

HCA Introduces...

WOMEN IN HEALTHCARE LEADERSHIP SUMMIT



September 28 & 29, 2016

Excelsior Springs at the
Courtyard Marriott
47 Excelsior Avenue
Saratoga Springs, NY 12866

WOMEN IN HEALTHCARE LEADERSHIP SUMMIT



While New York State is home to some of the nation's premier women leaders in healthcare, women are still vastly underrepresented in top executive leadership roles, despite research indicating that women offer tremendous skills, talents and track records to the executive team.

Let's change this!

The Home Care Association of New York State is proud to present the inaugural *Women in Healthcare Leadership Summit*. This educational symposium offers transferable skills and insights to empower and enlighten women leaders from all areas of healthcare, not just home care. Whether your career is in the provider sector, finance, lobbying, government policymaking, strategic analysis, or elsewhere, this Summit offers you and other women leaders the opportunity to network and learn from colleagues in other fields and leadership arenas.

You'll gain new skills for communication, strategy, negotiation, overcoming obstacles and meeting new challenges. We'll delve into life-balance issues, career choices, and tools to help you to reach your greatest potential. The program also offers time to reenergize and renew your commitment to personal improvement.

HCA has carefully constructed this program to be thought-provoking and insightful, creative and interesting, while offering some fun networking opportunities. Don't miss it!

AGENDA

WOMEN IN HEALTHCARE LEADERSHIP SUMMIT

Wednesday, September 28, 2016

1:00 PM – 1:15 PM

HCA Welcome – Joanne Cunningham, President, HCA

1:15 – 2:30 PM

Vision, Voice and Victory: The Changing Face of Women's Leadership

Miriam Hawley, CEO, Enlignment, Inc.

The ground-breaking book *Our Bodies, Ourselves* shifted the national and international dialogue about women's health, sexuality and power. Miriam Hawley, a founder of the Boston Women's Health Book Collective, Inc. that is responsible for writing this best-seller, has played an instrumental role in building the women's movement and transforming the global conversation about women's health and sexuality. In 2016, the 45th year following this pioneering publication, the vision and voice of female leadership has evolved. This session for today's women executives will offer insights about the timeless and essential ingredients to leadership growth, success and collectively cracking the glass ceiling in the healthcare industry and beyond.

2:30 – 3:30 PM

Reaching the Heights of Personal and Professional Success – Strategies and Negotiating Tips

Bethany Gilboard, CEO, Innovative Health Alliance of New York and Alliance for Better Healthcare, LLC

Bethany Gilboard, a successful veteran of healthcare industry strategy and one of the state's most prominent women healthcare leaders, will share her unique perspective on tackling tough professional and personal challenges and dilemmas and offer women leaders strategies, tips and advice to negotiate the highest levels of professional advancement and personal balance and success.



3:30 – 6:00 PM

Women's Mini-Expo

Explore an array of fashion, lifestyle, and health & wellness vendors (make-up, chair massages, product demos and more).

3:30-6:00 PM

Executive Headshot Station

An exceptional headshot can promote a positive and professional image for all women leaders. It's a fairly simple concept, but many women find it time-consuming to seek out the most professional and flattering photographic look. Come dressed to impress for this not-to-be missed photo-op with an expert photographer from *The Booth for Business*, a company that was recently tapped to photograph attendees at the first United State of Women Conference. This is a FREE opportunity for all conference attendees.

FREE!

3:30-4:15 PM

Wine & Appetizer Pairing – Time to Unwind and Relax

Sample a variety of wines while learning about wine selections and pairings from a seasoned wine connoisseur.

4:15-5:00 PM **Cooking Demo**

Learn (and sample) some easy, creative, and simple-to-make appetizer recipes from an expert chef who will show you some stress-free menus to entertain with flair.

5:00 – 6:00 PM

Women-Who-Lead Networking Reception

Mix and mingle with like-minded power-house women in the healthcare industry while you enjoy a cocktail (or two) and hors d'oeuvres featured in the cooking demo.

