



# NAHCR 47TH ANNUAL CONFERENCE: A Virtual Experience

JULY 26 - 28, 2021

## **\*Please note, all times are in Eastern Time (ET) Monday, July 26, 2021**

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| 11:00 a.m. - 12:30 p.m.<br>ET | <b>President's Welcome and Opening Keynote: Living Imperfectly: Punch Imposter Syndrome in the Face sponsored by <a href="#">PreCheck</a></b><br><i>Speaker: <b>James Robilotta</b></i><br>Life is messy, confusing, and anything but perfect -- especially right now. So instead of chasing after the idealized image of the life we should want, this talk will provide you with the tools and the space to create the life you actually want... imperfections and all. The pandemic has us all in our feels, and this program is designed to help you realize how resilient you are. It will also help you lean into the imperfections of life to live more authentically. More now than ever, we need authentic humans in our world. This authenticity sparks open communication, forms tighter bonds, and allows the people in your life to be more engaged. Join me for some deep but hysterical, real-talk motivation that will serve as a boost for your mental health. |
| 12:30 p.m. – 1:00 p.m.<br>ET  | <b>Break With Exhibitors &amp; Prize Drawings</b>   |
| 1:00 p.m. – 1:30 p.m.<br>ET   | <b>NAHCR Business Meeting</b>   |

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| <p>1:30 p.m. – 1:40 p.m.<br/>ET</p> | <p><b>Stretch Break</b></p>   |
| <p>1:40 p.m. – 2:35 p.m.<br/>ET</p> | <p><b>Concurrent Session - The Future of Virtual Recruiting: Strategies to Stay Competitive, Improve Diversity, and Increase Pipelines</b></p> <p><i>Speakers: <b>Angela Pointer</b>, MS, BSN, RN, Senior Director, Talent Acquisition, University of Maryland Medical System and <b>Ashley O'Connor</b>, SVP Partnerships, Brazen</i></p> <p>Early in the pandemic, virtual talent acquisition strategies were thought to be a flash in the pan to address the all-virtual workforce. But according to a survey conducted by Brazen at the end of 2020, 86% of recruiters surveyed indicated that virtual talent acquisition will be a part of their recruiting strategy even when things go back to normal and another 10% indicated that it would be the only part of their recruiting strategy. While returning to normal may allow companies to return to in-person interviews and events, the virtual recruiting genie is out of the bottle and unlikely to ever go back.</p> <p>If anything, the pandemic simply accelerated years of digital transformation that was already taking place in the talent acquisition space.</p> <p>Just ask Angela Pointer, Senior Director, Talent Acquisition at University of Maryland Medical System (UMMS), who has experienced the benefits of virtual recruiting both during and prior to the pandemic.</p> <p>But the question remains for many healthcare TA professionals: now that the genie is out of the bottle and used by most orgs, how do healthcare organizations get creative with their virtual talent acquisition strategies to stay competitive, differentiate their orgs, and institutionalize their digital transformations?</p> <p>In this presentation, you'll hear how Angela and the team at UMMS have used virtual recruiting to...</p> |

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|                                     | <ul style="list-style-type: none"> <li>• Target specific and highly valuable talent pools</li> <li>• Improve and enhance their D&amp;I efforts</li> <li>• Nurture and stay top-of-mind with job seekers that may not be ready to join today (but might down the road)</li> </ul> <p>So join Angela Pointer and Ashley O'Connor, SVP of Partnerships at Brazen, as they discuss the future of your virtual recruiting.</p>  |
| <p>1:40 p.m. – 2:35 p.m.<br/>ET</p> | <p><b>Concurrent Session - Transform Your Recruiting Strategy – Data Driven Insight from 2021 Healthcare Recruitment Metrics Benchmark Study Results, and the Journey of an Elite Honor Roll Recruitment Winner Sponsored by <a href="#">AppVault</a></b></p> <p><i>Speakers: <b>Dana Cates</b>, SPHR, RACR, SWP, Director, Lean Human Capital Consulting, HealthcareSource and <b>Melissa Le</b>, Director, Talent Acquisition, Advocate Aurora Health</i></p> <p>Lean Human Capital by HealthcareSource provides the most comprehensive intelligence, research and benchmarks, and education solutions to the healthcare talent acquisition industry. In its 12th year, LHC’s Healthcare Recruitment Metrics Benchmark Study has analyzed recruitment data from more than 1,200 hospitals from over 250 health systems throughout the U.S. across six critical performance dimensions: speed/responsiveness, process efficiency, team productivity, cost, quality of service, and retention/quality of hire. This year’s presentation will include one of the 2021 Lean Human Capital Elite Honor Roll recipients who will share their transformation journey and what their organization is doing with respect to recruitment excellence.</p> |
| <p>2:35 p.m. - 2:50 p.m.<br/>ET</p> | <p><b>Stretch Break</b></p>  |
| <p>2:50 p.m. – 3:45 p.m.<br/>ET</p> | <p><b>Concurrent Session - What’s Your Unique Story?</b></p> <p><i>Speakers: <b>Matt Adam</b>, Chief Talent Strategist, NAS and <b>Valerie Scarfpin</b>, sHRBP, Senior Director of Human Resources, UC Health</i></p> <p>Many health systems are indistinguishable from an Employment Brand, even</p>  |

