



2013 WiSHHRA Annual Conference

April 17-19, 2013

Planning *for the* Future



Country Spings Hotel
2810 Golf Road, Pewaukee, WI 53072
1-800-247-6640

Who Should Attend: All human resource professionals employed in the health care industry. You do not need to be a member of WiSHHRA to attend this event.

Continuing Education: This program has been submitted to HRCI for review.

WiSHHRA Conference Registration

Registration Deadline: April 5, 2013

Registration Options and Fees

- Full Conference - WiSHHRA Member: \$200 per person
- Full Conference - Non-member SPONSORED by WiSHHRA member in good standing: \$200 per person
- Full Conference - Non-member: \$250 per person*
- Thursday Only: \$150 per person
- Full Conference - Full-time student: \$100 per person

*Non-member option not applicable to vendors. Vendors should contact Lisa at llittel@wha.org or 608-274-1820 if interested in attending conference.

Early Bird Discount: \$25 per person if registration is received by March 27.

Online Registration ONLY: All registrations can be made online at <http://events.SignUp4.com/13WiSHHRA>. After you have registered online, you will receive a receipt, which you can print out and use to submit to your organization for payment or reimbursement.

Print registration receipt and mail it along with your payment, to:

WiSHHRA, Attn: Lisa Littel
c/o WHA
PO Box 259038
Madison, WI 53725-9038

Learning Track Selection



Learning sessions represent the five core competencies for health care HR leadership. Each session has been defined with a symbol from the ASHHRA HR Leader Model as defined below.



HR Delivery **HR Leaders "Reach Beyond the Expected"**

Select sessions with this symbol when you are seeking information on integrating the "people" side of health care with organizational business structure.



Healthcare Business Knowledge **HR Leaders "Embrace New Learning"**

Select sessions with this symbol when you want to demonstrate cross-functional capability, health care knowledge, and strategic vision for your organization.



People Strategies **HR Leaders "Lead with the Heart"**

Select sessions with this symbol when your goal is to create and implement operating modules and structures that support a high-performance culture of care for employees.



Community Citizenship **HR Leaders "Raise Their Voices"**

To better connect employers with employees and link both to customers and communities, select sessions with this symbol.



Personal Leadership **HR Leaders "Exemplify Excellence"**

Select sessions with this symbol when you accept the personal challenge to hold yourself to a higher standard than expected by others and serve as a model for excellence.

Conference Information

Conference Cancellation Policy: Cancellations received in writing up to seven business days prior to an event will be given a full refund less a \$25 processing fee. No refunds will be given for cancellations received less than seven (7) business days prior and day-of-program no-shows. Substitutions are accepted.

Lodging: A block of rooms for the WiSHHRA Annual Conference has been reserved April 17 and 18 at the Country Springs Hotel, 2810 Golf Road, Pewaukee, WI, 53072; www.countryspringshotel.com. Contact the hotel at 800-247-6640 to reserve a room before **March 27, 2013**; be sure to ask for a room in the "WiSHHRA Annual Conference" group block.

Hotel Room Rates: The "WiSHHRA Conference" group block includes standard deluxe rooms and executive suites.

- \$104.00 per night for Standard Deluxe (without waterpark passes)
- \$114.00 per night for Standard Deluxe (with 4 waterpark passes)
- \$144.00 per night for Executive Suite (without waterpark passes)
- \$154.00 per night for Executive Suite (with 6 waterpark passes)

Rooms at the group rate are available on a first-come basis.

Reservations require a deposit (cash or credit card) equal to the cost of the first night's stay.

Hotel Reservation Cancellation Policy: Hotel room reservations must be cancelled directly with the Country Springs Hotel. Reservations cancelled at least 48 hours prior to arrival date are refunded or credited the deposit. Guests are responsible for paying all reserved room nights if the reservation is cancelled with less than 48 hours notice.



Agenda (Business casual dress is encouraged.)

