



**NATIONAL ASSOCIATION FOR HEALTH CARE RECRUITMENT
44TH ANNUAL IMAGE HEALTH CARE RECRUITMENT CONFERENCE
FAIRMONT SCOTTSDALE PRINCESS * SCOTTSDALE, ARIZONA**

CONTENT LEVEL KEY
 **ENTRY**  **INTERMEDIATE**  **ADVANCED**

TUESDAY, JULY 10, 2018

- 11:30 a.m. - 4:00 p.m. Registration Desk Open
Princess East Foyer
- 12:30 p.m. - 4:00 p.m. Workshop One: Healthcare Recruitment is the Wild Wild West; How
Do You Blaze a New Frontier?
 Speakers: Carol McDaniel, *Johns Hopkins All Children's Hospital* and
Daniel Reynolds, *Fusion Marketing Group*
Princess Ballroom Salon A
- 12:30 p.m. - 4:00 p.m. Workshop Two: Optimizing Communication: The Heart of Recruitment
Speakers: Rick Madison, RN, BSN, MN, CHCR *Captain James A Lovell*
Federal Health Care Center and Elizabeth Gifford, PhD, *Veteran's*
Health Administration
Princess Ballroom Salon B
- 12:30 p.m. - 4:00 p.m. Workshop Three: Recruiter 101: A New Recruit's First Stop
 Speaker: Jessica Jackson, CHCR, *HonorHealth*, Joshua Cosby, BSN,
CHCR, *IQVIA*, and Claudia Cotarelo, CHCR, *Atlantic Health System*
Princess Ballroom Salon C
- 4:00 p.m. - 6:00 p.m. Open Afternoon
- 4:00 p.m. - 6:00 p.m. **CHCR Credentialing Exam (Separate Registration Required)**
Castile 1
- 6:00 p.m. - 8:00 p.m. **Kick-Off to IMAGE Reception (Admission Ticket Required)**
Sonoran Room & Patio

WEDNESDAY, JULY 11, 2018

8:00 a.m. - 5:15 p.m. Registration Desk Open
Princess East Foyer

8:00 a.m. - 9:00 a.m. Full Breakfast and Coffee
Princess East Foyer

9:00 a.m. - 10:15 a.m. **Keynote Session**
Session Title: TBD
Speaker: Nolan Smith, *Duke Men's Basketball*
Princess Ballroom Salons H-I

10:15 a.m. - 10:30 a.m. Refreshment Break
Princess East Foyer

10:30 a.m. - 12:00 p.m. Regional Meetings
Princess Ballroom Salons A-C, Castile 1-2

12:00 p.m. – 12:15 p.m. Stretch Break

12:15 p.m. – 1:45 p.m. **Annual Business Meeting & Luncheon (Admission Ticket Required)**
Team Orientations (Communications, Education, Membership)
Princess Ballroom Salons H-I

1:45 p.m. - 2:00 p.m. Stretch Break

2:00 p.m. - 3:00 p.m. **Workforce & Employee Engagement: Creating a “Culture of Excellence” and the Effects on Recruitment & Retention**
Speaker: Kristen M. Schenkel, MSN, RN, *Ralph H. Johnson VA Medical Center*
Princess Ballroom A

2:00 p.m. - 3:00 p.m. **Saving Lives with a Successful Talent Acquisition Strategy at St. Jude Children's Research Hospital**
Speaker: John Leech, *St. Jude Children's Research Hospital* and Ray Bixler, *SkillSurvey*
Princess Ballroom Salon B

2:00 p.m. - 3:00 p.m. **Beyond Post and Pray – Proactive Approaches That Work**
Speakers: Debra Horowitz, *AppVault*, Whitney Norris, *AppVault*
Princess Ballroom Salon C



3:00 p.m. - 3:15 p.m. Stretch Break

3:15 p.m. - 4:15 p.m. **Putting Our Toe in the Social Media Water and Falling Into the Deep End! How We Transformed Talent Acquisition Digital Engagement at Seattle Children’s Hospital**
Speakers: Bart Smith, SHRM-SCP, MBA, *Seattle Children’s Hospital*, and Cat Almanzor, AIRS Certified Recruiter, *Seattle Children’s Hospital*
Princess Ballroom Salon A



3:15 p.m. - 4:15 p.m. **Horizontal Violence**
Speaker: Victoria Cox, RN, *Veterans Health Administration*
Princess Ballroom Salon B



3:15 p.m. - 4:15 p.m. **The TA Journey Triad: Employer Branding, Recruitment Marketing, Candidate Experience**
Speakers: Joe Shaker, Jr., *Shaker Recruitment Marketing*, and Andrea Lampert, SPHR, *BJC Healthcare*
Princess Ballroom Salon C



4:30 p.m. - 5:30 p.m. **General Session**
Session Title: “Yes, And…” Using Improv to Foster Deeper Connections with Candidates
Speaker: Lindagrace De la Cruz, *Indeed*
Princess Ballroom Salons H-I