AGENDA

Thursday, September 29, 2016

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8:00-8:45AM

Women of Influence Executive Breakfast

8:45-9:00AM

HCA Welcome

9:00-10:15AM

Creating Your Path to Leadership Success

Vicky Hines, Chief Operating Officer, University of Rochester Medical Faculty Group

Career choices offer new opportunities; but they also can involve risk-taking and a whole lot of uncertainty. Some degree of calculated risk is necessary for leaders to develop or reach career success. Hear from a home care leader veteran about career avenues, how to create new paths for higher-level executive opportunities, and tips for professional development that can lead to the best choices.

10:15-10:30AM Break

10:30-Noon

Communicating with Impact: Purpose, Power and Presence

Karen Friedman, Chief Improvement Officer, Karen Friedman Enterprises, Inc.

Learn how women leaders can tap their unique perspectives as women to contribute and communicate with maximum impact across diverse audiences. This workshop – featuring on-the-spot coaching and interactive exercises – will provide practical strategies and easy-to-use techniques that you can apply as soon as you leave the room. Be better positioned to express ideas, command attention and project greater presence, whether you are talking to management, co-workers or customers. By leveraging the three Ps — purpose, power and presence — you'll empower listeners, influence key audiences, and come across as the leader you want others to see.

Noon-1:30PM

Making HERstory Luncheon and Keynote Address

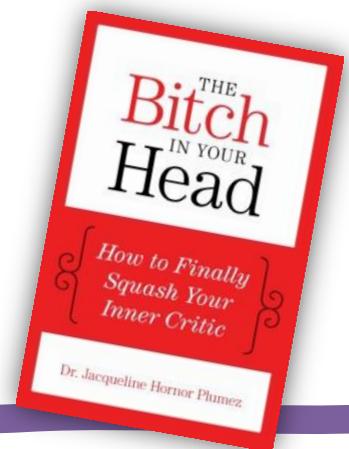
1:30-2:30PM

The Bitch in Your Head: Become More Empowered and Confident by Squashing Your Inner Critic

Dr. Jacqueline Horner Plumez

Too many of us live with a litany of self-defeating self-criticisms like: *You're too fat! How could you be such an idiot? Don't even try; it will never work.* Some people hear this "Bitch" in their head and think it is motivating. But in truth it keeps us from having a good day or a good night's sleep, from getting the love we want or the raise we deserve.

This presentation, based on Dr. Plumez's entertaining and enlightening book *The Bitch in Your Head: How to Finally Squash Your Inner Critic*, will offer tools and techniques to rid yourself of negative thinking in every area of your life – and in every era of life, spotlighting attitudes for success in the workplace.



AGENDA

Thursday, September 29, 2016 – continued

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2:30-2:45PM Break

2:45-4:15PM

Advancing Your Career with the Sponsorship Effect

Rachel Soares, Director of Research, Catalyst

Women's representation on boards and in leadership positions is changing, but at a glacial pace. Intentional action from individuals, leaders, and organizations alike are needed to accelerate progress for women. Catalyst research has found that mentoring is essential to leadership development but it is not enough, on its own, to help women advance. A more influential and direct professional relationship for career acceleration exists: it's called sponsorship. Whether you are considering your next promotion or want to become a board member of an organization, sponsorship is a powerful tool for women's advancement. In this session, attendees will learn about the importance of sponsorship and concrete strategies to get sponsored and be a sponsor yourself. By creating a culture of sponsorship for your own teams, you'll see how paying it forward pays back for the sponsor, protégé, and the organization at large.

4:15PM

Closing Remarks and Adjournment

Catalyst is the leading nonprofit organization with a mission to accelerate progress for women through workplace inclusion. With offices in Australia, Canada, Europe, India, Japan, and the United States, Catalyst is dedicated to creating workplaces where employees representing every dimension of diversity can thrive.



