

WSHLA
Core Principals



LEADERSHIP



COLLABORATION



INTEGRITY



EDUCATION



ADVOCACY



WSHLA

A professional state association founded by
healthcare leaders for healthcare leaders in 1956

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President



WSHLA Retro Group
Information & Release



Tuesday Timely Topics/
Legislative Sessions



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Events and Education:
2025 PNW Medical
Management Conference



Webinars/Summer
Happy Hour Series -
Better Together!





WSHLA UPDATE

A Monthly Publication of the Washington State Healthcare Leaders Association

About WSHLA Update

WSHLA Update is a monthly publication for members of the Washington State Healthcare Leaders Association, designed to keep members informed about Association activities.

Articles, or portions thereof, may not be copied without the written consent of WSHLA. The opinions and experiences expressed in WSHLA Update are those of the authors and do not necessarily reflect the official position of the Association.

Note: The content of this publication is for informational purposes only and is not intended to serve as financial or legal advice.

Ad Space

Ad space is available for Vendor Affiliate Members of the Washington State Healthcare Leaders Association. Rate is \$200 per issue. To purchase and for specifications, and deadlines for upcoming issues, please contact the WSHLA office: info@thewshla.org




A Call to Authors

We welcome article and content submissions from WSHLA members for publication.

If you'd like to contribute to the next issue, please contact us at: info@thewshla.org



WSHLA Contact Information

 info@thewshla.org |  (678) 523-5915 |  www.thewshla.org |

Annual Conference Info: www.pnwhealthcareleadersconf.com

 Washington State Healthcare Leaders Association | P.O. Box 1468 | Sandpoint, ID 83864

Membership Reminders

Annual dues renewal invoices are sent 30 days prior to your membership expiration date via email.

Don't forget to renew! You can access your invoice and make payment anytime through your Member Account:

 Sign in at www.thewshla.org and go to the Member Center

Message from the President



Jennifer Yahne MHA, CMPE
WSHLA President, 2024-2026
TRA Medical Imaging
Diagnostic Imaging Northwest
Tacoma

Greetings WSHLA Members,

As spring breathes new life into our communities across Washington, I'm reminded of the energy and renewal we've also experienced in our association as we enter this season. In recent months we have held a number of engaging events from educational webinars to happy hours, which are helping to build local connections across the healthcare community. As an example, we recently held a series of impactful legislative sessions, expertly organized by Sean Graham of WSMA and our own Brett Vandenberg, WSHLA Board Member and Legislative Liaison. These sessions were not only timely but deeply informative, giving our members essential insights into the rapidly evolving legislative landscape and reinforcing the value of our collective advocacy.

One of the most exciting developments this month is the passage of **House Bill 1392 and Senate Bill 5372**, which support the **Medicaid Access Program**. This legislation, championed by both WSHLA and WSMA, mark a significant step forward in ensuring broader and more equitable access to care. With the Governor expected to sign the bills into law soon, the next step is securing CMS approval for the associated assessment on commercial insurers. If all proceeds as anticipated, the assessment will begin in **2027**, with Medicaid rate increases rolling out in **2028**.

This legislative session has centered around addressing the state's budget gap, with **tax increases emerging as a key tool**. Of particular concern to our members is the proposed **Business & Occupation (B&O) tax increase**, which would raise the rate from **1.75%** to **2.1%** for businesses with over \$5 million in gross revenue. This proposal has already passed the House and is scheduled for a Senate vote this weekend. If this issue impacts your organization, I strongly encourage you to learn more and take action by visiting: <https://takeaction.wsma.org/no-b-and-o-tax-increase/>.

Looking ahead, I'm thrilled about our upcoming **Pacific Northwest Medical Management Conference**, taking place **June 9–11 in Vancouver**. This event, which we have co-hosted with the Oregon HLA for the past **21 years**, has a proven track record of providing value to medical practice leaders of all levels. The full agenda is available at pnwhealthcareleadersconf.com, and I encourage you to register soon—both the exhibit hall and conference hotel are nearly full. Discounted registration is available through **May 5th**. This year's content is especially compelling, covering topics such as team coaching, managing workload balance, and a wide range of dynamic breakout sessions that promise something for everyone.

Thank you, as always, for your continued engagement and commitment to our shared mission. I look forward to connecting with many of you in person this June in Vancouver!

Warm regards,

Jen Yahne, President

Washington State Healthcare Leaders Association


www.thewshla.org



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At Umpqua Healthcare Banking, we understand the medical industry inside and out—from acquisition and equipment loans to refinancing and more. As a premier bank in the West, you get more than just expertise and expanded services; you gain a relationship with bankers who take the time to understand your unique practice. Find out more at umpquabank.com/healthcare or contact Jennifer Kinkade, SVP, Healthcare Relationship Manager—Oregon & Washington Healthcare at 503-509-0073 or jenniferkinkade@umpquabank.com.

