



TRUSTEES, ADMINISTRATORS, PHYSICIAN CONFERENCE 2020

September 17 & 18, 2020

Overview: The purpose of the TAP conference is to align hospital trustees, administrators and physicians under a set of common goals and discuss the direction of the healthcare industry together. The plan for 2020 was to convene in Hilton Head in September, for two and half days to do just that. With the current COVID-19 situation this did not seem wise. Therefore, we have transformed this year's TAP Conference into a 2-day live virtual event filled with learning opportunities for your entire leadership team. Our goal is to provide the education healthcare leaders need to advocate, innovate and accelerate ideas for a better state of health.

September 17, 2020

10:15-10:30am: Welcome and Opening Comments

Thornton Kirby, President & CEO, SC Hospital Association

10:30 – 11:30am: Update on Coronavirus: What's next and how to plan

Martin Makary M.D., M.P.H., New York Times Bestselling Author, Johns Hopkins Surgeon and Professor of Health Policy

Dr. Makary, a leading public health expert at Johns Hopkins and Editor-in-Chief of MedPage Today, reviews the latest on the coronavirus and what organizations can do to prepare for the growing epidemic. Using plain English, he interprets the current data from overseas and U.S. studies projecting the impact in the U.S. Dr. Makary also reviews best practices of employee policies and how to adapt your business to deal with the epidemic in real-time.

11:30 – 11:45am Announcement of:

2020 Zero Harm Awards

2020 Zero Harm Leadership Award

2020 CCME's Llewelyn Award

11:45am-12:30pm: COVID-19 Culture

Jason Young

Just 6 months ago company teamwork looked a lot different. Employees were sitting beside one another in staff meetings, having lunch together, attending company events, and working closely beside each other on common goals. 6 months ago, our work environment was familiar, it was comfortable and it was safe. The way we provide customer service has had to change, and the way we interact with our teammates has had to change too. While our corporate culture has been turned upside down, great teamwork remains the same in a COVID-19 culture. Although we may need to give one another more emotional support, in the end, this will only contribute to an even stronger corporate culture. As always, we should take care of our customers, our business, and now more than ever, each other. If we support each other in these trying times, we will come out stronger than we ever were before.

12:30pm Closing Comments

Thornton Kirby, President & CEO, SC Hospital Association

September 18, 2020

10-10:10am:

Welcome and Opening Comments

Thornton Kirby, President & CEO, SC Hospital Association

10:10-11am:

Integrating Behavioral Health into Primary Care Settings

Martha Whitecotton, SVP of Behavioral Health Service, Atrium Health

This presentation will focus on the progress made in integrating behavioral health patients into primary care and dealing with ED boarding of mental health patients.

11am-12pm:

EVOLVING DIVERSITY: Leading a Culture of Belonging

Carol Hamilton, Facilitator, Hamilton Think Tank

This customized session is intended to stimulate Diversity, Equity, Inclusion and Belonging (DEIB) discussions for thought leaders. It's designed to spark self-awareness around the topic of trust as well as explore positive ways to create and maintain a culture of belonging.

12pm:

Final Comments and Adjourn

Thornton Kirby, President & CEO, SC Hospital Association

Featured Speakers

Marty Makary, MD is a New York Times bestselling author and Johns Hopkins surgeon. His book, *The Price We Pay*, has been described as "A must-read for every American" by Steve Forbes and "a deep dive into the real issues driving up the price of health care" by Don Berwick. Makary is a frequent medical expert on NBC and FOX News and is a leading voice for physicians, writing for *The Wall Street Journal* and *USA Today*.

Dr. Makary was the lead author of the first publication on *The Surgical Checklist* and later served in leadership with Atul Gawande on the World Health Organization Surgery Checklist project. Makary has published over 250 scientific articles, including articles on organizational culture, vulnerable populations, and opioid prescribing guidelines. As a gastrointestinal surgeon, he is also an advocate for healthy food and lifestyle medicine.

Dr. Makary has been elected to the National Academy of Medicine and named one of America's 20 most influential people in health care by *Health Leaders Magazine*. Dr. Makary speaks frequently on the future of health care and what it means for everyday Americans, business leaders, and health care professionals. His current research focuses on the appropriateness of medical care, health care costs, drug prices and low-income populations. His book, *Unaccountable*, was turned into the hit TV medical series *The Resident*, and his newest book, *The Price We Pay*, tells the stories of health care's disruptive innovators and the new movement to restore medicine to its mission.

