

AGENDA | ALAHA 2021 ANNUAL MEETING

June 9

AlaHA Board Meeting 2 p.m.
Annual Business Session 3 p.m.

June 10



Future of Healthcare Post COVID 9-9:45 a.m.

Simon Gisby, a principal with Deloitte, will describe a future likely driven by digital transformation enabled by radically interoperable data and open, secure platforms ... a future that revolves around sustaining well-being rather than responding to illness.

Concurrent Sponsor Sessions- Inspirien | Balch & Bingham 9:45-10:30 a.m.



How do Hospitals Operationalize Health Equity? 10:30 - 11:15 a.m.

This session will focus on tangible actions you can take to build a health equity framework into your strategy and operations. Population health expert, Dr. Alisahah Cole will share her insight and experience.

June 11



Weary and Short-Staffed: What Can You Do? 9:00-9:45 a.m.

For years, Dr. Jessica Dudley, the Chief Clinical Officer for Press Ganey, has led organizations' efforts to increase clinician engagement and improve patient care outcomes. Now, more than ever, having a collaborative, empowered and loyal workforce is critical to employee retention and recruitment.

Concurrent Sponsor Sessions- Gilpin Givhan | LHC Group 9:45-10:30 a.m.



Effective Patient Engagement Strategies in the Post-COVID Era 10:30 - 11:15 a.m.

Long stays, limited visitation and fear of the healthcare environment during the pandemic have colored the way patients view healthcare. Chrissy Daniels, Press Ganey's Chief Experience Officer, will share her thoughts on how hospitals can build back patient trust and deliver on the promise of good care.

More about the Speakers

Simon Gisby - Mr. Gisby is a senior Corporate Strategy and M&A professional with more than 20 years' experience in the Life Science and Healthcare industries. He founded the Life Science and Healthcare practice at Deloitte and also leads The Future of Health for Deloitte Risk and Financial Advisory. His clients include global pharmaceutical and medical device companies, health insurance companies, health systems, healthcare information technology companies and other healthcare providers. Mr. Gisby received his masters and bachelor's degrees from Oxford University and is a Chartered Financial Analyst.

Alisahah Cole, M.D. - The first System Vice President of Population Health for CommonSpirit Health, Dr. Cole directs strategy development regarding vulnerable populations, health equity, and innovative care delivery models. She completed her residency in family medicine at Carolinas Medical Center and has held multiple leadership roles including medical director of a rural health clinic in South Carolina, Residency Program Director, and Chair of the Department of Family Medicine. She was also the first Chief Community Impact Officer at Atrium Health where she created the first Community Health Department, establishing the first Health Equity and Social Determinants of Health strategies.

Jessica Dudley, M.D. - As Press Ganey's Chief Clinical Officer, Dr. Dudley is responsible for leading efforts to support organizations in increasing clinician engagement and improving patient care outcomes, particularly among physicians. Her areas of expertise include leadership development, clinical care redesign through outstanding teamwork, addressing clinician burnout, and advancing professional fulfillment. Previously, she served as CMO at the Brigham and Women's Physicians Organization and Vice President for Care Innovation at Brigham Health. Dr. Dudley received her undergraduate degree from Yale University and her medical degree from Harvard Medical School and was a practicing primary care physician for 10 years.

Chrissy Daniels - A national thought leader in patient experience and health care value, Ms. Daniels joined Press Ganey as a partner in 2017, bringing to the company more than 20 years of expertise in advancing the patient experience and building an engaging and collaborative culture. She leads Press Ganey's transparency, consumerism and medical practice solutions. Previously she was Director of Strategic Initiatives at University of Utah Health Care, responsible for teaching and coaching physicians, leaders and staff on the importance of patient experience as a measure of quality. She holds a master's degree in economics and health administration from the University of Utah.

Registration-There is no fee for this meeting thanks to our generous sponsors!

[CLICK TO REGISTER \(HOSPITAL CEO ACCESS REQUIRED\)](#)

Continuing Education - We have applied for the following continuing education:

CMEs for physicians & CPEs for pharmacists

American College of Healthcare Executives

Alabama Board of Nursing

Alabama State Board of Public Accountancy

Alabama State Board of Respiratory Therapy

Alabama State Board of Social Workers

This meeting is made possible through the generous support of AlaHA's Sponsors!

ALAHA SPONSOR SESSIONS

June 10 Concurrent Sessions 9:45-10:30 a.m.



