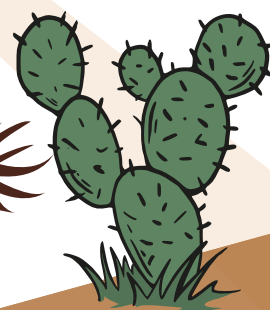
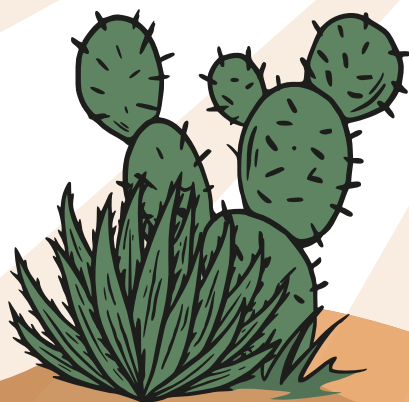




WELCOME TO THE PRACTICE MANAGEMENT RODEO

Pacific Northwest Medical Management Conference

Ropin' in Results
& Ridin' into
the Future



MAY 20-22
2026



HILTON VANCOUVER WASHINGTON
301 W 6th St, Vancouver, WA 98660

www.pnwhealthcareleadersconf.com

HLA HEALTHCARE
LEADERS
ASSOCIATION
OREGON

HLA HEALTHCARE
LEADERS
ASSOCIATION
WASHINGTON
STATE

EXHIBITOR MARKETPLACE

The Pacific Northwest Medical Management Conference features the Exhibitor Marketplace for discovering innovative solutions. Bring plenty of business cards for networking as you research the products and solutions presented by our exhibitor marketplace providers. This list includes Conference Sponsors at the time of publishing – more to come!

Platinum Sponsors



**THE
PARTNERS
GROUP**

PHYSICIANS

INSURANCE

Silver Sponsor



Curi®

Bronze Sponsors



AMN
Healthcare



B.E. Smith
LEADERSHIP SOLUTIONS



COLUMBIA BANK
HEALTHCARE



Pacific Northwest Medical Management Conference
www.pnwhealthcareleadersconf.com

**MAY 20-22
2026**



HILTON VANCOUVER WASHINGTON
301 W 6th St, Vancouver, WA 98660

Pacific Northwest Medical Management Conference
www.pnwhealthcareleadersconf.com

THE PACIFIC NORTHWEST MEDICAL MANAGEMENT CONFERENCE

Now in its 22nd year, the Pacific Northwest Medical Management Conference is anything but your typical industry event. Known for its welcoming, down-to-earth atmosphere, this annual gathering brings together healthcare leaders from across Oregon, Washington, and beyond for a dynamic experience that blends professional development with genuine connection.

Hosted by the Oregon Healthcare Leaders Association and Washington State Healthcare Leaders Association, this member-favorite event is where healthcare managers, administrators, and executives come to learn, recharge, and reconnect. The sessions are high-value and thought-provoking—but the vibe? Casual, friendly, and refreshingly personal. It's the kind of place where conversations flow easily, familiar faces return year after year, and new connections turn into lasting friendships.

FOR ATTENDEES

Whether you're a seasoned leader or just starting your healthcare management journey, you'll find tailored content, engaging speakers, and an environment that encourages honest conversations and real takeaways. This isn't just a conference, it's a community.

FOR EXHIBITORS & SPONSORS

This conference offers exhibitors and sponsors real opportunities to connect, not just transact. With dedicated exhibit time and an approachable, relationship-oriented crowd, you'll have meaningful access to healthcare decision-makers who are eager to discover new tools, services, and partnerships. Our annual conference themes give you a chance to have a little fun at your booth with decorations, games or other incorporated ideas to help break the ice and have meaningful conversations. No stuffy, boring show-floor at this conference!

OUR LEGACY—AND OUR CLARITY

As we celebrate 22 years of trusted leadership in the Pacific and Inland Northwest region, we remain proud of our long-standing history and the professional community we've built. This is the original, trusted conference —rooted in over two decades of service by our associations' volunteer board members, members who serve out of their passion for growth, and connection. If you've been here before, you know the difference. And if it's your first time? You'll feel it the moment you arrive.



ABOUT THE CONFERENCE

WHO SHOULD ATTEND

The varied education and networking sessions are structured to meet the needs of healthcare executives, practice professionals, managers of all levels, physicians, nurses, and other business professionals. Attendance by administrator-physician teams, including mid-level managers, is highly encouraged to cover all the educational offerings and to support one another in undertaking the challenges of today's health care organizations.

UPON REGISTERING

All conference registrations will be completed online. Once you register you will receive a confirmation email and a registration receipt. If you don't receive your receipt, or have questions about your registration, please contact the conference coordinator: main@pnwhealthcareleadersconf.com | (678) 523-5915.

CONTINUING EDUCATION CREDIT HOURS

This program offers 11.0 hours of educational content. While no other accredited CME or CE hours have been arranged for this conference, a general certificate of attendance will be available for you on the conference e-syllabus to download and self-apply for credit with your professional organizations.

WHAT TO WEAR

Attire at this conference ranges from business casual to casual. Be sure to dress in layers since conference room temperatures tend to fluctuate throughout the day and be sure to bring a jacket.

We encourage Western themed attire on May 20th in keeping with the spirit of this year's conference and our opening reception: The Healthcare Leader Rodeo Round Up! Jeans, cowboy hats, and boots are welcome!

SERVICES FOR PEOPLE WITH DISABILITIES

If under the Americans with Disabilities Act you require specific aids or services during the conference, please contact the conference coordinator at:

main@pnwhealthcareleadersconf.com | (678) 523-5915.

Please provide adequate time for arrangements to be made.

NETWORKING

Networking is essential to your overall success as a healthcare leader. Make the most of this conference to grow your base resources and opportunities for informational exchange.

ESYLLABUS

Approximately one week prior to the conference, you will receive an e-syllabus link delivered to the email used during registration. It will include all the details about the conference, including an up-to-date schedule and available speaker handouts. The e-syllabus is in a mobile-friendly format and will be viewable on your laptop, tablet, or phone.

WIN PRIZES

Make sure to bring plenty of business cards for networking in the Exhibitor Marketplace. Many of our exhibitors will be hosting door prize drawings. Be sure to be present during the April 18th networking event where door prize drawings will be given away.