Jason Young has been called a "rare breed" when it comes to developing leaders and customer service initiatives. As a former senior-level manager at Southwest Airlines, Jason learned the value of a successful workplace culture. During his 10-years with the airline consistently rated No. 1 in customer service and employee satisfaction, he was a key driver in creating and developing the company's innovative training programs for its successful leadership and customer service culture that have become renowned in the business world today.

Driven by the need to extend his unique insight in leadership development to others outside Southwest, Jason separated from the pack in 1998, when he left the airline to launch his own consulting practice to focus on corporate training and development services specializing in leadership, customer service and team building. Today, as president of *LeadSmart, Inc.*, Jason shares his vision in developing successful corporate cultures and workplace environments with forward-thinking companies, including Starbucks, Radio Shack, Coca Cola and Tyson Foods, to name just a few. He has even returned to his old turf – Southwest Airlines – to extend his knowledge as a corporate training consultant in leadership development area once again. He has even captured his philosophy of creating high performance cultures in his recent book, *Culturetopia - the ultimate high performance workplace*.

Martha Whitecotton, R.N., MSN, FACHE is Senior Vice President of Atrium Health's Behavioral Health Services. In this role, she is responsible for strategic development, execution and oversight of the Behavioral Health Service Line for Atrium Health across all care settings as well as physician services. Working in a dyad leadership model with the Senior Medical Director, the team is responsible for building and managing a clinically relevant and fiscally prudent organization to meet the current and future mental health needs of the community in the growing Atrium Health coverage area. With a specific focus on integrating behavioral health into primary care, this team is creating a forward thinking, innovative, value-based care delivery model for ambulatory care, driving screening and treatment upstream, leveraging a virtual care platform. Ms. Whitecotton has completed speaking engagements across the country relative to the success of Atrium Health in virtual care innovation.

Ms. Whitecotton earned her master's degree in Family Nursing and her Bachelor of Science degree in nursing from West Texas State University. She completed a Nurse Executive Fellowship in 2005 at the Wharton School, University of Pennsylvania. Ms. Whitecotton is a Fellow in of the American College of Healthcare Executives.

Ms. Whitecotton serves on the Policy Development Committee of the North Carolina Hospital Association as well as on the Board of the Atrium Health Political Action Committee. She is a recipient of the 2009 Women in Business Award from the Charlotte Business Journal, a graduate of Leadership Charlotte, Class XXVII, and a recipient of the 2018 Visionary Leadership Award from the National Council for Behavioral Health.

Carol Hamilton, Prior to founding this consultancy, Carol focused on professional coaching to enhance executive presence and communication skills with senior management of global organizations.

Part sage and part entertainer, Carol brings levity to the most serious and change-making topics of our time: diversity, inclusion, and employee empowerment. Through private coaching and interactive seminars, Carol has assisted leaders from top organizations including: BMW, Synchrony Financial, Capgemini, American Airlines, GE, Lockheed-Martin, DENSO-Diam, Best Buy, Kellogg's and numerous other business organizations.

A regular co-host on two podcasts, Tech After Five and Consultants Are Saying Things, and host of the soon to be released podcast Evolving Diversity, Carol loves to engage in dynamic discussions on the topics that matter. She knows a lot about the challenges of being on stage, having appeared on many herself, including presenting a passion project at TEDxGreenville and a variety of television and radio shows. She has also served as a TEDxCorbin Speaker Coach.

Carol is also a published poet and is co-author of Unleash Your BS (Best Self) Put Your Executive Presence to the Test.

General Information

REGISTRATION INFORMATION Register for all 4 sessions for one low price or individual sessions as needed. Sessions purchased individually will be able for viewing 24 hours after the live session. [Click here to register.](#)

CONTINUING NURSING EDUCATION The South Carolina Hospital Association is an approved provider of continuing nursing education by the South Carolina Nurses Association, an accredited provider by the American Nurses Credentialing Center's Committee on Accreditation. Participants who attend the conference and complete an evaluation will receive 3.58 contact hours.

ACHE QUALIFIED EDUCATION CREDIT SCHA is authorized to award 3.58 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 application to the American College of Healthcare Executives for advancement or recertification.

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