



SCHA Speakers Bureau



There are professional speakers and then there are professionals who speak. The SCHA Speakers Bureau is the latter. Our speakers make things happen.

The SCHA Speakers Bureau is a member service offering educational and professional development programs, healthcare market insights and best practices in many critical hospital operations. All speakers are subject-matter experts and thought leaders, with resumes documenting years of frontline experience in the topics they present. In other words, they don't just speak: They do. Speakers may include SCHA sponsors and endorsed partners when appropriate. Priority for speakers will be given to South Carolina hospitals, health systems and SCHA professional membership groups, but we welcome requests from other organizations interested in a better state of health for South Carolina.

Welcome



Thornton Kirby

CEO, SCHA

Much has changed in the past six months. Who would have ever thought that taking a photo of me wearing a mask might even look normal?

The near future of meetings looks much different than what we've been accustomed to. However, the need to learn and grow by sharing information has never been more important than now. Our world is changing more rapidly than ever before.

SCHA has always been committed to education for its members and even to outside organizations. If you have a need, please know we are here to help.

How to schedule a Speaker



Kristin Hill

Manager of Business Development, Solvent Networks (a division of SCHA)

Thank you for your interest in our 2020 lineup of speakers.

Getting started is easy. Please go online to SCHA.org/Speakers-Bureau and fill out a request based on topic or by speaker.

If at any time you have questions, please reach out to me at 803.454.6959 or email me at khill@scha.org.

Schipp Ames

Vice President, Communications, Education and Member Services

Topics

Advocacy in Healthcare *As the primary voice of the hospital community in South Carolina, SCHA plays a central role in influencing the public policy environment at the state level. We seek to promote responsible public policy, encourage public accountability, and foster an appropriate balance between those who provide and those who pay for health care services.*

Committed to Workforce – *A hospital, health system, or clinic is more than a physical location where people seek care. They are places filled with the healthcare professionals that care for our communities, day in and day out. These healthcare professionals have a profound impact in our communities and healthcare leaders should have a workforce strategy that focuses on building the pipeline of new professionals, recruiting for new talent, investing in the needs of current employees, and providing safe work spaces. Let us help you recruit, retain, and care for the individuals who keep our healthcare system running. If you're looking for ideas, strategies, or best practices related to your workforce, contact us and we can customize a message that helps develop and inspire creativity in your leaders and teams.*

Pandemic Politics *So, what do you do when a public health emergency makes your advocacy plan more important than ever, but an infectious disease is keeping you from in-person meetings?*

When, Why and How to Give your Brand a Makeover *Takeaways: the five signs that it's time for a rebrand, the keys to effective branding, the two questions your brand should answer, and insights from SCHA's recent brand development successes.*

Bio

Schipp is vice president of communications, education and member services for SCHA. He is responsible for executing strategic communications initiatives to enhance member engagement, advance brand visibility and provide meaningful opportunities for professional development and continuing education. In this role he helped develop the strategic plan directing the global objectives of SCHA and implemented a comprehensive rebrand of the organization.

Schipp joined SCHA in 2012 as the manager of advocacy communications where he gained critical experience advancing large public policy initiatives. Schipp began his career in communications as political director of the South Carolina Realtors Association. There he managed the largest political action committee in South Carolina and honed his communications skills developing grassroots advocacy and fundraising campaigns throughout the 2008 financial crisis. Before his career in public relations and



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communications, he worked in technology sales for NCR, the world's leading provider of ATMs and point of sale solutions. Schipp graduated in 2005 from the University of South Carolina with a degree in English and public relations.

Angel Bourdon

Innovation Manager

Topics

Empowering Change through the Community *Engaging local communities in their well-being is key to driving long-term change. This presentation explores Community Health Improvement through implementation of the Collective Impact model at the local coalition level. Many voices pointed in the same direction and understanding what steps are needed to improve a local community creates an environment of shared leadership and accountability with successes in decision-making, stakeholder engagement and collaboration that leads to healthier communities. Attendees will learn the tools, templates and processes that the Technical Assistance team utilizes to partner with communities in improving their health and wellness.*



