



# 2014 Health Care Provider Wellness Conference

June 12-13

Disney's Paradise Pier® Hotel  
Anaheim

*Innovations in Worksite &  
Community Wellness*

## Attendees



HOSPITAL ASSOCIATION  
of San Diego and Imperial Counties



## WHAT'S NEXT IN EMPLOYEE WELLNESS?

It's a fact—worker productivity, retention rates and benefits costs are all affected by health. You've invested in a wellness program, but how do you get employees to participate?

The 4th Annual Health Care Provider Wellness Conference focuses on designing and implementing solid wellness programs that result in healthy and engaged employees and a stronger bottom line. Join executives and wellness champions at a fun, one-of-a-kind location to explore the next generation of worksite wellness programs that help keep employees—and your organization—in good health. Register today.

*Prevention Magazine ranked Anaheim #4 among the "25 Happiest, Healthiest Cities in America," receiving top scores for its focus on fitness! See you June 12-13, 2014 in Anaheim!*

## PROGRAM OBJECTIVES

- Learn how organizations can translate the vision of improving health into a sustainable initiative.
- Determine how to shift an organization's culture from transaction-based to a culture of whole person well-being.
- Identify and evaluate evidence-based workplace health promotion programs.
- Examine the impact of financial stress and explore best practices.
- Learn how hospitals are delivering healthier food options and changing the lives.
- Describe workplace wellness legal issues facing employers.

*This program has been approved for credit for the following certifications: ACHE; BRN; PHR, SPHR and GPHR recertification; and BBS. See registration form for details.*

## TARGET AUDIENCE

Health care providers (hospitals, health systems, clinics, health plans and others), chief medical officers, medical officers, vice presidents, directors, and managers in charge of:  
Human resources ■ Benefits ■ Risk management  
Health promotion ■ Wellness ■ Worksite clinics

## REGISTRATION INFORMATION

### Three Ways to Register

**By fax:** (213) 482-8537, attention Karen Ochoa

**By mail:** Attn: 2014 Wellness Conference,  
Karen Ochoa  
515 South Figueroa Street, Suite 1300  
Los Angeles, CA 90071-3300

**Online:** Visit [www.hasc.org/2014Wellness](http://www.hasc.org/2014Wellness) Conference for more information. Early registration is advised.

## CONFERENCE REGISTRATION PACKAGE

The registration fee for each attendee includes education sessions, listed meals and materials. We gratefully acknowledge our sponsors and

their contributions, which make it possible for participants to attend at a reduced rate. See sponsor packet for more information about sponsorship.

## CONFERENCE CANCELLATIONS

Conference cancellations received in writing prior to May 16, 2014 will be subject to a \$50 processing fee. There will be no refunds after this date. Substitutions are accepted at any time.

## HOTEL INFORMATION & RESERVATIONS

### Disney's Paradise Pier® Hotel

Disney's Paradise Pier® Hotel is located at 1717 S. Disneyland Drive, Anaheim, CA 92802. A special rate of \$154 (plus applicable fees and taxes) per single or double occupancy per night has been arranged for this conference. Reservations may be made by calling (714) 520-5005, Monday–Friday, 8 a.m. – 5 p.m. PST and referring to the HASC room block. Your credit card will be charged for one night at the time of your reservation. HASC appreciates the overwhelming response to this event and we encourage you to reserve early.



Our room block expires April 23, 2014 or sooner if sold out. All hotel cancellations must be made directly with the hotel and are subject to the hotel's cancellation policy. Please note the special HASC room block rate is only available by calling (714) 520-5005.

## CHECK-IN AND CHECKOUT

Check-in time is 3 p.m., and checkout is 11 a.m.

## TRANSPORTATION OPTIONS

Disneyland Express departs hourly from LAX or John Wayne airports.

### AIRPORTS

- John Wayne/Orange County Airport (SNA), 14 miles
- Long Beach Airport (LGB), 21 miles
- Los Angeles International Airport (LAX), 34 miles
- Train Station: Take a taxi from Amtrak station located approximately four miles from the resort.

