Women in Leadership

2015 Leadership Training Conference

Monday, April 27, 2015
10:45 a.m. – 11:45 a.m.

Session Facilitator

Mary Mirabelli, FHFMA
HP Enterprise Services, LLC
HFMA Secretary – Treasurer
Tennessee Chapter
Session Presenters

Sarah Hull, FHFMA  
Parallon Business Performance Group  
Wisconsin Chapter

Rosanne Wasson  
Evariant  
Northern California Chapter

Abby Birch  
Advanced Patient Advocacy  
Florida Chapter

Deb Miller  
Elevate Marketing Group  
Alabama Chapter

Jennifer Erickson  
PopHealthCare  
Arizona Chapter

Learning Objectives

By the end of this session, the participant should be able to:

• Describe at least two benefits to including a women’s leadership event in your annual chapter program

• Articulate two key factors in the success of a local women’s conference

• Describe the next steps of the National HERe Steering Committee and know how to get involved
Wisconsin Chapter

Women in Healthcare: Lead #LikeAGirl

CORE

• WI-HFMA and the ACHE-Wisconsin Chapter created a full day event to bring together women leaders working in healthcare
  – To learn about changes in the industry and provide perspectives on the unique healthcare environment in WI.
  – To inspire women to lead change
  – To provide strategies and tips for professional development through connection, collaboration, and conversation.
  – Focus – **Leadership: Finance and beyond**
FOUNDATION

• Only 35% of attendees at WI HFMA events were women
• No conferences specifically designed to educate and empower women to be leaders in healthcare in Wisconsin.
• Partnered with ACHE-Wisconsin
• Title/Theme inspired by Always campaign
  – empower girls everywhere through education
  – show girls that doing things #LikeAGirl should never be used as an insult
  – Started conference showing video

OBJECTIVE

• Identify the key drivers needed to effectively lead change in healthcare today by providing a national perspective;
• Gain an understanding of the unique forces of change in the Wisconsin healthcare environment, including the opportunities and challenges and how to get involved;
• Provide tools and tips for transforming the role of women in healthcare;
• Provide best practices and insights on advancing women’s professional development; and
• Learn how to unleash the power of networking by turning contacts into connections.
HOW

• Past WI President reached out to other past presidents and committed women volunteers – 8 were on the committee
  – UW-Milwaukee healthcare students helped the day-of committee
• Set up sub committees, developed a check list and asked for volunteers for each:
  – General Duties
  – Speaker subcommittee
  – Hotel coordinator
  – Sponsorship Marketing & PR
  – Day-of/Follow up

HOW

• Sponsorships – we offered 2 event sponsors and one lunch sponsor
  – Sold out in less than 24 hours!
• Attendee estimates adopted by chapter: between 80 -100
  – Initially anticipated 150 attendees – chapter leaders scaled back
  – 169 people attended
    ▪ Registration had to be closed
  – 98% Women
  – Requests at event to make it an annual event
FROM ATTENDEES…

• “Great opportunity to bring women together to build relationships and confidence in leading and mentoring.”

• “Most beneficial – power networking, least beneficial – absolutely nothing, I learned something new from each presentation.”

• “I felt the entire conference was good, it was the first one I have attended and hope to start coming to more HFMA meetings.”

FROM ATTENDEES…

• “Thank you for hosting such an exciting conference, with an important topic and high level speakers to draw such a great turnout and added value for all of us attending, great partnership with HFMA and ACHE members together.”

• “Very good conference, I can’t wait to come again; and great idea/great event, hope this is one of many.”
Northern California Chapter

GENESIS

• Outreach Committee was established to reach members who were unable to attend conferences; made up of women volunteers

• Conference calls became personal sharing experience

• It was suggested that we needed a Women’s Luncheon, a place where women in healthcare finance could meet, share and connect

• First event was planned for April 2013; “Women’s Luncheon”

• Second event was held April 2014

• Third is planned for July 24th 2015

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GETTING STARTED

The People...had to have committee that was willing to focus and commit

The Theme...educational, professional, personal growth, spiritual?

The Speakers...what speakers fit the theme; who would get the speakers

The Audience...VP, Directors, Front Line Staff

The Date...what other events are scheduled, including other professional organizations

The Budget...had to find sponsors; are you trying to make a profit? Cost to member vs non-member; student fee. Marketing costs; AV costs

The Venue...Northern CA HFMA covers a large geographic region

On-line registration logistics

Event logistics...who is going to check people in? who is the moderator? What about AV?