Going Upstream for Sustainable Impact *Population Health and Community Health goals cannot be realized without unique and innovative ideas to address complex problems. This presentation shares a wide range of efforts focused on the Social Determinants of Health which include a statewide collaborative and projects on specific areas such as health literacy, obesity prevention and addressing health disparities. Learn more about SCHA initiatives and collaborations with other partners in South Carolina. One example is the Social Determinants Collaborative, which serves to increase the use and standardization of ICD-10 Z codes allowing hospitals to better track and identify solutions to improve the health of their communities. Attendees will be provided with ideas for engaging stakeholders, identifying potential projects and developing frameworks for addressing complex problems.*

Bio

Angel is SCHA's manager of innovation. In this role, she leads community health innovative efforts with Healthy People, Healthy Carolinas (HPHC) by developing program strategy and providing technical assistance for 10 communities in healthy eating, active living and prevention of chronic disease, with funding from The Duke Endowment.

Previously, Angel worked with Prisma Health in community health and information technology. In those roles, she led the health system's strategies for the Community Health Needs Assessment for 2016 and 2019, the launch and expansion of the school-based telehealth program and research and development of enterprise business intelligence and population health IT strategies.

Angel earned a B.A. in business administration and communication from Columbia College and a Master of Health Administration from the Medical University of South Carolina. She is an avid volunteer, a graduate of the United Way of the Midland's Blueprint for Leadership program, SCHA's Management Academy and other training programs such as Lean and Crucial Conversations.

Morgan Bowne

Manager, Workforce and Member Services

Topics

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Bio

Morgan is SCHA's manager of workforce and member services. Her responsibilities include efforts related to healthcare workforce pipeline development, recruitment and sustainment strategies, workforce program development, and member engagement. Morgan has played a key role in the development, launch, and sustainment of the South Carolina Standardized Emergency Codes Initiative, the SCHA Workplace Violence Toolkit, and the Path to Provide Scholarship Program. She also manages all activities related to the Career Cluster Partnership Grant and serves as the SCHA representative on the S.C. HOSA Future Health Professionals Board of Directors. Morgan holds both a B.S. in public health from East Carolina University and a Master of Health Administration from the University of South Carolina.

Neill Cameron

President, Solvent Networks, Vice President of Business Development, SCHA



Topics

When, Why and How to Give your Brand a Makeover

Takeaways: the five signs that it's time for a rebrand, the keys to effective branding, the two questions your brand should answer, and insights from SCHA's recent brand development successes.

Preparing for the Worst: Emergency & Crisis Management

South Carolina's hospitals care for people at all times and under all conditions. From natural disasters to human-made crises, our patients count on us to be prepared.

Bio

Neill was named president of Solvent Networks and vice president of business development for SCHA in January 2017, bringing more than 40 years of senior executive experience in advertising, consulting and higher education. As president of Solvent Networks, he leads an SCHA division that provides consulting and business resources to help South Carolina's hospitals and health systems operate more efficiently and cost-effectively, generating revenue that is reinvested in improving healthcare throughout the state.

Prior to joining SCHA, Neill served for 19 years as vice president for Advancement at Clemson University, overseeing external operations including communications, marketing, fundraising, alumni relations, historic properties, the Visitors Center and the private foundation. He also chaired the Clemson Finance Corporation, which provided oversight of the conference center, hotel and golf course. Previously, he spent 21 years in the advertising industry, including five as president of Ogilvy & Mather South.

Neill was instrumental in bringing the Olympics to the city of Atlanta, chaired the Chick Fil A Peach Bowl Committee and has served on numerous public-sector and nonprofit boards in Atlanta, Houston and South Carolina. He recently earned the Clemson Alumni Association's Distinguished Service Award, having attended the university for three years prior to joining the U.S. Army during the Vietnam War. He holds a bachelor's degree from Georgia State University and an MBA from Emory University's Goizueta Business School.

