



## 2013 HR Issues: Are You Ready? Webinar Series

### Event Details

**Cost:**

**Members:** \$180 each webinar/  
\$640 series

**Associate Members/Non**

**Hospital:** \$200 each/\$900  
series

Program: 10 – 11:15 a.m.

**Webcast 1: April 3, 2013**

*Health Care Reform and  
Leading the “People” Change*

**Webcast 2: May 1, 2013**

*Union Organizing Tactics:  
Organizational Prevention  
Strategies and Readiness*

**Webcast 3: June 19, 2013**

*Implications for Mergers and  
Acquisitions*

**Webcast 4: August 7, 2013**

*Strategic Workforce Planning:  
To Infinity and Beyond—Can  
You Manage Human Capital  
Supply Chain Effectively? and  
Workforce Planning: California  
Health Care Workforce  
Readiness for the ACA Era*

### Sponsored by:

*Hospital Association of Southern  
California, Hospital Council of  
Northern and Central California  
and Hospital Association of San  
Diego and Imperial Counties*

As we approach the new era of health care reform, hospitals and health systems will need to create more efficient, innovative ways to deliver health care. This will have a substantial impact upon organizations’ human capital. HR leaders must seriously examine the engagement culture in their organizations and consider revising or developing new strategies to better prepare for the impact of health care reform.

### Event Objectives

Attendees will learn about:

- Steps HR leaders should initiate and implement to help their organization move through the changes of health care reform
- Strategies utilized by organizations to proactively prepare their organization to maintain a union-free environment
- How to determine the vulnerability of their organization to organizing
- Key issues for HR leaders to successfully manage a merger, acquisition or affiliation
- How to link strategic workforce planning to your business and strategic plans

### Who Should Attend?

This program is intended for:

- Human Resources Executives/Directors/Specialists
- Labor Relations Specialists
- In-house Legal Counsel
- Chief Nursing Officers

### Contact:

Southern California  
Karen Ochoa, (213) 538-0765  
kochoa@hasc.org

Northern California  
Alexandra Carvalho, (925) 746-1552  
acarvalho@hospitalcouncil.net

## Agenda

*All webcasts will be held 10 – 11:15 a.m. on the designated dates.*

### **Webcast 1: April 3, 2013**

#### **Health Care Reform and Leading the "People" Change, Kevin Haeberle, Integrated Healthcare Strategies**

As the provisions of health care reform move forward, many changes on the horizon will directly impact the "people" side of the health care delivery team. The Independent Payment Advisory Board, established under the Affordable Care Act, is charged to target "ways to reduce costs" and "improve care" by 2014. For those who provide leadership in health care, these are two conflicting charges that create serious challenges for health care providers. In this program, we will discuss the steps that we, as HR and "people" experts, need to initiate and implement now to help employees, physicians and health care leaders move more effectively and deliberately through these changes.

### **Webcast 2: May 1, 2013**

#### **Union Organizing Tactics: Organizational Prevention Strategies and Readiness, Jo Zamora, IRI Consulting**

Enhance your knowledge of current labor issues, national union activity and union organizing trends and tactics. The session will highlight best practices in the areas of training, education, vulnerability assessment, communication and strategy that support an organization's goal of remaining union free. Participants will engage in a hands-on learning exercise to help them assess their level of readiness in responding to a union-organizing drive.

### **Webcast 3: June 19, 2013**

#### **Implications for Mergers and Acquisitions, Mary Novak-Jandrey, HR Advantage**

With the phased-in implementation of the Affordable Care Act and other changes in the revenue stream for hospitals, there is an emerging trend for hospitals to look for partners to acquire, merge or affiliate with. Senior health care executives are realizing that survival in the new health care world means significant size, market share and financial resources. The pace of mergers, acquisitions and affiliations is increasing rapidly. This session will provide human resources professionals with an understanding of the key issues they will need to address to successfully manage a merger, acquisition or affiliation. The session will also focus on practical tips, tools and processes that can be used before, during and after the change in control process.

### **Webcast 4: August 7, 2013**

#### **Strategic Workforce Planning: To Infinity and Beyond—Can You Manage Human Capital Supply Chain Effectively? and Workforce Planning: California Health Care Workforce Readiness for the ACA Era, Jim Finkelstein, FutureSense®, Inc. and Catherine Dower, University of California, San Francisco**

Jim Finkelstein will engage participants in a lively, focused discussion of the meta, macro and micro issues affecting talent management for their hospitals now and in the future. This is a new discipline critical to the long-term success for those charged with managing human capital in an ever-changing industry.

Catherine Dower will explore our readiness to meet the increased demand for care that will accompany implementation of the ACA based on a comprehensive study of the health care workforce supply in California across the professions and across all counties. Join this discussion of steps that might be undertaken to best position the state to answer this unprecedented call for more providers.

### About the Speakers



**Kevin Haeberle, JD**, senior vice president and senior adviser, MSA HR Capital at Integrated Healthcare Strategies, has more than 20 years of experience as a consultant, attorney and health care administrator. As a nationally recognized expert in human resources issues, Haeberle combines his knowledge and expertise in human capital management with an administrative and financial approach to successfully developed plans and systems that support chief executive, financial and chief human resources officers.