### TRANSPORTATION OPTIONS

- Disneyland® Resort Express: (800) 828-6699 or [www.graylineanaheim.com](http://www.graylineanaheim.com)
- Super Shuttle Van Service: (800) 200-6655 or [www.supershuttle.com](http://www.supershuttle.com)
- Alamo Car Rental located at *Downtown Disney*®: [www.alamo.com](http://www.alamo.com)
- Taxi - Yellow Cab: (800) 535-2211

Train Station: Take a taxi from Amtrak station located approximately four miles from the resort.

Please note: The conference hotel does not provide shuttle services to or from the resort.

## DISCLOSURES

HASC will be utilizing the hotel's Group Reservation Identification Program for the sole purpose of ensuring that all individuals registered for the conference are booked within the reserved room block. HASC will provide an electronic list containing the first and last names of attendees registered for this event to the hotel to cross reference with the hotel registration list.

If you have any concerns about the disclosure of this information, please contact Karen Ochoa at kochoa@hasc.org or (213) 538-0765.

## ATTIRE

Dress comfortably in resort casual wear for all meetings and activities as some sessions may require physical activity. Tennis shoes and gym wear are acceptable. Select meals may be outdoors, weather permitting.

## PARKING

Valet parking is available for \$22 per day. Self-parking in the parking garage adjacent to the hotel is \$10/day for up to two cars on the same reservation.

## AMERICANS WITH DISABILITIES ACT

If you require any of the auxiliary aids or services identified in the Americans with Disabilities Act, please call Karen Ochoa at (213) 538-0765.

[www.hasc.org/2014WellnessConference](http://www.hasc.org/2014WellnessConference)

Join the conversation

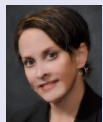
#wellness2014



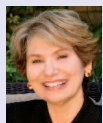
## SPEAKER BIOS



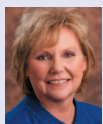
**Dr. Sam Alibrando, PH.D.**, clinical psychologist, organizational consultant, and workshop facilitator, works with organizations, senior executives, partnerships and individuals coping with critical business and personal challenges, crises and transitions. His seminal work on change processes is capped by his book, *Follow the Yellow Brick Road: How to Change for the Better When Life Gives You Its Worst*. His work focuses on diminishing conflict, enhancing communication, developing effective leadership and teams, and accelerating growth and development. Dr. Alibrando serves as a senior consultant at Beckett Advisors, member of the CPAs Psychologically Healthy Workplace Awards committee and is a faculty member of WJM Associates. He served as clinical director of Fuller Psychological and Family Service, president of the San Gabriel Valley Psychological Association, government affairs representative to CPA and as adjunct faculty at Fuller's Graduate School of Psychology.



**Jackie Berling, SPHR**, is the Chief Resources Officer for Beach Cities Health District (BCHD) in Redondo Beach, Calif. She joined BCHD, the nation's largest preventive health agency, in 2002 to oversee human resources. Berling designs and directs human resources, and health and fitness functions, aligning talent and people strategies with the organizational needs of the district. She was instrumental in BCHD earning the American Psychological Association's *Psychologically Healthy Workplace* honor for California in 2009 and 2013. Under her guidance, BCHD also received the 2009 Champions Award for Safety and Wellness Practices from Alpha Fund, a workers' compensation carrier.



**Judith S. Blanton, Ph.D., ABPP**, founder of Blanton Consulting, has 25 years of experience helping individuals, teams and organizations become more effective, efficient and vital by implementing strategies that support their organizational goals and objectives. Previously, Dr. Blanton was a Partner with the psychological consulting firm of RHR International, LLC and served as managing director of the Los Angeles Office. Dr. Blanton received her bachelor's and doctoral degree from the University of Texas in Austin and holds an Advanced Management Program Certificate from the University of Southern California's School of Business. She is a licensed psychologist, Fellow of the American Psychological Association (APA), and is Board Certified through ABPP with a diplomate in Organizational and Business Consulting Psychology. She chaired the APA Board of Professional Affairs in 2011 and currently sits on the editorial board of the *Consulting Psychology Journal*.