Tim Floyd

President, Tim Floyd Creative

Topics

Branding, Design, Creativity. *We are all creative and we just need some techniques to get off the starting blocks.*

Embrace Life. *A motivational talk about finding hope and living again after the death of his 12-year-old son, Luke. And after caring for his daughter Felicia who also passed away after a life-long battle with muscular dystrophy.*

Your Life Plan. *Where have you been? Where are you now? And what do you want? With this workshop, you can discover yourself and what you want the future to look like. Many people spend more time planning a trip than they do planning their life. Let's set a plan and aim for a better life.*



Bio

Tim worked for 25 years as brand manager and creative director for Palmetto Health, the largest hospital system in South Carolina at that time. He executed branding for the billion-dollar healthcare company. When Richland Memorial Hospital and Baptist Healthcare System merged, he designed and developed the Palmetto Health logo. He was responsible for all graphic standards, advertising campaigns and wayfinding designs.

He has won numerous art and advertising awards including Best of Show at the American Advertising Federations, ADDY awards, IABC awards and PRSA Mercury awards. He is a member of Who's Who in America.

In February of 2018 he launched Tim Floyd Creative, LLC. Tim Floyd Creative (TFC) creates design for a variety of uses from logo designs to advertising campaigns.

Tim holds a B.A. in advertising and graphic design with a minor in photography from the University of South Carolina. He serves on the board of the Columbia Design League and is a deacon at Riverbend Community Church.

Rozalynn Goodwin

Vice President, Engagement

Topics

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Bio

Rozalynn is vice president for engagement and a lobbyist for SCHA. Passionate about improving the well-being of populations through health and human services, Rozalynn serves as the primary link with many private and public sector stakeholders, including policy-makers, community and advocacy groups, insurers and employers. She oversees her brainchild Working Well, SCHA's multi-sector, comprehensive



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worksite wellness initiative impacting the health of more than 100,000 employees statewide. Rozalynn is an active orator, having addressed more than 300 boards, chambers, civic organizations, professional associations and media audiences about the Affordable Care Act since its passage.

Prior to joining SCHA, Rozalynn worked in strategic planning and business development with Palmetto Health and in health and human services policy research in the Office of Governor Jim Hodges.

Rozalynn's rural South Carolina upbringing fuels her zeal for quality, accessible health care for all. A native of Mt. Carmel, she holds a bachelor's degree in health care management from Lander University and a Master of Health Administration from the University of South Carolina. She is a graduate of Leadership Columbia, and serves on the board of the United Way of the Midlands. A Liberty Fellow and fellow in the American College of Healthcare Executives, Rozalynn has earned numerous community, state and national awards, including the James E. Clyburn Community Award for Health Care Leadership from the University of South Carolina Arnold School of Public Health, Early Career Healthcare Executive Regent's Award from the American College of Healthcare Executives, Alyce Kemp DeWitt Award for outstanding volunteer work from the United Way of the Midlands and others.

She invented and patented with her daughter Gabrielle GaBBY Bows, the first double-face double-snap hair barrette, which was named the national 2016 Outstanding Diverse Business of the Year by the SCORE Foundation.

Lara Hewitt

Vice President, Workforce and Partner Engagement

Topics

Committed to Workforce – *A hospital, health system, or clinic is more than a physical location where people seek care. They are places filled with the healthcare professionals that care for our communities, day in and day out. These healthcare professionals have a profound impact in our communities and healthcare leaders should have a workforce strategy that focuses on building the pipeline of new professionals, recruiting for new talent, investing in the needs of current employees, and providing safe work spaces. Let us help you recruit, retain, and care for the individuals who keep our healthcare system running. If you're looking for ideas, strategies, or best practices related to your workforce, contact us and we can customize a message that helps develop and inspire creativity in your leaders and teams.*



Bio

Lara was named to the Solvent Networks executive team in April of 2018, bringing more than 15 years of experience in healthcare, workforce development, membership services, events planning and conference center operations. In her current role with Solvent Networks, she is responsible for reorganizing the endorsed partner selection process, the portfolio of partners and business development opportunities with member hospitals and other organizations. She also works with SCHA leadership to assess the workforce needs of the state and develop plans to improve the workforce pipeline.

Prior to joining the Solvent team, Lara served in various roles at SCHA ranging from outreach for enrollment in the state children's health insurance program to workforce development to education and events planning. In her most recent SCHA position, vice president of education and member services, she led the planning and oversight of major membership meetings, CEO and SCHA board events, and the William L. Yates Conference Center.