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|                                     | <p>though they are all unique on the inside.</p> <p>This session will provide tips and tricks on how to determine your unique story, build it into an enticing brand and present it effectively to your targeted audience.</p> <p>Using real life case studies, we will give you a basic understanding of how employment brands are built – and how they make your hiring more effective providing real return on investment.</p>   |
| <p>2:50 p.m. – 3:45 p.m.<br/>ET</p> | <p><b>Concurrent Session - Metrics That Matter in Healthcare Recruiting</b><br/> <i>Speakers: <b>Ryan Christoi</b>, Executive Vice President of Client Strategy, Recruitics and <b>Lisa Kraska</b>, GPHR, CHCR, Vice President of HR and Talent Acquisition, Baylor Scott &amp; White Health</i></p> <p>This session will provide the tools and takeaways on what metrics you should measure at each step of the candidate journey to help Healthcare Recruiters/Managers make data driven decisions for recruitment marketing/employment brand strategies.</p> <p>From the first time a candidate interacts with your brand until they actually apply for a job and every step in between, we will tell you what metrics matter!</p> |
| <p>3:45 p.m. – 4:00 p.m.<br/>ET</p> | <p><b>Stretch Break</b></p>   |
| <p>4:00 p.m. – 5:15 p.m.<br/>ET</p> | <p><b>General Session &amp; Closing Remarks: The Future of Health Care Recruitment</b><br/> <i>Speaker: <b>Sebastien Girard</b>, MBA, Senior Vice President &amp; Chief People Officer, Centura Health</i></p> <p>In an ultra-competitive employment landscape and employee market, the need of Talent Acquisition to differentiate themselves and be proactive is exponential.</p>   |

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|                                     | <p>The biggest opportunity for many TA departments is the capability to predict the upcoming trends, technologies and disruption and act today on the needs of tomorrow.</p> <p>Understanding the current macroeconomics situation, the socio demographic trends and the impact of the pandemic on the employment landscape will help address this gap and ensure that communities continue to receive quality care.</p> <p>We will cover:</p> <ul style="list-style-type: none"> <li>• The current micro economics trends and what will be the impact on the future of Talent Acquisition</li> <li>• The most predominant upcoming market macroeconomics and socio demographic trends in the next 3 to 5 years</li> <li>• Define the Experience Economy and it's impact on Talent Acquisition</li> <li>• Covering potential disrupters and new technologies in HR related to the employment market</li> </ul> |
| <p>5:20 p.m. – 6:20 p.m.<br/>ET</p> | <p><b>Virtual Happy Hour Hosted by <a href="#">WorldWide HealthStaff Solutions</a></b></p>   |

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| <h2 style="color: #0056b3;">Tuesday, July 27, 2021</h2> |   |
| <p>10:00 a.m. - 10:15 a.m.<br/>ET</p>                   | <p><b>Vendor Demo Presented by <a href="#">Brazen</a></b></p>   |
| <p>10:15 a.m. – 10:30 a.m.<br/>ET</p>                   | <p><b>Vendor Demo Presented by <a href="#">Heartbeat.ai</a></b></p>   |
| <p>10:30 a.m. – 12:00 p.m.<br/>ET</p>                   | <p><b>General Session and Opening Remarks – Attracting A-Players with Your Story</b><br/><i>Speaker: <a href="#">Katrina Kibben</a></i></p> |