**Ruthita J. Fike, MA**, is Executive Vice President for Hospital Affairs, Loma Linda University Adventist Health Sciences Center, and Chief Executive Officer and Administrator, Loma Linda University Medical Center. Formerly executive vice president of operations and support services for Centura Health in Englewood, Colorado,

in 2004, the *Denver Business Journal* named Fike the 2003 Outstanding Woman in Business. Prior to working in health care, Fike was vice president for institutional advancement at Union College, Lincoln, Nebraska. In 1970, as one of Union College's first student missionaries, Fike traveled extensively throughout South Vietnam during the Vietnam war and administered more than 175,000 vaccinations to South Vietnamese children. She also currently serves as the liaison administrator for Sir Run Run Shaw Hospital in Hangzhou, China.



**Jim Finkelstein, President and CEO, FutureSense, Inc.**, has 35+ years of consulting and corporate experience and understands the convergence of environment, culture, development and rewards in order to improve business performance through people. He has specialized in business and people strategy, motivation and reward, and organizational assessment, development, communications and transformation. Having worked for diverse industries – from health care to high tech – Finkelstein has applied his competencies in all areas that impact people at work, including why they show up and why they stay.



**Brian Nelson Ford, Founder and President, 8 Pillars Financial Education Company**, seeks to rejuvenate the country's financial health one person at a time. In addition to *The 8 Pillars of Financial Greatness*, he has authored an award-winning children's book titled *Marshmallows and Bikes – Teaching Children (and Adults) Personal Finance*. According to the *New York Times*, "*The 8 Pillars of Financial Greatness* hits the nail on the head. Brian Nelson Ford breaks the trend and delivers an educational, enjoyable, and refreshing read for anyone who wants to get serious about money."



**John Gaspari, LCSW, CEAP, BCD**, currently serves as executive director of the USC Center for Work and Family Life, which is the University's employee assistance, work-life and wellness program. In this role, he also provides field instruction and clinical training for graduate students and post-graduate practitioners. Gaspari has more than 20 years of experience as an employee assistance professional, mental health practitioner, organizational and management consultant, workplace behavioral health educator, and program administrator. Most recently, he created and leads the USC Disaster Mental Health Response Team, a multidisciplinary group of mental health professionals, emergency response specialists, academics and clergy from across the University community.



**Ron Z. Goetzel, Ph.D.**, Research Professor and Director, Institute for Health and Productivity Studies, Rollins School of Public Health, Emory University, Vice President, Consulting and Applied Research Analytic Consulting and Research Services, Truven Health Analytics, works to bridge the gap between academia, the business community, and the



## SPEAKER BIOS CONTINUED

health care policy world – bringing academic resources into policy debates and day-to-day business decisions, and bringing health and productivity management issues into academia. Dr. Goetzel is responsible for leading innovative research projects for health care purchasers, managed care, government, and pharmaceutical clients interested in conducting cutting-edge research focused on the relationship between health and well-being, medical costs, and work-related productivity.



**Chris Van Gorder, FACHE**, has been president and CEO of Scripps Health since 2000. Board certified in health care management and an American College of Healthcare Executives Fellow, he also served as 2010 chairman of the association. Van Gorder's rise to health care executive has been unconventional. His journey began as a hospital patient, when as a police officer he was critically injured during a family dispute call. After a lengthy recovery and starting a new career in hospital security, Van Gorder continued his education in health care management, with a master's degree in public administration/health services administration at the University of Southern California. He continues to serve the public today as a reserve commander in the San Diego County Sheriff's Department Search & Rescue Unit, as a licensed emergency medical technician and as an instructor for the American Red Cross.



**Tammy Green, MPH, CHES, Director, Well-being & Absence Management, Providence Health & Services, Anchorage**, has more than 20 years of experience in health education, disease prevention, health program management and implementation. In her current role, she provides leadership for a range of employee health and well-being programs. Before Providence, Ms. Green served as the Deputy Director for the State of Alaska Division of Public Health.



**Alfred Lewis, Founder and President, Disease Management Purchasing Consortium International, Inc.**, performs strategy, procurement and evaluation for wellness and disease management programs for health plans and self-insured employers seeking valid results measurement and/or questioning the value of vendored programs. The Consortium website lists the 200 people who have earned Critical Outcomes Report Analysis Certification and the 25 employers, health plans and states that have received Savings Measurement Validity certification. His category-bestselling book on outcomes measurement, *Why Nobody Believes the Numbers*, was named 2012 health care book of the year in *Forbes*. His co-authored book, *Cracking Health Costs: How to Cut Your Company's Health Costs and Provide Employees Better Care*, released in 2013, was also a trade bestseller.