Diamonds are Formed Under Pressure

Most of us are ready to move on from the difficulties of the past year. But how? It's easy to let the hard times we've experienced become an excuse for status quo or even a step back. This session is about what's next. Ronda Walker with Troy University, will equip us with strategies for leveraging the difficulties to help us individually and collectively prepare for what lies ahead. Just as diamonds emerge from the hard stone, the pressures of the past year have made us stronger, and we are ready to shine bright in the days to come.

Sponsored by Inspirien



Buckle up Buttercup: HIPAA Changes are Here

Balch and Bingham attorneys, Bea Tolsdorf and Samarria Dunson, will share the latest information on the new information blocking rule (regulations, operational impacts and compliance tips), the safe harbor provision in the HITECH Amendment (using "recognized security practices" to mitigate HIPAA Security Rule violations) and the most recent HIPAA breach and enforcement activities and trends.

Sponsored by Balch & Bingham LLP

June 11 Concurrent Sessions 9:45-10:30 a.m.



Waive your Waivers Goodbye: Planning for the End of COVID-19 Regulatory Flexibilities

As the COVID-19 pandemic recedes and we begin to return to "normal," health care providers have a new challenge to face. The patchwork of state and federal COVID-19 waivers and emergency rules is beginning to unravel as various public health emergency declarations lapse on different schedules. This session, featuring Chris Richard with Gilpin Givhan, PC, provides an overview of the COVID-19 waivers and emergency rules moving forward, with a focus on what steps hospitals should take to prepare for the end of the regulatory flexibilities offered during the pandemic.

Sponsored by Gilpin Givhan, PC



More Options Through Better Collaboration- How Home Health Assists with These Options

During this session, Trent Butler of LHC Group, looks at how better planning and collaboration prior to hospital and skilled nursing facility discharge can result in better placement and better outcomes for patients. Whether it's "skilled placement" (some refer to it as SNF at Home), a Skilled Nursing Facility, or Home Health at discharge from acute care, new Medicare post-acute payment systems and current CMS COVID-19 waivers encourage collaboration that gives patients more options and can reduce re-hospitalization risks.

Sponsored by LHC Group

About the Speakers

Trent Butler PT, DPT, COMT, is a Regional Therapy Director for LHC Group. Mr. Butler is involved with strategy and program development, operational management, and business/marketing development. He is a practicing physical therapist with 26 years of clinical experience in a variety of health care settings in various roles including clinical director, clinical/hospital liaison, manual therapist, and clinical instructor. He completed his doctorate in physical therapy at the University of Mississippi Medical Center.

Samarria Munnerlyn Dunson, J.D., CHC, CHPC, is currently of Counsel with Balch & Bingham LLP, and also serves as a municipal judge in Montgomery. After finishing law school at the University of Alabama, where she served as Chief Justice of the Student Government Association, she served as an Assistant Attorney General for a little more than 10 years. She was a primary attorney for the regulation of health care facilities and was tasked with creating the agency's first Office of Compliance and Ethics for which she served as the Director. In that role, she oversaw compliance issues for 64 of the state's county health departments, the state laboratory and the ALL KIDS health plan.

Chris Richard, attorney, is a shareholder at the law firm of Gilpin Givhan, PC, where he advises hospitals, physician practices, and other health care providers on a variety of regulatory, transactional, and policy issues. In each of these contexts, he provides counsel and advice to help clients navigate the complex regulatory framework applicable to health care providers. Chris' philosophy on delivering exceptional client representation combines a thorough attention to detail with a comprehensive understanding of both the relevant law and the operational realities of his clients' businesses. Prior to joining the firm, Chris served as Assistant General Counsel for the Alabama Medicaid Agency.

Bea Tolsdorf, attorney, is a partner with Balch and Bingham focusing on healthcare regulatory and compliance work. She provides advice to clients ranging from individual practitioners to large hospital systems on a wide variety of issues including Medicaid and Medicare reimbursement, issues related to certificate of need, federal and state licensure and certification, professional board licensure, audits, and compliance issues such as HIPAA, the False Claims Act, Stark and Anti-Kickback. She received her bachelor's degree from the University of Mississippi and her law degree from the Mississippi College School of Law.

Ronda Walker is a professional trainer for Troy University's Continuing Education and Outreach providing training to clients in critical areas such as communication, leadership, supervision, professionalism, networking and more. Ms. Walker earned an undergraduate degree from Troy University and a Master's in History from the University of Hawaii, and she worked for several years in Washington, D.C. on the legislative staff of a U.S. Senator and a Congressman. She served two terms on the Montgomery County Commission, including serving as vice chairman and was named River Region Living Citizen of the Year.