

**NATIONAL ASSOCIATION FOR HEALTH CARE RECRUITMENT  
44<sup>TH</sup> 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)**



Sponsored by: **PARADOX**  
**OLIVIA**  
*Ironwood Meeting Room*

**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. **Opening Keynote Session**  
Speaker: Nolan Smith, *Duke University Men's Basketball*



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*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*, Cameron Slavin, *UTMB Health*  
*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*, Michele Snider, *Eskenazi Health*  
*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*
- 3:30 p.m. - 4:30 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*
- 4:30 p.m. - 6:00 p.m. Open Afternoon

6:00 p.m. - 6:30 p.m. **Gala Cocktail Reception**  
*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. - 11:00 p.m. **Gala After Party**

Sponsored by:   
*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: Winning Well: Lead Your Team to Breakthrough Results -- Without Losing Your Soul**  
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