

# 2019 Onsite Program Unlock Your Potential as a Health Care Recruiter



## 45th Annual Health Care Recruitment Conference

Loews Philadelphia Hotel July 30 - August 2, 2019 Philadelphia, PA



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## 45th Annual Health Care Recruitment Conference

"Unlock Your Potential as a Health Care Recruiter"

Loews Philadelphia Hotel Philadelphia, PA

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Recruitment

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## **General** Information

#### **BADGES & TICKETS:**

If you are a full conference attendee, your name badge is your admission into all educational sessions, the Exhibit Hall and all social events. All members are encouraged to attend the Annual Business Meeting; however, only Active/ Federal members can vote if a vote is called. A limited number of extra tickets will be available for purchase at the NAHCR Registration Desk. Remember, no ticket, no entry! NAHCR cannot refund unused event tickets.

#### Badge colors:

White - Full Registration Members, Non-Members, Speakers & Daily Yellow - Exhibitors

#### **EXHIBIT HALL:**

Only those registered for the Conference will be allowed to enter the Exhibit Hall. Badges are required. You are encouraged to visit the exhibits and thank the exhibitors for their support. We're sorry...due to insurance liability, children will not be allowed in the Exhibit Hall or lecture halls at any time.

#### **SESSION HANDOUTS:**

This is a green conference. Speaker presentations can be downloaded via the NAHCR mobile app website at the link sent to your email address on file.



#### **CONTINUING EDUCATION:**

NAHCR is an HRCI Approved Provider, offering the recertification credits HRCI-credentialed professionals rely on to maintain their credits.



NAHCR is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® and SHRM-SCP® credential TIFICATION holders. All NAHCR educational events carry credit toward PROVIDER recertification of the NAHCR Certified Health Care Recruiter (CHCR) credential.

To view further details regarding our credit approval, please view our mobile app.

#### **SESSION EVALUATIONS:**

Conference/session evaluations will be completed online. Each attendee will be emailed a link to the evaluations at the end of the conference. The evaluations must be completed to get your certificate.

## General Information



#### **CERTIFICATE OF ATTENDANCE:**

Attendee certificates will be emailed to conference participants with the total number of hours they attended. This number will come from your completed online evaluation as provided by you in the overall conference evaluation. The certificates will be sent to your email immediately upon completion.

#### ATTIRE:

Dress for the entire Conference is casual. Attire for evening activities is a personal choice but we encourage cocktail attire for the Thursday night Gala Awards Dinner. Please bring a sweater with you to the meeting rooms as temperature can fluctuate.

#### **GIVING FOR GOOD:**

Donate to the 50/50 drawing and give back to the community! NAHCR conducts a 50/50 drawing where half of the proceeds raised go to help a local charity, and the other half is given to one lucky winner! Tickets are \$1 each. You can purchase tickets at the NAHCR Registration Desk. The NAHCR Board of Directors and Education Team selected Alex's Lemonade Stand as this year's charity recipient.

#### **ANTITRUST STATEMENT:**

As participants in this meeting, we need to be mindful of the constraints of antitrust laws. There shall be no discussions of agreements or concerted actions that may restrain competition. This prohibition includes the exchange of information concerning individual prices, rates, coverages, market practices, claims settlement practices or any other competitive aspect of an individual company's operation. Each participant is obligated to speak up immediately for the purpose of preventing any discussion falling outside these bounds.



## Message from the President

A years' worth of planning is about to culminate as we gather for the 45<sup>th</sup> Annual Health Care Recruitment Conference "Unlock your potential as a health care recruiter." I am thrilled we are visiting a city and state we have never visited before.

On behalf of the NAHCR Board of Directors, Education Team, and management staff, we welcome our colleagues to Philadelphia, Pennsylvania, noted for its rich history including the Liberty Bell, and Independence Hall (where the Declaration of Independence and Constitution were signed). Also iconic are the steps of the Philadelphia Museum of Art where Rocky did his triumphant run. Let's not forget the infamous Philly cheese steak! This is my first time in Philadelphia and I am looking forward to networking and connecting with all of you. Please take a moment to say hello so we can get acquainted.