Wednesday, April 17, 2013

3:00 – 5:00 pm WiSHHRA Board Meeting

Evening Dinner on your own

Thursday, April 18, 2013

7:00 – 8:00 am Registration and Continental Breakfast

8:00 – 8:15 am **President's Welcome and Best Practice Recognition**

8:15 – 9:45 am  **What the Demographic Tsunami Means to WiSHHRA and the U.S. Economy**
Anne Loehr, Anne Loehr & Associates

More than 40 percent of Americans will be leaving the workforce in the next decade. How will you retain your organizational knowledge before this happens? How will you win the war for top talent? And how will you help grow an organization with the newest generation of leaders? Anne Loehr discusses the history, traits and culture that are informing the newest generation of the American workforce and the seismic shift that is still ahead for business, including three workforce trends that every leader should know.

9:45 – 10:15 am Break and Visit Exhibits

10:15 – 11:45 am  **Wisconsin's Future Health Care Workforce: Prepare Now or Pay the Price**
John Zorbini, Sr. VP & Chief Human Resources Officer, Aurora Health Care

Over the next decade, nine of the 10 high-growth, most in-demand occupations in Wisconsin will be in health care. Many health care organizations are preparing for the future by creating their own unique programs to encourage tomorrow's professionals to closely examine our industry. It might not be enough to fill the void.

In 2012, presenter John Zorbini was appointed by Governor Scott Walker to the Governor's Council on College and Workforce Readiness. The Council was formed to address the mismatch between the knowledge, skills and abilities possessed by Wisconsin students and those needed by employers now and in the future. For the past year, Zorbini has worked closely with the Secretaries of Workforce Development and Family & Children's Services; Senate and Assembly leaders & members; heads of the University of Wisconsin System, the Wisconsin Technical College System, the Wisconsin Association of Independent Colleges & Universities; and representatives from Wisconsin Native Americans, Wisconsin workers and business groups to identify opportunities to close the gap and make recommendations to the Governor.

In the session, Zorbini will share his experiences as a Council member, including the recommendations made to the Governor and the reasoning behind each. He will also share examples of programs he has created throughout his professional career to help close the health care workforce gap.

11:45 am – 1:00 pm Luncheon and Visit Exhibits

Thursday continued...

1:00 – 2:15 pm  **Legal Update**
Daniel Finerty, JD, Labor & Employment Attorney, Lindner & Marsack, S.C.

This annual session focuses on the current federal and state legal issues that affect health care and human resources.

2:15 – 2:45 pm Break and Visit Exhibits

2:45 – 3:45 pm  Concurrent Sessions (choose one):
A. Pathway to Education – Healthcare Career Academy
Cheri Wolf-Shulman, MS, Manager, Froedtert Health Community Memorial Hospital
Jan Koleas, RN, Learning Coordinator, Froedtert Health Community Memorial Hospital

In response to the increasing need for qualified health care professionals, Froedtert Health Community Memorial Hospital developed and sponsors a three-week career intensive for high school juniors and seniors during the summer months called the Healthcare Career Academy. Now in its 7th year, this program gives high school students in-depth exposure to a wide array of professional health care career options, helps clarify health care team members' roles and responsibilities, and encourages students to pursue health care career goals. A program overview will be provided, along with implementation history, action steps and lessons learned. Ways to secure organizational commitment and forge strong partnerships with local school districts will also be described, as this foundation is critical to program success. Specific planning templates and timelines will also be introduced and reviewed.

 **B. Health Care Reform**
Jeanette Anderson, CEBS, RHU, REBC, Principal, Laurus Strategies
Nicole Berlowski, CCP, PHR, Manager, Total Rewards, ProHealth Care, Inc.

