

WSHLA
Core Principals

-  LEADERSHIP
-  COLLABORATION
-  INTEGRITY
-  EDUCATION
-  ADVOCACY



**HEALTHCARE LEADERS ASSOCIATION
WASHINGTON STATE**

WSHLA

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

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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
TRA Medical Imaging
Diagnostic Imaging Northwest
Tacoma

Dear WSHLA Members,

With such a short month, February always feels like a whirlwind—and that is certainly true here at the Washington State Healthcare Leaders Association. We have had so many events this past month as we seek to provide value for our membership.

This week we concluded our second legislative update session, where closing the state's budget gap has remained a central issue for lawmakers. Through our partnership with the Washington State Medical Association (WSMA), advocacy efforts have focused on minimizing the impact of additional tax increases on physician practices—especially in light of the nearly 40% increase in B&O taxes over the past five years. A sincere thank you to Brett Vandenberg, our Legislative Liaison, and Sean Graham with WSMA for leading these timely and informative sessions and ensuring our members stay informed and engaged.

Have you registered yet for the [PNW Medical Management Conference](#) in Vancouver, Washington, May 20–22? For 22 years, this event has delivered exceptional education and meaningful networking tailored specifically for healthcare leaders in our region. While others may try to emulate what we've built (we appreciate the flattery!), they simply cannot match the depth of content and collaboration this conference provides. The exhibitor hall is nearly sold out, so act quickly to secure your space. Attendee registration is now open, and the [agenda overview is available](#). This is a must-attend event for me each year—I find it so valuable that I bring several members of my team. I hope to see you there. **WSHLA members receive a \$150.00 discount on current registration rates! You'll need a discount code to apply the discount and you can receive that by emailing a request to our office at info@thewshla.org!**

This past month, we also launched our first event designed specifically for individuals making a career change. Liz Moyer, a Senior Recruiter in the healthcare industry, shared valuable insights into current job market trends and practical strategies to help candidates stand out. She highlighted how AI is transforming everything from resume preparation and screening to interview coaching and preparation. It was an engaging and forward-looking discussion, and we look forward to hosting another session in the coming months—so please keep an eye out for details.

On a personal note, over the past four years, I have been deeply grateful for the opportunity to serve on the WSHLA Board. It has provided invaluable opportunities for networking, staying ahead of industry trends, and giving back to our healthcare community. We currently have openings for Vice President and two Trustee positions for the upcoming term. I would love to see new voices and fresh perspectives join the board. [If you are interested, please consider applying here by March 2nd.](#)

Thank you for your continued engagement and commitment to advancing healthcare leadership across Washington State. Even in a fast-moving month like February, the work we do together makes a meaningful impact. I look forward to connecting with many of you in the months ahead.

Warm regards,
Jen Yahne, President
Washington State Healthcare Leaders Association

www.thewshla.org

Education and Events

Contracting with Confidence: A Healthcare Leader's Guide to Payor Negotiation & Protection- a 3-Part Payor Contracting Course for Healthcare Leaders

Build leverage, strengthen negotiations, and protect your revenue. Last session takes place on March 5th. The first 2 sessions are available on demand. Registration and WSHLA membership is required.

REGISTER NOW



Contracting with Confidence: A Healthcare Leader's Guide to Payor Negotiation & Protection

ONLINE COURSE

LEARN MORE AND REGISTER
WWW.THEWSHLA.ORG

Course Overview

Session 3: Contract Language—What to Negotiate and What to Avoid
Thursday, March 5, 2026
7:30 AM - 8:30 AM pacific

This virtual course contains three-educational sessions giving healthcare leaders a practical, end-to-end framework for managing payor contracts—from preparation and rate requests to negotiating contract language that protects your organization long term. Each session builds on the last, combining data strategy, real-world negotiation tactics, and contract risk management.

Course Fee
Free for WSHLA members, courtesy of an invitation from Oregon HLA.



