

**2017 Fall Conference**  
**"All Things HR: Wellness Trends, 340B Drugs**  
**Benefiting Rural Hospitals,**  
**Data Analytics and Teamwork Best Practices"**  
**October 19th & 20th, 2017**  
**Pueblo, Colorado**



This program has been approved for 8 HRCI credits!

**THURSDAY, OCTOBER 19TH**

**12:00-12:30pm** *New CHAHRM Member Orientation*

**Speaker: Vickie Moore, CHAHRM Membership Director**

Membership Director, Vickie Moore, will facilitate a session for CHAHRM members covering the benefits of membership. During the new member orientation members will receive an introduction to the CHAHRM website and review membership resources including member-only access files, HR Credits, CHAHRM conferences, Bylaws and Policies & Procedures, membership directory, surveys, and newsletters.

**12:30-1:00pm** *Welcome, Introduction of Attendees and Getting to Know Our Business Partners (ALTRA Healthcare Staffing and Employer's Council)*

**1:00-1:15pm** *"ASHHRA Legislative Advocacy Update"*

**Speaker: Speaker: Darrin Smith, V.P. Human Resources, Parkview Medical Center**

Darrin Smith is the Vice President of Human Resources at Parkview Medical Center in Pueblo, Colorado and currently serves as the ASHHRA Advocacy Committee Chair. In this role, Darrin monitors national and state legislative and labor developments. This committee conducts research, and develops and promotes advocacy programs that represent the interests of the membership, human resources professionals and the health care field, in collaboration with the American Hospital Association (AHA). In addition to his services to ASHHRA, he has been a long time member of CHAHRM and has served in various executive committee roles.

**Learning Objectives:**

Attendees will:

- Provide CHAHRM members with information and knowledge to promote their success and professional development as it relates to human resources in the health care industry.
- Provide CHAHRM members with a timely update on legislative issues, identified by ASHHRA and tying human resource professionals to ASHHRA as a valued resource.

**1:15-3:15pm** *"5 Dysfunctions of a Team"*

**KEYNOTE SPEAKER: Rick Smith, Smith Advisors**

Successful teamwork is not about mastering subtle, sophisticated theories, but rather about combining common sense with uncommon levels of discipline and persistence. Ironically, teams succeed because they are exceedingly human. By acknowledging the imperfections of their humanity, members of functional teams overcome the natural tendencies that make teamwork so elusive.

**Learning Objectives:**

Attendees will:

- Understand the impact on team performance of overcoming the 5 dysfunctions of a team.
- Learn how to communicate the way HR can facilitate The Five Dysfunctions of a Team Workshop within their own organizations.
- Identify team struggles that result in negative moral and learn to accept responsibilities and come to any agreements.

Take away the five steps toward reducing misunderstandings and confusion within a team – there are five dysfunctions and that each one that applies has to be address separately. These five steps are:

- #1 – Absence of Trust
- #2 – Fear of Conflict
- #3 – Lack of Commitment
- #4 – Avoidance of Accountability
- #5 – Inattention to Results

**3:15-3:30pm** *Getting to Know Our Business Partners (Davis Flex Spending Solutions)*

**3:30-3:40pm** **Break**

**3:40-4:40pm** *The Basics of 340(b) Pricing for Human Resources Managers*

**Speaker: Susan Hays, USI**

This presentation will discuss the basics of 340(b) pricing, specifically Health Resource and Service Administration's (HRSA) overarching goals of the programs and how hospitals qualify for 340(b) pricing at the enterprise level. Also discussed will be the way a specific claim or charge within the hospital qualifies for 340(b) pricing including the system interfaces between electronic medical records (EMR), staffing and drug charges. Lastly, we will discuss how to restructure your pharmacy benefit to align with the hospital formulary (increasing the hospital' purchasing power) and to take advantage of the 340(b)for the benefit program which can ultimately reduce brand prescription drug costs by 50%.

### **Learning Objectives:**

Attendees will:

- Learn and understand the advantages of 340(b) pricing so as to improve your hospital's bottom line
- Obtain knowledge of how hospital and claims/charges qualify for 340(b)
- Understand the steps needed to take to qualify employee outpatient claims for 340(b) pricing, thereby reducing brand prescription drug costs by 50%.

