

Sunday, April 18, 2021

5:00 – 7:00 PM **Evening Welcome Reception**

Monday, April 19, 2021

7:30 – 9:00 AM **Registration, Breakfast and Hosted Sponsor Appointments**

9:00 – 9:15 AM **Welcome**

9:15 – 10:15 AM **Keynote Speaker**
2 Second Decisions: How to Lead Through Change with Confidence

Dr. Michelle Rozen, PhD

Motivational Speaker Igniting Leaders, Teams and Organizations

Dr. Rozen's powerful 2 Second Decisions tool has transformed the lives, performance and success of leading brands in all industries. It has given people throughout the world the tools and confidence to lead themselves and others through rapid changes and substantial challenges, all the way to off the charts results. It is now available to you as well, along with Dr. Rozen's book 2 Second Decisions, so that you too can get in the driver seat of your life, work and future with everyday winning choices.



10:15 – 10:30 AM **Break**

10:30 – 11:30 AM **Plenary Session**
The Impact of COVID-19 on the Physician Workforce

Dian Ginsberg, MA, CPCC, CHWC

Sr. Director of Career and Professional Development

American Association for Physician Leadership

This presentation will take a close and personal look at the impact of the pandemic on the employed and independent physician workforce. What lessons have we learned from the pandemic? What can organizations do to help physicians cope with the aftermath of COVID-19? How can organizations create cultures that support the mental, emotional, and physical wellbeing of their physicians? During this presentation I will address these critical issues that will shape the physician workforce in a post COVID environment.



11:30 – 12:30 PM **Lunch / Hosted Sponsor Appointments**

11:30 – 1:30 PM **Hosted Sponsor Appointments**

1:30 – 2:30 PM

Small Group Discussion

World Café – The Top Issues Facing Our Profession Today: Part 1

Debra Zabloudil, CAE, FACHE

President and CEO, The Learning Studio, Inc.

Join your colleagues for a two-part World Café experience. This dynamic program will cover crowdsourced issues that represent the most critical challenges and opportunities facing physician and provider recruiters today. This World Café allows the wisdom of the large group to build through continuous small group discussions throughout the World Café exercise.



2:30 – 2:45 PM

Break

2:45 – 3:45 PM

Plenary Session

Working Remote with Results

Carey Goryl, MSW, CAE

Chief Executive Officer of AAPPR

Leading remote teams is not new but new skills and refreshed perspectives are needed as the nature of work changes faster than sometimes our organizations can keep up with. In this session we'll discuss which work cultures are working against remote teams and how to mitigate and create new ways of working to achieve results even better than before.



3:45 – 5:00 PM

Hosted Sponsor Appointments

Tuesday, April 20, 2021

7:30 – 9:00 AM

Registration, Breakfast and Hosted Sponsor Appointments

9:00 – 10:00 AM

Keynote Speaker

Imagine the Future: What Physician/Provider Recruiters Need to Know Now!

Crystal Washington, CSP

Tech Strategist, Futurist, Keynote Speaker

Wearable tech, augmented reality, the near ability to use apps to run the world from your pocket/purse— the future is already here! The events of 2020 have sped up the pace and altered the direction of technological change. Are you currently exploiting new technologies as a recruiter? In this high-energy talk, Crystal will show you what to do NOW to build strong relationships with referring recruiters while leveraging technology like social media to increase diversity and reach both rural and urban markets. Don't get left behind!



10:00 – 10:15 AM

Break

10:15 – 11:15 AM

Plenary Session

Speaking C-Suite Language: Growing Successful Relationships With Executives

Patti McCue, Sc.D, MSN, RN

Consultant and Owner, Proven Methods Consulting

Members of the "C-Suite" have diverse roles and as such, what makes each one "tick" is just as unique. This session will focus on insight into the various personality types of C Suite executives, tips for effective communication, and strategies for growing successful relationships with each one.



11:30 – 12:30 PM

Lunch / Hosted Sponsor Appointments

11:15 – 1:00 PM

Hosted Sponsor Appointments

1:00 – 2:00 PM

Small Group Discussion

**World Café – The Top Issues Facing Our Profession Today:
Part 2**

Debra Zabloudil, CAE, FACHE

President and CEO, The Learning Studio, Inc.

Day 2 will encourage the discussion of solutions for issues identified on Day 1, and will create a blueprint for the larger AAPPR community.



2:00 – 2:15 PM

Break

2:15 – 3:15 PM

Plenary Session

Rural Recruiting: During a Pandemic

Fayeann Hurley, MHS, CPRP

*Director of Physician Recruitment & Retention,
Schneck Medical Center*

Mike Shimmens, CPRP

Executive Director, 3r Net

Navigating the new recruitment world: best practices, tips, & tricks.



3:15 PM

Conference Adjourns