



HOSPITAL
ASSOCIATION
OF SOUTHERN CALIFORNIA®

**HASC
2018
Annual Meeting**

April 11-13

Park Hyatt
Aviara Resort
Carlsbad

Big Potential —
The Power of Inclusion

Dear Colleague:

Please join us April 11–13 for HASC’s Annual Meeting, a gathering for health care leaders looking to share information, network and learn. This year’s theme — ***Big Potential — The Power of Inclusion*** — will play out at the Park Hyatt Aviara Resort in Carlsbad. Our speakers are visionaries and leaders who will provoke thoughtful discussion on how we will collaborate and evolve.

- Shawn Achor, collaboration, engagement and work-satisfaction thinker and author
- David Gergen, CNN political analyst and White House advisor to four presidential administrations including Nixon, Ford, Reagan and Clinton.
- Carmela Coyle, newly-appointed CHA President/CEO and former CEO, Maryland Hospital Association
- Ian Morrison, noted health care futurist

The 2017 annual meeting drew more than 500 attendees, including 75 hospital CEOs, 125 C-Suite executives, a broad range of sponsor representatives and family members and guests who participated in a golf tournament, round robin tennis, a fun run/walk, several networking events and a packed agenda. See you there!

Sincerely,



*George W. Greene, Esq.
President/CEO
HASC*



*Craig Leach
2018 HASC Board Chair
President/CEO,
Torrance Memorial Medical Center*

Agenda

WEDNESDAY, APRIL 11

- 8 a.m. Golf Tournament, Aviara Golf Club
2 - 7:30 p.m. Registration
6 - 9 p.m. Welcome Reception and Buffet Dinner

THURSDAY, APRIL 12

- 7 a.m. - 1:30 p.m. Registration
7 - 8:15 a.m. Member, Guest and Sponsor Breakfast
8:30 - 8:45 a.m. Welcome
8:45 - 9:45 a.m. *Big Potential — The Power of Inclusion*
Shawn Achor

10 - 11 a.m. *The State of the Union*
David Gergen

11:15 a.m. - 12:30 p.m. First Concurrent Breakout Sessions
12:30 - 1:30 p.m. Buffet Lunch
1:45 - 3 p.m. Second Concurrent Breakout Sessions
3:15 - 5:15 p.m. Round Robin, All Levels Tennis Tournament
5:30 - 8 p.m. Strolling Dinner, Wine Tasting and Exhibit

FRIDAY, APRIL 13

- 7:30 - 8:45 a.m. Member, Guest and Sponsor Breakfast
9 - 10 a.m. *View from Sacramento*
Carmela Coyle

10 - 11 a.m. *The Future of Health Care: What's Next?*
Ian Morrison

2018 Annual Meeting Speakers



SHAWN ACHOR

Shawn Achor is the *New York Times* best-selling author of *The Happiness Advantage* and *Before Happiness*. He spent 12 years at Harvard, where he won over a dozen distinguished teaching awards, and delivered lectures on positive psychology in one of the most popular classes at the university. His next book, *Big Potential: How Transforming the Pursuit of Success Raises Our Achievement, Happiness and Well-Being* is scheduled for release in 2018.

Achor is one of the world's leading experts on the connection between happiness and success. He has worked with Fortune 100 companies, the NFL, the Pentagon and the U.S. Treasury. His research on happiness made the cover of *Harvard Business Review*, his TED talk is one of the most popular of all time with over 10 million views, and his lecture airing on PBS has been seen by millions.



CARMELA COYLE

Carmela Coyle, CHA's president and CEO was formerly president and CEO at the Maryland Hospital Association (MHA) from 2008 until late 2017. During her tenure at MHA, she played a leading role in reframing the hospital payment system in Maryland, moving to a value-based methodology.

Prior to joining MHA, Coyle spent 20 years in various roles with the American Hospital Association (AHA), including 11 years as senior vice president of policy, where she served as a national media spokesperson and led AHA's policy development and strategy planning activities. Earlier in her career, Coyle worked for the Congressional Budget Office in Washington, D.C.

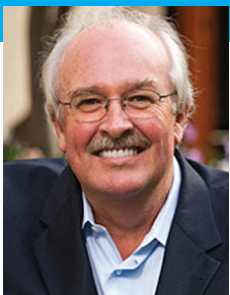
Coyle currently serves as a member of the AHA Board of Trustees, the Living Legacy Foundation and the Caring Bridge Consumer Advisory Council. She has been named Influential Marylander in 2010 and 2016, and as the Maryland Association of Health Care Executives Most Valuable Partner in 2013.