This presentation will cover the specific process one major health system went through in order to determine the impact of the Affordable Care Act (ACA) on its business and on its employees. Following this process, the health system was able to:

- Build a financial definition of ACA's impact on its business
- Structure a per employee actuarial analysis of medical plan contributions/estimated MAGHI/estimated federal subsidy eligibility and amount/estimated exchange premium and coverage values available
- Model various results given various "look back" periods relative to part-time employees and financial impacts
- Determine a benefit plan "philosophy" going forward in this post-ACA world
- Begin to identify competitive advantages, given positioning, benefit plan design and contribution modeling
- Begin process to finalize decisions
- Begin employee education and communication campaign

3:45 pm Adjourn for the day

4:15 – 6:00 pm Networking Reception, hosted bar and hors d'oeuvres provided; Vendor prize drawing

Evening Dinner on your own

Friday, April 19, 2013

7:00 – 8:00 am Breakfast

8:00 – 9:00 am  **ACA & Account-Based Benefit Plans: An Exchange of Ideas**
Tim Pederson, President, Diversified Benefit Services, Inc.
Chris Kramer, Sales Manager, Diversified Benefit Services, Inc.

The session will incorporate an “exchange of ideas” regarding the reality of ACA. The session will reveal how important regulators from IRS, Treasury & HHS are when it comes to account-based benefit plans, and how this affects hospitals in formulating a strategic plan for the future of their FSAs, HRAs, HSAs and other account-based benefit plans. There will be new information provided on the FSA “use or lose” rule and possible future changes that could be made, as well as discussion on the \$2,500 FSA cap imposed on medical reimbursement FSAs; new rules regarding Summary of Benefits Coverage; what PECOR, reinsurance fees, essential benefits coverage and actuarial values mean for HRAs and FSAs; and new information from a ECFC March 2013 Washington, D.C. conference. Attendees will better understand the impact of regulatory guidance released on various account-based plans – in particular on HRAs – and will be better positioned to adapt to the changes.

9:00 – 10:00 am  **Do Titles Matter? Aligning Job Titles, Compensation and Performance Management**
Brian Repsold, MBA, CCP, Director, Compensation Advisory Services, Verisight
Stephanie Kessler Gurgel, Manager, Compensation Advisory Services, Verisight
Rena Somersan, Director, Compensation Advisory Services, Metro Milwaukee SHRM Board Member, Verisight

In a constantly changing environment, organizations struggle with job titles, hierarchy and the relationship to compensation. This session will give human capital leaders a systems-thinking approach to strategic human capital management and how it relates to the sacred cow of titling and span of control issues, while linking to compensation and job level. The session will provide insight regarding current trends and share how some innovative health care organizations aligned titles, span of control, and relative contribution to the organization in order to engage top performers. Connecting job family leveling concepts and compensation, this session showcases human capital models that neatly package titling, compensation and performance management issues.

10:00 – 10:15 am Break/Hotel Check-Out

10:15 – 11:15 am

Concurrent sessions: HR Best Practices (choose one)



C. The Reform Roadmap: Culture Shaping

Becky Martell, Employment Coordinator, Holy Family Memorial

Melanie Danforth, Human Resource Recruiter, Holy Family Memorial

This presentation will provide information and examples of the process Holy Family Memorial used to affect a positive change in culture. They creatively and strategically transformed Holy Family Memorial using Improvement and Innovation (I & I) tools to fulfill their mission and achieve a sustainable network into the future. Participants will learn about the original state, the tools used to make the changes, the current state, and their plans for the future.



D. How to Improve the Health of Your Employees

Lynne Nelson, Human Resource

Specialist, Bellin Health System

Allie Duran, Personal Health Coach, Bellin Health

What can an organization do to improve the overall health of employees? It starts with raising awareness, creating engagement and developing accountability for your employees and their family members' health. We have developed a “Culture of Health” team to help facilitate this culture with our employees. By creating this team, the efforts of people from different areas of the organization focus on providing resources for employees, working toward our common goal of improving or maintaining the overall health of our employees and their families and to help them live healthy and well.

