



Who **We** Are



Who We Are



Population

19,104,979

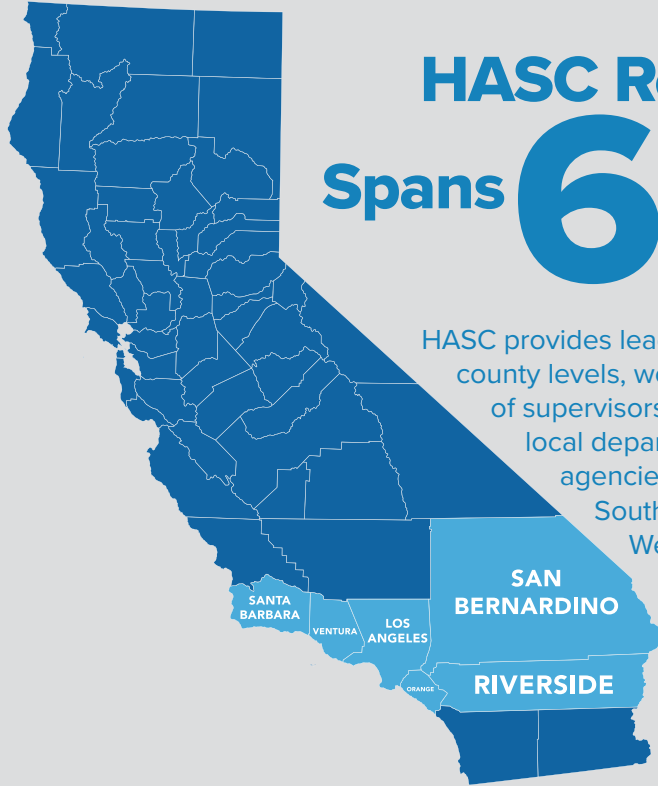
as of 2023



Covering Over

36,500

Square Miles



**HASC Region
Spans 6 Counties**

HASC provides leadership at the city and county levels, working with county boards of supervisors, chambers of commerce, local departments of health and other agencies to ensure the hospitals of Southern California are heard.

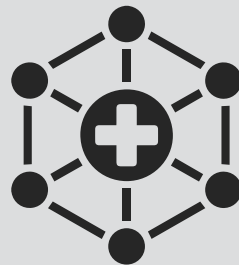
We collaborate with the California Hospital Association (CHA) on state and federal legislation, budget concerns and regulatory issues.



More than

180

Hospitals



30

Health Systems

Leadership in Health Affairs



MISSION: To lead, represent and serve hospitals and their related organizations, working collaboratively with our members and other stakeholders to improve health and health care in the communities we serve.



VISION: For all member hospitals to consistently and uniformly provide safe, high-quality, cost-effective and culturally appropriate person-centered health care services.



George W. Greene, Esq.
President/CEO

ABOUT HASC

The Hospital Association of Southern California (HASC) is dedicated to effectively advancing the interests of hospitals in Los Angeles, Orange, Riverside, San Bernardino, Santa Barbara and Ventura counties. We represent 180-plus member hospitals and 30 health systems, plus numerous related professional associations and associate members, all with a common goal: to improve the operating environment for hospitals and the health status of the communities they serve. Working alongside the California Hospital Association (CHA), we provide leadership at the local, state and federal levels on legislation, budget concerns and regulatory issues. We work with county boards of supervisors, chambers of commerce, local departments of health and other agencies to ensure the hospital's voice is heard.

Who We Are

AFFILIATE ORGANIZATIONS SERVING TOGETHER

We serve our members through several unique organizations:

HASC — a historically strong hospital trade association that serves the political, economic and educational needs of hospitals.

AllHealth, Inc. — a HASC subsidiary providing specialized fee-for-service products to help hospitals improve operations.

Communities Lifting Communities® (CLC) — a nonprofit 501(c)(3) affiliate of HASC working to address social determinants of health through effective cross-sector coordination and collaboration.

National Health Foundation (NHF) — a nonprofit applied research organization affiliated with HASC and dedicated to improving health care delivery and access.

