



**EMPOWER
ELEVATE**

2023 HASC ANNUAL MEETING

MAY 17-19, 2023 JW Marriott Desert Springs Resort & Spa, Palm Desert, CA



Dear Colleague,

Please join us May 17 to 19 for HASC's Annual Meeting, known as the "can't-miss" gathering for Southern California health care leaders. ***Empower and Elevate*** is our event theme as we aim to inspire leaders to harness their strengths to enhance health care delivery – ultimately, empowering our patients and elevating their well-being.

This year's conference will take place at the JW Marriott Desert Springs Resort & Spa, Palm Desert, California. We look forward to gathering with members to learn from renowned speakers and enjoy the fellowship of peers in a relaxed environment. We encourage you to register at your earliest convenience.

Our speakers are visionaries and leaders who will provoke thoughtful discussion on how we can evolve and work together to shape the future of health care.

Each year, the conference draws 300-plus CEOs, C-suite executives and other administrators from over 170 hospitals, community hospitals and health systems. The event features a packed agenda including preeminent speakers, Face-to-Face ACHE credit, an event for guests and several networking events.

This year is special for HASC as we celebrate 100 years of service to our members. To commemorate a century of partnering with our hospitals and health systems, we'll be taking you back to 1923 at our Strolling Dinner. There, guests will be encouraged to don dapper attire such as pinstripes, pearls, suspenders and elbow-length gloves as we roar back to the Twenties.

We look forward to seeing you in Palm Desert!

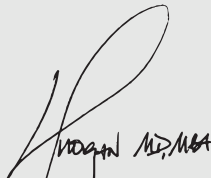
Sincerely,



George W. Greene, Esq.
President/CEO, HASC



Lori Morgan, MD
Chief Executive Officer, Huntington Hospital
2023 HASC Chair



The Courage to Go Together

Shola Richards is the CEO and Founder of Go Together Global™ and an authority on civility and workplace happiness. He is the best-selling author of *Making Work Work* and *Go Together*, and his articles and "Go Together Movement" email series have been read by fans in over 160 countries. His work has been featured on the Today Show and CBS This Morning, and in *Forbes* and *Black Enterprise*, among many international outlets. As a speaker, Shola has shared his transformative message with top universities, health care organizations, Silicon Valley, the motion picture industry, TEDx audiences and the U.S.

House of Representatives, offering expert recommendations on bringing more civility to Congress. Not least, Shola is a father, husband, identical twin and self-professed "kindness extremist" who will not rest until bullying and incivility is extinct from the American workplace.



Innovation at the Speed of Trust

Thom Mayer, MD, FACEP, FAAP, FACHE, is Medical Director for the NFL Players Association, Executive Vice President of Leadership for LogixHealth, and Clinical Professor of Emergency Medicine at George Washington University, among many roles. The originator of the entire NFL Concussion Guidelines program, Dr. Mayer has changed the nature of concussion diagnosis and management worldwide. He was recently nominated to the Pro Football Hall of Fame in Canton, Ohio, and named one of the "100 Most

Important People in the NFL" by USA Today. A member of three Defense Science Board Task Forces, advising the Secretary of Defense, Dr. Mayer served as the Command Physicians at the Pentagon Rescue Operation on 9/11/2001. In 2022, he helped lead a mobile team to Ukraine. A prolific and award-winning author, Dr. Mayer is one of the most widely sought speakers on patient experience, health care leadership, trauma and emergency care, and sports medicine.



A Prescription for Co-creating Health Care with Our Patients

Vice Admiral **Raquel C. Bono, MD, MBA, FACS**, is a board-certified trauma surgeon who served nearly 30 years with honor as a highly respected naval officer and the military's first female surgeon to hold the rank of vice admiral (three star). As the former CEO and Director, Defense Health Agency, Dr. Bono led a joint agency that enabled the U.S. Army, Navy and Air Force medical services to provide health care to combatant commands. She integrated a \$50 billion worldwide enterprise with 50 hospitals and 300 clinics providing care to 9.5 million military beneficiaries; oversaw the Department of Defense's electronic health record system deployment; and advanced development of the largest federated health system with the Department of Veterans Affairs. The first Asian American woman promoted to vice admiral, Dr. Bono is an inspiration for all surgeons, especially women and those in the military.



Applying Design Thinking to Health Care's Most Pressing Challenges



(Three ACHE Face-to-Face credits awarded) **Leslie Wainwright, PhD**, is Chief Funding and Innovation Officer, Parkland Center for Clinical Innovations, Dallas. Her experience includes academic research, pharma/biotechnology and health care delivery; working with startups and multinational executive teams in creating growth strategies and alternative business models; and evaluating emerging clinical technologies. Prior to joining Parkland, Dr. Wainwright oversaw RTI International's Innovation Advisors health practice, guiding the development and adoption of health care innovation. She has held executive roles with Sg2, AVIA and Business Models Inc. Dr. Wainwright earned her doctorate in microbiology at Northwestern University and completed postdoctoral training at the University of Maryland's Center for Vaccine Development.

