

SC H H R A

SC HEALTHCARE HUMAN
RESOURCES ASSOCIATION

S C O N L

SC ORGANIZATION OF
NURSE LEADERS

SCASHRM+AHQ

SC CHAPTER OF AMERICAN
SOCIETY OF HEALTHCARE
RISK MANAGEMENT
+HEALTHCARE QUALITY

Take Time to Thrive

Wednesday, November 6, 2024 | 7:45 am – 3:30 pm

Doubletree by Hilton | 2100 Bush River Rd, Columbia 29210

This educational activity is jointly provided by AXIS Medical Education and

South Carolina Hospital Association

Target Audience:

Leaders in nursing, healthcare risk management, quality and human resources.

Overview:

We are excited to explore how artificial intelligence impacts healthcare from recruitment to patient care through an exciting presentation. We will be able to gain more confidence in knowing how to use AI and how it can help increase satisfaction in recruiting and patient care. Through a multigenerational panel we will discuss the differences in generations and provide strategies on effective communication. Through the process of understanding generational differences, we will be identifying ways to recruit and retain the best employees. We will be presented with ways to enhance performance and provide clarity and direction for better performance in ourselves and colleagues. The members will also hear from SCHA about up-to-date information on legislative priorities which helps them see a different side of health care.

Agenda and Learning Objectives:

Wednesday, November 6th, 2024

7:45 am – 8:45 am Registration & Breakfast with Vendor Partners

8:45 am -9:00 am Welcome & Introductions

Tony Derrick, RN, BSN, MSN | President | SCNL | CNO | McLeod Health

Margi Myers, SPHR | President | SCHRA | Director, HR Strategic Partner |
Roper St. Francis Healthcare

Sarita Franks, BSN, RN, CPHQ | President | SC ASHRM+AHQ | Quality Outcomes
Coordinator | Lexington Medical Center

9:00 am -10:30 am AI in Healthcare:

Carl Henson | Chief Marketing & Sales Officer | Chief Outsider

This session will explore Artificial Intelligence, emphasizing the importance of becoming an 'AI Forward' thinker. We will examine how AI is revolutionizing healthcare by enhancing recruitment and retention and improving patient care. Attendees will gain insights into the critical role AI plays in shaping the future of healthcare and learn how to harness its potential effectively in these critical areas.

Learning Objectives:

- Review Artificial Intelligence (AI) concepts.
- Explore the concept of being "AI Forward," focusing on strategically implementing AI technologies in healthcare to drive innovation, enhance operational efficiency, and stay ahead of industry trends.
- Analyze how AI can transform recruitment and retention processes in healthcare
- Evaluate the role of AI in enhancing patient care leading to better health outcomes and increased patient satisfaction

10:30 am- 11:00 am Legislative Updates

Thornton Kirby | CEO | SCHA

This session will focus on SCHA's legislative or advocacy agenda for the upcoming legislative session and best practices for how healthcare professionals can get involved in the legislative process.

Learning Objectives:

- Discuss legislative strategy and priorities of SCHA for 2025
- Explore opportunities for hospitals and healthcare leaders to participate in the legislative process

11:00 am -12:30 pm Networking Lunch & Vendor Visits

12:30 pm -1:30 pm Generational Panel

Moderator: Margi Myers, Director HR Strategic Partner, Roper St. Francis Healthcare

There are four very different generations that are in the workforce that are working side by side paving the way. These four generations have unique values and work styles that can sometimes be challenging to bridge the gap. It is important to focus on what motivates each generation and how to communicate with them effectively. Through this discussion panel we would like to be able to shed light on different ways each generation can be addressed and how the organization can support them.

Learning Objectives:

- Define and recognize the characteristics of the four generations: Baby Boomers, Generation X, Millennials and Gen Z.
- Identify common barriers that arise due to generational differences
- Discuss strategies of how to support each generation

1:30pm- 3:30pm Future Landscape of Labor & Talent

Dr. Melissa Furman | Chief Marketing & Sales Officer | Chief Outsiders

Healthcare leaders have been navigating challenges with recruiting and retaining an engaged, qualified workforce and the challenges continue to build. This interactive session will provide an overview of the workforce landscape and will provide strategies for recruiting, retaining, and engaging talent to help your organization become an “employer of choice”.

Learning Objectives:

- Define the demographic characteristics and preferences of the current workforce and applicant pool.
- Identify challenges associated with the current landscape of the workforce.
- Apply practical strategies to enhance recruitment, retention, and engagement efforts.

Your Faculty:

Carl Henson

With 26 years of experience in marketing, sales, and revenue operations, Dr. Carl Henson brings a unique blend of industry experience and academic excellence. His doctorate from the University of Florida, focusing on AI in marketing, complements his role as a Fractional Chief Sales & Marketing Officer at Chief Outsiders, where he harmonizes traditional marketing and sales with AI innovation. His dynamic roles

have prepared him to navigate the Fourth Industrial Revolution, making him an asset for any forward-thinking organization.