Hotel Information

Courtyard Marriott

11 Excelsior Avenue

Saratoga Springs, NY 12866

A room block has been made at the Courtyard Marriott, which is located directly next door to the summit venue The Excelsior Springs, for the evening of Wednesday, September 28th at the reduced rate of \$169 per room. To make your reservation, call 866-210-9325 and ask for the Home Care Association of NYS group rate. The deadline for reservations at the group rate is August 17; after this time, prevailing rates will apply.



Meet Our 2016 Thought Leaders



Karen Friedman is an international communications expert and author of the best-selling book 'Shut Up and Say Something' (Praeger Publishing). She heads Karen Friedman Enterprises, Inc. which for 19 years has been teaching professionals how to become more compelling communicators.

Her expertise was recognized by former Secretary of State Hillary Rodham Clinton who tapped Karen to provide media and political training for women in South and Central America. Since then, her firm has worked across industries, with a specialty in life sciences and pharmaceuticals, coaching executives and key opinion leaders, and teaching patient advocates how to share their stories with impact.

Karen spent more than two decades as an award-winning major market television news reporter whose breaking coverage of local and national events aired on ABC, CBS, NBC, CNN, the Today Show, Good Morning America and Nightline. Her last stop was ABC-TV Action News in Philadelphia. Today, she continues to write as a columnist for the Philadelphia Business Journal and her articles are syndicated nationwide. Karen is also adjunct faculty at Smith College's prestigious executive education programs for women where she teaches leadership communications. In addition, she hosts the popular Internet TV and radio series on ReachMD which helps health care professionals improve their communication skills.

Bethany Gilboard is Chief Executive Officer of both the Innovative Health Alliance of New York LLC, a Medicare Shared Savings Program ACO and a Clinically Integrated Network in Albany, NY and the Alliance for Better Health Care, LLC a performing provider system participating in the New York State DSRIP program. The goal of the DSRIP program is to redesign the New York State Medicaid program and in doing so transform the current payment systems to reward value, quality and patient outcomes Ms. Gilboard has been on the forefront of population health management. She has a proven track record of developing successful ACOs and building statewide and local collaborations with physicians, hospitals, health plans and key constituents in Massachusetts and now New York. Ms. Gilboard was also the former Director of the Massachusetts Regional Extension Center, a program to help support small physician practices in their adoption of electronic health record technology. The Federal program was funded under the Affordable Care Act.

Ms. Gilboard earned a bachelor's degree from the University of Rochester, Rochester, NY and a master's in public administration, health policy and planning from New York University Graduate School of Public Administration. She received advanced program certification in health care negotiation and conflict resolution from Harvard School of Public Health, and the Leadership Academy at Tufts University School of Medicine



Nancy Miriam Hawley is CEO of Enlignment®, Inc. She and her husband, Jeffrey McIntyre, work individually and in partnership with executive management teams and entrepreneurial individuals, couples and families to cultivate strong relationships through clear communication in order to develop and sustain thriving businesses. Miriam and Jeffrey co-authored *The Seven Intelligences of Leadership®*, an integrative approach to visionary leadership that was featured at the International Coaches Federation of New England 2008 Annual Conference.

Miriam is a founder of the Boston Women's Health Book Collective, Inc. (BWHBC), the organization responsible for writing the best seller *Our Bodies, Ourselves*, a book that shifted the national and international dialogue about women's health, sexuality and power. The BWHBC continues to thrive globally as an educational and activist organization forty years after its inception. As a catalyst for global transformation, Miriam is a highly regarded keynote speaker and facilitator of dialogues to unleash visionary leadership at work, at home, in the community and in the world, with a commitment to sustainable relationships and extraordinary results.



Victoria G. Hines was appointed Chief Operating Officer for the University of Rochester Medical Faculty Group (URMFG) in August 2014. URMFG is the 1,200-member faculty practice group of the University of Rochester Medical Center (URMC), generating approximately \$400 million in annual revenue. She is responsible for setting strategic direction, providing leadership and driving successful change to business models that will make URMFG world class in terms of access to care, patient and family-centered care delivery, and cost efficiency.

