DESTINATION
HEALTH

SCMA/SCHA TAP CONFERENCE
HILTON HEAD, SC  SEPTEMBER 21 – 23

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vizient
thursday, september 21

pre-conference session

9 a.m. – 6 p.m. .................. Registration Open

10:15 – 11 a.m. ................. Photos with Sam Wyche
Sam Wyche will be available for photos at the Sharing Hope SC table as CEOs are offered the chance to dedicate a Donate Life Rose Parade Float Rose Vial in honor of donors from their hospitals. These vials will be placed on the 2018 Donate Life Rose Parade Float in Pasadena, California.

11 a.m. – Noon................. Team Building the Wyche Way
Sam Wyche | Former NFL Player, Coach, Broadcaster
Using 28 years as a Player, Coach, Head Coach, General Manager, and NFL Broadcaster for NBC and CBS, and most recently a heart transplant recipient, Sam demonstrates how his “life lessons learned” can also enrich your team’s workplace, school, community and personal life. Sam’s inspirational, motivational and humorous presentation is filled with sports (football) stories and positive reinforcement. The objective is to have your “team” leave energized about The Wyche Way. Through audience participation, Sam’s presentation plants the seed of excitement and everyone leaves with the expanded outlook of not “Have a Good Day”, but expecting to “Have a Great Life!”.

Noon – 1:15 p.m................ Healthcare Leadership Luncheon Honoring Governor Henry McMaster
REGISTRATION REQUIRED. Those interested in attending must RSVP to Molly McCarthy at molly@bluebonnetfundraising.net or 443.848.6611.

opening general sessions

2 – 2:30 p.m. .................... Welcome & Opening Comments
Jim Pfeiffer | Chairman | SC Hospital Association
Richard Osman, MD | President | SC Medical Association

Governor’s Address
The Honorable Governor Henry McMaster

2:30 – 3:15 p.m. ............... A Brave New World: New Responsibilities & New Skill Sets for Hospitals and Health Leadership
Thornton Kirby | President & CEO | SC Hospital Association
Margie Heggie | CEO | SC Medical Association
Christian Soura | Vice President, Policy & Finance | SC Hospital Association
• Explore new or emerging responsibilities and competencies for health systems, providers, and
health leaders including: stronger focus on preparedness for disasters, more effectively managing behavioral health patients, achieving greater reliability by protecting our workforce from violence, taking a strategic look at workforce planning, connecting improvements in the health of the community with quality transformation inside hospitals, etc.

• Discuss the challenges and opportunities for the provider community in responding to new federal health reform coverage options

3:15 – 3:30 p.m. ............... Stretch Break

3:30 – 4:15 p.m. ............... Upstream Solutions: Preventing Diabetes by Linking Hospitals, Clinics, and the Community
Moderation by: Rick Foster, MD | Senior Advisor, Population Health Improvement | SC Hospital Association
Gerald Wilson, MD | Chair | Diabetes Advisory Council of South Carolina
Kathryn Johnson, MD | Family Practice Physician | Tidelands Health
Ed Ford | Diabetes Educator Registered Nurse | Tidelands Health
Amanda Metzger | Director of Community Health | Summerville YMCA

• Demonstrate statewide collaboration among the hospital association, medical association, and public health partners, in addition to national partners like the AMA, etc.
• Demonstrate effectiveness of “upstream” interventions by practitioners in hospital organizations and ambulatory care settings to save lives, save money, and improve outcomes with the pre-diabetic and diabetic population
• Discuss how to adopt national/state guidelines for implementation of a diabetes prevention initiative in hospitals and ambulatory care settings around the state

4:15 – 5 p.m. .................. Communicating During Changes: The Role of Hospitals & Health Systems
Heather Hoopes-Matthews | Director | NP Strategies
Amanda Loveday | Senior Project Manager | NP Strategies
Erin Sanders | Senior Communications Advisor | NP Strategies

• State the case for the role of a healthcare organization and healthcare leaders in organized messaging and response during times of change, policy changes, disruption, disaster, etc.
• Identify opportunities for developing organized organizational messages and all affected stakeholders, i.e. patients, employees, community, legislators and regulators, etc.