This year's conference is very robust with speakers and content. The Education Team, under the direction of Joshua Cosby and Marie Chambers (Chair), along with our management association, have spent countless hours preparing for this conference. I am confident you will walk away feeling connected, educated, and energized. You will have the opportunity to hear from nationally known speakers and a broad array of subject matter experts. Your feedback informs us for planning future conferences. We want to hear what you have to say. Please be sure to complete the post-conference evaluation survey.

Please take a moment to say thank-you to those who volunteer to make NAHCR a success. There are many opportunities for you to become involved. We need you to ensure our success. While in the exhibit hall, please take a moment to learn about these opportunities and how you can contribute.

Our conference would not be a success if it wasn't for the great support of our Institutional Vendors, sponsors and exhibitors. The exhibit hall is a lively place where you will be sure to receive a lot of personal attention as you learn about the products to serve your recruitment needs. Be sure to thank them for their support and presence.

I am very appreciative to all of you who have made my past two years as your President so successful, especially our Board of Directors who volunteer countless hours, and also our management team. Teamwork definitely makes the dream work and for that I am eternally grateful. NAHCR has grown immensely!

The NAHCR board and staff are here to make this a memorable experience. I look forward to seeing you next year in Minneapolis, site of the 46<sup>th</sup> Annual Health Care Recruitment Conference!

Warmest Regards, Michele Snider, BSN, RN, CHCR President, NAHCR

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CONTENT LEVEL KEY: ENTRY INTERMEDIATE ADVANCED

#### TUESDAY, JULY 30, 2019

12:30 p.m. - 4:00 p.m. Registration Desk Open Commonwealth Foyer

Workshop One: Beyond the Basics: Advanced 1:00 p.m. - 4:00 p.m. Sourcing and Recruitment Technology Sourcing for Healthcare Talent: No, Not Everyone's on LinkedIn

Speaker: Steve Levy, Recruiting Inferno

What the Tech? Uncover the Hidden Treasures Discovered Using Today's Popular Tech Tools

Speakers: Carlos Fernandez, PHR, SHRM-CP, SWP, Houston Methodist, and Debra Horowitz, *AppVault* 

Commonwealth C

1:00 p.m. - 4:00 p.m. Workshop Two: Recruiter 101: A New Recruit's First Stop

> Speakers: Jessica Jackson, CHCR, SWP, WebPT, and Joshua Cosby, BSN, CHCR, IQVIA Commonwealth D

1:30 p.m. - 3:30 p.m. **CHCR Credentialing Exam (Separate** Registration Required)

Regency Ballroom C1

5:30 p.m. - 7:00 p.m. **Kick-Off Reception (Admission Ticket** Required)

Masonic Temple - One North Broad Sponsored by:







#### WEDNESDAY, JULY 31, 2019

8:00 a.m. - 5:00 p.m. Registration Desk Open

Millennium Foyer

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

Regency Ballroom Foyer

8:45 a.m. - 9:00 a.m. President's Welcome Regency Ballroom B

9:00 a.m. - 10:15 a.m. Opening Keynote Session: Why

Transformational Talent May Not Have the

**Perfect Resume** 

Speaker: Regina Hartley, SPHR, SHRM-SCP, UPS

Regency Ballroom B

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

Regency Ballroom Foyer

Sponsored by:



10:30 a.m. - 12:00 p.m. Regional Networking with a Purpose

Commonwealth A, B, C, D, and Regency

Ballroom C1

12:00 p.m. - 1:30 p.m. Annual Business Meeting & Luncheon

(Admission Ticket Required)

**Team Orientations (Communications,** 

**Education, Membership)** 

Regency Ballroom B

1:30 p.m. - 2:30 p.m. How to Keep Your Nurses Working and Happy

Speakers: Mike Ciavolino, Shore Creative Group, and Donna Cardillo, MA, RN, CSP, FAAN

Commonwealth A



#### WEDNESDAY, JULY 31, 2019 (cont.)

1:30 p.m. - 2:30 p.m.