Lara has previously served on several state and local advisory boards including the Health Occupations Students of America board, the S.C. Chapter of the American College of Healthcare Executives, the Coordinating Council for Workforce Development and the Community Medical Clinic of Kershaw County. She received her bachelor's degree in Health Science from Clemson University and a master's of public health from the University of South Carolina School of Public Health.

Krista Hinson

Director, Federal and State Relations

Topics

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Bio

Krista is SCHA's director of federal and state government relations. In this role, she leads grassroots advocacy and lobbying efforts on behalf of the state's hospitals and communicates important information related to changes in law and regulation to SCHA members while serving as a primary contact for elected officials and government agencies.

Krista has experience in political campaigns ranging from local offices to a presidential race and frequently speaks to groups about the importance of engagement in the political and government affairs process. Prior to joining the advocacy team, Krista held a variety of roles with SCHA's for-profit subsidiary, Solvent Networks. Krista holds a B.S. in dietetics from the University of Minnesota and a Master of Health Administration from the University of South Carolina.

Thornton Kirby, FACHE
President and CEO

Topics

Preparing for the Worst: Emergency & Crisis Management *South Carolina's hospitals care for people at all times and under all conditions. From natural disasters to human-made crises, our patients count on us to be prepared.*

Bio

Thornton has served as president and CEO of SCHA 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 earned a B.A. at 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.



Melanie Matney

*President, SCHA Foundation,
SCHA System Chief Operating Officer*

Topics

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Bio

Melanie Matney, originally from Pikeville, Kentucky, as the child of an Air Force family, has lived in South Carolina since 1993. She has a bachelor's degree in psychology and a master's degree in health administration from the University of South Carolina, and she is a fellow with the American College of Healthcare Executives.

She has served on several boards and held a variety of staff positions, and she has been with the SCHA since 2008. She serves S.C. hospitals as the president of the SCHA Foundation and is the system chief operating officer for SCHA.



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Aunyika Moonan, PhD, MSPH, CPHQ
Executive Director, Data and Measurement

Topics

Managing the Metrics that Drive Healthcare in SC *Data drives everything SCHA does, from advocating for hospitals at the State House and improving patient safety to developing a robust workforce and cultivating community health. In the complex, rapidly evolving world of healthcare, it is more important than ever to be attentive and responsive to what the numbers can tell us.*

Bio

Aunyika is the executive director of data and measurement with SCHA. Dr. Moonan provides her expertise and leadership in data measurement, analysis, reporting and performance improvement techniques to our SC hospitals, SCHA staff and local/state and national partnerships. Dr. Moonan is officially trained as an epidemiologist and collaborates with multiple organizations on healthcare initiatives, quality and safety and community health improvement.

She is also a liaison for the South Carolina Revenue and Fiscal Affairs Office (RFA), where she works closely with the research staff regarding South Carolina’s health and healthcare data. She is a member of the S.C. Data Oversight Council that governs the release of health care data for the state. Prior to joining SCHA, Aunyika worked at the Carolinas Center for Medical Excellence as an epidemiologist/senior analytic associate.

Dr. Moonan graduated with a B.A. from Emory University and then continued on to obtain a Master’s of Science in public health (MSPH) and a Ph.D. in epidemiology from the University of South Carolina. She is active within her community and serves on multiple boards of state and national organizations.



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Karen Reynolds, RHIA, CHDA
Executive Director, Innovation

Topics

Get the Buzz on Team Building and Leadership Themes

Bees can teach us a great deal about teamwork and leadership. Successful teams work together towards common goals. Bees carry out this effort virtually flawlessly for their entire life. In this presentation a certified beekeeper lends an interesting slant on these topics by drawing correlations and lessons learned from the integral workings of a successful hive. Ideal for launching new teams, re-energizing existing teams, accepting new leadership and helping team members understand their value at every level.