**5:30pm**                      **Networking Reception and Dinner at Brues Alehouse**

## **FRIDAY, OCTOBER 20TH**

**7:00-8:30am**                      **Breakfast**

**8:30-8:45am**                      **Welcome**

**8:45-10:15am**                      ***"The 5 Most Dangerous Trends in Employee Wellness"***

**Speaker: Brad Cooper, US Corporate Wellness**

Most organizations with 100+ employees have some sort of a "wellness program" in place. Unfortunately, they often overwhelm employees and overwhelm HR Managers and Executives. This program will talk through the 5 most dangerous (and destructive) aspects of employee wellness programs and help you take practical steps to creating a meaningful (and less time consuming) employee wellness strategy going forward. The 5 trends include:

1. Check the Box
2. The Scarlet Letter
3. Hope: Noun vs. Verb
4. Do Nothing
5. Robots 'R Us

### **Learning Objectives:**

Attendees will:

1. Learn how to identify specific negative trends within their employee wellness program
2. Garner practical strategies to increase the level of engagement with employee participants
3. Understand how efficient wellness programs often lack effectiveness

**10:15-10:30am**                      ***Getting to Know Our Business Partners (Denver College of Nursing)***

**10:30-10:40am**                      **Break**

**10:40-12:10pm**                      ***"Beyond the Buzz Words: What You Need to Know About the Latest Trends in Healthcare Recruitment"***

**Speaker: Bill Thomson, Health eCareers**

The industry is abuzz with articles on Millennials, Social Recruitment, Giganomics and more, but what do they really mean for healthcare recruiting? In this session, we'll start with the definitions and data behind the buzz words and move into what this means for healthcare. Plus, we'll explore best practices for capitalizing on each topic that you can take back and implement in your office.

### **Learning Objectives:**

Attendees will:

- Learn basic definitions of the later buzz works, but more importantly how they're changing healthcare recruiting
- Understand the recruiting impact of the following trends: Millennials, Social Recruitment, Giganomics, Employer Branding, Passive Job Seekers and Perks

**12:10-12:40pm**                      ***Business Meeting led by CHAHRM President, Mandy Crockett and Getting to Know Our Business Partners (WageWatch)***

**12:40 -1:25pm**                      **Lunch**

**1:25-2:40pm**                      ***"HR Data Analytics: Why? How? What?"***

**Speakers: Dena Chandler & Lauren Hunter, UCHHealth**

Attendees will gain knowledge on the mechanics of creating an executive HR metrics dashboard for strategic decision-making. The presentation will address methodologies for collecting data, benchmarking, standardizing metric definitions and ensuring data integrity. Participants will better understand the rationale for providing senior leadership with HR data in a dashboard that both ties together critical data elements and can be easily visualized.

Participants will also learn how to use data to demonstrate organizational trends to proactively address employment issues and drive key strategic decisions within their organization. After the presentation, each attendee will have a better understanding about which key HR metrics are necessary to collect, track, monitor and act upon. Participants will be prepared to start, build or improve upon their application of HR metrics in a more meaningful way for senior leaders to make informed, data-driven decisions.

### **Learning Objectives:**

Attendees will:

- Obtain information on the mechanics of creating an executive HR metrics dashboard.
- Address methodologies for collecting data, benchmarking, standardizing metric definitions and ensuring data integrity.

- Discuss the rationale for providing senior leadership with HR data in a dashboard format to proactively address employment issues and drive key strategic decisions within your organization.