**Joseph Libertucci, RD**, serves as director of food and nutrition services at Kaiser Permanente, San Diego Medical Center. His extensive experience in health care operations includes multidepartment as well as multi-facility management, with an emphasis in Food Service. Libertucci's corporate consulting experience includes establishing group purchasing contracts, reviews of acute care facility operations, standards of care implementation, performance improvement, pre-JCAHO surveys and staffing analysis. Prior to his current role, he worked as Director of Food and Ancillary Services at South Bay Medical Center in Harbor City, California, and as Service Area Department Administrator of Food and Nutrition Services, West Los Angeles and Los Angeles Medical Centers.



**Kelly Mather** has been CEO of Sonoma Valley Hospital for four years. She has been working on the "Healing Hospital" model, using four levels of healing to ultimately improve the health of the community, since the late 1990s. Mather has developed a health dashboard to demonstrate the results of healing and wellness initiatives. She has written and published seven health improvement books.



**Mark Pollack, DC**, Corporate & Community Wellness Director - Southern California, Optimal Life Systems, is involved in pioneering a new paradigm, as well as a new level of physical and mental health for all individuals willing to raise their standards and take advantage of the possibilities available to them. Pollack offers life-enhancing programs and workshops to professionals whose livelihoods depend upon peak physical and mental performance, such as actors, professional athletes, and top level CEOs/corporate clientele. He attended Syracuse University and completed his professional studies in Southern California. He has become a mentor to doctors, professionals and corporate executives who seek his advice and mentorship with their most challenging cases and situations.



**Susan Roberts, JD, MS, RD**, is the Director of Strategic Initiatives with the Partnership for a Healthier America (PHA), which is devoted to working with the private sector to ensure the health of our nation's youth by helping solve the childhood obesity crisis. Roberts recently co-founded the Iowa Food Systems Council. She was Director of the national WK Kellogg Food & Society Policy Fellows Program and was a staff attorney at the Drake University Agricultural Law Center. Roberts received her BS in Food and Nutrition from Iowa State University, her MS in Preventive Medicine and Environmental Health from the University of Iowa College of Medicine, and her JD with an emphasis in food policy from Drake University School of Law.



**Christopher T. Scanlan, Partner, Arnold & Porter LLP**, handles traditional labor law matters, litigates in jury trials, and has served clients ranging from hospitals and health care systems to professional services firms and Silicon Valley startups. Much of Scanlan's practice focuses on the representation of employers in their dealings with organized labor. In addition to his litigation practice, Scanlan regularly advises clients on compliance with federal and state employment laws, and he advises and provides counsel on the labor issues that arise in large corporate transactions. He has been an invited speaker on a variety of topics including workplace privacy issues and defamation claims against labor unions.



**Art Sponseller** has served as the president/chief executive officer of the Hospital Council of Northern and Central California since March 2005. He previously served as the Senior Vice President/Chief Operating Officer of the California Hospital Association. Sponseller has more than 30 years of health care experience, and has been with California's hospital associations since 1984. A frequent lecturer and speaker, Sponseller was an adjunct faculty member at the University of Southern California for six years, and the University of LaVerne for 14 years. He received his B.B.A. degree from Eastern Michigan University in 1972, and his JD from the Detroit College of Law at Michigan State University in 1983. Sponseller is a member of the State Bar of California.



**Lynn M. Stephens, SPHR, Senior Vice President of Human Resources, Mountain America Credit Union, West Jordan, Utah**, is an active member of the Society for Human Resource Management and holds a lifetime certification as a Senior Professional in Human Resources. He has served on the Board of Directors for the Human Resources Association of Central Utah for several years, including serving as president in 2006.



**Bethany Thayer, MS, RDN**, is Director of the Center for Health Promotion and Disease Prevention at Henry Ford Health System. She oversees a team of health professionals who plan, develop and implement wellness programs for their 30,000 team members, patients, community and other employer groups. Thayer is a graduate of Michigan State University and earned a master's degree in exercise science from Oakland University.