Dr. Henson is a seasoned and dedicated executive renowned for his outcome-driven approach to revitalizing marketing landscapes, driving revenue, and fostering innovation. With over 15 years of C-level experience, he is proven to be a leader in sales and marketing strategy, contributing significantly to the profitable growth of market-leading organizations. His leadership is marked by a strategic and growth-focused mindset, and he is adept at steering transformative sales and revenue initiatives, which have consistently resulted in substantial growth in market share and overall profitability.

Thornton Kirby

Thornton Kirby is the President and CEO of the South Carolina Hospital Association, a role he has held since 2005. Under Thornton's leadership, SCHA has been an advocate for patients as well as hospitals, earning a national reputation for statewide improvements in quality and safety. South Carolina was the first state to establish "Certified Zero Harm Awards," which are given annually to hospitals that can demonstrate at least 12 consecutive months without certain types of harm.

Thornton attended the University of Virginia, where he studied government and interned for Senator Strom Thurmond. He studied law at the University of South Carolina and began his professional career as a healthcare attorney with the Nexsen Pruet law firm. After advising hospitals for several years, Thornton served as a hospital executive and later as a senior executive for Clemson University.

Dr. Melissa Furman

Dr. Furman is not your typical "academic". She served as the Assistant Dean and Professor at the Hull College of Business at Augusta University for 10+ years, but her passion for career, leadership, and organizational development inspired her to launch Career Potential, a consulting, training, and coaching organization. Her expertise includes generational diversity, unconscious bias, leadership success, and emotional intelligence. She brings her background in higher education—particularly business, counseling, and psychology—to the conversation to help individuals and organizations achieve success.

GENERAL INFORMATION:

Registration & Fees Hospital Members & Non-Members

\$75 for members of SCHHRA, SCNL, or SC ASHRM+AHQ \$100 for non-members of SCHHRA, SCNL, or SC ASHRM+AHQ. If you are not currently a member, register at the non-member rate to learn more about us. We will begin recruiting for new members in early 2025 and hope you will join in membership.

To register for this or other meetings, visit the [SCHA web calendar of events](#). Select this event, view the agenda, and register online.

Registration and payment confirmation will be emailed to you once the registration process is complete. If you experience problems, please contact Ashlyn Pittman, Apittman@scha.org or Kim Wooten, kwooten@scha.org.

Sponsorships for Vendors – You must exhibit in order to attend – Limit 10 Vendor Companies.

If you are a SCHA Sponsor or Solvent Networks Sponsor/Partner, you receive a 10% discount.

SET-UP/TEARDOWN

All booths are on a first-come, first-serve basis. Set up starts at 7:00 am, Wednesday, November 8th.

SHIPPING INFORMATION

If you need to have any items shipped to the hotel. [Click here](#) for shipping instructions.
All sponsorships come with electricity.

Level 1 | \$2100

- 1 vendor table at prime location
- Company logo on advance and onsite materials
- Company logo scrolling on main screen.
- Advanced copy of registration list
- Recognition as prime sponsor at main registration area
- Complimentary registration for up to 4 company representatives, to include light breakfast and lunch, each additional rep is \$50.
- 1 company representative to make brief opening comments.
- Opportunity to host 1 follow-up educational webinar for SCNL, SCHRA, & C ASHRM+AHQ

Level 2 | \$1100

- 1 vendor table
- Company logo on advance and onsite materials
- Company logo scrolling on main screen.
- Advanced copy of registration list
- Complimentary registration for up to 2 company representatives, to include light breakfast and lunch, each additional rep is \$50.

Level 3 | \$600

- Company logo on advance and onsite materials
- Company logo scrolling on main screen
- Advanced copy of registration list
- Complimentary registration for 1 company representative, to include light breakfast and lunch, each additional rep is \$50.

Hotel Accommodations:

Doubletree by Hilton – 2100 Bush River Road, Columbia, SC 29210

If you need to make hotel reservations, you can do so by utilizing the booking link by [clicking here](#) or by calling Central Reservations at 1-866-247-3572 and referencing group code: CDT908. the room rate is \$ 129++ a night. Deadline for reservations is October 6, 2024.

Continuing Education:

This program has been submitted for a total of 5.0 contact hours of continuing education credit toward fulfillment of the requirements of ASHRM designations of Fellow (FASHRM) and Distinguished Fellow (DFASHRM) and towards Certified Professional in Healthcare

Human Resource Professionals

This program has been submitted to the HR Certification Institute for review.

CNE Credits

This program has been submitted for a total of 5.0 contact hours of continuing education credit for CNE credits.

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Substitution/Refund/Cancellation

Any registrant who cannot attend may send a substitute from the same organization by emailing Kim Wooten at kwooten@scha.org with the name of the substitute. The registration fee is refundable if SCHA is notified of cancellation 5 business days before the event. No refunds will be issued past this date. No refunds issued for no-shows.

Special Dietary Needs

If you have any special dietary needs, please contact Kim Wooten at 803.744.3527.