2:40pm

Wrap Up, Giveaways, A Look Ahead to 2018

## MANY THANKS TO OUR BUSINESS PARTNERS SPONSORING THE FALL CONFERENCE:

### GOLD SPONSORS:



**ALTRA**  
HEALTHCARE STAFFING



Formerly **M**MSEC



### SILVER SPONSORS:



Denver College of Nursing

## OUR SPEAKERS

### ***Vickie Moore, CHAHRM Membership Director***

Vickie Moore is the Director of Human Resources at the Orthopaedic & Spine Center of the Rockies (OCR) in Fort Collins, CO. In 1983 she earned her BA in Business Management at the University of Northern Iowa. After graduation, Vickie moved to St. Louis MO where she got her introduction into the HR world as a staffing consultant for a national staffing service. In 1995, she and her husband moved to Windsor CO where she continued working as a staffing consultant for a locally owned service. In April of 2003, she joined OCR as the Director of Human Resources and over the past 15 years has been instrumental in more than doubling the employment at OCR. When she is not wearing the HR Director hat, she is spending time with her husband, Brian, and their young adult children, son Nolan and daughter Kate. A couple of years ago she “went back to her Iowa roots” by joining her husband in raising Miniature Herefords and just this spring she accomplished another dream of becoming a beekeeper. Vickie is currently the Membership Director with CHAHRM and has said many times, “I love being involved in CHAHRM. It is unlike any other HR association. In CHAHRM, I have found my people”.

### ***Darrin Smith, VP Human Resources, Parkview Medical Center***

Darrin Smith is the Vice President of Human Resources at Parkview Medical Center in Pueblo, Colorado and currently serves as the ASHHRA Advocacy Committee Chair. In this role, Darrin monitors national and state legislative and labor developments. This committee conducts research and develops and promotes advocacy programs that represent the interests of the membership, human resources professionals and the health care field, in collaboration with the American Hospital Association (AHA). In addition to his services to ASHHRA, he has been a long time member of CHAHRM and has served in various executive committee roles.

### ***Rick Smith, Smith Advisors***

Rick has 30 years of human resource and leadership experience, serving currently as the Chief Administrative Officer for Vail Health and previously in roles such as the Vice President of Human Resources for Vail Resorts where he led the decertification of two labor unions and Vice President of Human Resources for Gerry Baby Products, Director of Labor Relations for The Pillsbury Company where he negotiated labor agreements for Pillsbury’s largest production facilities, and Human Resource roles for Frito-Lay in both their sales and manufacturing divisions. Prior to joining Vail Health, Rick was a partner with Pilot Advisors where he worked with companies across the country, providing advice and service in improving culture, building cohesive leadership teams, and offering leadership training and executive coaching. He holds an undergraduate degree in business administration from Regis College and a master’s degree in labor and industrial relations from the University of Illinois. Rick is a leader who designs and facilitates culture change, focuses on building effective teams and ensures all employees feel valued and appreciated. When he isn’t busy at work, he enjoys spending time on the lake or on the mountain, skiing the days away.

***Susan Hays, USI***

Susan has over 37 years' experience in the health care consulting and management industry. As a founder of POS, Susan is responsible for the strategic direction of the firm and specific sales, proposal, product pricing and development. Susan is a lead project manager for the firm's clients, which include Meridian Health Plan, Connecticut Coalition of Taft Hartley Health Plans and SMART International Union and many other government, union, employer and managed care organizations. In her many years in the pharmacy benefits industry, Susan has developed a broad understanding of the market place, services offered by the pharmacy benefit managers and pricing terms that are currently available in the industry. Susan provides expert witness testimony on key prescription drug industry litigation. Susan is the lead pharmacy consultant for USI Insurance services.

Prior to POS, Susan was Vice President of Marketing for Systemed Pharmacy, Inc. and Vice President, Marketing of Walgreens Healthcare Plus. In both positions, she was responsible for the strategic development of the target market and product mix for PBMs, growing retail and mail service revenues and enhancing overall client retention. For five years prior to Walgreen Co., Susan was the National Practice Leader for William M. Mercer, Inc., specializing in prescription drug auditing and bid procurement amounting for Fortune 500 employers.

She has published several articles in Business Insurance and Employee Benefit News and was recently quoted in Fortune Magazine and the Wall Street Journal regarding pharmacy benefit practices. Susan is a co-producer of the Pharmacy Benefits Academy and is part of their distinguished faculty. Susan has testified to the Committee on Oversight and Government Reform, Subcommittee on Federal Workforce, Postal Service and the District of Columbia on Transparency in the PBM Industry.

