

# *Lead #LikeAGirl 4.0*

*Women in Healthcare Leadership*

## THRIVE

**I**NVEST  
In Yourself

**I**NVIGORATE  
Energize Your Story

**I**NNOVATE  
Lead Creatively

*Friday, November 10th*

*7:30 am- 4:00 pm*

*Sheraton Milwaukee Brookfield Hotel  
375 S. Moorland Road, Brookfield, WI 53005*



**Wisconsin Chapter**  
of American College of Healthcare Executives



**hfma**™ wisconsin chapter  
healthcare financial management association



## Program Learning Objectives

- THRIVE as a woman in healthcare leadership by:
  - INVEST – Learn how to reignite your passion and use it to influence and inspire others.
  - INVIGORATE - Learn how to create your personal brand and improve your executive presence with authenticity and professionalism.
  - INNOVATE – As a healthcare leader, learn how to create an engaging and empowering environment where employees can thrive.
- Listen and share learning experiences from women who have overcome challenges on their journey to leadership.
- Network and connect with other women healthcare leaders.



## About the Women in Healthcare Leadership Conference

WI-HFMA and the ACHE-Wisconsin Chapter have created a full day event that will bring together women leaders serving in healthcare to learn to thrive by investing, invigorating, and innovating in their own journey to healthcare leadership. This is an event you cannot afford to miss.

### Who Should Attend?

All leaders in healthcare leadership roles from early careerist to C-suite executives, whether employed at a hospital, medical group, healthcare system, or healthcare vendor.

### Continuing Education Credits

As an independent chartered chapter of the American College of Healthcare Executives, ACHE—Wisconsin Chapter is authorized to award 5.25 hours of ACHE Qualified Education credit toward advancement or recertification in the American College of Healthcare Executives.

Participants in this program who wish to have it considered for ACHE Qualified Education credit should list their attendance when they apply to the American College of Healthcare Executives for advancement or recertification.

## Registration

### To register go to:

<http://www.hfmawisconsin.com/llag-40.html>

Registration for this event may be purchased by table (8 seats) or by individual attendee.

Table sponsors are responsible for inviting guests to fill their table.

**Table Sponsor Fee:** \$750


### Individual Registration Fee

Early Bird (Before October 10th) - \$100

After October 10th - \$125

Price includes continental breakfast and lunch.

# Conference Schedule

7:30 - 8:15 am	<ul style="list-style-type: none"> <li>• Check-in/Registration</li> <li>• Continental Breakfast/Networking</li> </ul>
8:15 - 8:30 am	Welcome
8:30 - 9:30 am	 <p><b>INVEST: Pursuing Your Passion</b>  <b>Carol Friesen</b>            Freisen is the VP of Health System Services at Bryan Health in Lincoln, Nebraska. Freisen takes you on the journey to the place where “passion meets purpose.” Learn the three phases involved: Discovery &amp; Commitment, Sustaining &amp; Making It Work, and Reigniting Your Passion. Consider how you can be the Power of One to influence and inspire others in their life’s journey.</p>
9:30 - 9:45 am	Morning Break
9:45 - 11:00 am	 <p><b>INNOVATE: Engaged, Empowered Employees</b>  <b>Jane McLeod</b>            McLeod, co-founder of Capstone Leadership Solutions explores 6 key drivers of engagement and solutions you can use every day to create a thriving, engaged and empowered work environment. McLeod is a Registered Nurse and co-author of the book, The Employee Experience.</p>
11:00 - 12:00 pm	 <p><b>INVIGORATE: Lead On Purpose: Embrace &amp; Grow Your Personal Brand</b>  <b>Danine Casper</b>            Aponi Coaching and Consulting guru, Casper is dedicated to working to help healthcare leaders innovate and create a leadership approach that serves an increasingly interdependent and unpredictable future. Casper will share her own personal branding story and encourage you to take steps to awaken the leader within you and help you to move forward with courageous authenticity.</p>
12:00 - 1:00 pm	Lunch
1:00 - 2:00 pm	 <p><b>INVIGORATE: Speak Up and Stand Out</b>  <b>Cyndi Maxi</b>            Speak with confidence in groups, large and small. Learn how to assess your audience, adjust your voice and dress and deliver your ideas with authenticity and professionalism. Maxi is the co-author of Speak Up! The Woman’s Guide to Presenting Like a Pro (St. Martin’s Press/NYC). Maxi is a professional speaker who has helped thousands of women become stellar communicators.</p>
2:00 - 2:15 pm	Afternoon Break
2:15 - 3:15 pm Keynote Address	 <p><b>FEARLESS: Become A Hero In Your Own Life</b>  <b>Kathrine Switzer</b>            Emmy award-winning television commentator and USA National Women’s Hall of Famer inductee... this iconic athlete, author, and sports and social advocate will inspire you to achieve new heights. Founder of 261 Fearless, Inc., a nonprofit global supportive community empowering women to connect and take control of their lives through freedom gained by running. Switzer is the first woman to officially enter and run the Boston Marathon. In April of this year, she took on the challenge of aging gracefully by running the Boston Marathon at age 70.</p>
3:15 - 4:00 pm	Closing remarks, reception, book sale/book signing

## HFMA Wisconsin

c/o Mary Kaja

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