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|                                       | <p>Every company has a unique story and compelling reasons for why you should work there. It's a feeling you get when you walk into work. Trust among peers. It's your best recruitment strategy.</p> <p>Often, we look to best-in-class case studies to see how others are translating their stories. But here's a harsh reality. Best-in-class does not mean best for you. The right candidate won't react to just any interaction - they want to connect with who you are. There's a new standard of excellence among these high-demand people. You'll learn the rules for standing out in a world of look-a-likes and brands that only claim to be different.</p> |
| <p>12:00 p.m. – 12:30 p.m.<br/>ET</p> | <p><b>Regional Networking with a Purpose</b></p>  |
| <p>12:30 p.m. – 1:00 p.m.<br/>ET</p>  | <p><b>Stretch Break</b></p>   |
| <p>1:00 p.m. – 1:55 p.m.<br/>ET</p>   | <p><b>Concurrent - The Practical Value of Diversity in Talent Acquisition</b><br/><i>Speaker: Rollis Fontenot III, Founder, Ascend Hr Corp   Hr Maximizer Inc.</i></p> <p>“The Practical Value of Diversity in Talent Acquisition” - Hiring managers and executives already know the altruistic reasons for diversity, equity and inclusion, however how many of them know about the practical value? In other words, how will it affect their department / organization positively or negatively depending on their strategy?</p>  |
| <p>1:00 p.m. – 1:55 p.m.<br/>ET</p>   | <p><b>Concurrent - Employee-Generated Video for Recruitment, Engagement, and Retention with BJC Healthcare</b></p>  |

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|                             | <p><i>Speakers: <b>Jimmy McCourt</b>, VP, Client Services, Shaker Recruitment Marketing and <b>Briana Bobo</b>, Recruitment Marketing Supervisor, BJC Healthcare</i></p> <p>Consider these recruitment marketing video stats: 34% increase in conversion rates on job descriptions. 37% increase in time on site. 75% increase in SEO traffic to job descriptions. Now couple that set of stats with these two: Viewers claim they retain 95% of a message when obtained via video. 99% of marketers claim they will continue to use video in their approach. It's almost like – not considering video as a necessary part of your employer branding and recruitment marketing strategy is like deciding that a garden may not need water after a 100-day drought! Authentic employee video testimonials and employee experience video intentionally planted across your career site, your social channels, and recruitment events add richness and life to your employer brand story. Hear first-hand from an organization that has seen significant results from their recruitment, retention, and engagement functions, including some incredible unexpected surprises!</p>                         |
| 1:00 p.m. – 1:55 p.m.<br>ET | <p><b>Concurrent - The Secret to Successfully Incorporating Sourcing Into Your Talent Acquisition Strategy</b></p> <p><i>Speakers: <b>Anthony Gentile</b>, MS, Managing Partner, Katon Direct and <b>Karen Antrim</b>, Managing Director of Talent Discovery, Arena Analytics</i></p> <p>As the healthcare talent crisis continues to worsen, it's becoming increasingly difficult for healthcare employers to hire top clinical talent. This has resulted in healthcare organizations around the country to rely more heavily on inefficient and costly temporary solutions. Additionally, healthcare professionals are feeling burnt out and disconnected from their employer, which results in negative patient care outcomes and lost revenue.</p> <p>To combat these challenges, talent acquisition teams have incorporated sourcing into their overall recruitment strategies with tremendous results (e.g. increased applicant flow, reduced time to fill, happier hiring managers, and a significant reduction in temporary staffing costs). However, most recruiters are overworked and under resourced, and don't have the necessary bandwidth to fit sourcing into their daily routine.</p> |

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|                                     | <p>This speaking session will equip all recruiters tasked with sourcing responsibilities with a roadmap to successfully incorporate this critically-important strategy into your busy schedule.</p>  |
| <p>1:55 p.m. – 2:10 p.m.<br/>ET</p> | <p><b>Stretch Break</b></p>  |
| <p>2:10 p.m. – 2:30 p.m.<br/>ET</p> | <p><b>Break With Exhibitors &amp; Prize Drawings</b></p>   |
| <p>2:30 p.m. – 3:30 p.m.<br/>ET</p> | <p><b>General Session - Legal Update – Immigration</b><br/><i>Speaker: Gary Ilagan</i></p> <p>We are still dealing with the challenges associated with country-specific visa restrictions/travel bans and U.S. Embassies and Consulates throughout the world being understaffed during the pandemic. It is very difficult to get scheduled for visa interviews abroad. In addition, for those foreign nationals who are in the U.S. applying for certain immigration benefits, USCIS Processing Times have soared to levels not seen in almost 20 years, resulting in delays in issuing Employment Authorization Documents (“work permits”) and interviews being pushed back several months.</p> |
| <p>3:30 p.m. – 3:40 p.m.<br/>ET</p> | <p><b>Stretch Break</b></p>  |
| <p>3:40 p.m. – 4:40 p.m.<br/>ET</p> | <p><b>Recruiter Resiliency &amp; Mental Wellness – 2021! &amp; Closing Remarks</b><br/><i>Moderator: David Szary, Executive Leader, Talent Acquisition</i><br/><i>Panelists: Dr. Seth Hickerson, Founder/CEO, My Steady Mind; Colin Lyle, Senior Director of Talent Acquisition, Advent Health; Tracey Aust, National Director, Trinity Health; and Heather Sweeney, Senior Sourcing Partner/Registered Nurse, Trinity Health</i></p> <p><i>What does resilience really mean?</i></p> <p><i>In the simplest sense, resilience mean’s one’s ability to bounce back. To be a resilient person means to be able to withstand and adapt to difficult situations.</i></p>                             |