WIN ADDITIONAL PRIZES – EXHIBITOR MARKETPLACE SCAVENGER HUNT

Always a popular game, attendees will have the option to win even more prizes by visiting all of the sponsors identified on the Exhibitor Marketplace Scavenger Hunt map. The map will be included in your registration materials distributed at conference check-in. Follow the instructions for completing and turning in the map to make sure you are entered for the additional prize drawings!

NEED HELP TO CONVINCE YOUR ORGANIZATION TO SEND YOU TO THE PACIFIC NORTHWEST MEDICAL MANAGEMENT CONFERENCE?

We have a toolkit for that! Scan the QR Code for easy-to-use tools and tips that may help you calculate the investment and identify its professional and financial return.

The toolkit is a resource to convey the value of this conference to your employer, and start planning your conference experience today!



SCAN ME

OUR CONFERENCE VENUE

HOST HOTEL:

Hilton Vancouver Washington

301 W 6th St, Vancouver, WA 98660

Downtown stay next to a park, and walking distance to the river!

Off I-5, we're across the street from Esther Short Park.

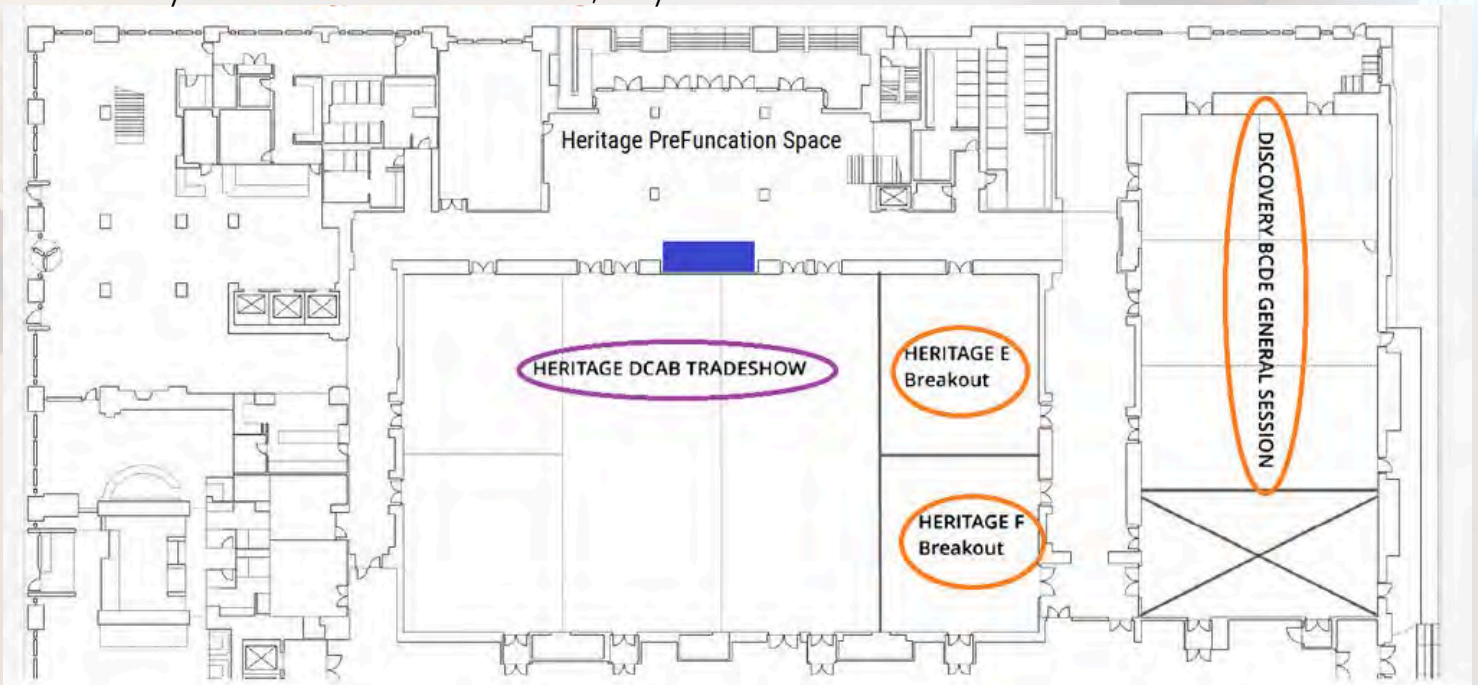
Vancouver Waterfront and its pier, shops, and restaurants are a nine-minute walk from our door. The Amtrak Station is a five-minute drive, and Portland International Airport is 15 minutes away.

All meeting spaces and events take place inside the Hilton Vancouver Washington.



FACILITIES MAPS - WHERE AM I HEADED?

- Meeting Spaces are located on the First Floor
- Heritage PreFunction Space: Registration & Information Desk
- Discovery BCDE: All General Sessions, Lunch, Cocktail Hour on May 21
- Heritage DCAB Tradeshow: Opening Reception on May 20, Coffee Breaks/Snacks/Book Signing on May 21
- Heritage E: Concurrent Sessions, May 21
- Heritage F: Concurrent Sessions, May 21
- Discovery BCDE: Concurrent Sessions, May 21



REGISTRATION INFORMATION AND FEES

Register Online: www.pnwhealthcareleadersconf.com

OR scan this QR Code:



SCAN ME



REGISTRATION DISCOUNTS AVAILABLE FOR OREGON HLA AND WASHINGTON STATE HLA MEMBERS

- **\$150 Discount** for full conference registration is available to **Oregon HLA & Washington State HLA members**. Email main@pnwhealthcareleadersconf.com for your member Priority Discount Code BEFORE you register.
- Not a member? Join your respective association before you register, enjoy member benefits for the next year, and save on your registration. (***Hint* It's cheaper to become a member and register with the discount**)

ATTENDEE ELIGIBILITY POLICY

Representatives from companies offering products and services to medical providers may not register for this conference as an attendee. If your organization is interested in attending through exhibiting or sponsoring this conference you can view your options online at www.pnwhealthcareleadersconf.com > [exhibit information](#). If you have questions about your eligibility, contact us: main@pnwhealthcareleadersconf.com

WHAT WILL IT COST TO ATTEND

Registration fees include entrance to all sessions, exhibitor marketplace, meals, and events listed on the agenda. This year's preconference workshop offering can be attended with an Add On or One-Day Registration fee.