POLITICAL ADVOCACY IN PARTNERSHIP WITH CHA

In a changing health care environment, hospitals need assertive representation. Through partnerships with CHA and hospitals like yours, we work to influence the future of health care in a way that best represents your interests, your patients' needs and the communities you serve. Together, we create visionary change no hospital can achieve alone. HASC helps to:

- Improve quality and patient safety
- Support hospital transition to value-based purchasing and health care reform
- Promote appropriate reimbursement from Medicare and Medi-Cal
- Preserve the safety net, trauma systems and access to care
- Provide education, funding and promotion of disaster and pandemic preparedness
- Initiate long-range solutions to the hospital workforce shortage

Who We Are

REPRESENTATION, INFORMATION AND EDUCATION

HASC brings extensive expertise to your hospital. We scan the environment, help decipher what's important and deliver in-depth guidance on issues that most impact you. We keep you ahead of what's happening in the industry and deliver representation you can count on through:

- **Local advocacy** — regional staff represent your area with expert knowledge of community issues and strong relationships with local officials and key decision makers.
- **Media relations** — expert representation in the media builds support for hospital issues and keeps the public informed.
- **Member seminars, workshops and conferences** — in-depth information on topics including implementing health care reform, physician-hospital relations, quality improvement and financial management from industry experts.

TOOLS TO IMPROVE HOSPITAL OPERATIONS

Working with the association strengthens your hospital's performance with services from professionals who know your operational needs. By turning data into knowledge and providing innovative ways to optimize efficiencies, HASC helps you benchmark the quality of your services, improve business operations and maximize reimbursements.



Who We Are

PERFORMANCE IMPROVEMENT PROGRAMS

- **Communities Lifting Communities (CLC)** — With HC2 Strategies, Inc. and the Public Health Alliance of Southern California, HASC created Communities Lifting Communities. CLC is a nonprofit 501(c)(3) organization that works with hospitals, clinics and other stakeholders to reduce health disparities and improve community health across Southern California.
- **ReddiNet® Medical Communications System** — communications system connecting first responders with critical real-time data about hospitals during disasters and every day.
- **Compensation Surveys** — presents comprehensive executive, management and non-management compensation and benefit information compiled annually from more than 300,000 participants statewide.
- **Endorsed Business Partners** — through HASC subsidiary AllHealth Inc., trusted partner firms offer specialized services and products to help hospitals improve operations in a range of areas.
- **Eligibility on Site** — reduces red tape and ensures proper reimbursement with on-site Medical certification.
- **Hospital Quality Institute (HQI)** — provides coordination and support for improvement and harmonizes measures for patient safety and quality improvement activities for the California Hospital Association, Hospital Council — Northern & Central California, HASC and the Hospital Association of San Diego & Imperial Counties. The organization builds reliable and sustainable measures to gauge California's performance and identifies opportunities for focus and innovation.

Who We Are

PROFESSIONAL DEVELOPMENT, PEER EDUCATION AND SUPPORT

Your HASC membership keeps you connected to a community of dedicated people successfully addressing change. Learn how to respond to the challenges of health care reform, including physician realignment, effectively leading a quality-focused organization and more, from organizational change experts and colleagues in classrooms, online and at networking events.

- **CEO meetings, member committees and task forces** — hospital executives meet and initiate action on public policy issues that impact areas such as care delivery, reimbursement, emergency services, behavioral health and more.
- **HASC Annual Meeting** — known as the state's premier conference for hospital leaders, the event draws hundreds of CEOs and executives yearly to learn from world-class speakers, network and socialize.
- **LEAD Academy® and Advanced LEAD Academy** — intensive professional development programs to empower emerging health care leaders with effective communication, problem solving and collaboration-building skills.
- **Charge Nurse Education Series** — a series of courses that enable nurse leaders to build communication and conflict resolution skills, produce better outcomes, foster improved staff performance, and increase patient safety across facility units and organizations.



Who We Are

ONE TEAM MODEL

In 1994, the four associations formally adopted what was known as the federated model. This structure aimed to ensure that the associations serve members as a unified advocacy organization offering effective representation at all levels of government.

The model, now called One Team, created a new philosophy of cooperation among the associations. In line with this approach, the organizations assigned and aligned roles for local, regional, state and national policy and advocacy. The Executive Management Group (EMG), comprising the four association CEOs, assumed a leadership role. CHA and the regional associations combined membership and dues as a way to demonstrate the “All for one, one for all” mentality.