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|                                     | <p>Health care recruiters demonstrated A LOT of resiliency supporting our front line colleagues over the last year! As we move into the next chapter of this pandemic, we are faced with additional challenges including:</p> <ul style="list-style-type: none"> <li>• Increased shortage of nursing/clinical staff as many leave the industry (retirement or exhaustion)</li> <li>• Intense competition for our entry level positions (like we have never seen it before!)</li> </ul> <p>In this engaging and informative session, David Szary (Executive Leader for Talent Acquisition – Trinity Health) will moderate a discussion with leading practitioners on how to CONTINUE to <i>withstand and adapt to difficult situations</i>, help health care recruiters with mental wellness and . . . to be just darn happy.</p> |
| <p>4:45 p.m. – 5:45 p.m.<br/>ET</p> | <p><b>Virtual Happy Hour &amp; NAHCR Knowledge Bowl <i>Hosted by <a href="#">Qualivis</a></i></b></p> <p>Network with fellow NAHCR attendees and test your NAHCR Knowledge. The more you know, the more you WIN!</p>   |

| <b>Wednesday, July 28, 2021</b>       |  |
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| <p>10:00 a.m. - 10:15 a.m.<br/>ET</p> | <p><b>Vendor Demo <i>Presented by <a href="#">Connetics</a></i></b></p>                                |
| <p>10:15 a.m. – 10:30<br/>a.m. ET</p> | <p><b>Vendor Demo <i>Presented by <a href="#">SeekOut</a></i></b></p>                                  |
| <p>10:30 a.m. – 11:45<br/>a.m. ET</p> | <p><b>President's Welcome and Keynote: Energetic Leadership</b><br/><i>Speaker: Beth Rashleigh</i></p> |

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|                            | <ul style="list-style-type: none"> <li>• Recognize the seven distinct lenses through which people see the world, and find out which ones serve you best.</li> <li>• Discover the hidden pattern keeping you stuck in current thought patterns.</li> <li>• Recognize how to tap into your unlimited potential allowing you to accomplish whatever you set your mind to.</li> </ul>  |
| 11:45 a.m. – 12:00 p.m. ET | <b>Stretch Break</b>   |
| 12:00 p.m. – 12:55 p.m. ET | <p><b>Concurrent - 45 Lab Hires in 90 Days.... Amidst a Global Pandemic</b><br/> <i>Speakers: <b>Lee Alexander</b>, Senior Account Director, Fusion Marketing Group and <b>Stefanie Smolinsky</b>, Director, Talent Acquisition Operations, Beth Israel Lahey Health</i></p> <p>Lahey Hospital &amp; Medical Center, a member of Beth Israel Lahey Health received a \$10M grant from the commonwealth of Massachusetts to process 6,000 labs per day, starting January 1, 2021. While this was a fantastic opportunity for the organization, the hiring demand it created at the peak of a global pandemic left the recruitment team in a very difficult position. In partnership with Fusion Marketing Group, the team created a robust multi-channel marketing campaign that would promote these new (46 FTE) lab opportunities to this highly sought-after audience in both the local and surrounding markets. Join Stefanie and Daniel to learn exactly how this opportunity came to be and how the team was able to move quickly and efficiently while meeting the hiring goals and keeping a strict reporting and communication cadence with senior leadership at Beth Israel Lahey Health.</p> |
| 12:00 p.m. – 12:55 p.m. ET | <p><b>Concurrent - Bringing the Easy Button to Healthcare Recruiting Sponsored by <u>SkillSurvey</u></b><br/> <i>Speakers: <b>Theresa Mazzaro</b>, RN, CHCR, RACR, Senior Talent Acquisition Specialist, Suburban Hospital, a Member of Johns Hopkins Medicine and <b>Keith Cook</b>, Chief Marketing Officer, SkillSurvey</i></p>   |

2020 was exhausting for healthcare recruiters. Combating COVID-19 brought the industry face-to-face with the most extreme war on talent in recent history. While healthcare workers across the nation bravely fought to provide essential care during the pandemic, healthcare talent leaders waged their own battle on another front: talent acquisition and sourcing.