Prior to her role as COO, Ms. Hines served as the President and CEO of Visiting Nurse Service of Rochester and Monroe County, Inc., and of Finger Lakes Visiting Nurse Service, Inc. for 13 years.

Ms. Hines is actively engaged in redesigning the system of care. She serves on the New York Public Health and Health Planning Council and has served as the Board Chair for several organizations devoted to advocacy and access to quality services for seniors, including the Alzheimer's Association, the Home Care Association of New York State, and the Finger Lakes Visiting Nurse Service.

Dr. Jacqueline Hornor Plumez has received both the Distinguished Psychologist and Distinguished Service award from The Westchester County Psychological Association. In May 2015, she received Bucknell University's 2015 Service to Humanity award.

Dr. Plumez is a practicing psychologist and career counselor in Larchmont, New York. In addition to *The Bitch in Your Head: How to Finally Squash Your Inner Critic*, Dr. Plumez is also the author of *Successful Adoption*; *Divorcing a Corporation*; and *Mother Power*. She has appeared on The Today Show and Good Morning America, and her articles have appeared in Ladies' Home Journal and The New York Times Magazine.



Rachel Soares directs research to identify the global gender leadership gap, investigate myths that restrain women's advancement into corporate leadership, and explore how diversity, leadership and performance intersect. As a core member of the Catalyst Research Center for Equity in Business Leadership, Ms. Soares oversees the annual Catalyst Census reports of the Fortune 500 and researches how different countries are taking action to increase gender diversity on Boards of Directors. She has also contributed to Catalyst's research on corporate social performance. Drawing on her research experience, Ms. Soares speaks about corporate governance and women in leadership.

She is also a member of Catalyst's Work-Life Issue Specialty Team. Through her current role at Catalyst and prior positions, she has extensive experience working with quantitative and qualitative research methods to address questions relating to leadership, organizational change and effectiveness, and work-family contexts.



WOMEN IN HEALTHCARE LEADERSHIP SUMMIT



REGISTER ONLINE AT:
WWW.EVENTVILLE.COM/HCANYS

September 28 & 29, 2016
Excelsior Springs at the Courtyard Marriott - 47 Excelsior Avenue - Saratoga Springs, NY 12866

REGISTRANT INFORMATION – Please register by Sept. 16.

Name: _____

Title: _____

Agency: _____

Address: _____

City/State/Zip: _____

Phone: _____ Ext. _____ Fax: _____

Email: _____
(Required)

Hotel Information

Courtyard Marriott
 11 Excelsior Avenue
 Saratoga Springs, NY 12866
 Phone: (866) 210-9325
 Located directly next door to the summit venue, the Courtyard Marriott offers a reduced rate of \$169 per room if booked before August 17th. Please contact them directly at the number above to make your reservation.

HCA REGISTRATION FEE

- | | | |
|--------------------------------------|------------------|----------|
| <input type="checkbox"/> HCA Members | \$279 per person | \$ _____ |
| <input type="checkbox"/> Non-Member | \$379 per person | \$ _____ |

HCA Cancellation Policy

HCA registration cancellations received by Sept. 7 are refundable less a 25% administrative fee. No refunds will be issued after this date.

PAYMENT – Please check method of payment:

_____ MasterCard _____ VISA _____ American Express _____ Check*

*Make checks payable to: **HCA Education and Research and mail to 388 Broadway, 4th Floor, Albany, NY 12207.** Checks must be received by Sept. 26.

Cancellations must be received in writing at info@hcanys.org. Substitutions are permitted.

Please note Courtyard Marriott's cancellation policy when making your reservation.

_____ Card Number

_____ Expiration Date _____ Security Code

_____ Mailing Address of Card Holder

_____ City, State, Zip

_____ Name on Card

_____ Authorized Signature

Special Needs

In accordance with the Americans with Disabilities Act, or special dietary needs, please let us know how we can accommodate you:



Register online at www.eventville.com/hcanys or FAX completed form to HCA at (518) 426-8788
 For more information on this or other HCA Educational Programs contact Celisia Street, Director of Education, at (518) 810-0656.