**Josephine Zamora**, partner, IRI Consultants, has more than 20 years of health care experience in labor and employee relations, leadership development and coaching strategy development, deployment and training. She and the IRI team have worked with some of the nation's largest and most-respected hospitals, including Tenet Healthcare, Cedars-Sinai Health System, St. Joseph Health System, MedStar Health and The John Hopkins Hospital to help implement best practices to improve employee job satisfaction and enhance the employer-employee relationship.



**Mary Novak-Jandrey**, is the managing director of HRadvantage, a leading human resource consulting firm focusing on the health care industry. HRadvantage is a division of the international company Arthur J. Gallagher & Co. Jandrey's more than 30 years of experience in nursing, health care management and human resources give her unique insights in developing strategies for successful work environments in health care organizations. She is an author and speaker on various human resources topics in the health care.



**Jim Finkelstein**, president and CEO of FutureSense®, Inc., has more than 30 years of consulting and corporate experience. He has specialized in business and people strategy, motivation and reward, and organizational assessment, development, communications and transformation. Finkelstein's experience has included being a partner in a Big Five firm, a CEO of a professional services firm, a corporate executive for Fortune 500 companies, and an entrepreneur with his current company, FutureSense, Inc. He is a co-author of *FUSE: Igniting the Full Power of the Creative Economy*.



**Catherine Dower, JD**, Associate Director, Research Center for the Health Professions, University of California, San Francisco, co-directs the Health Workforce Tracking Collaborative, which assesses efforts to meet health care workforce challenges such as mal-distribution, shortages and language access. She is the former director of the California Workforce Initiative and principal author of the Pew Health Professions Commission's reports on health professions regulation. Catherine's published work targets health professions regulation and women's health, and as an active member of the Center's speakers' bureau, she addresses health care educators, professionals, regulators and legislators across the country.

## Important Reminders

	Southern California	Northern California
<b>Register Online</b>	<a href="http://events.SignUp4.com/hrissues">http://events.SignUp4.com/hrissues</a>	<a href="http://www.hospitalcouncil.net/post/2013-hr-issues-are-you-ready">http://www.hospitalcouncil.net/post/2013-hr-issues-are-you-ready</a>
<b>Fax Registration</b>	(213) 482-8537	(925) 746-2401
<b>Mail Registration</b>	<p>Make check payable to:</p> <p>HASC, Attn: Karen Ochoa 515 South Figueroa Street, Suite 1300 Los Angeles, CA 90071</p> <p>Please note program #2175-113 on check.</p>	<p>Make check payable to:</p> <p>Hospital Council, Attn: Alexandra Carvalho 877 Ygnacio Valley Road, Suite 210 Walnut Creek, CA 94596</p> <p>Hospital Council does not accept Discover Card.</p>
<b>Register by</b>	Payment must be received no later than two weeks prior to the program. Valid payment information must be received with your registration.	
<b>Cancel by</b>	<ul style="list-style-type: none"> <li>All cancellations must be requested in writing and confirmed by HASC/Hospital Council at least two weeks prior to class start date and will be subject to a \$50 processing fee per cancelled session.</li> <li>Cancellations received after the two-week deadline and non-attending registrants will be invoiced for the entire registration fee.</li> <li>Substitutions are accepted at any time for this program but will not be processed until full payment has been received. Fees are non-transferrable for other HASC/Hospital Council seminars.</li> </ul>	
<b>Tuition</b>	<ul style="list-style-type: none"> <li>Members: \$180 for each webinar; \$640 for series of four webinars (a discount of \$20 per webinar)</li> <li>Associate members/Non hospitals: \$200 for each webinar; \$900 for series</li> </ul>	
<b>Special Needs or Questions</b>	For ADA assistance or general registration questions, contact Karen Ochoa at (213) 538-0765 or kochoa@hasc.org (Southern California), or Alexandra Carvalho, (925) 746-1552 or acarvalho@hospitalcouncil.net (Northern California).	

# 2013 HR Issues: Are You Ready?

Program: 10 a.m. – 11:15 a.m.

Please indicate your preferred webinar(s)

\_\_ **Webcast 1: April 3, 2013:** *Healthcare Reform and Leading the "People" Change*, Kevin Haeberle, Integrated Healthcare Strategies

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Southern California Attendees: [Register Online](#)

Northern California Attendees: [Register Online](#)

## Registration fees include webcast information and handouts.

Members: \_\_\_\_\_ \$180 each webinar or \_\_\_\_\_ \$640 for series

Associate Members/Non Hospital: \_\_\_\_\_ \$200 each webinar or \_\_\_\_\_ \$900 for series

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

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

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

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

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

### Continuing Education Sign-up:

ACHE Category: HASC is authorized to award 1 hour of pre-approved ACHE Qualified Education credit 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 application to the American College of Healthcare Executives for advancement or recertification.

BRN Credit: RN Lic. No. \_\_\_\_\_ (Provider approved by the California Board of Registered Nursing. CEP #970 (HASC) or CEP #14560 (Hospital Council) for 1 contact hour)

Payment Method: MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ Discover (HASC Only) \_\_\_\_\_ or Check # \_\_\_\_\_

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Cardholder Phone: (\_\_\_\_\_) \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

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