In a post-pandemic world, healthcare recruitment professionals must continue to maintain high touch engagement even as the war for talent lessens, while also keeping their team from burning out. It is essential to create a hiring toolbox with easy-to-use, easy-to-read softwares that help you find the best talent and get them on board without further draining your team.

In this session, we will explore:

- The best way to hire for both patient care and patient experience (even in a talent shortage)
- Tools and strategies to help your team work smarter and not harder
- Ways to create a quick, mobile, and memorable candidate experience

Leave this session with actionable tips that will leave your recruiting team thinking “That was easy.”

12:00 p.m. – 12:55  
p.m. ET

**Concurrent - A Predictive Model for Staffing during COVID: The Importance of Having a Trusted Partner**

*Speakers: **Earl Dalton**, MHA, MSL, BSN, NEA-BC, Chief Nursing Officer, Health Carousel and **Manuel Acuña**, System Director, Talent Acquisition, CHRISTUS Health System*

The theme of this presentation will be central to translating creative adaptations and innovations into enduring practices; and equipping TA, HR, & Nurse Leaders to lead well in the new environment.

Earl Dalton, CNO, alongside our selected Talent Acquisition Healthcare Leader & trusted client, will discuss the impact of inadequate nurse staffing in hospital units and offer insights into how flexible staffing can help hospitals maintain optimal patient-nurse ratios.

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|                                      | <p>NAHCR members will learn about:</p> <ul style="list-style-type: none"> <li>• The negative impact of inadequate staffing</li> <li>• Understanding True vacancy and operational vacancy</li> <li>• Benefits of flexible staffing</li> <li>• Contract and international nursing</li> <li>• Managed Services Programs (MSPs)</li> </ul> <p>Takeaways for the audience will be three actions to address the negative impact of inadequate staffing and close the widening experience-complexity gap:</p> <ol style="list-style-type: none"> <li>1. Understand true vacancy and operational vacancy</li> <li>2. Implement predictive analytics and forecasting to overcome staffing needs</li> <li>3. Activate innovative staffing models for short and long-term benefits</li> </ol> <p>This presentation will include a case study presentation from CHRISTUS Health System by Manuel Acuña.</p> <p>About Manuel:</p> <ul style="list-style-type: none"> <li>• <i>System Director, Talent Acquisition, CHRISTUS Health System</i></li> <li>• Responsible for developing and executing system strategies to attract, engage, and retain a diverse slate of highly qualified and culturally aligned talent</li> <li>• Member of the National Association of Latino Healthcare Executives and National Association of Healthcare Recruitment</li> </ul> <p>The presentation will end with a Q&amp;A session, so attendees are encouraged to bring questions.</p> |
| <p>12:55 p.m. – 1:30 p.m.<br/>ET</p> | <p><b>Break With Exhibitors &amp; Prize Drawings</b></p>   |
| <p>1:30 p.m. – 2:45 p.m.<br/>ET</p>  | <p><b>General Session and Closing Remarks - Legal Update</b></p> <p><i>Speaker: Kevin Stella, Attorney, Hall Render Killian Heath &amp; Lyman</i></p> <p>Employers have always had to manage and adapt to changes to laws and guidance issued by federal and state legislatures and agencies impacting the workplace. Last year certainly reinforced the ever-changing nature of the workplace, with employers having to react to work-from-home considerations,</p>   |

newly issued leave rights, managing through mask mandates, and now vaccination considerations. And for health care organizations, it has been exhausting not only caring for their patients and communities, but also caring for their own employees who have worked tirelessly providing such care, as well as those employees in administrative and operational roles who help support the infrastructure of the organization.

As recruiters in the health care industry, the challenges continue to grow, from needing to recruit qualified and committed workers and managing through the staffing crisis, to having to deal with specific laws, regulations and best practices during a period of unrest. I am looking forward to presenting at the NAHCR Annual conference to touch on the legal challenges facing health care recruiters. We will spend time assessing how COVID-19 laws and regulations have impacted recruiting and consider legal issues around employee vaccinations. In addition, as there is more focus than ever on pay equity specific to gender and ethnicity, we will review what legal changes are occurring that impact the recruitment process and permissible questions. Other topics we will address include the growing body of legislation legalizing marijuana, both medical and recreational use, as well as a review of the ongoing impact social media has on employers when it comes to learning about applicants. There will likely be other developments between now and the annual conference that deserve attention, and we will also be sure to save time to answer questions participants may have.