6:30 – 9 p.m. ................. Opening Reception & Dinner
7 – 8:15 a.m. ................. SMLC Breakfast Meeting

8:30 – 9:30 a.m. .............. Building A Workforce for Health
Moderation & Presentation by: Bruce Bailey | CEO | Tidelands Health
Jay Bhatt, DO | Chief Medical Officer | American Hospital Association
Rob Brinkerhoff | System Vice President | Palmetto Health

- Demonstrate the challenges of today's labor market and implications on the ability to recruit and retain healthcare staff
- Discuss short and long-term implications and impacts on the healthcare workforce
- Demonstrate the effectiveness of analyzing the demographics of the workforce in helping to address equity if health services

9:30 – 10:30 a.m. .......... The Intersection of Traditional Health Care, Population Health and Public Health
Never before has the coordination of these three been so important. To truly improve the health of people and communities, coordination, partnership and next generation thinking must be employed. This session will explore how health systems can take a systems approach to improving health and healthcare.

Jay Bhatt, DO | Chief Medical Officer | American Hospital Association

- Illustrate the key differences between traditional health care, Population Health and Public Health - highlighting the areas of intersection and how these areas can function as levers to advance the Population Health journey
- Describe a data driven, systems approach that utilizes key levers and accelerates an organizations population health journey
- Outline key roles and responsibilities of Trustees, Administrators and Physicians in the acceleration of their organizations Population Health journey

10:30 – 10:45 a.m. ............ Stretch Break

10:45 – 11:15 a.m. .......... Sharing Success & Sustained Zero Harm
A session designed to share best practices in sustaining zero harm and building a community of support for organ donation.

Mary Margaret Jackson | Chief Quality Risk Officer | Abbeville Area Medical Center
Ernest Shock | Chief Nursing Officer | Abbeville Area Medical Center
Charles Morrow, MD | CMO, Vice President of Medical Affairs | Spartanburg Regional Healthcare System

- Share evidence based practices and the impact of culture on the ability to sustain zero harm events in a SC hospital.
- Share best practices in community engagement and quality improvement for organ donation and procurement in a SC hospital.
**11:15 a.m. – Noon .......... Celebrating Leaders Shaping Healthcare**

A session devoted to recognizing both individual and collective leadership for transforming health, healthcare, and communities in our state. Join us as we recognize:

- Distinguished Hospital Trustee Award
- Zero Harm Awards
- Excellence in Donation Awards
- Safe Surgery Hospital Designation

**Noon – Until ................. Afternoon Excursions & Networking**

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**Saturday, September 23**

**7:30 – 9:15 a.m. ............ Super Early Tailgate Special Session**

Before heading out to support your favorite football team, join us for a session featuring tailgate inspired breakfast items and a discussion to help you identify and prevent burnout in ourselves and other members of our teams.

**Thriving Vs. Surviving During Times of Change: The Science of Enhancing Resilience**

Bryan Sexton, PhD | Associate Professor | Director, Duke Patient Safety Center | Duke University Health System

- Review the newest and most robust research on healthcare worker burnout/engagement and their association with care quality.
- Facilitate resilience building for themselves and for their colleagues through the use of simple, brief, evidence-based interventions (live demonstration/experiential learning) that enhance resilience through the cultivation of gratitude, the cultivation of positivity (noticing the good), and the cultivation of three good things.

**9:15 a.m. ....................... Adjourn**
the honorable governor henry mcmaster

Henry Dargan McMaster of Columbia became the 117th Governor of South Carolina on January 24, 2017.

The son of attorney and former state representative John Gregg McMaster and Ida Dargan McMaster, Governor McMaster is a lifelong servant of the State of South Carolina, having previously served two years as lieutenant governor, eight years as attorney general and four years as United States attorney. McMaster was the first U.S. attorney appointed by President Ronald Reagan, and was unanimously confirmed by the United States Senate. His “Operation Jackpot” investigation into international drug smuggling produced over 100 convictions.

As lieutenant governor, McMaster served as president of the South Carolina State Senate and headed the Lieutenant Governor’s Office on Aging, which aids older adults with social, economic and health needs. In that capacity, he added senior services to the 2-1-1 system, connecting callers with support groups and services in their areas. He also established a “Senior Day” at the State House and strengthened the network of “senior ride” projects. AARP named McMaster a “Capitol Caregiver” for his policies to help seniors live independently at home.

