic Clinic **Duke University Medical Center**
Suzanne Anderson, FASPR, Associate Director, Medical Staff Recruitment **Duke University Medical Center**
Aaron M. Kasdorf, President, **365 Healthcare Staffing Services, Inc.**
B. Franklin Phillips, Vice President of Quality Assurance, Interim Physicians, LLC, President, **NALTO (National Association of Locum Tenens Organizations)**
Bill Rudman, PhD, RHIA, Executive Director, AHIMA Foundation, Vice President of Education Visioning, **AHIMA**
Cindy Douglas, RN, MSN, CHPCA, Vice President of Clinical Program Development, **Presbyterian Communities & Services**
Colleen Mills, Senior Vice President. Standards and Government Relations, **National Healthcare Staffing Alliance**
Dan Thomson, General Counsel, **CHG Healthcare Services**
Gay Kelley, Vice President, **NURSECORE**
George Reardon, Special Counsel, **Littler Mendelson**
Grace Paranzino, EdD, RN, CHES, FAOHN, Chief Clinical Officer, Healthcare Product, Centers of Excellence, **Kelly Services**
Gregory Prine, Senior Director, Weatherby Healthcare
Jo Alch, Director of Nursing, **Acapella in Home Care**
Jonathan D. Simon, Director of Business Development, **SBG Healthcare, LLC.**
Joseph Jenkins, Team Leader, Marketing & Promotions, Office of Apprenticeship, Employment and Training Administration, **Department of Labor**
Kathy Gresham, AASPR, Director, Physician Relations, **New Hanover Regional Medical Center**
Lydia R. Fort, Vice President-Allied Division, **Cross Country TravCorps**
Michael L. Lynch, President, **TIVA Healthcare**
Monica Sutton, LCSW, ACM, Director of Care Coordination & Social Work, **Baylor University Medical Center**
Nancy Dean, Director, OHA Solutions, Ohio Hospital Association
Pete Hietpas, President, **Nurses PRN**
Chris Franklin, Executive Vice President, **LocumTenens.com**
Scott Edwards, Managing Partner / Recruiting, **Adaptive Medical Partners, Inc.**
Sheldon Arora, CEO, **LiquidAgents Healthcare**
Sherry A. Kolb, RN, Executive Director, Workforce Development, **South Carolina Hospital Association**
Silvia Flores, DME - Vice President of Commercial Operations, **Nurses Etc. Staffing**
Stephanie Rollheiser, Vice President **CompHealth Locum Tenens**
Stephen Fish, Director, Locum Tenens, **Adaptive Medical Partners, Inc.**
Tanya Tesseyman, Vice President - RPO Division, **Supplemental Health Care**
Michele M. Sacco, M.S., Executive Director, Health Care Staffing Services Certification, **The Joint Commission**

CPE CREDITS



Healthcare Education Associates is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

Sponsored learning activities are measured by program length, with one 50-minute period equal to one CPE credit. One-half CPE credit increments (equal to 25 minutes) are permitted after the first credit has been earned in a given learning activity. Please note that not all state boards adopted this rule. Some participants may not be able to use one-half credit increments. This course is offered as a group-live course and does not require prerequisites or advance preparation. We offer advanced level courses. Although no prerequisite courses, experience, or advance preparation is required to participate in this program, working knowledge of Healthcare is required, as well as, prior knowledge of the program topic.

For specific learning objectives and program description, please refer to the individual conference sessions topics in the conference brochure located on our website: www.healthcare-conferences.com/thefineprint

The recommended CPE credit for this course is 12.5 credits in the following field(s) of study: Healthcare

DAY ONE: Thursday, April 3, 2014

7:45 – 8:30 Exhibits Set-Up, Registration, & Continental Breakfast

8:30 – 8:45 Co-Chairs' Opening Remarks:

8:45 – 9:45 Opening Discussion: Taking a Close Look at the Latest ACA Regulations & Their Impact on Healthcare Staffing

- What's the latest with the ACA regulations?
- What can the healthcare staffing industry expect next?
- Who is responsible for employee benefits between multiple staffing organizations and their hospital?
- New costs affiliated with the implementation of ACA: What should you expect?