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In The News

Welcome Our Newest Members

Catherine Brenaman
RCCH Trios Health
Hermiston, OR
Joined: 04/22/2025

Brenda Fairman
Providence Medical Group
Spokane, WA
Joined: 04/23/2025

Erica Saginus
Confluence Health
Wenatchee, WA
Joined: 04/14/2025

Sean Brennecke
Cresa
Portland, OR
Joined: 04/14/2025

Jennifer Keen
Evergreen Naturopathic
Spokane, WA
Joined: 04/02/2025

Wende Younger
Tacoma Emergency Care
Physicians
Colorado Springs, CO
Joined: 04/18/2025

Heather Crownhart
Legacy Health
Vancouver, WA
Joined: 04/11/2025

Michael Rivers
RiverHaus Solutions, LLC
Tacoma, WA
Joined: 04/08/2025



**WSHLA JOB BOARD
LOOKING TO HIRE?**



NEW JOB POSTED:
Manager - ENT (Otolaryngology)
Columbia Memorial Hospital
Astoria, Oregon

Tap into an expansive, statewide pool of talent. Don't waste time on unqualified applicants! Listing your openings with the Washington State Healthcare Leaders Association can provide substantially increased exposure to qualified candidates. Our members include hundreds of medical practice managers, administrators, and C-suite executives who are searching for the right position in every area of the healthcare industry.

Postings run for one month from the date of placement. An email announcement will be sent to our members and posted to our social media networks.

JOB POSTING FEE:

- WSHLA Member: \$75 - discounted rate is a benefit of membership
- Non-Member: \$150

www.thewshla.org



Membership for your team with Washington State Healthcare Leaders Association



Discounts start at
10+ team members

Founded by healthcare leaders for healthcare leaders in 1956, our focus has not changed. We believe in the value of building a supportive community through: peer-to-peer networking, mentorship, accessible and relevant leadership training, healthcare industry education, sharing of best practices and access to explore the latest products and solutions for running your medical practice. [*Check Out Member Benefits Here*](#)

Invest In Your Team

Recognizing the invaluable contributions that managers and support staff from mid-sized to larger systems make to our association, this program provides deep discounts to organizations willing to support their extended managerial team in WSHLA activities in our state.

Group Pricing: \$1,100 for 10-14 members (up to \$720 savings) \$1,750 for 15-19 members (up to \$720 savings) \$2,500 for 20+ members (unlimited savings)

For more information or to apply for organization membership for your team contact: info@thewshla.org
or (678) 523-5915



www.thewshla.org | info@thewshla.org | (678) 523-5915

PACIFIC NORTHWEST MEDICAL MANAGEMENT CONFERENCE

HLA HEALTHCARE
LEADERS
ASSOCIATION
OREGON

HLA HEALTHCARE
LEADERS
ASSOCIATION
WASHINGTON
STATE

RINGMASTERS

OF HEALTHCARE

COMMUNICATION
in the
WORKPLACE
RISK
MANAGEMENT
ARTIFICIAL
INTELLIGENCE

LEGAL &
Legislative Changes
HIRING TALENT

COMPLIANCE
SAFETY
FINANCIAL
MANAGEMENT

ARE YOU RUNNING
THE CIRCUS,
OR IS THE CIRCUS
RUNNING
YOU?

JUNE 9-11, 2025
HILTON
VANCOUVER
WASHINGTON

WSHLA Members save \$150.00 on registration!

During checkout enter **Priority Discount Code: HLA150** to
apply the member discount. **Register by May 5th for BEST RATE!**

**REGISTER
NOW!**

www.pnwhealthcareleadersconf.com

Full schedule, general session and concurrent speaker lineup are available on the conference website.

**PACIFIC NORTHWEST
MEDICAL MANAGEMENT CONFERENCE**



IT'S LONELY AT THE TOP

Define what networking is and isn't, describe the benefits of a professional network and learn how to develop and maintain one, identify new healthcare leaders to partner with for personal and professional support, identify at least one new source for professional development.

An attendee favorite speaker from the 2024 Conference!