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SAVE THE DATES

- Promote at all events leading up to event
- Vendors bring Save the Date cards to members and non-members
- The Sue Sigler effect

Women's Luncheon
Friday, April 25, 2014
Schwarz Residential Center
Stanford, California
8:30 am - 2:30 pm
www.hfma-nca.org

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2013 THEME  Professional yet Personal

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2014 THEME  Professional, Personal, Connected, Balanced

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The Great Play Goes On, What Will Your Verse Be?  

Walt Whitman

Kim Ashton, keynote…Success, in your play of life, includes a cast of many and a verse of possibilities.

Is your verse composed of edification or gossip? Are you taking time to listen to another’s verse or busy running your own script? In what way will your verse shift when you minimize your critical voice such that your wholehearted voice rings loud and clear? Kim Ashton reminds us, when one of us succeeds we all win. She will also share simple techniques to quiet our ego mind to hear the authentic script of ourselves and others.

Lisa T. Wood…Tipping the World Right Side Up

Dare to invent the life you want by harnessing the collective power of women. Ride a tidal wave of influence to kick-start “what’s next” in your life.

Kari Cornicelli… The “Be” Attitudes of Success HFMA National Chair/CFO of Sharp Health System

Panel of entrepreneurs/leaders… The Great Play Goes On, What Will Your Verse Be?
What’s new in 2015?

• We moved the date into the next HFMA year
  – Have to make up those hours
• Changed the venue
  – Easy, free parking
  – Easy to find
• Collecting gently used professional dress and accessories to donate to *Dress for Success*
• Program is ending with an optional networking event….wine tasting in the private wine caves!

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OUR CLOSER

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### 2013 BUDGET

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Women in Healthcare Leadership (WIHL)

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Connect. Develop. Advance. WIHL
CORE

- Leadership development organization and education summit opportunity.

- Created to inspire and motivate individuals to make a meaningful difference by discovering and maximizing their strengths, building new competencies, strengthening their network, and building the confidence needed to continuously strive for greater success.

Mission

- To provide leaders in healthcare access to networking opportunities and professional development tools and education that, when combined with passion, drive and determination, will lead to greater success and fulfillment.

Source: Catalyst Research (2013) based on 2013 Fortune 500 companies
COLLABORATIVE STRUCTURE

- Multi-Chapter Leadership
- Varied Perspectives
- Collaborative

DeMarse Meetings & Events

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ANNUAL LEADERSHIP SUMMIT

- Professional Headshots
- Workshops
- Panel Discussions
- Motivational Keynotes
- Networking Opportunities
INNOVATIVE SPONSORSHIPS

- Expand outside typical sponsorship prospects
- Providers & Vendors
- Sponsorship from Chapters and Committees
- Allied Partner Sponsorships

Capio Partners
DeMarise Meetings & Events
Healthcare Businesswomen’s Association of Florida
Healthcare Financial Management Association - Florida Chapter, Women Executive Leadership
Healthcare Financial Management Association - Georgia Chapter
H. Lee Moffitt Cancer Center
CAB Business Development Center
Hritz Management Services
MDS
Parallon
Billingsly Associates, LLC
Advanced Patient Advocacy
HealthTech Management Services
PWC
Healthcare Receivables Professionals, Inc.
Relay Health
Bottom Line Systems, Inc.
Chamberlin Edmonds
Connance
Triage Consulting Group
Patient Matters
Salucro
Parrish Shaw

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2014 HFMA Region 5 Dixie Conference
WiHL Half-Day Tract

Climbing the Corporate Ladder – How to Advance and Remain True to Yourself
Presented by Miriam Paramore, National Speaker for Healthcare IT and Women’s Leadership

Realizing your Worth, Part I: Making Yourself the Most Valuable Asset

Realizing Your Worth, Part II: Negotiating Your Worth
Presented by Bethany Williams, Professional Speaker, Author & Healthcare IT executive

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2014, Women in Healthcare Leadership Supports for Children’s Healthcare of Atlanta (CHOA)

Children’s Healthcare of Atlanta is a not-for-profit organization that provides specialized care to children, from babies to teenagers, from all walks of life. CHOA relies on your generous philanthropic and volunteer support to make a difference in children’s lives.