DAVID GERGEN

David Gergen is professor of public service and co-director of the Center for Public Leadership at the Harvard Kennedy School – positions he has held for over a decade. In addition, Gergen serves as a senior political analyst for CNN and works actively with a rising generation of new leaders. In the past, he served as a White House adviser to four U.S. presidents of both parties: Nixon, Ford, Reagan and Clinton. He wrote about those experiences in his *New York Times* bestseller, *Eyewitness to Power: The Essence of Leadership, Nixon to Clinton* (2001).

In the 1980s, he began a career in journalism. Twice he has been a member of election coverage teams that won Peabody awards, and he has contributed to two Emmy award-winning political analysis teams.



IAN MORRISON

Ian Morrison is an internationally-known author, consultant and futurist specializing in long-term forecasting with an emphasis on health care. He combines research and consulting skills with an engaging Scottish wit to help public and private organizations plan their longer-term futures. He is a frequent commentator on the future of health care for television, radio and print media.

Morrison is the author of *Leading Change in Healthcare: Building a Viable System for Today and Tomorrow* and *Healthcare in the New Millennium: Vision, Values and Leadership*. A previous book, *The Second Curve – Managing the Velocity of Change*, was a *New York Times* business bestseller.

Morrison is president emeritus of the Institute for the Future (ITF). He is a founding partner in Strategic Health Perspectives, a joint venture between Harris Interactive and the Harvard School of Public Health's Department of Health Policy and Management. Morrison is a past director and chair of the California Health Care Foundation and is a director at Martin Luther King, Jr. Community Hospital in Los Angeles.

Registration Information

WHO SHOULD ATTEND?

Hospitals/health system CEOs, executive teams, physician leaders and trustees will all benefit from attending this conference. We encourage participation from our sponsoring organizations.

CONFERENCE REGISTRATION PACKAGE

The registration fee for each attendee includes education sessions, listed meals, receptions and entertainment. We gratefully acknowledge our sponsors and their contributions, which make it possible for our members to attend at a reduced rate. Please see the sponsor brochure for information about sponsorship.

HOTEL RESERVATIONS:

Park Hyatt Aviara Resort, Carlsbad

A special rate of \$309 plus applicable fees and taxes per single or double occupancy per night has been arranged for this conference. Reservations may be made through the Aviara's website: <https://aws.passkey.com/go/HASC2018AnnualMeeting>, or call (888) 421-1442. Your credit card will be charged for one night upon receipt of your reservation. Our room block expires on March 16 or sooner if sold out. Any cancellation received within seven days of the check-in date will not be refunded for the one night deposit. If you need to cancel your hotel reservation, please call HASC first at (213) 538-0737 and we will make every effort to identify a replacement guest to take your reservation. In the event that you arrive late or depart early, the resort will charge your credit card for the total number of nights reserved.

HASC appreciates the overwhelming response to this event each year and we encourage you to reserve early.



IMPORTANT REMINDERS

- **Member Group Discount** – Groups of five or more from the same hospital or system headquarters will receive the fifth registrant on a complimentary basis when they register at the same time. Contact Leticia Salcido at (213) 538-0737 for more information on how to register your team with this discount (available until March 16).
- **Meeting Cancellations** – Cancellations received in writing by March 16, will be subject to a \$50 processing fee. We welcome substitutions. Refunds will not be granted after March 16. Refunds will not be provided for no-shows after the conference.
- **Competing Events** – HASC requires that all participants refrain from planning hospitality events or activities at any time during the Annual Meeting without HASC's permission. Planning independent events at any time during the Annual Meeting without the permission of HASC will result in cancellation of the event and forfeiture of any deposits for food and beverage orders. Failure to observe this policy will result in restriction from participating in future events. Competing times are defined as Wednesday, April 11, 8 a.m. to 9 p.m.; Thursday, April 12, 7 a.m. to 8:30 p.m. and Friday, April 13, 7 a.m. to noon.
- **Suggested Dress** – Dress comfortably in resort casual wear for all meetings and activities. Select events will be held outdoors, weather permitting.
- **Americans with Disabilities Act (ADA)**: Please call (213) 538-0737 for any special needs.

MAKE CHECK PAYABLE TO: HOSPITAL ASSOCIATION OF SOUTHERN CALIFORNIA

HASC Annual Meeting

Leticia Salcido

515 South Figueroa Street, Suite 1300

Los Angeles, CA 90071-3300

Thank you for your registration. HASC will send confirmation to you prior to the conference. If you do not receive a confirmation, please call Leticia Salcido at (213) 538-0737.

QUESTIONS

- Phone: (213) 538-0737
- Email: lsalcido@hasc.org
- Fax: (213) 538-0987

You may be photographed or videotaped at the event. HASC reserves the right to use these items in promotional, marketing, educational and other materials.

***Thank you to our 2017 sponsors!
Please join us in 2018.***

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