Quality & Patient Safety. Period. *We are committed to helping South Carolina hospitals be some of the safest healthcare facilities in the world. Examining the current culture of your organization is key to becoming a more highly reliable organization. SCHA has a Blueprint designed to assess, educate and chart the course for transformation for any size organization. Interactive sessions allow leaders to explore possibilities that range from understanding what it means to adopt Just Culture principles to developing SMART goals that drive systemic change to plotting a course to achieve Zero Harm status. Sessions can be customized based on organizations need and desired goals. Ideal for meetings with hospital leadership, board and senior staff.*

Learn more about SCHA initiatives with a focus on quality improvement, as well as QI collaborations with other partners in South Carolina. Efforts range from purposeful reductions in hospital-acquired infections, stroke mortality, and out-of-hospital cardiac arrest. Other topics focus on improving surgical quality safety, care transitions, health outcomes for all moms and babies, along with ensuring all newborn screening specimens are tested within 24 hours of a blood draw. Ideal for hospital staff who focus on improvement efforts within their hospital and community.

Bio

Karen is executive director of innovation at SCHA where she leads hospital and community innovation initiatives. She also manages efforts to bring high reliability principles to S.C. hospitals through SCHA's nationally recognized Zero Harm program. Karen graduated from Anderson University and the Medical University of South Carolina with a focus in health information management. She is also a registered health information administrator and certified health data analyst.

Karen came to SCHA with a broad range of public, private and governmental healthcare and hospital-based experience. She has served as a healthcare consultant and educator, which included leading quality improvement and process re-engineering projects and guest lecturing for the Center for

Disease Control and Emory University's Rollins School of Public Health. While Karen's professional career has been focused primarily in the healthcare industry she balances her time with a personal focus that includes being a certified Master Gardener and Master Beekeeper.

Monty Robertson

Director, Alliance for a Healthier SC

Topics

Empowering Change through the Community *Engaging local communities in their well-being is key to driving long-term change. This presentation explores Community Health Improvement through implementation of the Collective Impact model at the local coalition level. Many voices pointed in the same direction and understanding what steps are needed to improve a local community creates an environment of shared leadership and accountability with successes in decision-making, stakeholder engagement and collaboration that leads to healthier communities. Attendees will learn the tools, templates and processes that the Technical Assistance team utilizes to partner with communities in improving their health and wellness.*

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Bio

Passionate about improving the health of his home state, Monty Robertson has served as the backbone in multiple population health initiatives in South Carolina. Currently, he works at the South Carolina Hospital Association as the Director of the Alliance for a Healthier South Carolina, a cross-sector coalition of more than 60 public and private organizations working together to achieve healthier bodies, minds and communities in the Palmetto State. Monty is charged with creating and expanding strong relationships with cross-sector partners to ensure the success and future growth of the Alliance.

Previously, Monty served as Senior Consultant at the South Carolina Department of Health and Human Services where he worked with the South Carolina Birth Outcomes Initiative, a statewide collaborative to improve maternal and child health. This nationally-recognized program model using a combination of



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state agencies, health plans, non-profit organizations and hospital teams uses best practices, policy change and innovative initiatives to create a positive impact in the lives of moms and babies in our state

Monty received his B.S. degree in Biology from Furman University and his Master of Healthcare Administration from the University of South Carolina.

Cathy Sams

President, Cathy Sams Communications Solutions

Topic

When, Why and How to Give your Brand a Makeover

Takeaways: the five signs that it's time for a rebrand, the keys to effective branding, the two questions your brand should answer, and insights from SCHA's recent brand development successes.

Bio

With 40 years' experience, including more than 20 years in leadership positions, Cathy has the expertise to provide a broad range of communications and marketing services. A journalist by training, she spent most of her career at Clemson University, starting as a media relations specialist and later being named director of news services. She was promoted to Clemson's Chief Public Affairs Officer in 1993, providing leadership for central communications and brand marketing programs. In 2006, she took on additional responsibilities as assistant to the president, providing executive communications such as message strategy, speechwriting, op-eds and bylined articles, and counsel on public and media relations issues.

She retired from Clemson in 2016 and is now sole proprietor of Cathy Sams Communications Solutions. In this role she has provided communication planning and assessment, brand development, crisis management, project management and writing for SCHA, Clemson, FMB Advertising and other clients.

Cathy is a Phi Beta Kappa graduate of the University of South Carolina, where she earned a B.A. degree in journalism. She earned an M.A. in English from Clemson in 1991.