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

MARCH WEBINAR

HOW TO STOP SOLVING THE WRONG PROBLEMS

PRESENTED BY:
ZED WILLIAMSON
FOUNDER/CEO, TRACKABLE MED

10 MARCH 2026

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

Eligible for 1.0 CE credit



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. [Previous sessions can be accessed online here.](#)

REGISTER NOW



Tuesday Timely Topics

Guest
Nicole Statley CPCO, CPC, CPMA
Senior Compliance & Risk Consultant
Healthcare Compliance Pros



March 24
12:00 - 12:45 PM pacific
via Zoom

Where to Start Today to Implement an Effective Compliance Program at Your Practice



REGISTER NOW



Tuesday Timely Topics

Guest
Jim Kinnier - certified EOS implementer



April 28
12:00 - 12:45 PM pacific
via Zoom

Get a Grip on Your Business: Creating Clarity, Accountability, and Sustainable Growth



**REGISTER
NOW!**

STAKE YOUR CLAIM!

DISCOUNTS AVAILABLE FOR WSHLA MEMBERS!!!



WELCOME TO THE PRACTICE MANAGEMENT RODEO

Pacific Northwest Medical Management Conference

**Ropin' in Results
& Ridin' into
the Future**



**MAY 20-22
2026**



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www.pnwhealthcareleadersconf.com

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Spotlight

WSHLA Affiliate Members

WSHLA would like to take a moment to recognize the organizations that choose to support our association and member programs through annual Vendor Affiliate Membership.

We sincerely appreciate their financial support and continued engagement with our professional community.

If you're exploring new products or solutions for your practice, we encourage you to begin your search in our [Online Vendor Affiliate Marketplace](#), which includes a directory of contact information for all current WSHLA Affiliate Members.

We are fortunate to have a broad network of knowledgeable and dedicated representatives who are available to assist when you need guidance in finding the right solutions.



In The News

Welcome our newest WSHLA Members:

Bree Kalmon
Woodcreek Provider Services
Gig Harbor, WA
Joined: 01/20/2026

Catherine McDonald
Providence Medical Group
Ammon, Idaho
Joined: 01/21/2026

Benjamin Schmauder
Student
Tacoma, WA
Joined: 02/11/2026

Mark Williamson
Wavemark Consulting
Happy Valley, Oregon
Joined: 01/1/20/2026

We encourage all WSHLA members to help grow our community by sharing the value of membership with colleagues and peers within their professional networks. Being part of a state-focused, local association like WSHLA offers lasting benefits—from early career support to continued professional growth, mentorship, advocacy, and collaboration throughout every stage of your healthcare journey. By expanding our network, we strengthen our collective voice and reinforce the shared values that unite us: Leadership, Collaboration, Integrity, Education, and Advocacy. Let's grow stronger—together.

MEMBERS ONLY



Washington State Healthcare Leaders Association Discounted Events & Registration

Being a WSHLA member comes with perks that go beyond networking—your membership helps you save while staying engaged! Members enjoy discounted or free registration to a variety of live and virtual events throughout the year.

- **Pacific Northwest Annual Conference:** WSHLA members receive a \$150 discount on general registration fees—almost covering the full \$130 annual membership cost.
- **Online Education (Monthly Webinars, Courses, Sessions & Discussion Groups):** Access valuable insights and professional development at either no cost or discounted registration rates.
- **Community Events & Happy Hours:** Enjoy reduced rates for networking events and social gatherings scheduled across the state.
- **Discounted rate for Job Board Posting**

Take advantage of these opportunities to learn, connect, and grow—your membership truly pays for itself!

purposeful

partnerships



Uniting Businesses to Advance WSHLA's Mission

*Join us for a Zoom call on
Thursday, March 19th at 12pm PT*

This event provides a platform to connect with like-minded businesses who share a commitment to strengthening the Washington healthcare ecosystem by supporting our local leaders.

By aligning with WSHLA's mission, you can help foster integrity, collaboration, and excellence while growing your business through meaningful partnerships.

Join us to create lasting connections that benefit both your business and the healthcare leaders you support.

For more information contact Lauren Harris
lauren@harrishealthcareconsulting.com

REGISTER NOW