Grace Paranzino, EdD, RN, CHES, FAOHN, *Chief Clinical Officer Healthcare Product, Centers of Excellence Kelly Services*

Speaker
TBA

9:45 – 10:45 Buyers Speak-Out: Vendor Selection, Management, & Oversight

- Taking a closer look at the MSP debate
- How to select a post-acute provider
- Quality metrics for post acute providers
- Conducting the proper oversight: What systems do you have in place to keep your vendors compliant?
- Cost vs. quality

Moderator:

Colleen Mills, *Senior Vice President. Standards and Government Relations National Healthcare Staffing Alliance*

Panelists:

Cindy Douglas, RN, MSN, CHPCA, *Vice President of Clinical Program Development Presbyterian Communities & Services*

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Nancy Dean, *Director, OHA Solutions, Ohio Hospital Association*

Sherry A. Kolb, RN, *Executive Director, Workforce Development
South Carolina Hospital Association*

Monica Sutton, LCSW, ACM, *Director of Care Coordination & Social Work
Baylor University Medical Center*

10:45 – 11:00 Morning Break

**11:00 – 11:45 Accountability in Healthcare Staffing:
What Are You Doing to Avoid Negligence in Your
Hiring Practices? Background Checks, Drug Tests,
& Beyond**

- There has never been a time when quality matters most; what are you doing to keep up and stay accountable for your staff?
- What are staffing firms doing to protect themselves from negligence?
- How is the industry making staffing firms/VMS/MSP more accountable?
- Practice steps to avoid the liability trap before it's too late
- Improving your background checks
- How can you develop a better drug testing program?
- What else can you do to protect yourself?

Moderator

Michele M. Sacco, M.S., *Executive Director, Health Care Staffing Services Certification,
The Joint Commission*

Tanya Tesseyman, *Vice President - RPO Division
Supplemental Health Care*

Jonathan D. Simon, *Director of Business Development
SBG Healthcare, LLC.*

Gay Kelley, *Vice President
NURSECORE*

**11:45 – 12:30 Special Focus: Coping with the Staffing Shortage –
Can Apprenticeship Programs Help?**

- How do apprenticeship programs work and are staffing firms embracing the idea?
- Creating an environment where education and inexperience can work
- How can technology help?

Bill Rudman, PhD, RHIA, *Executive Director, AHIMA Foundation
Vice President of Education Visioning, AHIMA*

Joseph Jenkins, *Team Leader, Marketing & Promotions, Office of Apprenticeship, Employment
and Training Administration, Department of Labor*

12:30 – 2:00 Networking Luncheon

TRACK A: Nurses:

**2:00-2:45 How Will the ACA Impact the Nursing
Shortage & How Will the Industry Respond?**

- What are the expectations?
- How will the industry cope with the shortage?
 - Short-term
 - Long-term

Grace Paranzino, EdD, RN, CHES, FAAOHN, *Chief
Clinical Officer
Healthcare Product, Centers of Excellence
Kelly Services*

Pete Hietpas, *President
Nurses PRN*

**2:45-3:30 Improving Your Nurse Per Diem &
Travel Policies**

- W-4 or 1099?
- Identifying and avoiding unqualified staff
 - a look toward quality
- Reasonable billing rates, per diem, housing,
and travel options
- Selectively hiring travel staff

Gay Kelley, *Vice President
NURSECORE*

Silvia Flores, *DME - Vice President of Commercial
Operations, Director
Nurses Etc. Staffing*

3:30-3:45 Afternoon Break

**3:45-4:30 In-Home Healthcare: Red Flags, Realistic
Outlook, & Growth Opportunities**

- What should staffing firms watch out for?
- Growth expectations for private-duty?

TRACK B: Locum Tenens:

**ACA & Dealing with the Looming Physician
Shortage**

- Is a mass-exodus expected?
- What will fill the need?
- What has Massachusetts taught us?
- Are eight month plus waiting appointments
realistic for doctor visits?
- Concierge medicine
- What can Locum companies expect?

B. Franklin Phillips, *Vice President of Quality Assurance
Interim Physicians, LLC
President
NALTO (National Association of Locum Tenens
Organizations)*

Stephanie Rollheiser, *Vice President
CompHealth Locum Tenens*

Kathy Gresham, *AASPR, Director, Physician Relations
New Hanover Regional Medical Center*

**Declining Margins: Effectively Working with
Hospitals as They Cut Spend**

- How are staffing firms coping with hospital
budget cuts?
- Practical strategies to stay on top of the curve
- Where are the new opportunities?