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June 12-13 ■ Disney's Paradise Pier® Hotel, Anaheim  
**Innovations in Worksite & Community Wellness**



## REGISTRATION FORM

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Preferred Name: \_\_\_\_\_

Title: \_\_\_\_\_ Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Email (required): \_\_\_\_\_

### CONTINUING EDUCATION SIGN-UP:

- ACHE Credit: 8.0. The Hospital Association of Southern California is authorized to award 8.0 hours of pre-approved ACHE Qualified Education credit (non-ACHE) for this program toward advancement, or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward ACHE Qualified Education credit should indicate their attendance when submitting applications to the American College of Healthcare Executives for advancement or recertification.
- BRN Credit: 8.0. RN Lic. No. \_\_\_\_\_ (Provider approved by the California Board of Registered Nursing. CEP #970 for 8.0 contact hours.)
- HRCI: 9.0. This program has been approved for 9.0 (General) recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute.
- BBS Credit: 4.0. MFCC and/or LCSW Lic. No. \_\_\_\_\_. Course meets the qualifications for 4.0 hours of continuing education credit for MFCCs and/or LCSWs as required by the California Board of Behavioral Sciences. (PCE #4280)
- This program has been approved by the Commission on Dietetic Registration for 6.0 CPEUs.
- Sponsored by Hospital Association of Southern California, a designated a provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for Certified Health Education Specialists (CHES) and/or Master Certified Health Education Specialists (MCHES) to receive up to 8.0 total Category I continuing education contact hours. Maximum advanced-level continuing education contact hours available are 0.

### SPOUSE/ADULT FAMILY MEMBER GUEST:

**\$195 per adult family member (includes all hosted meal functions and wellness activities)**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Home Email: \_\_\_\_\_

Home Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### SPECIAL NEEDS OR MEAL REQUIREMENTS:

\_\_\_\_\_

### REGISTRATION FEES:

**Registration confirmed upon receipt of payment.**

CATEGORY	FEES	AMOUNT
CHA/HASC/Hospital Council/HASDIC Member Early Bird Rate <i>(The association member rate also applies to non-acute health care providers)</i>	\$330 per registrant (Must register by May 9, 2014)	\$ _____
CHA/HASC/Hospital Council/HASDIC Member Rate <i>(The association member rate also applies to non-acute health care providers)</i>	\$370 per registrant (After May 9, 2014)	\$ _____
Students <i>(Current student ID required)</i>	\$295 per registrant	\$ _____
Nonmember Hospital/Walk-in Rate	\$395 per registrant	\$ _____
Spouse/Family Member/Guest (limit 1)	\$195 per adult family member (Includes all hosted meal functions and wellness activities)	\$ _____
<b>TOTAL</b>		\$ _____



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## REGISTRATION FORM CONTINUED

### PAYMENT INFORMATION:

Enclosed is check # \_\_\_\_\_ Amount \$ \_\_\_\_\_

Charge \$ \_\_\_\_\_ to the following credit card:  MasterCard  Visa  American Express  Discover

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CID Code (three-digit code from back of card): \_\_\_\_\_

Card Holder Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Card Holder Name (print): \_\_\_\_\_ Card Holder Signature: \_\_\_\_\_

**MAIL AND MAKE CHECK PAYABLE TO:** HASC Health Care Provider Wellness Conference, Attn: Karen Ochoa  
515 South Figueroa Street, Suite 1300, Los Angeles, CA 90071-3300  
**Please note on check program #2175-113-000.**

### HOTEL INFORMATION & RESERVATIONS:

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### PAYMENT INFORMATION:

- Registration deadline is May 30, 2014
- Payment must be received by May 30, 2014
- Mail and make check payable to: HASC Health Care Provider Wellness Conference, Attn.: Karen Ochoa, 515 South Figueroa Street, Suite 1300, Los Angeles, CA 90071-3300
- Please note on check program #2175-113-000
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- Alamo Car Rental located at Downtown Disney®: www.alamo.com
- Taxi - Yellow Cab: (800) 535-2211

### SPECIAL NEEDS or QUESTIONS:

For ADA assistance or general questions, contact Karen Ochoa at (213) 538-0765 or kochoa@hasc.org.

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

*HASC will send confirmation to you prior to the conference. If you do not receive a confirmation, please call Karen Ochoa at (213) 538-0765.*