On or before April 10 - Early Bird Rate

- Full Conference Member - \$399
- Full Conference Non-Member- \$549
- Add On:
 - May 20 Preconference Workshop - \$65
*must be accompanied by full conference registration
- One-Day Registration, May 20 - \$185
* includes access to Preconference Workshop, Opening Keynote, Opening Reception

After April 10 – Regular Rate

- Full Conference Member - \$499
- Full Conference Non-Member - \$649
- Add On:
 - May 20 Preconference Workshop - \$65
*must be accompanied by full conference registration
- One-Day Registration, May 20 - \$235
* includes access to Preconference Workshop, Opening Keynote, Opening Reception

CANCELLATION POLICY

We must receive written notification of cancellation requests to main@pnwhealthcareleadersconf.com. A \$50 processing fee will be deducted from the registration refund which covers merchant fees and processing. We are unable to offer refunds after April 2, 2026 as final payment for conference provided food/beverage/printed materials are due to the host venue. No refunds will be issued for denied Visa Applications. Attendee registration substitutions are acceptable and can be requested at any time by emailing main@pnwhealthcareleadersconf.com prior to the conference.

GROUP REGISTRATION INSTRUCTIONS

Group Registration Instructions

- If your organization is planning to pay for a team (3 or more) please follow these instructions if you would like to receive ONE INVOICE for all registrations:
- **Submit Your Group List**
 - Have your organization's Registration Coordinator email main@pnwhealthcareleadersconf.com with a list of all employees you wish to register.
 - In the list, we just need you to include each team member's first and last name.
 - All individuals on the list will be included on one invoice.
- **Receive Your Invoice and Group Registration code**
 - The Conference Coordinator will create a single invoice for your entire group and email it to your Registration Coordinator.
 - No additional fees or service charges will be added.
 - We will email your Registration Coordinator a Group Discount Priority Code along with instructions to share with your team.
- **Payment Processing**
 - Payment by check or credit card online will be accepted for your group invoice
 - After payment is received:
- **Individual Registrations for your Group**
 - Each team member listed on your submitted roster must complete their individual registration using the Group Discount Priority Code.
 - This code will waive (comp) all individual registration fees for those on your approved list.
 - The code is only valid for the individuals whose names were submitted by your organization unless the Conference Coordinator has been emailed about substitutions.
- **Registration Deadline**
 - All individual group registrations must be completed no later than May 10, 2026.

Warning: Associations are frequently targeted by scammers. Be wary if you receive a phone call regarding "discounted hotel rooms or registration" requiring you to give out your credit card information over the phone. Only trust information that comes directly from Oregon HLA or Washington State HLA in our verified email format or information which is posted on our conference website. If you are ever in doubt, please call or email our office at main@pnwhealthcareleadersconf.com or (678) 523-5915.

WEDNESDAY, MAY 20, 2026

DAY 1 - SCHEDULE

While every effort will be made to deliver sessions as published, Conference Management reserves the right to amend, reschedule, or cancel any published session at its discretion in the event of circumstances beyond its control.

| Time | Event | Location |
|--------------------|--|----------------------|
| 11:30 AM - 7:00 PM | Registration Desk Open | Heritage Prefunction |
| 12:00 PM - 3:30 PM | <p>Preconference Workshop (3.0) <i>Establishing a Payer Contract Monitoring and Evaluation Process</i> <i>Nate Moore</i></p> <p>Attend this preconference workshop for a deep dive and hands on training. Bring your computer! <i>Additional registration fee to attend, seats are limited</i></p> | Discovery DE |
| 4:15 PM - 5:15 PM | <p>Opening Keynote (1.0) <i>Federal Healthcare Policy Landscape: How Washington Impacts Your Practice</i> <i>Suzanne Joy, Director, Federal Affairs at the American Medical Association (AMA)</i></p> | Discovery BCDE |
| 5:15 PM - 7:00 PM | <p>Opening Reception: Healthcare Leader Rodeo Round-Up! Pull on your boots and join us for a high-spirited evening at the Opening Reception! We're kicking off the conference with a boot-stompin' celebration packed with western-themed games, lively competition, and plenty of prizes worth wrangling.</p> <p>Stroll through the Exhibit Marketplace as it transforms into a rodeo arena of opportunity—with surprises on each row, and chances to win. Savor hearty western-inspired bites and refreshing drinks while you connect with colleagues, swap stories, and build partnerships that'll last long after the dust settles.</p>  | Heritage DCAB |
| 7:00 PM | Your time to explore Vancouver Waterfront | |



THURSDAY, MAY 21, 2026
DAY 2 - SCHEDULE

| Time | Event | Location |
|---------------------|---|--|
| 7:30 AM - 6:15 PM | Registration Desk Open | Heritage Prefunction |
| 8:00 AM - 3:30 PM | Exhibitor Marketplace Open | Heritage DCAB |
| 7:45 AM - 8:15 AM | <p>Oregon HLA & Washington State HLA New Member Breakfast</p> <p>The First-Time Attendee and New Member Breakfast is designed for individuals who are attending the conference for the first time or who have recently joined the Association. Join us to connect with Board Members and fellow members, build meaningful relationships, and get your questions answered about maximizing your conference experience and making the most of your membership benefits.</p> | Discovery BC |
| 8:00 AM - 10:15 AM | Breakfast/Networking Coffee Break in Exhibitor Marketplace | Heritage DCAB |
| 8:30 AM - 9:30 AM | <p>Concurrent Session Series 1 (1.0)</p> <p>Choose from 3 different session options to custom create education in-line with your interests and needs</p> <p>Session 1-01: <i>Detecting Revenue Cycle Leaks Before They Drain Your Bottom Line</i> - Nate Moore</p> <p>Session 1-02: <i>The Evolving Health Care Legal Landscape: Risks, Trends, and Leadership Priorities</i> - Andrew Schillinger and Mikaela Louie Foster Garvey</p> <p>Session 1-03: <i>Cybersecurity for Healthcare: Practical Protection for Today's Digital Risks</i> - "FBI John", John Iannarelli, FBI Special Agent (Ret.)</p> | Heritage E Heritage F Discovery DE |
| 10:15 AM - 11:15 AM | <p>Concurrent Session Series 2 (1.0)</p> <p>Choose from 3 different session options to custom create education in-line with your interests and needs</p> <p>Session 2-01: <i>Platinum Sponsor Session: Employee Benefits – Trends and Recruitment</i> - The Partners Group </p> <p>Session 2-02: <i>Vendor Oversight: How to partner with your vendors and minimize potential gaps</i> - Elizabeth A. Delahoussaye, RHIA, CHPS, Chief Privacy Officer, Sharecare</p> <p>Session 2-03: <i>Emergency Prevention and Preparedness: From Awareness to Action: What Healthcare Leaders Need to Know Now</i> - "FBI John", John Iannarelli, FBI Special Agent (Ret.)</p> | Heritage E Heritage F Discovery DE |