5:30 p.m. – 7:30 p.m. **President’s Welcome & Exhibit Hall Opening Reception**



Sponsored by:
Princess Ballroom Salons D-G

THURSDAY, JULY 12, 2018


8:00 a.m. – 5:15 p.m. Registration Desk Open
Princess East Foyer


8:00 a.m. – 9:00 a.m. Vendor Demo Breakfast
Princess Ballroom Salons H-I

9:00 a.m. - 10:15 a.m. **Keynote Session**
Session Title: Thriving in the Age of Distraction
Speaker: Curt Steinhorst
Princess Ballroom Salons H-I

10:15 a.m. - 10:45 a.m. Refreshment Break with Exhibitors
Princess Ballroom Salons D-G

10:45 a.m. - 11:45 a.m. **Modern Day Recruitment Events: Improving Hiring Results by
Creating Customized Candidate Experience**
 Speaker: Jessica Hand, *Memorial Health System*
Princess Ballroom Salon A

10:45 a.m. - 11:45 a.m. **Recruitment 911: Simple Steps You Can Take Today to Attract Top
Talent**
 Speaker: Erin Stafford, *Aya Healthcare*
Princess Ballroom Salon B

10:45 a.m. - 11:45 a.m. **Engaging a Multi-Generational Workforce in Your Recruitment
Marketing Strategy**
 Speakers: Gina Goodson-Allen, MS, HCS, RACR, *Duke University Health System*, and Sylvia Alston, MSN, MBA, RN, NEA-BC *Duke University Health System*
Princess Ballroom Salon C

11:45 a.m. - 1:30 p.m. Networking Lunch with Exhibitors
Princess Ballroom Salons D-G

1:30 p.m. - 2:30 p.m. **5 Tactics for Breaking the Recruiting Stress Loop**
Speaker: Anthony Gentile, *Katon Direct*, and Leslie Phillips, PHR, *Tenet Healthcare*
Princess Ballroom Salon A

1:30 p.m. - 2:30 p.m. **Using Video to Source Candidates and Increase SEO**
Speaker: Thomas Licari, MBA, HRM, *HonorHealth*
Princess Ballroom Salon B

1:30 p.m. - 2:30 p.m. **How to Hire for HCAHPS Behaviors and Cultural Fit: The Marriage of High Touch and Technology**
Speakers: Theresa Mazzaro, RN, CHCR, RACR, *Johns Hopkins Medicine*, and Christopher Young, *RIVS*
Princess Ballroom Salon C

2:30 p.m. - 3:30 p.m. Refreshment Break with Exhibitors & Prize Drawings
Princess Ballroom Salons D-G

12:15 p.m. – 1:15 p.m. **General Session**
Session Title: Transform Your Recruiting Strategy – Insight from 2018 Healthcare Recruitment Metrics Benchmark Study Results and Elite Honor Roll Recruitment Winner
Speaker: Dana Cates, Lean Human Capital by *HealthcareSource*, and Nick Watts, MSA, *SCL Health*
Princess Ballroom Salons H-I

1:15 p.m. - 6:00 p.m. Open Afternoon

6:00 p.m. - 6:30 p.m. **Gala Cocktail Hour**
Princess East Foyer

6:30 p.m. - 9:00 p.m. **Gala Awards Dinner (Admission Ticket Required)**
Princess Ballroom Salons H-I

9:00 p.m. - ??? p.m. **Gala After Party**
Princess Ballroom Salons H-I

FRIDAY, JULY 13, 2018

8:00 a.m. – 1:00 p.m. Registration Desk Open
Princess East Foyer

8:00 a.m. – 9:00 p.m. Vendor Demo Breakfast
Princess Ballroom Salons H-I

9:00 a.m. - 10:15 a.m. **Keynote Session**
Session Title: TBD
Speaker: Karin Hurt
Princess Ballroom Salons H-I

10:15 a.m. - 10:30 a.m. Stretch Break

10:30 a.m. - 11:30 a.m. **Healthcare Trends for 2018: Data, Not Intuition**
Speaker: Cindy Congne, *Jobs2Careers*, and Judi Russell, *Hodes*
Princess Ballroom Salon A



10:30 a.m. - 11:30 a.m. **Think Like a Marketer, Recruit Like a Rock Star**
Speakers: Kelli Rice, *HealthcareSource*, and Timothy Johnson,
CentraCare Health
Princess Ballroom Salon B



10:30 a.m. - 11:30 a.m. **Tactics for Enhancing Your Branding on Glassdoor**
Speakers: Kip Welch, *Phoenix Children's Hospital*, and Kevin Hughes,
Glassdoor
Princess Ballroom Salon C



11:30 a.m. - 11:45 a.m. Refreshment Break

11:45 a.m. – 1:00 p.m. **Legal Update**
Speaker:
Princess Ballroom Salons H-I

1:00 p.m. Conference Adjourns