

Monday, April 26, 2021



9:00 – 10:00 AM

**Explore Virtual Exhibit Hall**

10:00 – 10:15 AM

**Virtual Conference Welcome**

10:15 – 11:15 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.



11:15 – 11:30 AM

**Break and Virtual Exhibit Viewing**

11:30 AM – 12:30 PM

**Breakout Sessions**

**What I Wish I Had Known: Onboarding from the Physician Perspective**

*Marion Mull McCrary, M.D., FACP, Duke Signature Care*

*Bryon Dodson, D.O., Mon Health Medical Center*

*Donna Ecclestone, Director of Provider Integration/Onboarding, Duke Health*

*Terri Christensen, Ph.D., CEO, H&H Associates, LLC*

**Decoding National Trends for Hospitals and Physicians: COVID and Beyond**

*Elisa Arespachoga, MBA*

*Vice President, American Hospital Association*

*Akin Demehin*

*Director of Policy, American Hospital Association*

*Association*

Health care's only constant is change. Hear a national snapshot of the influences and trends affecting physicians and hospitals and the regulatory and policy environment that is shaping care delivery trends.



12:30 – 1:00 PM

**Break and Virtual Exhibit Viewing**

1:00 – 2:00 PM

**Breakout Sessions**

**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 with best practices, tips, and tricks.



**1:00 – 2:00 PM**

**Stress is not a Badge of Honor**

*Lee Papa*

*Mindfulness & Well-Being , Speaker, Training, Author, Mindfulness Lounge and Mindfulness Makeovers*

In this session, explore why stress is not a requirement to get the job done, participate in a meditative relaxation experience and enjoy an opportunity for a quick Q & A.



Success is often linked with debilitating stress. It has become a learned program of continued pushing at the peril of personal well-being not only physical but in relationships as well. Provider wellness is a passion for Lee to help those who support so many, learn not to deplete themselves in the process of caring.

We will explore the erroneous concept of work/life balance and get behind the power of Self-Love and Self-Care which leads to Self-Mastery and optimal success with more ease and grace.

**2:00 – 2:30 PM**

**Break and Virtual Exhibit Viewing**

**2:30 PM – 3:30 PM**

**Breakout Sessions**

**Implicit Bias in Healthcare**

*Alena Hampton, Ph.D., LCP*

*Associate Dean for Student Success, Virginia Commonwealth University*

This experiential seminar is designed to cultivate self-awareness of implicit bias in the workplace, and to help participants consider the impact of their bias on workplace culture.



**Decoding National Trends for Hospitals and Physicians: COVID and Beyond**

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**3:30 – 3:45 PM**

**Break and Virtual Exhibit Viewing**

**3:45 – 4:45 PM**

**Annual Business Meeting, Elections and Award Recognition**

**Tuesday, April 27, 2021**



**8:30 – 9:30 AM**

**Virtual Yoga**

*Sponsored by CHG Healthcare*

**9:00 – 10:00 AM**

**Explore Virtual Exhibit Hall**

10:15 –11:15 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!



11:15 – 11:30 AM

### Break and Virtual Exhibit Viewing

11:30 AM – 12:30 PM

### 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.



12:30 – 1:00 PM

### Break and Virtual Exhibit Viewing

1:00 – 2:00 PM

### Breakout Sessions

#### YOUTH MOVEMENT - Attracting Fresh Talent into your Organization

*Shawn Kessler*

*Partner in Recruitment Division, Aloysius Butler & Clark*

Recruitment is changing, and so are the candidates we are trying to attract! Join us for a presentation focused on how to attract residents, fellows and young providers into your organization.



#### The Magic of Virtual Engagement

*Liz Mahan, MFA, CPRP*

*Physician Recruitment Advisor, Association for Advancing Physician and Provider Recruitment*

As recruitment professionals, we are adept at crafting engaging experiences for candidates, but how does this expertise translate into a virtual format where you may be in a tiny box on a screen? The challenge with a virtual environment is to create an authentic human connection that engages participants and adds value to the experience. In this session, we will explore some easy tips and tricks to enhance your virtual interactions so you can connect with your audience and project your expertise with confidence and professionalism.



2:00 – 2:30 PM

### Break and Virtual Exhibit Viewing

**2:30 – 3:30 PM**

**Roundtable Discussions**

**Emerging Trends in Physician and Provider Recruitment**

*Tammy Hager, MBA, CRPR, FABC*

*Executive Director of Physician Recruitment and Privileging,  
Surgical Affiliates Management Group, Inc.*

Share your knowledge on new norms in physician and provider recruitment since the United States has been dealing with a pandemic and hopefully soon to be post-pandemic health system. Learn what will impact physician provider recruitment now and into the future. Is your organization prepared to meet the challenges?



**3:30 – 3:45 PM**

**Break and Virtual Exhibit Viewing**

**3:45 – 4:45 PM**

**Networking and Celebration Hour**