THURSDAY, MAY 21, 2026
DAY 2 - SCHEDULE CONTINUED

| Time | Event | Location |
|--|---|--|
| 11:30 AM - 12:30 PM | <p>Concurrent Session Series 3 (1.0) Choose from 3 different session options to custom create education in-line with your interests and needs</p> <p>Session 3-01: Platinum Sponsor Session: Social Media: Pitfalls and Perks - Physicians Insurance <small>PHYSICIANS INSURANCE</small></p> <p>Session 3-02: Strategic Planning for 2026: Integrating OBBBA and Legislative Tax Updates - Jeremy Prickel, CPA, Jones & Roth</p> <p>Session 3-03: Not Yet Assigned</p> | Heritage E Heritage F Discovery DE |
| 12:30 PM - 1:15 PM | Networking Luncheon | Discovery BCDE |
| 1:15 PM - 2:15 PM PHYSICIANS <small>INSURANCE</small> | <p>Featured Keynote Session (1.0) Get On The Bull: Navigating The Line Between Grit & Burnout <i>Dallin Cooper is a leadership, conflict resolution, and communication speaker</i></p> | Discovery BCDE |
| 2:15 PM - 3:15 PM | Networking Break, Featured Keynote Book Signing with Dallin Cooper, PM Snacks in Exhibitor Marketplace | Discovery BCDE |
| 3:15 PM - 4:15 PM | <p>Concurrent Session Series 4 (1.0)</p> <ul style="list-style-type: none"> Session 4-01: Oregon State Legislative Update - Courtni Dresser, Vice President of Government Relations at Oregon Medical Association (OMA) Session 4-02: Washington State Legislative Update - Sean Graham, Senior Director of Government Affairs & Policy at the Washington State Medical Association (WSMA) | Heritage E Heritage F |
| 4:15 PM - 5:00 PM | <p>Annual Membership Business Meetings</p> <ul style="list-style-type: none"> Oregon HLA Washington State HLA | OR-Heritage E WA-Heritage F |
| 4:30 PM - 6:00 PM | <p>Networking Cocktail Hour & Exhibitor Door Prize Giveaways *Door prize giveaways start at 5:15 PM. Must be present to win!</p> | Discovery BCDE |
| 6:00 PM | Your time to explore Vancouver Waterfront | |

FRIDAY, MAY 22, 2026
 DAY 3 - SCHEDULE

| Time | Event | Location |
|---|--|----------------|
| 7:30 AM - 9:00 AM *7:30 AM Breakfast Opens *8:00 AM Session Begins | Breakfast with General Session (1.0) <i>Work Smarter, Not Harder: Real AI for Practice Leaders</i> <i>Lauren K. Harris, FACMPE, CPPM, CPCO, Owner and Principal of Harris Healthcare Consulting, LLC</i> *Breakfast buffet opens at 7:30 AM. Fix your plate and grab your seat. Session starts at 8:00 AM | Discovery BCDE |
| 9:15 AM - 10:15 AM | Featured Panel Session (1.0) <i>What Gets Measured Gets Managed: The KPIs That Define High-Performing Healthcare Practices</i> | Discovery BCDE |
| 10:30 AM - 11:30 AM | Closing Keynote (1.0) <i>Flip Your Script. Reimagine What's Possible</i> <i>Kelly Swanson, Award-Winning Storyteller Hall of Fame Motivational Speaker</i> | Discovery BCDE |
| 11:30 AM - 11:45 AM | Grand Prize Drawing, Closing Announcements and Conference Adjournment | Discovery BCDE |



