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# SECOND ANNUAL INTEGRATED HEALTHCARE SYMPOSIUM

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SCHA William L. Yates Conference Center  
November 11, 2016 • 10 a.m. – 2:30 p.m.



American College of  
Healthcare Executives  
*for leaders who care®*



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# agenda

**10 a.m. – 10:15 a.m. .... Registration and Networking**

**10:15 a.m. – 10:30 a.m. .... Welcome**

**10:30 a.m. – 11:30 a.m. .... Seth A. Avery, JD | Co-Founder, President and CEO of AppRev**

**11:30 a.m. – Noon ..... Lunch**

**Noon – 1:30 p.m. .... Breakout Sessions**

1. ACHE Panel “Best Practices in Adapting to Local Regulations, Markets, and Trends”  
Rozalynn Goodwin, FACHE | Vice President of Engagement, SCHA  
Rep. G. Murrell Smith, Jr., Attorney at Law | SC House Member, District 67
2. Melanie “BZ” Geise | Director of SCDHHS Birth Outcomes Initiative

**1:30 – 2:30 p.m. .... Scott Huffmon, PhD | Director of Winthrop Poll Initiative**

Group discussion

**2:30 p.m. .... Adjourn**

## speakers biographies

### Seth Avery, JD

Seth Avery, JD has over 25 years of experience as a healthcare executive, serving as auditor, consultant, Administrator and Chief Financial Officer (CFO). Mr. Avery has served as the CFO for a major teaching hospital in Texas and as the Executive Director of a leading New Jersey Medical School. He has worked at government, for-profit, and not-for-profit health care providers, as well as at a Big 6 organization.

Seth has been certified by the American Academy of Professional Coders (AAPC) as a Certified Professional Coder (CPC) and is a past member of the National Advisory Board for the AAPC. He is a frequent speaker at local, regional and national forums. Seth has a B.S. from Campbell University, an M.A. in Economics from the University of New Mexico and a Juris Doctor from Texas Wesleyan University. Seth is also a 14 year veteran of the U.S. Military, serving both as a member of 5th Special Forces Group and as a Medical Service Corps officer.

### Rozalynn Goodwin

Rozalynn Goodwin is vice president for engagement for the South Carolina Hospital Association (SCHA). Passionate about improving the well-being of populations through health and human services, Rozalynn serves as the primary link with many private and public sector stakeholders, including policy-makers, community and advocacy groups, insurers and employers. She oversees her brainchild Working Well, SCHA's multi-sector, comprehensive worksite wellness initiative impacting the health of more than 100,000 employees statewide. Rozalynn is an active orator, having addressed more than 300 boards, chambers, civic organizations, professional associations and media audiences about the Affordable Care Act since its passage.

Prior to joining SCHA, Rozalynn worked in strategic planning and business development with Palmetto Health and in health and human services policy research in the Office of Governor Jim Hodges.

Rozalynn's rural South Carolina upbringing fuels her zeal for quality, accessible health care for all. A native of Mt. Carmel, SC, she holds a bachelor's degree in Health Care Management from Lander University and a Master of Health Administration from the University of South Carolina. She is a graduate of Leadership Columbia, and serves on the boards of United Way of the Midlands, Life Point and Right Direction Church International. A fellow in the American College of Healthcare Executives, Rozalynn is a recipient of the James E. Clyburn Community Award for Health Care Leadership from the University of South Carolina Arnold School of Public Health, Early Career Healthcare Executive Regent's Award from the American College of Healthcare Executives and has been recognized as a rising business leader in The State Newspaper's annual "20 under 40" feature. She is the creator of the blog SpitUpOnMyBlazer.com and invented with her daughter the GaBBY Double-Face Double-Snap girls' hair barrette.

Rozalynn, her husband, Mike, daughter and son live in Columbia, SC.

## **Rep. G. Murrell Smith**

Rep. G. Murrell Smith is a member of the South Carolina Bar Association, the Sumter County Bar Association, SC Defense Trial Lawyers Association, the Defense Research Institute, John Belton O'Neil Inn of Court and the South Carolina Association of Criminal Defense Lawyers.

Politically, Murrell was elected to the South Carolina House of Representatives in 2001 to serve District 67 in Sumter County. He served on the House Judiciary Committee until 2009. During this period, he was First Vice Chairman of the Committee and then served as Chairman of the Criminal Laws Subcommittee. Currently Murrell serves on the Ways and Means Committee as Chairman on the Health, Human Services & Medicaid Subcommittee. He also is the Vice-Chairman on the Joint Other Fund Oversight Committee. In 2010, Murrell was the Vice-Chairman of the SC Sentencing Reform Commission and in 2012 he was the SCGOP House Ethics Return Study Committee Chairman.

Murrell Smith was born in Florence, South Carolina in 1968 to Jody and Murrell Smith. He moved to Sumter at the age of nine and has called Sumter home ever since. Murrell graduated from Wofford College in 1990 with a double major in history and government. Upon the completion of Wofford, Murrell pursued his law degree at the University of South Carolina School of Law. After graduation in 1993, Murrell returned to Sumter to practice law. Murrell is currently a partner in the Lee, Erter, Wilson, Holler & Smith Law Firm and is an owner of Reliable Medical Equipment of South Carolina.

