



PASSION AND PERSEVERANCE

2024 HASC ANNUAL MEETING

MAY 20—22, 2024 Park Hyatt Aviara Resort, Golf Club & Spa • Carlsbad, CA





Dear Colleague,

We're excited to invite you to the HASC Annual Meeting 2024, a must-attend event for Southern California health care leaders. Under the theme of *Passion and Perseverance*, we aim to ignite your passion for health care excellence and pay tribute to the unwavering resilience of our industry.

This year's gathering will take place from **May 20 to 22 at the exquisite Park Hyatt Aviara in Carlsbad, California**. We've chosen this inspiring location to provide you an exceptional environment for learning, networking and rejuvenation.

Our lineup of speakers includes visionaries and trailblazers who will spark meaningful discussions on the future of health care. We believe that by coming together to learn and share, we can help shape our health care landscape in ways that empower communities and elevate their well-being.

Symbolizing the dedication and courage of health care professionals on the frontlines, our Strolling Dinner theme, *Wild, Wild West!*, will transport you to the grit and pioneering spirit of the American frontier era. So, prepare your cowboy boots and hats for a memorable evening of fun and camaraderie.

We encourage you to register at your earliest convenience, as this event promises to be both enlightening and entertaining. Join us for a meeting that will fuel your passion, celebrate your perseverance and impact the future of health care in Southern California.

Sincerely,



George W. Greene, Esq.
President and Chief Executive Officer
HASC



Johnese Spisso
President and Chief Executive Officer
UCLA Health
2024 HASC Board Chair

No Fail Trust in Healthcare

Lt. Col. Jason O. Harris understands the crucial importance of trust among teams. For over 25 years, he flew thousands of flights as a U.S. Air Force and commercial airline pilot. Whether carrying cargo and personnel into enemy territory or travelers to Paris, every single flight has required absolute trust between him and his crew. It's a lesson that's been reinforced mission after mission, flight after flight: Trust your people like your life depends upon it.

But Lt. Col. Harris doesn't just understand the importance of trust. He knows how to build it through a culture of deep

commitment, accountability and empowerment. As an Air Force Academy squadron commander and instructor, he discovered the principles behind the trust he experienced in the cockpit. As he implemented those principles in his squadron, he saw trust skyrocket, performance improve and engagement increase.

Today, Lt. Col. Harris shares these principles through presentations, training and video courses with organizations ready to empower their leaders and teams with *No Fail Trust*.



Innovating Health Care Access for the Unhoused

Katie Hren, Associate Director, Community Connect Program, Cedars-Sinai • **Alina Moran**, President, California Hospital Medical Center • **Jessica Nunez**, Social Services and Street Medicine Manager, MLK Community Healthcare • **Dr. Medell Briggs-Malonson**, Chief of Health Equity, Diversity and Inclusion, UCLA Health • **Brett J. Feldman**, Director of USC Street Medicine, Keck School of Medicine of USC

Moderator: Ken Craft, CEO, Hope the Mission

Join us for a dynamic panel discussion featuring speakers from HASC member hospitals and health systems. We'll explore creative strategies for enhancing health care access for unhoused patients, including street medicine, partnerships, recuperative care and more. Learn about unique care models that center health equity and patient outcomes. Gain insights from success stories that showcase impactful and transformative approaches to serving our unhoused community members.



The Value of Developing and Implementing Alternative Care Models

With health care moving outside the hospital walls more and more, leaders must be well versed in the challenges and potential of alternative care delivery models. These innovative approaches extend care beyond traditional settings to meet patient needs while addressing hospital constraints. This panel session will discuss how models such as community-based care, digital solutions and partnerships are improving health outcomes, cutting costs, enhancing patient experience and helping organizations better manage population health.

Population Health Management: Access, Outcomes and Financial Implications

As health care reimbursement continues moving from volume-based to value-based, it's crucial for organizations to coordinate equitable care and address social determinants of health to help ensure their financial and social wellness. Shifting the focus from disease treatment to prevention and wellness also requires changes in care management and delivery that will impact a range of touchpoints in our health care ecosystem. This panel session will cover several major areas affected: access to patient services, health outcomes, financial implications and patient engagement.



The Rebellious Recovery

Former professional motocross champion **Aaron Baker** is a recovering quadriplegic. He is also a husband and father, and an author, orator, adventure athlete, entrepreneur and ambassador for spinal cord injury. In 1999, Baker suffered a broken neck in a horrific motocross accident. Since the onset of his injury, his focus has been rebuilding, mindfully and intentionally, with clear purpose and a grateful heart. Baker credits more than two decades of recovery and his simple, yet full and peaceful, life today to consistent, long-term restorative movement and mindset. For more than 20 years, he has been sharing his story with audiences around the world. Baker empowers audiences to think and move through adversity — and the cycles of life — with mind, body, spirit and lifestyle choices, and to discover peace, power, joy and reverence for life.