WEDNESDAY, MAY 17

2:00 p.m. – 6:00 p.m. Registration
 6:00 p.m. – 9:00 p.m. Welcome Reception and Dinner

THURSDAY, MAY 18

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. – 8:45 a.m. General Sessions Welcome—**George W. Greene**, HASC President/CEO, and **Lori Morgan, MD**, 2023 Board Chair
 8:45 a.m. – 9:45 a.m. Innovation at the Speed of Trust—**Thom Mayer, MD**
 10:00 a.m. – 11:00 a.m. A Prescription for Co-creating Health Care with Our Patients—**Raquel C. Bono, MD**
 11:15 a.m. – 12:15 p.m. Buffet Lunch—Members, sponsors and guests
 12:30 p.m. – 3:30 p.m. Applying Design Thinking to Health Care's Most Pressing Challenges—**Leslie Wainwright, PhD**
 12:30 p.m. – 3:30 p.m. Concurrent Breakout Sessions
 1:00 p.m. – 3:30 p.m. Guest Event (by invitation)
 5:30 p.m. – 8:00 p.m. Strolling Dinner, Wine and Beer Tasting and Sponsor Exhibit

FRIDAY, MAY 19

7:30 a.m. – 8:45 a.m. Buffet Breakfast—Members, sponsors and guests
 9:00 a.m. – 10:00 a.m. Statewide Advocacy Update—**Carmela Coyle**, President and CEO, California Hospital Association
 10:00 a.m. – 11:00 a.m. The Courage to Go Together—**Shola Richards**
 11:00 a.m. Closing Remarks



Statewide Advocacy Update

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.

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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 SIGNUP

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

The event also offers three hours of ACHE Face-to-Face Credit for attending a special session. Registrants will receive an email from ACHE with details just prior to the conference.

HOTEL RESERVATIONS

A special daily conference rate of \$259 plus applicable fees and taxes, single or double occupancy, has been arranged. To reserve a room, visit the Marriott website, <https://book.passkey.com/e/50285600>, or call 877-622-3140.

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 25, 2023. 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 213-538-0737 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.

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NOTICE OF FILMING AND PHOTOGRAPHY

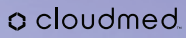
You may be photographed or videotaped at this event. HASC reserves the right to use these images and video in promotional, marketing, educational and other purposes.

IMPORTANT INFORMATION

- **Group registration:** For every five attendees from the same hospital or health system, the fifth registration will be complimentary. Contact Michael Jusi at 213-538-0737 to register your team.
- **Cancellations:** Meeting cancellations received in writing by April 5, 2023, 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:** Attendees may not plan independent hospitality events during Annual Meeting competing times without HASC permission. Holding such events without approval will result in cancellation of the event and loss of any food and beverage deposits. Organizations or individuals who breach this policy will be restricted from future events. Competing times are defined as Wednesday, May 17, 2 p.m. to 9 p.m.; Thursday, May 18, 7 a.m. to 8:30 p.m.; and Friday, May 19, 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, faculty, 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 2022 Annual Meeting sponsors!



100 YEARS



A Century of Serving Hospitals

In 1923, 14 Southern California hospitals joined together to form the first hospital association west of the Mississippi. Over the ensuing decades, the Hospital Association of Southern California (HASC) has continually advocated for the interests of hospitals, health systems, their employees and their communities on a wide range of issues. A century later — through a worldwide depression and war, two Los Angeles Olympic Games, major advances in health care and technology, and global pandemics — HASC’s commitment to our members is stronger than ever. We look forward to the next 100 years of partnering with our members to care for and improve the well-being of our communities.

Highlights from 2022



From left to right: **1** Barbara Riegel and Ken Rivers **2** Pamela Ratcliffe and Jennifer Swenson **3** Erin Keefe and Andrew Donnell **4** 2022 Annual Meeting Welcome Reception and Buffet Dinner **5** Diana and Robert Pretzlaff **6** Norma Nieto and Daniel Perschbacher **7** Joe Calderon Trio **8** Jim West, Devin Eckhardt and Benjamin Borchers **9** Alice Cheng, Linda Marsh, John Pickett, Kenneth Sim, Milan Mehta and Edwin Cordon **10** Edward Mirzabegian, George Greene and Carmela Coyle **11** Joe Avelino and Ellen Zaman **12** Ali Modaresi and Kenneth Sim **13** Prasad Garimella and Satya Dandamudi **14** Mike Garson with member guests **15** Kevin O’Connor discusses Not the New Normal but Even Better **16** Paintfest, a guest event.



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