The Staffing Perspective:
Gregory Prine, *Senior Director
Weatherby Healthcare*
Stephen Fish, *Director, Locum Tenens
Adaptive Medical Partners, Inc.*

The Recruiter Perspective:
Kathy Gresham, *AASPR, Director, Physician Relations
New Hanover Regional Medical Center*

Afternoon Break

Preserving the Independent Contractor

- What can an independent contractor bring to the table?
- How are they keeping their edge in an increasing
competitive environment?

TRACK C: Allied:

**How is the ACA Affecting Allied Health Care
Staffing?**

- What are the latest regulations affecting
allied staffing?
- Are the same level of shortages expected?
- What is the industry doing to combat the
shortage and changes taking place?

Lydia R. Fort, *Vice President-Allied Division
Cross Country TravCorps*

Allied Per Diem & Travel Considerations

- Industry billing, per diem, housing, and travel rates
- How to align a national recruiting model with
a per diem model in allied
- How many branches should a staffing company
have to grow the allied per diem model?
 - Where- what part of the US

Lydia R. Fort, *Vice President-Allied Division
Cross Country TravCorps*

Afternoon Break

**Case Study:
Small Fish, Big Pond: How Small Healthcare
Firms Are Successfully Competing With Big
Players**

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The Joint Commission's Health Care Staffing Services Certification provides a framework focused on quality, safety and performance improvement for your staffing firm. Certification will enhance contracting opportunities and provide a competitive edge in the marketplace. Certification can be a powerful tool to attract and retain quality competent personnel. For more information, please visit www.jointcommission.org/HCS and contact us at staffingcert@jointcommission.org or call (630) 792-5291.

To Register: Call 866-676-7689 or visit us at www.healthcare-conferences.com

- How do you make the leap into in-home care?
- Adjusting your sales strategies
- When customer service, customer service, & customer service is key
- How is ACA affecting private-care?
- Care & profitability: finding the right balance

Jo Alch, *Director of Nursing*
Acapella in Home Care

- Pros & cons of using independent contractors
- How do independent contractors measure up to VMS/MSP?

B. Franklin Phillips, *Vice President of Quality Assurance*
Interim Physicians, LLC
President
NALTO (National Association of Locum Tenens Organizations)

Dan Thomson, *General Counsel*
CHG Healthcare Services

Colleen Mills, *Senior Vice President. Standards and Government Relations*
National Healthcare Staffing Alliance

- Flying under the radar
- Pros & cons of small vs. big firms
- Taking a close look at overhead and business structure
- Chasing the niche investment
- Customer service and retention at its best
- Bonus structures that work

Aaron M. Kasdorf, *President*
365 Healthcare Staffing Services, Inc.

4:30 – 5:30

Cocktail Reception Immediately Following

Contact Jennifer Clemence for more information on our sponsorship opportunities at jclemence@healthcare-conferences.com or **704-341-2438**



DAY TWO: Friday, April 4, 2014

8:00 – 8:30

Continental Breakfast

8:30 – 8:40

Recap of Day One

A Three-Part Sales/Recruiting Discussion:

8:40 – 9:40

Part I Sales & Recruitment: Effective Recruitment Strategies in Today's Fiercely Competitive Marketplace

- Are healthcare staffing firms all recruiting from the same pool of talent?
- Educating & empowering your sales workforce
- Latest recruitment trends
- What are you doing to keep your sales staff ahead of the curve?

Moderator:

Michael L. Lynch, *President*
TIVA Healthcare

Panelists:

Sheldon Arora, *CEO*
LiquidAgents Healthcare

Pete Hietpas, *President*
Nurses PRN

Silvia Flores, *DME-Business Development Director*
Nurses Etc. Staffing

Chris Franklin, *Executive Vice President*
LocumTenens.com

9:40 – 10:30

Part II Sales & Recruitment: Effectively Dealing with Procurement: Selling Value So you Don't Get Stuck in the Commodity Trap

- Working with your client to sell value
- How effective is your sales team?
- How can you train and retrain your staff for more effective results?

Moderator:

Scott Edwards, *Managing Partner / Recruiting*
Adaptive Medical Partners, Inc.