MONDAY, MAY 20

1:00 p.m. – 5:00 p.m. Registration
 6:00 p.m. – 9:00 p.m. Welcome Reception and Dinner

TUESDAY, MAY 21

7:00 a.m. – 12:00 p.m. Registration
 7:15 a.m. – 8:30 a.m. Buffet Breakfast—Members, sponsors and guests
 8:30 a.m. – 9:00 a.m. General Sessions Welcome
George W. Greene, HASC President and CEO, HASC
Johnese Spisso, President and CEO, UCLA Health,
 and 2024 Board Chair
 9:00 a.m. – 10:00 a.m. The Rebellious Recovery — **Aaron Baker**
 10:15 a.m. – 11:30 a.m. Innovating Health Care Access for the Unhoused
 — Moderated by **Ken Craft**, CEO, Hope the Mission
 11:30 a.m. – 12:30 p.m. Buffet Lunch—Members, sponsors and guests
 12:45 p.m. – 4:00 p.m. Concurrent Breakout Sessions
 ACHE In-person Education Sessions
 1:00 p.m. – 3:30 p.m. **Guest Event** (by invitation)
 5:30 p.m. – 8:30 p.m. **Strolling Dinner and Sponsor Exhibit**

WEDNESDAY, MAY 22

7:30 a.m. – 8:45 a.m. Buffet Breakfast—Members, sponsors and guests
 9:00 a.m. – 10:00 a.m. The Big Picture
Carmela Coyle, President and CEO, California
 Hospital Association
 10:15 a.m. – 11:15 a.m. No Fail Trust in Healthcare — **Lieutenant Colonel**
(ret.) Jason O. Harris
 11:15 a.m. Closing Remarks



The Big Picture

Since 2017, **Carmela Coyle** has served as President and CEO of the California Hospital Association (CHA), the lead advocate for the state's 400-plus hospitals and health systems with the state and federal government. Previously, Carmela led the Maryland Hospital Association for nine years, overseeing the shaping of a statewide, value-driven health care system. She also spent 20 years with the American Hospital Association, including 11 as Senior Vice President of Policy. Earlier, at the U.S. Congressional Budget Office, Carmela advised members of Congress on the economic and budgetary implications of legislative policy. Along with her CHA role, Carmela serves on numerous boards of organizations working to protect and improve various aspects of health care.





About this Event

WHO SHOULD ATTEND?

Hospital and health system CEOs, executive teams, physician leaders and trustees will all benefit from this conference. Our sessions are open to members, sponsors and adult family member guests.

CONFERENCE REGISTRATION PACKAGE

The registration fee for each attendee includes sessions, listed meals, receptions and entertainment. We gratefully acknowledge our sponsors and their contributions, which make it possible for our members to attend at a reduced rate. Please see the sponsor brochure for information about sponsorship.

CONTINUING EDUCATION SIGN UP

HASC is authorized to award six hours of ACHE In-person Education credits and provide six hours of BRN credit. Details are included on the member registration form.

The event also offers up to three hours of ACHE In-person Education credits for attending special sessions. Registrants will receive an email from ACHE with details just prior to the conference.

HOTEL RESERVATIONS

A special rate of \$385 per night, plus applicable fees and taxes, single or double occupancy, has been arranged for this conference. This year, you will book your hotel room as part of the Annual Meeting registration process.

At the time of reservation, your credit card will be charged for one night plus tax. The last day to reserve a room, based on availability, is April 22, 2024. Deposits will not be refunded for cancellations made seven days or less from the check-in date. If you need to cancel your hotel reservation, please call HASC first at (213) 538-0715 so we can find another attendee to replace you. If you arrive late or depart early, your credit card will be charged for the total number of nights reserved.



NOTICE OF FILMING AND PHOTOGRAPHY

You may be photographed or videotaped at this event. HASC reserves the right to use these images and video for promotional, marketing, educational and other purposes.

IMPORTANT INFORMATION

- Group registration: For every five attendees from the same hospital or health system, the fifth registration will be complimentary. Call (213) 538-0715 to register your team.
- Cancellations: Meeting cancellations received in writing by April 5, 2024, will be refunded minus a \$100 processing fee. We welcome substitutions. Meeting refunds will not be granted after April 5 or for no-shows.
- Competing events: Sponsors and members attending the Annual Meeting cannot plan independent hospitality or other activities during conference hours without specific permission from HASC. Planning such competing events without HASC permission will result in cancellation of your event and loss of any food and beverage deposits. Companies that violate this rule will not be invited to future events. Competing times are Monday, May 20, 2 to 9 p.m.; Tuesday, May 21, 7 a.m. to 8:30 p.m.; and Wednesday, May 22, 7 a.m. to noon.
- Americans with Disabilities Act (ADA): Please call (213) 538-0715 with any special needs.

For the benefit of everyone attending, HASC requires that all participants — members, guests, speakers, sponsors and staff members — be fully vaccinated against COVID-19. All Annual Meeting events will be subject to the guidance of state and local boards of health and public health standards.



*Thank you to our
2023 Annual Meeting sponsors!*



Jim West and Melissa Morales

Highlights from
2023



Holly Gibbons, Lisa Efron and Chris Acker



Elizabeth Aubry and Deborah Fehn



Dimitrios Alexiou, Carmela Coyle and George Greene



Bernie Klein, Rex Hoffman and Tom Mone



Luke Morris, Mark Andrew and Robert David



Michael Rembis and Linda Marsh



Rachel Selleck and Megan Barajas



Barbara Vargas, Blair Contratto and Kelly Ash



Barry Steinhardt and Ben Borchers



Jim West and Lori Morgan



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