Susan has a B.S. in Criminal Justice from Northeastern Illinois University and a Master's Degree in Criminology from Boston University and is currently enrolled in a Doctoral Program in Criminology at the University of Portsmouth, UK with an anticipated graduation date of 2020. Her thesis focuses on the integrity of pharmacists. She is a Certified Registered Pharmacy Technician and a Licensed Private Detective (Lic # 115.002527) in the State of Illinois. Susan is a member of the Professional Council for Roosevelt University, School of Pharmacy. In 2012, Susan earned her Accredited Healthcare Fraud Investigator (AFHI) designation from the National Healthcare Anti-Fraud Association.

***Brad Cooper, The Catalyst Coaching Institute***

Today's speaker, Brad Cooper, has been a lifelong student of, and catalyst for, human performance optimization at all levels...

- In his 20's, he earned a Masters degree in Physical Therapy and treated patients across the spectrum of orthopedic & neurological diagnoses
- In his 30's, he earned an MBA, wrote 3 books, moved into a VP of Ops role and worked to expand upon his clinical & leadership knowledge/understanding while continuing to treat patients
- In his 40's, he became the CEO of US Corporate Wellness, the Co-founder of the Catalyst Coaching Institute, wrote a 4th book and was identified by several publications as the World's Fittest CEO
- Now in his 50's, he continues his CEO role, while simultaneously launching into an international PhD program. His research is focused on mental toughness and how it can be applied in athletic, professional and (especially) population health management outcomes

Along the way, he's fallen deeper in love with his bride of 25 years, treasured being Dad to 3 incredible kids, secured 2 US Patents, completed 11 Ironmans (4 times at Kona), won the Race Across America and spoken professionally in all 50 states to a wide range of organizations.

***Bill Thomson, Health eCareers***

Bill Thomson joined Health eCareers in August of 2013 bringing more than 10 years of experience within the recruiting and healthcare industry. Currently, he works with healthcare and educational organizations to help them find new members of their clinical and non-clinical staff. His daily interaction with Recruiters, Physicians, Practice Administrators and Educational experts within the healthcare industry provides great insights into challenges and successes in currently found in healthcare recruiting.

Bill has presented at several healthcare recruiting conferences over the past few years including the NAHCR Conference, TAHCR Conference, HSHHRA Symposium, and the Colorado SHRM Conference.

In addition to his work at Health eCareers, Bill instructed Clifton Strengthfinder classes in the Spring and Summer of 2016 and 2017, a program that helps in identifying and maximizing individual talents.

Prior to joining Health eCareers, Bill worked for several Travel Nursing Companies to include Aureus, Medical Solutions, and Supplemental. Bill also managed the Medrec Travel Recruitment team in Denver.

***Lauren Hunter, Internal Communications Strategist, UHealth***

Lauren Hunter wears two hats at UHealth. As a member of the internal communications team, Lauren is responsible for communicating organizational initiatives and day-to-day operational information to its

more than 18,000 employees. As a member of the HR analytics team, Lauren is also responsible for “telling the HR story” – converting data to a more digestible format to help senior leadership drive strategy throughout the organization. In her two years at UHealth, Lauren has shamelessly developed a healthy fixation with pivot tables, nested functions and macros. Lauren has been working in healthcare for more than five years. She joined UHealth in 2015 after relocating to Denver from Atlanta, where she served as a communications specialist for Emory Healthcare. She holds dual bachelor’s degrees in German and International Affairs from the University of Georgia.

***Dena Chandler, HR Analytics Manager, UHealth***

Dena Chandler has been a part of UHealth’s HR data journey since 2013. A self-proclaimed data fanatic, Dena’s primary role lies in using HR data to provide the “why” that drives strategic decision-making. From writing and building system-wide data reports, such as the HR scorecard, to ad-hoc reporting for a number of specialties, Dena’s role touches all aspects of HR analytics at UHealth. She has been working in Human Resources for virtually her entire career.

Dena is currently pursuing her doctorate of philosophy degree in psychology, with an emphasis in industrial and organizational psychology. Her dissertation focuses on using individualized behavioral models at the department level to better attract and retain employees in the health care industry. She holds a master’s degree in healthcare administration from Walden University and a bachelor’s degree in healthcare administration from College America.