Governor McMaster has served on the South Carolina Ports Authority Board of Directors, the South Carolina Commission on Higher Education, the Palmetto Health Foundation Board and the South Carolina Policy Council (as chairman). He is admitted to practice in all courts, state and federal, in South Carolina, as well as the U.S. Court of Claims (1974), the U.S. Court of Appeals for the Fourth Circuit (1975) and the Supreme Court of the United States (1978). Governor McMaster is a recipient of the Order of the Palmetto, the highest civilian honor in the state, and was named “Public Servant of the Year” by the Sierra Club and “National Law Enforcement Officer of the Year” by The Humane Society of the United States.

McMaster received his AB degree in history in 1969 from the University of South Carolina and his JD degree in 1973 from the University of South Carolina School of Law, where he served on the South Carolina Law Review. He served in the U.S. Army Reserves in the JAG Corps from 1969 to 1975.

Governor McMaster is married to Peggy McMaster, and they have two children, Henry D. McMaster, Jr. and Mary Rogers McMaster. They are members of First Presbyterian Church of Columbia.

jay bhatt, md

Jay serves as chief medical officer of the American Hospital Association and president of the Health Research & Educational Trust. As such, he is in a unique position to speak to the quality improvement efforts being undertaken at hospitals across the country, interventions and evidence-based strategies to improve care for patients. Jay is overseeing a national effort to improve equity of care and eliminate disparities and can offer tangible examples of how disparities and social determinants of health are negatively impacting individuals’ potential for good health.
heather hoopes-matthews

Heather Hoopes-Matthews is a nationally award-winning journalist with extensive experience in South Carolina. A graduate of the University of Missouri-Columbia journalism school, Heather has delivered live news from the center of hurricanes, worked with “The Capital Gang” at CNN, and conducted investigative reporting that changed a South Carolina law to protect children.

In 2002, Heather brought her valuable experience as a senior news reporter to Nexsen Pruet, to serve as the marketing and public relations director for the eight-office, 200-lawyer business law firm based in the Carolinas. Her passion for turning complicated information into a clear and concise message is the basis her for her strength in strategic marketing and business development initiatives.

amanda loveday

Amanda Loveday’s passion for meeting new people and building relationships is what has made her a powerhouse in politics and communications. A decade of experience in broadcast journalism and politics taught her the importance of getting to know the community and how to interact with people, especially those with different personalities and backgrounds.

Amanda graduated from the University of South Carolina with a degree in Broadcast Journalism and started her television career at Dateline NBC as an Assistant Producer in New York City. She moved back home to work with SC Educational Television (ETV) on their successful Ready to Vote campaign and weekly news magazine program, The Big Picture. After spending time covering politics as a journalist, she found her calling in politics and became more involved on a partisan level. Prior to joining NP Strategy, Amanda served as the Communications Director to the Assistant Democratic Leader, Congressman James Clyburn.

erin sanders

Erin Sanders is a seasoned integrated communications professional with more than 20 years of experience, including major-agency public relations and advertising practice with both the leading global communications firm of Burson Marsteller and a super-regional agency in Columbia. Erin has created award-winning and highly successful communications programs for clients across numerous industries, from energy and healthcare to manufacturing and entertainment.

Erin uses the power of communications to inform, persuade and motivate people, organizations and leadership. She has counseled some of the top corporations in the world in overcoming crisis situations, from environmental disasters to corporate financial scandals. Erin has helped build the brand identities of Fortune 500 companies, supported clients in their pursuit or defense of litigation and developed extensive nationwide media relations campaigns that generated vast exposure for those companies.
bryan sexton, md

Dr. Sexton has captured the wisdom of frontline caregivers through rigorous assessments of safety culture, teamwork, and workforce resilience. His research instruments have been used around the world in over 3000 hospitals, in 30 countries. His current R01 grant from NIH is a randomized clinical trial of resilience training. He has studied teamwork, safety and resilience in high risk environments such as the commercial aviation cockpit, the operating room, and the intensive care unit, under funding from NIH, NASA, AHRQ, Robert Wood Johnson Foundation, Swiss National Science Foundation, and the Gottlieb Daimler and Karl Benz Foundation.