Building an Influential Recruiter Brand for Non-Clinical Professionals in a Clinical Setting Speakers: Blake Thiess, PHR, SHRM-CP, Prestige Care, and Shawn Pratt, PHR, HealthcareSource

Commonwealth B

1:30 p.m. - 2:30 p.m.

Buy, Build or Borrow? Balancing Healthcare Staffing Needs in an Evolving Environment

Speakers: Karen Moore, HireRight, and Jill Lopez, Florida Cancer Specialists & Research Institute

Commonwealth C

2:30 p.m. - 2:45 p.m.

Refreshment Break Regency Ballroom Foyer Sponsored by:



2:45 p.m. - 4:00 p.m.

**Building a Better Sourcing Plan** 

Speaker: Megan Nelson, CSSR, CSMR, PRC, Memorial Health System

Commonwealth A

2:45 p.m. - 4:00 p.m.

Conquering Overwhelming Recruitment Challenges in 2019 – Case Study with Saint Francis Hospital Muskogee

Speaker: Erin Murray, CTRM, eHospitalHire

Commonwealth B

2:45 p.m. - 4:00 p.m.

Conversational Recruiting: Transforming the Candidate Experience

Speakers: Carmen Hern, SSM Health, and

Sierra Ryan, Brazen Commonwealth C

3:55 p.m. - 4:00 p.m. Stretch Break



4:00 p.m. - 5:00 p.m. General Session

The Little Things Matter

Speaker: Mark Robinson Regency Ballroom B

5:00 p.m. - 6:30 p.m. President's Welcome & Exhibit Hall Opening

Reception

Millennium Hall Sponsored by:



#### THURSDAY, AUGUST 1, 2019

8:00 a.m. - 5:00 p.m. Registration Desk Open *Millennium Foyer* 

8:00 a.m. - 9:00 a.m. Vendor Demo Breakfast Regency Ballroom B

9:00 a.m. - 10:15 a.m. Keynote Session

Self-Discovery Outperforms Self-Help: Exploring the Seeds of Greatness in You!

Speaker: Robb Holman Regency Ballroom B Sponsored by:



10:15 a.m. - 11:15 a.m.

Refreshment Break with Exhibitors Millennium Hall Sponsored by:



11:15 a.m. - 12:15 p.m.

The Next Revolution in Healthcare Hiring: Leveraging Artificial Intelligence for Recruiting Success

Speakers: Brian Jefferis, MS, Nebraska Medicine, and Jill Strange, PhD, Infor Commonwealth A



#### THURSDAY, AUGUST 1, 2019 (cont.)

11:15 a.m. - 12:15 p.m.

Get R.E.A.L. How to Become a "Destination Employer"

Speakers: Janet Elkin, GHR Healthcare, and Mary Dougherty, Philadelphia Academic Health System Commonwealth B

11:15 a.m. - 12:15 p.m.

Building a Strong Talent Acquisition Brand to Improve and Sustain Candidate Engagement

Speakers: Chad Cotter, Boston Medical Center, and Busayo Ajayi, Boston Medical Center

Commonwealth C

12:15 p.m. - 1:45 p.m.

**Networking Lunch with Exhibitors** 

Millennium Hall

1:45 p.m. - 3:00 p.m.

A Guide to Hiring Heroes: Helping Vets Find a Place in the Civilian Workforce

Speakers: Theresa Mazarro, RN, CHCR, RACR, Johns Hopkins Suburban Hospital, and Michelle Reed, SkillSurvey Commonwealth A

1:45 p.m. - 3:00 p.m.

Hiring in Healthcare – Indeed's Diagnosis of Industry Trends Shaping Recruitment

Speakers: Lindagrace de la Cruz, Indeed, and Valerie Hernandez, Inova Health System Commonwealth B

1:45 p.m. - 3:00 p.m.

Challenges and Opportunities in Recruiting International Healthcare Professionals, and the Processes Required to Secure Employment Authorization for Them

Speaker: Dwight D. Myfelt, JD, Dinsmore &

Shohl LLP

Commonwealth C



#### THURSDAY, AUGUST 1, 2019 (cont.)

3:00 p.m. - 4:00 p.m.

Refreshment Break with Exhibitors & Prize Drawings Millennium Hall Sponsored by:



4:00 p.m. - 5:00 p.m.