One Team has proven highly effective because of the level of trust and collaboration among the four CEOs and their staff. This spirit is reinforced by the actions of all team members. Weekly policy calls, biweekly executive team calls, semiannual CEO retreats and all-staff retreats foster open communication. Other aspects contributing to One Team’s success include:

- An organizational agreement structured to prevent competing interests in public policy and advocacy positions, educational programs and member services.
- Each of the associations remains an independent 501(c)(6) organization with unique bylaws, budgets, investment portfolios, and for-profit and not-for-profit subsidiaries.
- The three regional associations are the corporate members of CHA.
- The CHA CEO is a voting member of the regional associations’ Executive and Compensation committees. In turn, regional association CEOs serve as non-voting members on the CHA Executive Committee and Board.
- The effectiveness of the CHA–regional association relationship is reviewed annually by the Compensation Committee as part of the CEO’s performance review.
- The California Association of Hospitals and Health Systems employs all organizations’ employees, who are then leased back to their respective associations.
- The EMG ensures that the associations, individually and collectively, carry out their respective responsibilities in a manner consistent with the integrated One Team structure.
- CHA is responsible for federal and state policy, issues, regulations and relationships. The regional associations oversee these areas locally and regionally, along with supporting CHA’s state and federal efforts.

Who We Are

NATIONAL HEALTH FOUNDATION

National Health Foundation (NHF) was founded in 1973 as a not-for-profit charitable affiliate of HASC. The organization's mission is to improve the health of individuals and under-resourced communities by taking action on the social determinants of health. Their vision is that all people, regardless of who they are or where they live, can achieve their highest level of health. NHF's vision is achieved by:

- Increasing food access with an emphasis on healthy and fresh foods in under-resourced communities.
- Providing housing, with a focus on shelter and care for individuals without a home who have been released from the hospital.
- Prioritizing the removal of barriers to health in the Historic South Los Angeles community.
- Providing risk prevention and support for pregnant and parenting teens to complete their education.



For more information, please visit nationalhealthfoundation.org.

Who We Are

SENIOR MANAGEMENT STAFF



George W. Greene, Esq.
President/CEO



Isela Rivas
Assistant to the President



Mark Gamble
Chief of Advocacy and
Operations



Adam Blackstone
Senior Vice President
Communications and Event
Management



Soraya Peters
Senior Vice President
ReddiNet Health Care
Communication Technology



Paul Young
Senior Vice President
Public Policy and
Reimbursement



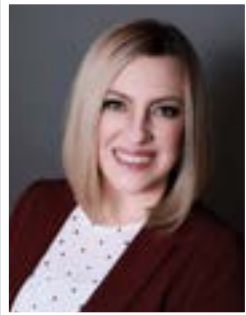
Susan Harrington
President
Communities Lifting Communities



Tom Soto
Chief Information Officer

Who We Are

SENIOR MANAGEMENT STAFF



Megan Barajas

Regional Vice President
Riverside and
San Bernardino Counties



Sara May

Regional Vice President
Orange County



Audra Strickland

Regional Vice President
Santa Barbara and
Ventura Counties



Adena Tessler

Regional Vice President
Los Angeles County



Teri Hollingsworth

Vice President
Human Resources and Education
Services



Ana Reza

Vice President
Patient Access Services



Kristina Tran

Vice President
Finance



Rafael De La Rosa

Senior Director
Public Policy and Strategic
Partnerships



Katrina Quinto

Director
Membership Services



Robert Vlach

Director
Human Resources and
Administrative Services

Who We Are

2024 BOARD OF DIRECTORS EXECUTIVE COMMITTEE MEMBERS



Johnese Spisso
Chair
President/CEO
UCLA Health



Keith Hobbs
Chair Elect
President
Torrance Memorial Medical Center



Lori Morgan, MD
Immediate Past Chair
Chief Executive Officer
Huntington Hospital



George W. Greene, Esq.
President
President/CEO
Hospital Association of
Southern California



Elaine Batchlor, MD, MPH
Treasurer
Chief Executive Officer
Martin Luther King, Jr.
Community Hospital



