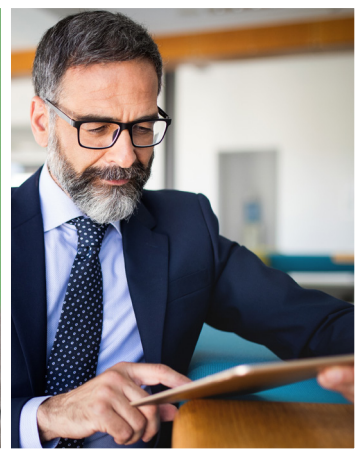


Carolinas Virtual Governance Series

Fall 2021



The role of a hospital trustee continues to evolve, even more so in the current healthcare environment. To be prepared for the trends, decisions, and actions necessary to lead strong hospitals and health systems, trustees and administrators should take advantage of opportunities for shared learning experiences.

Join the NC Healthcare Association and the SC Hospital Association for a joint fall governance series. The three-part series will discuss the trustee's role as a brand ambassador for the health system in the community and with stakeholders. Then, a glimpse into the politics, policy and trends that will impact hospitals large and small. Finally, a discussion of the trustee's role in advancing policy that supports the health of communities and health systems.

All sessions will be held on Wednesdays from 11 am -12:15 pm and will be interactive allowing for comments, questions, and scenario discussions. Individual trustees or administrators can register, or full governance and leadership teams. All sessions will be available on-demand following the live session.

Wednesday, October 6 | 11 am – 12:15 pm
Becoming a Brand Ambassador & Leading Through Crisis

Jeff Black, Black Sheep

This session will focus on the hospital trustee's fiduciary role to support and lead a successful healthcare organization, to serve as brand ambassador, and the essential role of speaking to media, community stakeholders, and elected officials on behalf of your healthcare organization.

Wednesday, October 20 | 11 am – 12:15 pm
The Trustee's Role as Strategist

Paul Keckley, The Keckley Report

The fiduciary role of a trustee is to independently evaluate the strategy for an organization and monitor its implementation. To effectively fulfill this responsibility, trustees must understand trends, tipping points and future state scenarios impacted by clinical innovations, technologic advances, capital market shifts, consumerism and the regulatory environment in which all compete.

Wednesday, November 3 | 11 am – 12:15 pm
Maximizing Your Sphere of Influence: Trustees as Government Relations Partners

Christian Soura, Executive Vice President, SCHA
Cody Hand, Senior Vice President, NCHA

The NCHA and SCHA Advocacy teams will discuss the importance of engaging community leaders in hospital advocacy and explain how trustees can make a difference by taking action. Get the latest information on state and federal issues affecting hospitals and health systems, along with updates on the associations' efforts to influence policy outcomes. Learn how trustees can advance hospitals' priorities through their essential contributions to these efforts.

Carolinas Virtual Governance Series

Fall 2021

OUR SPEAKERS



Jeff Black named his company Black Sheep for two reasons: 1) He became the black sheep for not going into the family business. Selling Buicks wasn't for him. 2) He believes there needs to be a little "black sheep" in all of us—stand out from the herd in a very crowded marketplace. He offers coaching, consulting and training programs on projecting executive presence, delivering strong presentations, demonstrating excellent communication skills, influencing customers and talking to the media. Some of his strategies for success come from his work in television, both in front of and behind the camera: assistant to the executive producer of a primetime TV drama, weather anchor, news reporter, and on-air host for his state's lottery drawing.



Paul Keckley, managing editor of The Keckley Report, is a healthcare policy analyst and widely known industry expert. He is a frequent speaker and advisor to healthcare organizations focused on long-term growth, sustainability and advocacy strategies. In addition to the weekly Keckley Report, he has published multiple books and articles. During the period preceding the passage of the Affordable Care Act, he facilitated sessions between White House Office of Health Reform and major health industry trade groups as private sector input was sought in the legislation. Keckley is an advisor to Erdman, Sullivan Cotter, Lumeris, Western Governors University and the Lipscomb University College of Pharmacy and is a member of the Health Executive Network and Healthcare Financial Management Association.



Cody Hand is NCHA's Senior Vice President of Advocacy, Policy and Communications and Deputy General Counsel. He serves as the Association's lead lobbyist advocating and coordinating hospital advocacy on behalf of North Carolina's hospitals before all three branches of state government and the United States Congress. He also leads a team of professionals whose long-term goal is to own the healthcare narrative. Cody joined NCHA in 2012. He previously worked at the North Carolina State Senate as the Chief Policy Advisor to President Pro Tempore Phil Berger and also practiced law.



Christian L. Soura is SCHA's Executive Vice President. He previously led the South Carolina Department of Health and Human Services and was President of the National Association of Medicaid Directors. Earlier, he was Deputy Chief of Staff for Governor Nikki Haley, with responsibility for the state's Executive Budget and the administration's policy initiatives. Soura is also a former Secretary of Administration for the Commonwealth of Pennsylvania and was Chairman of the Board of PEBTF, Pennsylvania's largest group purchaser of health insurance.

REGISTRATION AND FEES

This program is designed for SCHA and NCHA member hospitals and health system trustees, CEO's and leadership teams. Full governance and leadership teams are encouraged to participate.

A per person registration fee of \$175 includes live and on-demand access to all three sessions in the governance series. Individual links will be emailed to registered participants. Participants can attend from the convenience of home or office computer or mobile device.

*If you plan to register more than 10 participants, contact your state association for a group rate discount.



North Carolina Healthcare Association member participants:

[REGISTER HERE](#)

Upon registration, you will receive a confirmation with three separate Zoom links to access each of the webinars in the 3-part series. For questions concerning registration, contact James Hayes at jhayes@ncha.org or 919-677-4246.

Questions for NCHA Education Staff:

Leslie Peterson
Vice President of Education Services
lpeterson@ncha.org

James Hayes
Project Manager
jhayes@ncha.org



South Carolina Healthcare Association member participants:

[REGISTER HERE](#)

Upon registration, you will receive a confirmation with three separate Zoom links to access each of the webinars in the 3-part series. For questions concerning registration, contact Morgan Bowne at mbowne@scha.org or 803-744-3516.

Questions for SCHA Education staff:

Lara Hewitt
Vice President, Workforce &
Member Engagement
lhewitt@scha.org

Morgan Bowne
Director, Member Engagement &
Workforce Development
mbowne@scha.org