With specializations in organizational assessment, teamwork, survey development, and quantitative methods, he spends his time teaching, mentoring, conducting research, and finding practical ways of getting busy caregivers to do the right thing, by making it the easy thing to do. He has found that results across industries, work settings, shifts, professions, and countries highlight a great deal about reliability in high risk environments – specifically, “you are better off changing the situation, than trying to change human nature.”

sam wyche

Sam Wyche was a successful NFL head football coach for 12 years. In 1996, he was a sports analyst with Marv Albert on a weekly NFL game for NBC. In 1997, he joined Joe Gibbs, Cris Collinsworth, Ahmad Rashad and Greg Gumbel on NBC’s weekly pre-game and half-time shows, and later served as a broadcaster for NFL games on CBS. In 2004, Coach Wyche joined the Buffalo Bills as their quarterback coach.

Sam was considered one of the most innovative coaches in the NFL as well as a master of motivational techniques. Sam’s inspiration was the key to one of the biggest turnarounds in NFL history when the Cincinnati Bengals went from 4-11 in 1987 to the Super Bowl the next year. Sam Wyche was Head Coach of the Bengals for eight years followed by four years as Head Coach of the Tampa Bay Buccaneers.

In September of 2016, Sam was admitted to the Carolinas Medical Center Dickson Heart Unit in Charlotte, North Carolina and diagnosed with congestive heart failure. His condition rapidly deteriorated and his only hope to live was to receive a heart transplant. In the early hours of September 13, 2016, Sam underwent a successful transplant operation. Since that operation, Sam is doing well and is keeping his new heart healthy by riding his bike daily through the hills of Pickens County where he lives with his wife, Jane.

After receiving the Gift of Life, Sam is now on a mission to help increase awareness about the need for more organ, eye and tissue donors. He encourages everyone to register as a donor at their local DMV, through the iPhone Health App, or online at RegisterMe.org.

Sam Wyche was born and raised in Atlanta. He earned a Bachelor’s degree in Business Administration from Furman University and an MBA from the Moore School of Business at the University of South Carolina.
lodging

Individual room reservations should be made directly with The Westin by using the link below to book online. The SCHA room rate is $229 (island view). Reservations must be made by August 14 to get the SCHA room rate.

https://www.starwoodmeeting.com/events/start.action?id=1706308462&key=1AA0E569

For those hospitals making reservations for multiple rooms under a master account, contact Roslyn Ferrell at 832.681.4000 Extension 7302 or roslin.ferrell@westin.com.

For those hospitals setting up special meetings, functions, or meals, contact Heather Fishburn at 843.681.1056 or heather.fishburn@westin.com.

dress

Comfortable, casual attire is encouraged for meetings and social functions. Dress for Friday evening depends on the restaurant selected.

afternoon excursions

Enjoy an afternoon on the beach, lounging by the pool, bicycle rides around the property, or local shopping.

Heavenly Spa by Westin: Guests attending the TAP Conference will receive a discount on signature spa services. Visit the Heavenly Spa website (http://www.westinhiltonheadisland.com/spa-in-hilton-head) for a full list of services and to make your selection. Contact Stephanie Guadagnoli directly at Stephanie.Guadagnoli@westin.com or 843.681.4000 to schedule your services. Mention that you are with the TAP Conference.

registration & fees

Registration Fee $450 • Guest Fee $215

Online registration will close 3 business days prior to the meeting. Persons wishing to register after that must email Erin Watson at ewatson@scha.org.

substitution/refund/cancellation

Any registrant who cannot attend may send a substitute from the same organization by emailing Erin Watson at ewatson@scha.org with the name of the substitute. The registration fee is refundable if SCHA is notified of the cancellation no later than September 18, 2017. 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.

continuing education

Continuing Medical Education

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the South Carolina Medical Association and the South Carolina Hospital Association.

The South Carolina Medical Association is accredited by the ACCME to provide continuing medical education for physicians.

The South Carolina Medical Association designates this “live activity” for a maximum of 6.5 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Continuing Nursing Education

The South Carolina Hospital Association is an approved provider of continuing nursing education by the South Carolina Nurses Association, an accredited provider by the American Nurses Credentialing Center’s Committee on Accreditation.

Participants who attend the conference and complete an evaluation will receive 7.25 contact hours.

ACHE Qualified Education Credit

SCHA is authorized to award 7.25 hours of pre-approved ACHE Qualified Education credit (non-ACHE) for this program toward advancement, or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward ACHE Qualified Education credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.
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.
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