Recruiting Strategy – Insight from 2019 Healthcare Recruitment Metrics Benchmark Study Results

Speakers: Dana Cates, SPHR, SWP, RACR, Lean Human Capital by HealthcareSource, and Cathy Henesey, SPHR, SHRM-SCP, AdventHealth Commonwealth A

4:00 p.m. - 5:00 p.m.

New Frontiers in Talent Management Autism at Work: A Blue Print for Action

Speakers: Tina Schmitt, SHRM-SCP, CHCR, Kennedy Krieger Institute, and Melissa Wells, SHRM-CP, PHR, Kennedy Krieger Institute

Commonwealth B

4:00 p.m. - 5:00 p.m.

Full Employment in Nursing: Gaining Ground with the Gainfully Employed

Speakers: Anthony Gentile, Katon Direct, and Leslie Phillips, PHR, AccentCare Commonwealth C

6:00 p.m. - 6:30 p.m. **Gala Cocktail Reception**Regency Ballroom Foyer

6:30 p.m. - 9:00 p.m. Gala Awards Dinner (Admission Ticket Required)

Regency Ballroom B



#### FRIDAY, AUGUST 2, 2019

8:00 a.m. - 1:00 p.m. Registration Desk Open

Millennium Foyer

8:00 a.m. - 9:00 p.m. Vendor Demo Breakfast Regency Ballroom B

9:00 a.m. - 10:15 a.m. **Keynote Session** 

Unlocking Potential Through the Pursuit of

**Purpose** 

Speaker: Kala Taylor Regency Ballroom B

10:15 a.m. - 10:20 a.m. Refreshment Break

Regency Ballroom Foyer

Sponsored by:



10:20 a.m. - 11:20 a.m. Leadership: The Good, The Bad, and The Ugly

> Speakers: Kim S. McDonald, RN, CHCR, VHA-CM, US Department of Veterans Affairs, and Victoria Cox, RN, CHCR, VHA-CM, US Department of Veterans Affairs

Commonwealth A

10:20 a.m. - 11:20 a.m. Social Media for Recruiters: Best Practices on **Attracting Top Talent & Engagement** 

> Speaker: Danyelle Felchner, Memorial Health System

Commonwealth B

10:20 a.m. - 11:20 a.m. High School to Healthcare: Addressing the **Healthcare Shortage** 

> Speakers: Melissa McIntyre, MBA, CHCR, NYU Langone Orthopedic Hospital, and Imelda Principe, DNP, MSN, RN, CPAN, CCRN, ASLNC-c,

NYU Langone Orthopedic Hospital

Commonwealth C



#### FRIDAY, AUGUST 2, 2019 (cont.)

11:20 a.m. - 11:45 a.m.

Refreshment Break Regency Ballroom B Sponsored by:



11:45 a.m. - 1:00 p.m. Legal Update - Hiring the Best

Speaker: Jonathan Segal, Esq., Duane Morris

Regency Ballroom B

1:00 p.m. Conference Adjourns



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#### Vendor Member-at-Large

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#### **Immediate Past President**

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Tidelands Health Murrells Inlet, SC Phone: 843-527-7165

Email: juhill@tidelandshealth.org

#### **Executive Director**

Tonya Wade, CAE Altamonte Springs, FL Phone: 407-774-7880 Email: twade@kmgnet.com

A big Thank-You to the entire
Board of Directors, Joshua Cosby

– 2019 Education Director, and
the Education Committee for
your hard work and dedication
in the planning of the 45th
Annual Health Care Recruitment
Conference!