 www.pnwhealthcareleadersconf.com

 main@pnwhealthcareleadersconf.com

WHERE TO FIND US
- FACILITIES MAP -

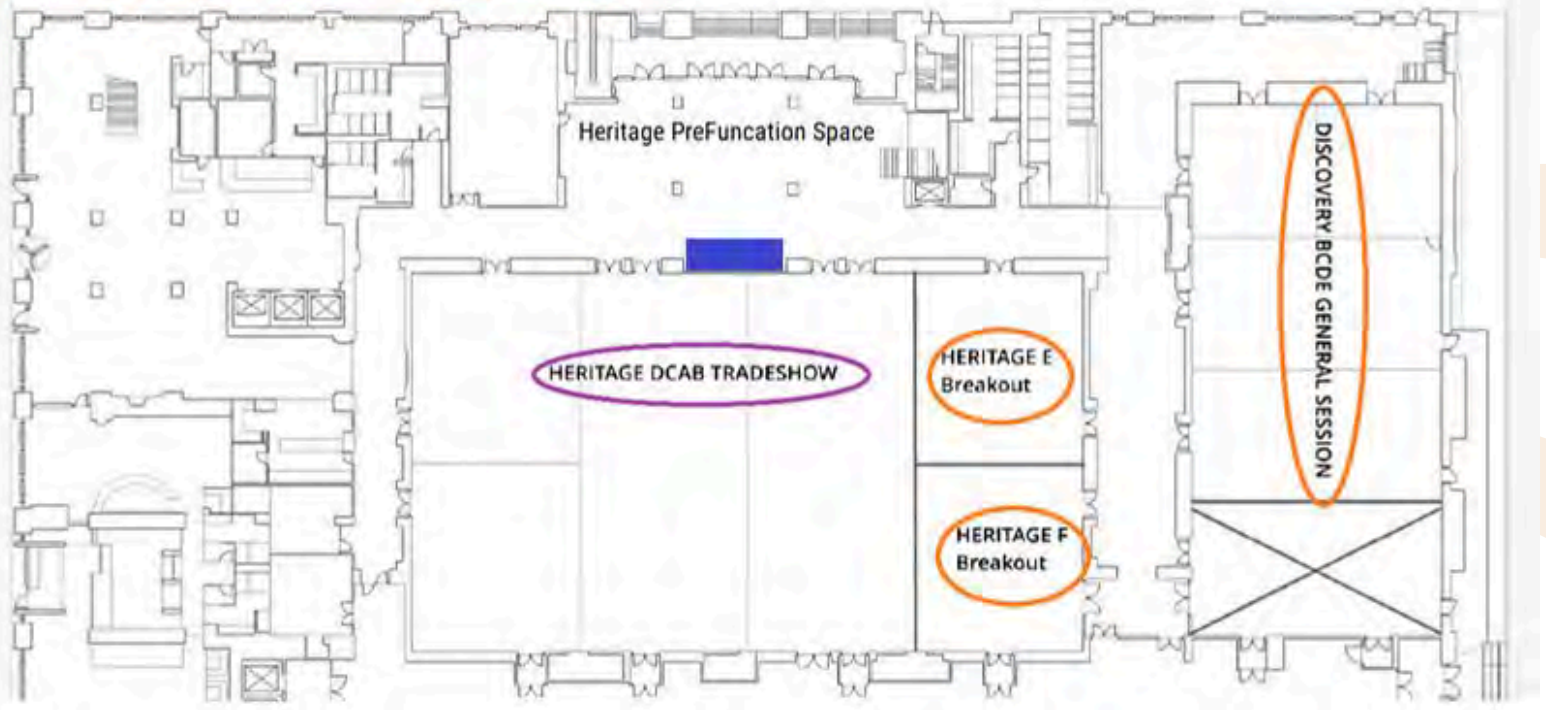
HILTON VANCOUVER WASHINGTON | 301 W 6TH ST, VANCOUVER, WA 98660

First Floor at the Hilton Vancouver Washington - PNW Medical Management Conference Meeting Spaces

Registration & Information Desk Location

Exhibitor Marketplace Location

General & Concurrent Session Room Locations



PACIFIC NORTHWEST
MEDICAL MANAGEMENT CONFERENCE

HIA HEALTHCARE
LEADERS
ASSOCIATION
OREGON

HIA HEALTHCARE
LEADERS
ASSOCIATION
WASHINGTON
STATE

 www.pnwhealthcareleadersconf.com

 main@pnwhealthcareleadersconf.com

PRECONFERENCE

WORKSHOP

WEDNESDAY, MAY 20

12:00PM-3:30PM

Pacific Northwest
Medical Management Conference



MAY 20-22
2026



HILTON VANCOUVER WASHINGTON
301 W 6th St, Vancouver, WA 98660

www.pnwhealthcareleadersconf.com

Establishing a Payer Contract Monitoring and Evaluation Process

Payer contracts are a major driver of practice revenue, yet many organizations negotiate without clear insight into how payer rates compare or how contract changes will affect revenue.

In this preconference session, participants will learn how to use practical Excel-based tools to analyze payer reimbursement, RVU production, and payer mix. You'll learn how to compare payer rates, model contract scenarios, and evaluate the financial impact of proposed changes.

Walk away with a repeatable process and templates to support data-driven negotiations, avoid costly surprises, and better manage payer contract performance.

Why Attend

- **Save hours of time:** Prepare contract data for analysis by using built-in Excel tools to look up payer rates from multiple spreadsheets.
- **Build practical Excel tools:** Create simple spreadsheets to analyze reimbursement, RVUs, and contract performance.
- **Understand your payer mix:** Identify which payers, CPT codes, and services drive the greatest revenue in your practice.
- **Avoid costly surprises:** Learn how unmodeled payer counter-proposals can impact revenue and how to quantify their true financial effect before agreeing to new terms.
- **Strengthen negotiation strategy:** Enter payer contract discussions with data-backed projections rather than percentage assumptions.
- **Monitor performance over time:** Establish a repeatable process to track reimbursement accuracy and evaluate whether contracts perform as expected



Nate Moore- CPA, MBA, FACMPE

Nate Moore, CPA, MBA, FACMPE speaks, consults, records, and writes about business intelligence in medical practices throughout the country. Nate's two books are MGMA best sellers. Nate's weekly BIG Ideas from the Business Intelligence Guy podcast has plenty of ideas to your practice better. His consulting focuses on using SQL Server to mine and leverage medical practice data into actionable knowledge.

**Add this preconference workshop
to your conference registration
for just \$65!**

OR

**Register for a one-day, May 20
pass which includes this
preconference workshop plus all
activities listed on the conference
agenda for May 20 for \$235!**

REGISTER NOW

WELCOME TO THE MAIN STAGE - KEYNOTE SPEAKERS & GENERAL SESSIONS

OPENING KEYNOTE

Wednesday, May 20 | 4:15 PM - 5:15 PM (1.0 CE hour)

Federal Healthcare Policy Landscape: How Washington Impacts Your Practice

Suzanne Joy, Director, Federal Affairs, American Medical Association (AMA)

Session Description

In this session, our speaker from the American Medical Association's Federal Affairs team will overview the current federal healthcare policy landscape in our nation's capital. The session will cover a number of timely topics affecting practices and health systems across the country including Medicare payment updates and reform efforts, the latest Medicare alternative payment models, Medicaid and ACA coverage changes, what's next for augmented intelligence, a preview of what to expect in the upcoming 2027 Medicare Physician Fee Schedule, and more. We'll also discuss the current legislative environment on Capitol Hill, what to expect in the upcoming midterms, and implications for future federal policy changes. Come prepared with your questions!