Christian Soura

Vice President, Policy and Finance

Topics

Medicaid 101: *More than 70 million Americans – including more than one million South Carolinians – receive their health coverage from Medicaid or the Children’s Health Insurance Program. Costing \$600 billion each year, these programs are crucial to the care of children and persons with disabilities, along with the treatment of substance abuse and behavioral health conditions. Learn more about the basics of Medicaid so you can be prepared to participate in the ongoing debate over its future.*

Be Careful What You Wish For: *Decades of polling data and election results show that American attitudes are changing when it comes to how our healthcare system should work – particularly when it comes to the role that government should play in financing or even providing that care. What do these evolving opinions mean for the future of U.S. healthcare reform?*



Bio

Christian is vice president for policy and finance at SCHA, where he works with the association’s nearly 100 members to develop and advance policy and reimbursement priorities that support South Carolina’s hospitals and bring about a better state of health.

Prior to joining SCHA, Christian had been a public official since 2001, notably serving as director of the S.C. Department of Health and Human Services and as Secretary of Administration for the Commonwealth of Pennsylvania. He has extensive policymaking experience from both the executive and legislative perspective, having served in the Governor’s Office in both states and also as staff for the Senate Appropriations Committee.

Christian is a past president of the National Association of Medicaid Directors and is the chairman of the board of the Nurse-Family Partnership. He has also held leadership positions in a number of other civic and professional associations. He holds master’s degrees from the University of Illinois and the Pennsylvania State University, along with a graduate certificate in public budgeting and financial management.

Allan Stalvey

Executive Vice President, Advocacy & Communications

Topics

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Bio

As SCHA's executive vice president, Allan leads the association's advocacy and communications program and is responsible for SCHA's organizational and financial management.

Allan's 34 years of government affairs experience began in 1977 with the Medical University of South Carolina in Charleston. In 1982, he left his position there as secretary to the Board of Trustees to become vice president and chief lobbyist for the South Carolina Chamber of Commerce.

He joined Waste Management's subsidiary company, Chem-Nuclear Systems, Columbia, in 1985 and managed the government and public affairs program until 1996, when he was named vice president for state and local government relations for Waste Management and relocated to the company's government affairs office in Washington, D.C. He later took on responsibility for Waste Management's government affairs program, directing the federal government relations office as well as continuing to manage government relations for the company in all fifty states.

In 2002, he moved back to Columbia, establishing a legislative consulting service concentrating on the healthcare field. He became chief lobbyist for SCHA in 2003 and joined the association's staff full-time in 2006.

Allan has a B.A. from The Citadel and MBA from the University of South Carolina.

John Williams

Director, Disaster Preparedness

Topics

Preparing for the Worst: Emergency & Crisis

Management *South Carolina's hospitals care for people at all times and under all conditions. From natural disasters to human-made crises, our patients count on us to be prepared.*

Bio

John provides leadership for SCHA's disaster and emergency preparedness initiatives. He joined SCHA in 2018 from Palmetto Health (Prisma Health), South Carolina's largest healthcare system. He has more than 12 years of experience in healthcare emergency management, serving in leadership positions in engineering, safety, emergency management, and life safety at healthcare facilities prior to joining SCHA.

At SCHA, he serves as an advisor and information resource, offering one-on-one support, such as helping emergency managers prepare for Joint Commission reviews, and serving as liaison for professional membership groups for engineers and emergency managers. He is a member of the Governor's Task Force for Public Health Emergencies and coordinates with state, federal and local agencies on behalf of hospitals in preparing for and managing statewide crises, such as hurricanes, floods and the COVID-19 pandemic.

John holds a double major B.S. degree in occupational safety and health and in environmental engineering and an M.S. in organizational leadership and healthcare management from Waldorf University in Forest City, Iowa. He is a certified hospital safety professional, certified emergency safety professional and certified electrician.



Jen Wright

Director, Working Well

Topics

Working Well for a Thriving Workforce Multi-dimensional leadership and organizational strategies for wellbeing, the business case, burnout and resilience, mindset for performance and leadership, engagement strategies, operationalizing wellness and healthy community connection.

Bio

Jen is a native of Illinois who has spent her 20-year professional career in many facets of healthcare and wellbeing in Illinois and South Carolina from clinical, community, and corporate to mobile and web-based health promotion and wellbeing. She earned her B.S. in exercise science from Truman State University and her Master of Public Health in health policy and administration from the University of Illinois Chicago.