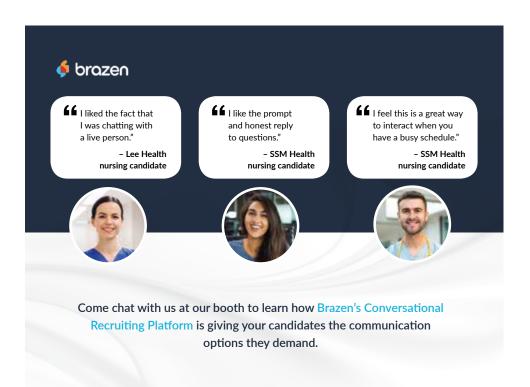
## Vendor Members



#### (as of 6/20/19)

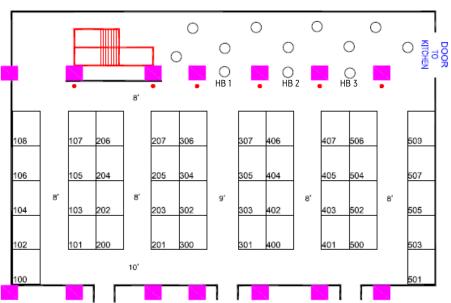
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## Exhibitor Floorplan



ENTRANCE

### Saving Lives with Every Placement

Through our family of healthcare focused recruiting brands we place hundreds of healthcare professionals daily across the country.

We can do the same for you.







Get R.E.A.L. - How to Become a Destination Employer
Thursday, August 1st, 11:15 A.M.

Presenters: Janet Elkin, President & CEO, GHR Healthcare Mary Dougherty, VP of HR, American Academic Health System

Learn how you can turn your organization into a destination employer and succeed in today's healthcare hiring crunch.

## **Sponsors**



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#### **VENDOR DEMOS**













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Cornerstone OnDemand **BOOTH NUMBER: 400** 



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BOOTH NUMBER: High-Top



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BOOTH NUMBER: 402 & 404



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Find A Nursing Job BOOTH NUMBER: 305



First Advantage
BOOTH NUMBER: 509



FocusOne Solutions
BOOTH NUMBER: 406



FSSolutions
BOOTH NUMBER: 503



Fusion Marketing Group BOOTH NUMBER: 108



**BOOTH NUMBER: 401** 





HealthcareSource
BOOTH NUMBER: 101 & 103



HireRight
BOOTH NUMBER: 107



Katon Direct BOOTH NUMBER: 403



Medefis BOOTH NUMBER: 300 & 302



NAS Recruitment Innovation BOOTH NUMBER: 504



Nexxt BOOTH NUMBER: 104



NHS Solutions, Inc. BOOTH NUMBER: 405



Phenom People BOOTH NUMBER: 303



Investigate further.

PreCheck BOOTH NUMBER: 203



Qualivis
BOOTH NUMBER: 201



Relias
BOOTH NUMBER: 202







Shaker Recruitment Marketing
BOOTH NUMBER: 100



SkillSurvey BOOTH NUMBER: 301



Springer Publishing BOOTH NUMBER: 507



Sterling BOOTH NUMBER: 102



The McMahon Group BOOTH NUMBER: High-Top



Universal Background Screening
BOOTH NUMBER: 106



Wolters Kluwer
BOOTH NUMBER: 407

WorldWide *HealthStaff*Solutions Ltd.

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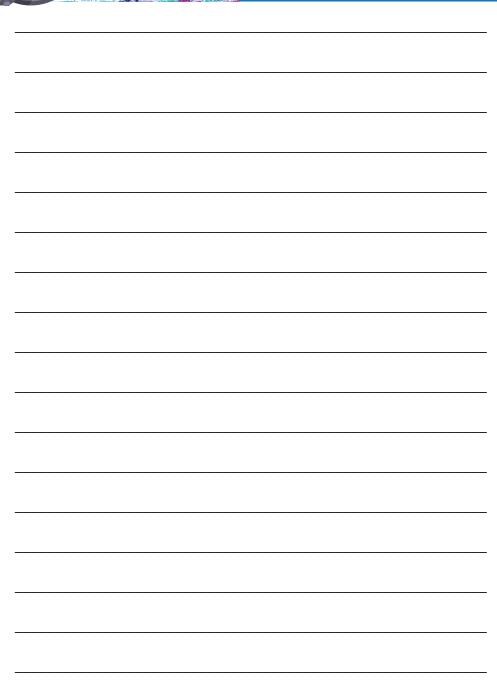
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## Notes







## Notes



## 46th Annual Health Care Recruitment Conference



Hilton Minneapolis Minneapolis, Minnesota July 28 - 31, 2020