## **BZ Giese**

BZ Giese has over 39 years of experience in the health industry having worked in the private and public health care sector including hospital, pharmaceutical company and state government settings. Currently, she serves as the Director of the South Carolina Births Outcomes Initiative having developed it into a national model of maternal/child health. She is a member of the National Quality Forum's Maternity Action Team, Member of the Executive Board of the March of Dimes, Member of the Executive Board for MMBSC (Mothers Milk Bank of SC), Member of Who's Who in Medicaid 2015, and serves as an Adjunct Professor at the USC School of Public Health & Policy. She received the 2015 TWIN award given to women who have excelled in the field of healthcare and government. Ms. Giese graduated from the University of South Carolina with a Bachelor of Science in Nursing and is a registered nurse.

## **Scott Huffmon, PhD**

Scott Huffmon, PhD is a Professor of Political Science, as well as, the founder and director of the Social & Behavioral Research Laboratory at Winthrop University. His teaching and research interests include: American Politics, Public Opinion, Southern Politics, Electoral Politics, Religion & Politics, Voting Behavior, Political Psychology, Survey Research, Methodology, Political Parties, Campaigns & Elections, and State & Local Politics. He also directs the Winthrop Poll initiative. His commentary on poll results, South Carolina Politics, and southern and national politics in general have been featured in national and international news outlets including CNN, MSNBC, Fox News, NBC Nightly News, ABC News, The New York Times, The Washington Post, the LA Times, The Miami Herald, Politico.com, News Hour (PBS), NPR, BBC, AFP (Agence France-Presse), Tokyo Broadcasting System, and many more.

# *general information*

## **Register Online!**

To register online, visit the SCHA web calendar, [www.scha.org/calendar](http://www.scha.org/calendar), select this meeting, and click "Register Online". A registration and payment confirmation will be emailed to you once you complete the registration process.

## **Registration & Fees**

The early registration fee (\$35) expires 5 business days prior to the meeting. After November 4, a registration fee (\$45) will be charged for registrations received after the early registration deadline. Online registration will close November 9. Persons wishing to register after that time must email Erin Watson at [ewatson@scha.org](mailto:ewatson@scha.org).

## **Substitution/Refund/Cancellation**

Any registrant who cannot attend may send a substitute from the same organization by contacting Erin Watson at [ewatson@scha.org](mailto:ewatson@scha.org). The registration fee (less \$25 processing fee) is refundable if SCHA is notified of cancellation no later than November 4, 2016. No refunds issued past this date. No refunds issued for no-shows.

## **A Special Note for the Disabled**

The South Carolina Hospital Association wishes to ensure that no individual with a disability is excluded, denied services, segregated or otherwise treated differently from other individuals because of the absence of auxiliary aids and services. If you need any of the auxiliary aids or services identified in the Americans With Disabilities Act, please write or call Educational Services at 803.744.3512.

## **Speaker Presentations/Handouts Available Online Only**

As a part of SCHA's "Going Green" effort, all speaker presentations and handouts for this event will be posted on the SCHA website. You can view the handouts after the event. Please Note: paper copies of these handouts will NOT be available on-site at this education event. You will be notified via email when the handouts are available online, with a direct link to access the files. The files will be posted when available and remain for 14 days after the event.

## **Special Dietary Needs**

If you have any special dietary needs, please write or call Educational Services at 803.744.3512.

## **Work To Be Fit**

SCHA is committed to providing a safe and healthy work environment for its employees and guests, compliant with our "Work to be Fit" wellness program. Therefore, policies and standards for tobacco, nutrition, and physical activity have been implemented to support such a culture.

**Tobacco:** SCHA encourages tobacco free people and places so tobacco use is prohibited at SCHA events and on SCHA grounds.

**Nutrition:** SCHA provides a healthy food environment where the healthy choice is the easy choice. Healthy menu items that comply with the healthy food nutrition criteria will be available at each meal service. Please note, sugar sweetened beverages do not comply with the nutrition criteria and will not be readily available.

**Physical Activity:** SCHA encourages the use of scheduled breaks for physical activity (stretching, walking, etc) to help maintain optimal health. A paved community walking trail is available adjacent to SCHA grounds.

# SOUTH CAROLINA INTEGRATED HEALTHCARE SYMPOSIUM



I N N O V A T E

## Valued Healthcare Leaders and Business Partners,

The Integrated Healthcare Symposium was created to provide a platform for healthcare leaders from all sectors of the industry to come together in a learning environment. Because we recognize the importance of ongoing collaboration in today's healthcare environment, we would like to offer our fellow healthcare leaders the opportunity to get involved.

We invite you as a healthcare leader and prominent business partner to facilitate this collaboration between four leadership organizations. There are several different opportunities to sponsor the second annual symposium:

- **Integration Partner • \$250:** Includes company name on symposium materials
- **Collaboration Partner • \$500:** Includes logo on all symposium materials, table day of event, and 1 attendee
- **Innovation Partner • \$1,000:** Includes prominent logo on all symposium materials, table day of event, and 2 attendees to symposium
- **Lunch Sponsor • \$1,500:** Includes prominent logo on all symposium materials, table day of event, 2 attendees to symposium, and opportunity to put marketing items at participants' tables
- **Speaker Sponsor • \$350:** Includes company name on symposium materials as speaker sponsor

Please contact Erin Watson at [ewatson@scha.org](mailto:ewatson@scha.org) or 803.796.3080 to secure your sponsorship or to ask any further questions. Thank you for your dedication to advancing leadership in the healthcare field. We look forward to your collaboration at the upcoming second annual South Carolina Integrated Healthcare Symposium.

Sincerely,

The Integrated Planning Committee

Jennifer Rogers, MGMA; Kolby Redd, ACHE; Erin Watson, SCHA; Hannah Powell, MGMA; Paul Athey, ACHE; Diane Story, HFMA