After beginning her career as a clinical exercise physiologist, then moving into community and corporate wellbeing, joining SCHA in 2011. As director of Working Well, she engages a broad range of employers, community partners, and legislators across the state to create cultures of wellbeing that support optimal health and a thriving workforce. This is done by empowering executives and teams to implement comprehensive wellbeing initiatives, including tobacco-free, nutrition, physical activity, professional fulfillment and financial, emotional and social wellbeing.

Taking the key principles of Working Well and coordinating state and national partners, A Healthier State House was launched to engage legislators, staff, and lobbyists in multiple states to develop and sustain positive health behaviors, lead by example, and understand the influence of policy on access, opportunity, and affordability of the healthy choice.

Currently Jen is leading SCHA's Thriving Workforce Initiative, which focuses on care for the provider, the fourth and most vital element of the Quadruple Aim. Jen was recently certified in Positive Performance Visualization and Mindset Coaching.

Jen serves on a number of local, state, and national boards and committees. She is immediate past chair of the board of directors for Eat Smart Move More, S.C., South Carolina's statewide healthy eating active living coalition, and national co-chair of the Health Enhancement Research Organization's (HERO) Healthy Workplaces/Healthy Communities committee. She is also influencing the next generation as head coach of a youth regional travel softball team.



Diana Zona

Executive Director, SCHA Foundation

Topics

Empowering Change through the Community *Engaging local communities in their well-being is key to driving long-term change. This presentation explores Community Health Improvement through implementation of the Collective Impact model at the local coalition level. Many voices pointed in the same direction and understanding what steps are needed to improve a local community creates an environment of shared leadership and accountability with successes in decision-making, stakeholder engagement and collaboration that leads to healthier communities. Attendees will learn the tools, templates and processes that the Technical Assistance team utilizes to partner with communities in improving their health and wellness.*



Going Upstream for Sustainable Impact *Population Health and Community Health goals cannot be realized without unique and innovative ideas to address complex problems. This presentation shares a wide range of efforts focused on the Social Determinants of Health which include a statewide collaborative and projects on specific areas such as health literacy, obesity prevention and addressing health disparities. Learn more about SCHA initiatives and collaborations with other partners in South Carolina. One example is the Social Determinants Collaborative, which serves to increase the use and standardization of ICD-10 Z codes allowing hospitals to better track and identify solutions to improve the health of their communities. Attendees will be provided with ideas for engaging stakeholders, identifying potential projects and developing frameworks for addressing complex problems.*

Quality & Patient Safety. Period. *We are committed to helping South Carolina hospitals be some of the safest healthcare facilities in the world. Examining the current culture of your organization is key to becoming a more highly reliable organization. SCHA has a Blueprint designed to assess, educate and chart the course for transformation for any size organization. Interactive sessions allow leaders to explore possibilities that range from understanding what it means to adopt Just Culture principles to developing SMART goals that drive systemic change to plotting a course to achieve Zero Harm status. Sessions can be customized based on organizations need and desired goals. Ideal for meetings with hospital leadership, board and senior staff.*

Learn more about SCHA initiatives with a focus on quality improvement, as well as QI collaborations with other partners in South Carolina. Efforts range from purposeful reductions in hospital-acquired infections, stroke mortality, and out-of-hospital cardiac arrest. Other topics focus on improving surgical quality safety, care transitions, health outcomes for all moms and babies, along with ensuring all newborn

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screening specimens are tested within 24 hours of a blood draw. Ideal for hospital staff who focus on improvement efforts within their hospital and community.

Bio

Diana is the Executive Director of the South Carolina Hospital Association Foundation. She joined SCHA in 2014 and in past roles led SCHA’s quality and patient safety efforts. Current responsibilities include pursuing development opportunities, advancing SCHA’s granting infrastructure, and managing special initiatives. Prior to joining SCHA, she led projects at the state’s Quality Improvement Organization, grew and managed client accounts at a healthcare focused marketing firm, and increased the use of personal health records as part of a CMS pilot project in South Carolina. Diana has a Bachelor of Science in Business Administration, and her career in healthcare spans 30+ years.

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