With more than half a million patient visits each year—including children from all 159 counties in Georgia—CHOA is one of the largest pediatric clinical care providers in the country.

“What a wonderful conference. I enjoyed it and meeting very sharp women.” - Business Development, BayCare Alliant Hospital

“Fantastic job on the event!!! I really enjoyed it and took a lot away from it. Thank you for your inspiration!!” – Director of Finance, Martin Health

From the Survey:

“It was a great conference and I thoroughly enjoyed spending the day developing myself professionally!”

“I didn’t feel there was the same stigma about being a vendor versus provider at this conference.”

“This was my first professional educational/networking event and I loved every minute of it. It was well organized and the topics were relevant to my current position. I was inspired by the speakers and learned some things I could put into practice now.”

“I think that we get a lot of information about what is going on in healthcare so these opportunities for self-reflection and improvement are very special and much appreciated, regardless of our age and years in the business.”
FROM ATTENDEES…

“This was a great experience, the hard work and effort that went into the whole event is greatly appreciated. Positive energy from everyone. great women who are approachable and willing to share and help - wow! so very inspiring! Thank you!”

“I have shared Bethany's “Branding” info with many of my colleagues and have actively begun thinking through the steps for a brand for myself as well as my team at work.”

“Interactive, Informative and relevant to the current challenges faced by Women in Healthcare Leadership.”

“Speakers were great! Lunch and networking afterwards was very open. Not hassled by people selling. Relaxed environment.”

“I would like to encourage the leadership of the association to continue to provide women in leadership with education and networking opportunities.”

“Amazing speakers and networking opportunities, also loved the professional photographer and GREAT headshots.”

“I loved the time for self-reflection.” “It was empowering.”

SUCCESS

• Collaboration & Synergy
• Best-of-Breed Programming
• Consistent Brand/Messaging
• Shared Resources
• Unique Outreach
• Strong Momentum
• Easy to Execute
• HFMA Fueled, Locally Delivered
• Innovative Format
We’re glad you’re here.

We’re glad you are here.
The conversation starts here.

Inspire
Learn
Connect

Our collective core

• Offer women in the business of healthcare a place to be...
  Authentic
  Extraordinary
  Growing

• Provide compelling content and tools that extend HFMA’s reach to a valuable, and sometimes underserved, audience

• Celebrate the unique needs and challenges of women
here.

National HFMA initiative driven by women, in business, in healthcare.

Join Us.

- Vision built on the success of the local Chapters
- First-ever national conference...October 27-28, Ft Lauderdale

Regional/Chapter-level programming & support available to those who choose to engage

- Chapter leader resources including a tool kit designed to meet your needs, content, growing speakers’ bureau, website, and a team here to fuel your success
- National networking including a robust social media initiative and content designed to continue the momentum around inspiring, learning and connecting
- Webinars and events to engage current and prospective members

Individual & Corporate participation

- Mentoring and network opportunities to fuel personal growth
- Programming to take back to your workplace to inspire and lead women in your business

here.

tool kit
resources, tools & templates for leading an exciting HERe event for your chapter or company
a formula for success

• Speaker Resources & Format Suggestions
• Committee composition, structure & responsibilities
• Timelines for successful event planning & execution
• Brand use, Marketing, and Outreach tools & planning
• Sponsorship outreach tools & suggested sources
• Speaker resources, format & composition
• Unique value-adds for participants & sponsors

We’re here for you.
GET INVOLVED

• Participate in the National HERe initiative
  – Three upcoming webinars: July 27, August 24, September 28
  – Contact us! (here@hfma.org)

• Join us at the 1\textsuperscript{st} Annual HERe Conference on October 27-28 in Fort Lauderdale
  – Watch for more programming information (hfma.org/her)

• Join the momentum by integrating HERe into your Chapter

• Share the success of your chapter’s women’s event with us!

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LTC Session Evaluation

😊 ☑ Excellent
😊 ☐ Average
😊 ☐ Poor
Continue the discussion and share your LTC pictures on social media …

#HFMALTC

HFMA Chapter Leaders LinkedIn Group
https://www.linkedin.com/groups?gid=3846013&trk=my_groups-b-grp-v