Panelists:

Tanya Tesseyman, *Vice President - RPO Division*
Supplemental Health Care

Nancy Dean, *Director, OHA Solutions*
Ohio Hospital Association

Chris Franklin, *Executive Vice President*
LocumTenens.com

10:30 – 10:45

Morning Break

10:45 – 11:45

Part III Sales & Recruitment: Contract Negotiations, Risky Procedures, & Restoration

- Where did the contract originate?
- Effectively avoiding problematic scenarios
- Finding your potential liabilities
- Finding a resolution the problematic contracts

Sheldon Arora, *CEO*

LiquidAgents Healthcare

George Reardon, *Special Counsel*
Littler Mendelson

11:45 – 12:30

Duke Case Study: Onboarding Programs to Build Relationships and Foster Retention

- What does your onboarding program consist of?
- How to get it started
- Understanding the differences between orientation and onboarding
- Tips & techniques to take your onboarding program to the next level
- Components and benefits of proper onboarding
- Best practice methodologies to successfully onboard new hires and strengthen retention

Donna Ecclestone, *FASPR, Associate Director, Physician Integration/ Onboarding, Private Diagnostic Clinic*
Duke University Medical Center

Suzanne Anderson, *FASPR, Associate Director, Medical Staff Recruitment*
Duke University Medical Center

12:30 – 1:45

Networking Luncheon

1:45-2:30

Embracing Social Media

- What do you need to do on social media to stay relevant?
- How can you effectively market your organization online through social media, SEO, blogging, etc.?
- Using web analytics to make better business decisions

Jonathan D. Simon, *Director of Business Development*
SBG Healthcare, LLC.

Speaker TBA

2:30 – 3:15

International Healthcare Staffing Expansion: Putting a Stop to the Productivity Landslide

- Effectively coping with the colossal coding shortage
- Is international expansion the answer?
- What are the landmines to watch for?
- Training staff

3:15

End of Forum

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

Enhance your marketing efforts through sponsoring a special event or exhibiting your product at this event. We can design custom sponsorship packages tailored to your marketing needs, such as a cocktail reception or a custom-designed networking event.

To learn more about sponsorship opportunities, please contact Jennifer Clemence at **704-341-2438** or jclemence@healthcare-conferences.com

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*Subject to HEA approval
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Healthcare Education Associates Proudly Present



STAFFCON 2014

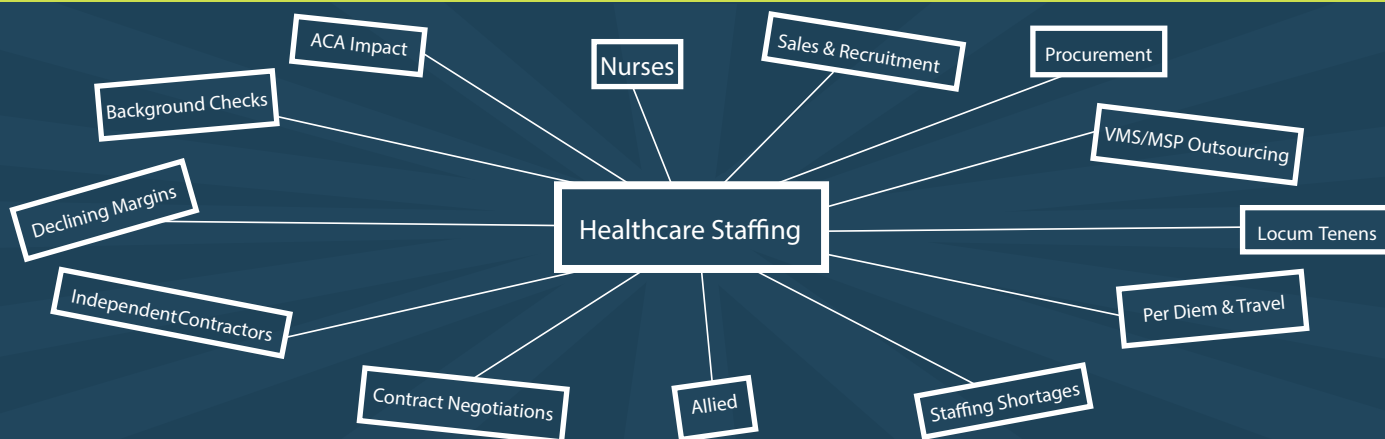
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