11:15 – 11:20 am Break

11:20 – 12:20 pm  **Legislative Update**

Judy Warmuth, RN, PhD, VP, Workforce, Wisconsin Hospital Association

This annual session focuses on the current federal and state legislative issues that affect health care and human resources. In addition, attendees will learn how to be proactive with state and federal government in order to influence legislation that may affect health care human resources.

12:20 – 12:45 pm **Annual Business Meeting** and prize drawings

12:45 pm Adjourn

Keynote Speakers

Anne Loehr, Anne Loehr & Associates

Named the "Generational Guru" by *The Washington Post*, Anne Loehr's insights into effectively leveraging the four generations gives her clients a leading edge. Working with diverse organizations such as Facebook, Morgan Stanley Smith Barney, US Air Force, Merrill Lynch, American Red Cross, MD Anderson Cancer Center, Coca-Cola, Booz Allen Hamilton, and Graphic Packaging International, she consistently helps managers improve their generational communication skills.

Loehr's work has been featured in *Newsweek International*, *The Washington Post*, *The New York Times*, *Huffington Post*, *National Geographic Traveler*, *Elle* and *CNN Money*. A member of the prestigious National Speakers Association, Loehr speaks regularly at national conferences and on the radio. She is also a faculty member of the American Management Association, which published Loehr's acclaimed book, *A Manager's Guide to Coaching: Simple and Effective Ways to Get the Best from Your Employees*. Career Press published her newest book, *Managing the Unmanageable: How to Motivate Even the Most Unruly Employee*.



John Zorbini, Sr. VP & Chief Human Resources Officer, Aurora Health Care



John Zorbini is the chief human resources officer for Aurora Health Care, an integrated not-for-profit health care provider with 15 hospitals, 185 clinic sites and 82 pharmacies, serving 31 counties and over 90 communities throughout eastern Wisconsin and northern Illinois. Aurora Health Care is consistently nationally recognized for the quality of care provided by its 30,000 caregivers and as one of the "Best Places to Work" in the region.

In his role at Aurora, Zorbini is responsible for total rewards (benefits and compensation), talent acquisition, employee relations, organizational development and education, executive and leadership development, and talent management. He is a member of Aurora's senior executive leadership team. Prior to joining Aurora in 2011, he spent 21 years at Froedtert Health as a senior executive.

Zorbini received his bachelor's degree from West Liberty University in 1977 and his master's degree from Marquette University in 1979. He completed his Fellowship for Healthcare Executives at the Healthcare Advisory Board in Washington, D.C. in 2008. He has served as a faculty member for a number of colleges and universities and as a board leader or member for numerous governmental agencies, civic groups and not-for-profit organizations. He currently serves on the Governor's Council for College & Workforce Readiness, the Ethics Board for Washington County in Wisconsin, the Workforce Development Council for the Wisconsin Hospital Association, and as an advisor to several professional groups and organizations. He is a member of the American College of Healthcare Executives.

Zorbini has always been an active member of his communities and school systems. He has been the recipient of his community Chamber of Commerce's Citizen of the Year Award and several school districts' Friend of Education Awards.

WiSHHRA 2013 Charity: Sixteenth Street Community Health Centers and the Waukesha Community Health Center

309 E North Street, Waukesha, WI, 53188; 414-385-3739

<http://sschc.org/waukesha>

Our Mission: To improve the health and well-being of Milwaukee and surrounding communities, by providing quality, patient-centered, family-based health care, health education and social services, free from linguistic, cultural and economic barriers.

Sixteenth Street has a 43-year history of providing bi-lingual health care and social services to residents of the diverse neighborhoods on Milwaukee's near south side. Sixteenth Street Centers are accredited by The Joint Commission, the nation's oldest standard-setting body for patient quality and safety. Sixteenth Street Centers were also listed among the *Milwaukee Journal Sentinel's* 2012 Top 100 Workplaces in southeast Wisconsin.

Donations for Sixteenth Street will be accepted on-site at this year's WiSHHRA Conference.

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