FEATURED KEYNOTE

Thursday, May 21 | 1:15 PM - 2:15 PM (1.0 CE hour)

Get On The Bull: Navigating The Line Between Grit & Burnout

Dallin Cooper, leadership, conflict resolution, and communication speaker

Session Description

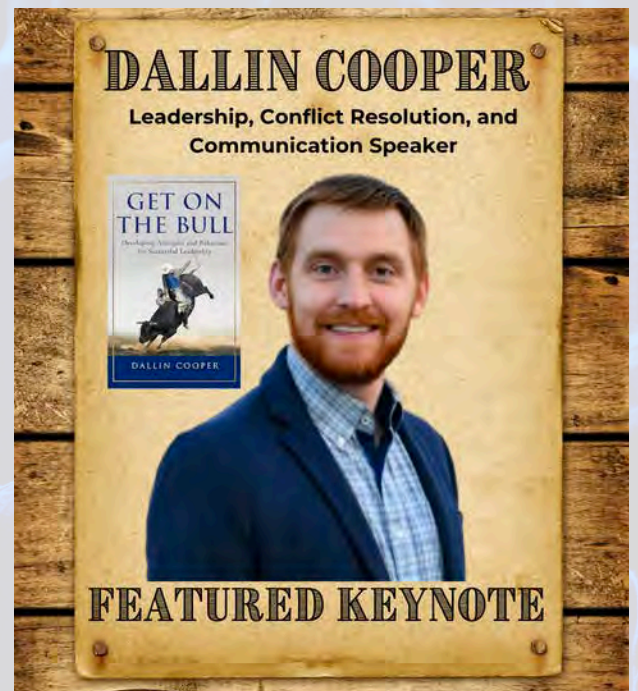
Bull riding is one of the most extreme sports in the world—eight seconds of chaos requiring total focus. In many ways, today's high-pressure workplace feels the same. The question isn't whether challenges will come, but whether we have the mindset and grit to stay on.

Based on *Get On The Bull*, this keynote challenges attendees to face adversity head-on. In a world of rising expectations and burnout, leadership isn't about avoiding the ride—it's about learning how to navigate it.

This interactive session helps participants understand the balance between grit and burnout, identify where they are personally, and apply practical tools to stay resilient under pressure. Rather than a traditional mental health talk, it offers a clear framework for recognizing when individuals and teams are thriving or struggling—and how to keep moving forward.

Attendee Bonus:

All attendees will receive a **free copy of Dallin's book**, *Get on the Bull: Developing Attitudes and Behaviors for Successful Leadership* and an opportunity to have Dallin sign their book after his session.



WELCOME TO THE MAIN STAGE - KEYNOTE SPEAKERS & GENERAL SESSIONS

BREAKFAST GENERAL SESSION

Friday, May 22 | 8:00 AM - 9:00 AM (1.0 CE hour)

Work Smarter, Not Harder: Real AI for Practice Leaders

Lauren K. Harris, FACMPE, CPPM, CPCO, is the Owner and Principal of Harris Healthcare Consulting, LLC.

Session Description

You have heard a lot about AI. This session is where you actually see it work. *Work Smarter, Not Harder: Real AI for Practice Leaders* is filled with practical demos, real scenarios, and honest conversation about what these tools can and cannot do for the people running medical practices today. No hype. No theory.

You will walk away with:

- A clear picture of what AI can and cannot do for practice leaders like you
- Real-life experience with four tools you can plug into the work you do every day
- Practical tips for getting useful output with fewer edits
- One concrete commitment to try the week you get home

Whether you are curious, skeptical, or already dabbling, this session will meet you where you are and send you back to your practice with something you can actually use.



FEATURED PANEL SESSION

Friday, May 22 | 9:15 AM - 10:15 AM (1.0 CE hour)

What Gets Measured Gets Managed: The KPIs That Define High-Performing Healthcare Practices

Session Description

Healthcare organizations are operating in an increasingly complex environment—tight margins, workforce pressures, regulatory change, and rising patient expectations. High-performing practices rely on a clear set of key performance indicators (KPIs) to monitor financial health, operational efficiency, and patient outcomes.

In this interactive panel, healthcare executives and industry experts will share how they identify and track the most critical KPIs for practice performance, build dashboards that drive action, and create accountability across their organizations. Panelists will also explore how emerging tools—especially AI-powered analytics and automation—are transforming KPI tracking, reporting, and predictive insights.

Attendees will gain a practical framework for defining the top 10 KPIs every practice should monitor, implementing performance dashboards, and establishing quarterly and annual KPI review processes that support sustainable growth and operational excellence.



WELCOME TO THE MAIN STAGE - KEYNOTE SPEAKERS & GENERAL SESSIONS

CLOSING KEYNOTE

Friday, May 22 | 10:30 AM - 11:30 AM (1.0 CE hour)

Flip Your Script. Reimagine What's Possible

Kelly Swanson, Award-Winning Storyteller

Hall of Fame Motivational Speaker

Session Description

See your work and your life in a whole new story. In a world where self-doubt and external pressures often dictate our narrative, many of us are held captive by stories that diminish our true potential. These limiting beliefs create barriers to personal growth, leading to feelings of stagnation and unfulfillment. Kelly Swanson believes if you want to change your life, you must start by changing your story. In this hysterically funny, motivational program, Kelly draws from her own journey of overcoming challenges and reshaping her narrative, blending humor with profound insights to inspire a shift in perspective. Participants are guided to rewrite their own stories, cultivating a winning mindset that unlocks passion, purpose, and confidence. With Kelly's unique storytelling approach, individuals are empowered to not only envision a brighter future but to actively pursue it.



NETWORKING OPPORTUNITIES

Wednesday, May 20 | 5:15 PM - 7:00 PM

Opening Reception: Healthcare Leader Rodeo Round-Up!

Pull on your boots and join us for a high-spirited evening at the Opening Reception! We're kicking off the conference with a boot-stompin' celebration packed with western-themed games, lively competition, and plenty of prizes worth wrangling.

Stroll through the Exhibitor Marketplace as it transforms into a rodeo arena of opportunity—with surprises on each row, and chances to win. Savor hearty western-inspired bites and refreshing drinks while you connect with colleagues, swap stories, and build partnerships that'll last long after the dust settles.

Thursday, May 21 | 7:45 AM - 8:15 AM

Oregon HLA & Washington State HLA New Member Breakfast

The First-Time Attendee and New Member Breakfast is designed for individuals who are attending the conference for the first time or who have recently joined the Association. Join us to connect with Board Members and fellow members, build meaningful relationships, and get your questions answered about maximizing your conference experience and making the most of your membership benefits.

Thursday, May 21 | 4:30 PM - 6:00 PM

Networking Cocktail Hour & Exhibitor Door Prize Giveaways

Enjoy lite bites, beverages and meet up with your crew before you explore the beautiful Vancouver Waterfront for the evening. Exhibitor Door prize giveaways start at 5:15 PM. Must be present to win!

CONCURRENT SESSIONS

Choose your own adventure!

With multiple concurrent sessions to choose from, attendees are provided a variety of timely insight and education on topics that are important to you and the management of your practice.