**June 9-11, 2025
Hilton Vancouver Washington
www.pnwhealthcareleadersconf.com**



Receive the best rate to attend when you register by April 14 and hold membership with Oregon HLA or Washington State HLA



Lauren Harris



CONCURRENT SESSION

**PACIFIC NORTHWEST
MEDICAL MANAGEMENT CONFERENCE**



**STRATEGY FROM VISION TO REALITY:
TRANSLATING STRATEGY DESIGN
INTO RESULTS**

During this session participants will learn how to:

- leverage strategy to accelerate results
- break strategy into tangible actions
- create line of sight between employees and shared company vision to build sustained engagement

**June 9-11, 2025
Hilton Vancouver Washington
www.pnwhealthcareleadersconf.com**



Receive the best rate to attend when you hold membership with Oregon HLA or Washington State HLA



Dr. Christopher Kodama



CONCURRENT SESSION

**REGISTER
NOW!**

www.pnwhealthcareleadersconf.com

Education and Events

Tuesday Timely Topics are interactive, virtual forums via Zoom for Healthcare Leaders to learn and connect. It is free to participate but you **MUST** register to attend.

REGISTER NOW

Tuesday Timely Topics

Guests:
Chase LaMoreaux &
Charlie Morris
USI Insurance Services

April 29
12:00 PM - 1:00 PM pacific
via Zoom



April Topic:
*False Claims Act
Whistleblower Litigation
and Insurance*

HILA HEALTHCARE LEADERS ASSOCIATION WASHINGTON STATE
www.thewshla.org

Tuesday Timely Topics

Guests:
Jennifer Kinkade, SVP,
Healthcare Relationship Manager
and
Holly Barrett, SVP,
Senior Treasury Management
Consultant

May 27
12:00 PM - 1:00 PM pacific
via Zoom



May Topic:
*Changing Banks, why it may
be worth work involved?*

HILA HEALTHCARE LEADERS ASSOCIATION WASHINGTON STATE
www.thewshla.org

Monthly Webinar Series, always free for WSHLA members! Register for live webinars and listen to previously recorded sessions on-demand. Sign-in to your Member Center at www.thewshla.org with your username and password, then proceed to the "Online Education" button for registration & viewing.

REGISTER NOW

MONTHLY MEMBER WEBINAR **MAY WEBINAR** CYBER ATTACKS AND FRAUD TARGETING HEALTHCARE, ARE YOU PREPARED?

Presented by:

NOAH DERMER, EXECUTIVE DIRECTOR
AND HEAD OF PAYMENT SECURITY - J.P.
MORGAN HEALTHCARE PAYMENTS

13

MAY
2025



12:00 PM CENTRAL
1:00 PM EASTERN
11:00 AM MOUNTAIN
10:00 AM PACIFIC

Eligible for 1.0 CE credit



MONTHLY MEMBER WEBINAR **RURAL HEALTH WEBINAR** FROM SURVIVING TO THRIVING: ESSENTIAL COMPETENCIES FOR RURAL HEALTHCARE CFOS

Presented by:

DIANA GATE AND LAURIE
THOMPSON

21

MAY
2025



12:00 PM CENTRAL
1:00 PM EASTERN
11:00 AM MOUNTAIN
10:00 AM PACIFIC

Eligible for 1.0 CE credit



MAY 13 @ 10:00 AM PACIFIC

**CYBER ATTACKS AND FRAUD TARGETING
HEALTHCARE – ARE YOU PREPARED?**

MAY 21 @ 10:00 AM PACIFIC

**FROM SURVIVING TO THRIVING:
ESSENTIAL COMPETENCIES FOR
RURAL HEALTHCARE CFOS**

www.thewshla.org

WSHLA is creating new opportunities to help build up your local network.

Better Together!

A summer series of networking happy hours across Washington State.

Join us for a summer series of networking events bringing together healthcare professionals committed to fostering meaningful connections and building a stronger, more supportive healthcare community.

Tentatively planned for:

- Spokane-Coeur d'Alene metro area, Thursday, June 19th, 5:00 PM - 7:00 PM
- Seattle-Tacoma metro area, Thursday, July 10, 2025, 5:00 PM - 7:00 PM
- Portland-Vancouver metro area, Thursday, August 14, 2025, 5:00 PM - 7:00 PM

These events will offer a unique opportunity to make new connections and foster lasting friendships with like-minded individuals passionate about improving healthcare. Partnering associations will co-host receptions for members of these organizations and others interested in learning more about the individual and collective work of these groups.

We are currently seeking sponsoring organizations to support and elevate these events. Together, let's celebrate community, strengthen relationships, and work towards building a healthcare system that supports everyone.

Contact info@thewshla.org for sponsorship information.

Save the dates and be on the lookout for more information and registration details specific to each location—coming soon. We look forward to seeing you at one of our upcoming events this summer!

Co-Hosting Associations:

- Washington State HLA
- Inland Northwest Medical Managers Association
- Washington Chapter of ACHE,
- NALHE Pacific Northwest Chapter
- HIMSS Washington Chapter
- Oregon HLA