Jim West
Secretary
President/CEO
PIH Health Downey



Carmela Coyle
Ex-Officio Member
President/CEO
California Hospital Association



John Chapman
Member at Large
President/CEO
San Antonio Regional Hospital



Alina Moran, MPA
Member at Large
President
California Hospital
Medical Center



John Raffoul
Member at Large
President
Adventist Health
White Memorial



Paul Viviano
Member at Large
President/CEO
Children's Hospital
Los Angeles

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2024 BOARD MEMBERS

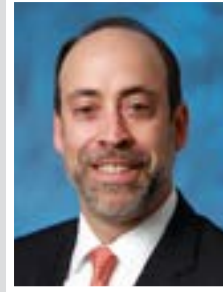
MULTI-HOSPITAL SYSTEM REPRESENTATIVES



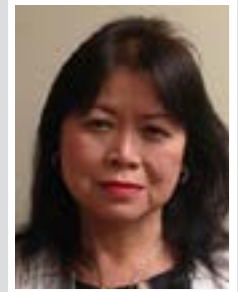
Dan Brothman
Chief Executive Officer
Huntington Beach Hospital
Prime Healthcare



Blair Kent
Executive Vice President/CEO
Long Beach Medical Center
MemorialCare Health



Chad Lefteris
Chief Executive Officer
UCI Health



Linda Marsh
Senior Executive Vice President
AHMC Healthcare Inc.



Lesley McKendrick
Senior VP, Operations/
Chief Operating Officer
Kaiser Permanente
Southern California



Glenn Raup, RN
Chief Executive Officer
Anaheim Community Hospital
Signature Healthcare



Fred Valtairo
Chief Executive Officer
Placentia-Linda Hospital
Tenet Health



Darlene Wetton
Chief Executive Officer
Temecula Valley Hospital
Universal Health Services, Inc.

SPECIAL CONSTITUENT REPRESENTATIVES



Clare Lee
ACHE of Southern California
Vice President, Professional/
Support Services
Cedars-Sinai



Kelly Linden
Post-acute Care
President/CEO
Casa Colina Hospital and Centers
for Healthcare



Ramona Pratt
Patient Care
Administration
Chief Nursing Officer
PIH Health Whittier Hospital



Philip Wong
Behavioral Health Services
Chief Executive Officer
Gateways Hospital and Mental
Health Center

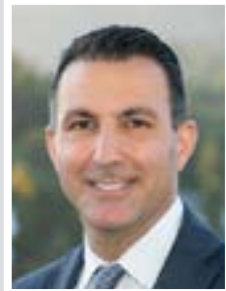
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2024 BOARD MEMBERS

NORTHERN LOS ANGELES AREA



Bernard Klein, MD
Chair
Chief Executive Officer
Providence Holy Cross
Medical Center



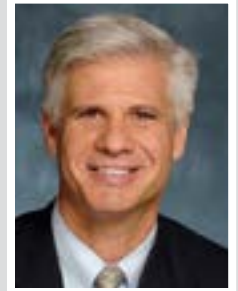
Armand Dorian, MD
Chief Executive Officer
USC Verdugo Hills Hospital



Edward Mirzabegian
Chief Executive Officer
Antelope Valley Medical
Center



Roger Sharma
President/CEO
Emanate Health



Dale Surowitz
Chief Executive Officer
Joyce Eisenberg Keefer
Medical Center

COASTAL HARBOR AREA



Joe Avelino
Chief Executive Officer
College Medical Center



Carolyn Caldwell
Chief Executive Officer
St. Mary Medical Center
Long Beach



Bryan Croft
Executive VP/Chief
Operating Officer
Cedars-Sinai Marina Del
Rey Hospital



Jorge Orozco
Chief Executive Officer
Los Angeles General
Medical Center
LA County Department of
Health Services



Jim West
President/CEO
PIH Health Downey

INLAND AREA



John Chapman
Chair
President/CEO
San Antonio Regional Hospital



Michele Finney
Chief Executive Officer
Desert Regional Medical
Center



Jared Giles
Chief Executive Officer
Rancho Springs
Medical Center



Jim Holmes
President/CEO
Redlands Community
Hospital

Who We Are

2024 BOARD MEMBERS

ORANGE COUNTY AREA



Robert Braithwaite
Chair
President/CEO
Hoag Memorial
Hospital Presbyterian



Payman Roshan
Senior Vice President and
Area Manager
Kaiser Permanente Anaheim
Medical Center



Seth Teigen
Chief Executive
Providence Mission Hospital

VENTURA AREA



Mick Zdeblick
Chair
President/CEO
Community Memorial Hospital

SANTA BARBARA AREA



Steve Popkin
Chair
Chief Executive Officer
Lompoc Valley Medical Center



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