CONCURRENT SESSIONS - Series 1, Thursday, May 21

8:30 AM - 9:30 AM (1.0 CE hour)

Choose from 3 options for a personalized educational experience

Session 1-01

Detecting Revenue Cycle Leaks Before They Drain Your Bottom Line - Nate Moore, CPA, MBA, FACMPE

Session Description

Is your revenue cycle under increased attack? Are your providers working harder and collecting less? Payers are increasingly using downcoding and other subtle tactics to reduce your revenue — often without practices realizing until it's too late. Traditional canned reports can't keep up. This session shows practice leaders how to build targeted emails, dashboards, and spreadsheets that help busy managers spot revenue leaks before they become financial floods. Attendees will explore practical strategies to track and respond to downcoding, denial trends, and other hidden threats to your practice's finances. Through an interactive discussion and real-world examples from practices across the country, attendees will see how to identify, fix, and follow up on current challenges in revenue cycle management. They will leave with concrete ideas and tools to monitor the right indicators at the right time, and to respond proactively to today's revenue cycle threats and opportunities.

- Analyze revenue cycle data sources to detect early indicators of leaks from downcoding, denials, underpayments, and other payer behaviors
- Organize dashboards, emails, and spreadsheets that surface key metrics in real time
- Test new tracking and reporting approaches from real-world examples at other practice

Session 1-02

The Evolving Health Care Legal Landscape: Risks, Trends, and Leadership Priorities - Andrew Schillinger & Mikaela Louie, Health Care attorneys with Foster Garvey PC

Session Description

The health law regulatory environment continues to change rapidly. This health law update will cover major regulatory, enforcement, and reimbursement developments. The presentation will highlight intensified federal and state fraud-and-abuse enforcement, emerging liability risks (e.g., AI technologies), and continued financial pressures due to the evolving legal landscape.

Learning Objectives: By the end of this presentation, participants will be able to:

- Identify key recent developments in health care laws, regulations, and reimbursement policies impacting provider and physician organizations, including federal and state enforcement trends.
- Assess emerging legal and regulatory risks associated with new technologies, including artificial intelligence and digital health tools.
- Evaluate how ongoing legal and policy changes may contribute to financial and operational pressures for medical practices operating in Washington and Oregon.

Session 1-03

Cybersecurity for Healthcare: Practical Protection for Today's Digital Risks - FBI Special Agent (Ret.) - "FBI John", John Iannarelli

Session Description

Cybersecurity can often feel overwhelming, overly technical, or disconnected from day-to-day healthcare operations. This session takes a different approach—focusing on what healthcare leaders actually need to know to protect their organizations, their teams, and their patients in an increasingly digital world.

Delivered by a former FBI agent with firsthand experience investigating real cybercrimes, this session brings clarity to a topic that is too often buried in jargon. Through compelling, real-world case examples, you'll see exactly how cyberattacks happen, why healthcare organizations are prime targets, and where common vulnerabilities exist—often in places leaders don't expect.

This session isn't about firewalls and code—it's about leadership, awareness, and smart decision-making. Walk away with the confidence to ask better questions, guide your team more effectively, and protect what matters most.

What You'll Take Away:

- A Clear View of Your Risk Landscape: Understand where healthcare organizations are most vulnerable—from employee behavior to remote work environments—and why attackers target them.
- Real-World Lessons from FBI Cases: Learn how cybercriminals think, operate, and exploit gaps—so you can anticipate and prevent similar threats in your organization.
- Leadership's Role in Cybersecurity Culture: Discover how to influence staff awareness, accountability, and behavior to create a stronger first line of defense.
- Response Readiness: Know what to do—and what not to do—if a cyber incident occurs, so you can act quickly, minimize damage, and support recovery.

CONCURRENT SESSIONS

Choose your own adventure!

With multiple concurrent sessions to choose from, attendees are provided a variety of timely insight and education on topics that are important to you and the management of your practice.

CONCURRENT SESSIONS - Series 2, Thursday, May 21

10:15 AM - 11:15 AM (1.0 CE hour)

Choose from 3 options for a personalized educational experience

Session 2-01

Platinum Sponsor Session:



Speaker & Session Description not available at time of printing. Check the www.pnwhealthcareleadersconf.com website for the latest session updates!

Session 2-02

Vendor Oversight: How to Partner with Your Vendors and Minimize Potential Gaps - Elizabeth A. Delahoussaye, RHIA, CHPS, Chief Privacy Officer, Sharecare

Session Description

Healthcare organizations increasingly rely on third-party vendors to manage, process, and store protected health information (PHI). While outsourcing enhances operational efficiency, it also expands regulatory, security, and compliance risk. Recent OCR enforcement actions demonstrate that inadequate vendor oversight, weak security safeguards, and insufficient documentation remain leading causes of HIPAA violations.

This session examines OCR's expectations for vendor governance, onsite audits, and Security Rule compliance through real enforcement examples and regulatory guidance. Participants will learn how to design defensible vendor oversight programs, integrate assurance frameworks (ISO, SOC 2, HITRUST), conduct effective onsite audits, and prepare for OCR investigations. The session emphasizes practical strategies for maintaining audit readiness, demonstrating "reasonable and appropriate" safeguards, and reducing organizational exposure.

Attendees will leave with actionable tools to strengthen vendor monitoring, improve compliance documentation, and ensure operational safeguards are functioning in practice.

Session 2-03

Active Shooter Prevention and Preparedness: From Awareness to Action: What Healthcare Leaders Need to Know Now - FBI Special Agent (Ret.) - "FBI John", John Iannarelli

Session Description

Healthcare environments are built on trust, compassion, and accessibility—but those same qualities can also create unique vulnerabilities. This powerful, real-world session moves beyond headlines to equip healthcare leaders with the insight and practical strategies needed to protect their teams, patients, and facilities in the face of an active shooter threat.

Led by a seasoned former FBI agent and law enforcement professional with firsthand experience responding to multiple high-profile mass casualty events, this session offers a rare, behind-the-scenes perspective into how these incidents unfold—and, more importantly, how they can be prevented or mitigated.

Through compelling case studies and expert analysis, attendees will gain a deeper understanding of behavioral warning signs, pre-incident indicators, and the critical moments where intervention can make the difference between escalation and prevention. This session delivers actionable guidance you can bring back to your organization—helping you strengthen policies, train staff, and foster a culture of vigilance without fear.

What You'll Take Away:

- **Early Intervention Strategies:** Learn how to recognize behavioral red flags and warning indicators that may signal a potential threat before it becomes a crisis.
- **Preparedness Planning for Healthcare Settings:** Understand how active shooter scenarios uniquely impact hospitals and clinics, and how to prepare your teams accordingly.
- **Real-Time Response Tactics:** Gain clear, practical steps your staff can take during an incident to protect themselves and others.
- **Leadership Confidence in Crisis Situations:** Walk away better prepared to lead decisively under pressure and implement protocols that save lives.

CONCURRENT SESSIONS - Series 3, Thursday, May 21

11:30 AM - 12:30 PM (1.0 CE hour)

Choose from 3 options for a personalized educational experience

Session 3-01

Platinum Sponsor Session: Social Media: Pitfalls and Perks - Heather Edwards, RN, CPH

PHYSICIANS
INSURANCE

Session Description

Join Heather Edwards, Director of Risk Management from Physicians Insurance, as she brings into focus why addressing and providing guidance on social media usage by staff is no longer optional but essential in healthcare leadership. In an increasingly connected world where online conversations have influence, recognizing the impact of social media is critical to managing risk and reputation and staying ahead of issues that can carry over from the digital landscape to have very real-world implications.

Session Description Continued on next page...

CONCURRENT SESSIONS

Choose your own adventure!

With multiple concurrent sessions to choose from, attendees are provided a variety of timely insight and education on topics that are important to you and the management of your practice.

CONCURRENT SESSIONS - Series 3, Thursday, May 21

11:30 AM - 12:30 PM (1.0 CE hour)

Choose from 3 options for a personalized educational experience

Session 3-01

Platinum Sponsor Session: Social Media: Pitfalls and Perks - Heather Edwards, RN, CPH

Session Description Continued from previous page...

Learning Outcomes:

- Recognize how staff and providers can responsibly use social media
- Review example postings to determine whether they violate HIPAA standards
- Learn about the legal ramifications of inappropriate social media use

Session 3-02

Strategic Planning for 2026: Integrating OBBBA and Legislative Tax Updates - Jeremy Prickel, CPA, Jones & Roth

Session Description

This session for healthcare practice leaders explores how the newly enacted One Big Beautiful Bill Act (OBBBA) reshapes the tax landscape for medical professionals and organizations. Attendees will gain understanding of the key provisions of the OBBBA, with a focus on tax changes that directly affect practice owners in the healthcare sector. Participants leave with a clearer understanding of how to align operational decisions with evolving policy, strengthen financial resilience, and proactively plan for a more efficient and compliant year ahead.

Learning Outcomes:

- A clearer understanding of how the One Big Beautiful Bill Act reshapes tax obligations and opportunities for healthcare practice owners.
- Practical insight into new provisions — including overtime exemptions, QBI deduction changes, expanded standard deductions and how they affect financial planning.
- Actionable guidance to help healthcare leaders adjust their tax strategies and optimize their financial position under the updated legislative landscape.

Session 3-03

Speaker & Session Description not available at time of printing. Check the www.pnwhealthcareleadersconf.com website for the latest session updates!

CONCURRENT SESSIONS - Series 4, Thursday, May 21

3:15 PM - 4:15 PM (1.0 CE hour)

State focused learning during this series

Session 4-WA

Washington State Legislative Update - Sean Graham, Washington State Medical Association (WSMA)

Session Description

Sean Graham is a government affairs professional serving as Senior Director of Government Affairs & Policy at the Washington State Medical Association. In this role, he leads the association's legislative and regulatory advocacy, working with state lawmakers, agencies, and health care stakeholders to advance policies affecting physicians and patient care in Washington. He has been actively involved in shaping and advocating for legislation on issues such as scope of practice, Medicaid access, and health system regulation, and frequently represents WSMA in legislative testimony and policy discussions.

Session 4-OR

Oregon State Legislative Update - Courtni Dresser, Oregon Medical Association (OMA)

Session Description

The healthcare policy landscape is shifting — and clinic leaders are feeling the impact every day. Join this session tailored for medical practice managers and operational leaders to unpack what happened in the 2026 legislative session, what's emerging for 2027, and how federal developments like H.R. 1 implementation and the Rural Transformation Project may affect your clinic. We'll also engage on strategies to advocate for your practice's needs.

You'll walk away with a clear view of policy trends, what to watch in 2027, and how to strategically position your clinic for success.

ANNUAL MEMBERSHIP BUSINESS MEETINGS

Thursday May 21

4:15 PM - 5:00 PM

Includes general association updates and membership vote for 2026-2027 term Slate of Officers. Learn more about your state HLA, upcoming opportunities for engagement, volunteer service, and share feedback with the Board.



www.oregonhla.com

OUR MISSION is simple: Connecting and supporting current and aspiring healthcare leaders.

WE VALUE: Professional Growth and Development | Inclusive Collaboration | Open Communication | Supporting Each Other

Oregon HLA is comprised of a network of healthcare leaders who work in a variety of practice settings, specialties, rural and urban, from practices with one physician to over one hundred. Our member-led association prioritizes your needs, delivering timely and relevant tools while connecting you with healthcare leaders across Oregon. Don't navigate the complexities of practice management alone—we welcome you to join our community and thrive together!

Our active membership includes supervisors, managers, and administrators of small and large primary care and specialty groups, as well as full time students whose focus is healthcare administration. Our partner membership is comprised of vendor companies who partner with medical practices to provide comprehensive solutions, services, and products to our members.



www.thewshla.org

WE ARE: A professional state association founded by healthcare leaders for healthcare leaders in 1956

CORE PRINCIPALS: Leadership | Collaboration | Integrity | Education | Advocacy

Supporting the continual professional development of our members, Washington State Healthcare Leaders Association advances leadership, administration, and best practices in healthcare through the sharing of information, education, advocacy, and networking activities. We stand for integrity and work toward collaboration with those who share our vision and core principals. For over fifty years, Washington State Healthcare Leaders Association has been contributing to the success of its members as they lead healthcare teams and oversee their medical practices.

Founded in 1956 by a small group of concerned practice managers, this thriving association continues its support of healthcare leaders, managers, administrators, and executive members from all over Washington.

Whether you are new to healthcare or a seasoned professional, we welcome you join the WSHLA family.