

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

This Issue:



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Education, Events, and
2026 Annual Conference





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,

As we step into 2026, I'm filled with optimism for the year ahead and gratitude for the strength and engagement of our association. A new year always brings fresh opportunities—to learn, to advocate, and to lead—and WSHLA is embracing this moment with energy and purpose as we continue to support medical practice leaders across Washington State.

A new year also means a new legislative session in Olympia. This year's session is a short one—just 60 days—but it begins with all the bills from last year rising from the dead to be considered once again. This past Wednesday, I attended the WSMA Legislative Summit alongside Brett Vandenberg, our Legislative Liaison, and Lydia Roloff Logsdon, one of our Trustees. We had valuable opportunities to meet with legislators to discuss issues important to our membership and to learn more about

WSMA's legislative priorities for the year. These priorities include:

- Minimizing the impact of tax increases on physician practices, which have experienced a 40% increase in B&O taxes over the past five years
- Improving prior authorization processes and prohibiting the use of AI alone to deny claims;
- Preserving access to preventive services and vaccines.

To keep our members informed and engaged on these critical topics, we are continuing our legislative update sessions, which were enormously popular last year. Our first update was held today, and I encourage you to register for the [next session on Thursday, February 26th](#).

Providing timely, relevant education for our members remains a top priority. In addition to our monthly [Timely Topic Tuesdays](#) and [Educational Webinars](#), we are excited that the Oregon Healthcare Leaders Association has invited WSHLA members to participate in their three-part [Leader's Guide to Payor Negotiations](#) virtual course at no charge. This practical and comprehensive course begins this coming Thursday, February 5th. If payor negotiations are part of your role—or an area where you want to strengthen your skills—I encourage you to register now.

Registration is also now open for both attendees and exhibitors for the [PNW Medical Management Conference](#), taking place May 20–22 in Vancouver, Washington. This year's theme, **Welcome to the Practice Management Rodeo**, captures the energy and adaptability required in today's healthcare environment. This is my favorite conference each year—it offers exceptional content, valuable local networking, and a chance to rejuvenate as we head into the Memorial Day weekend. I bring several members of my team each year so our organization can benefit from learning the latest in medical practice leadership and management.

Message from the President

Continued from previous page...

Finally, we are excited to announce a new webinar series, [Reignite: Networking and Education for Healthcare Leaders in Transition](#). At WSHLA, we recognize that today's job market and broader economic challenges have impacted healthcare leaders especially hard, and many are navigating unexpected or difficult career transitions. This free series is open to healthcare leaders across the Northwest who are in the midst of a job search or career change and is designed to provide meaningful connection, encouragement, and practical education. Each session will combine peer networking with timely topics to help participants gain clarity, build momentum, and identify the right next step in their professional journey. Registration is now open for our inaugural session on Wednesday, February 18th at noon, and we warmly encourage you—or colleagues who may benefit—to join us.

Thank you for your continued involvement and commitment to WSHLA. I look forward to learning, advocating, and connecting with you throughout 2026, and I hope to see many of you at our upcoming events.

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





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

ONLINE COURSE

LEARN MORE AND REGISTER
WWW.WSHLA.ORG

Course Overview



Session 1: Preparing for Contract Negotiations
Thursday, February 5, 2026 | 7:30 AM - 9:00 AM pacific



Session 2: Submitting Requests for Contract and Rate Changes
Thursday, February 19, 2026 | 7:30 AM - 9:00 AM pacific



Session 3: Contract Language—What to Negotiate and What to Avoid
Thursday, March 5, 2026 | 7:30 AM - 9:00 AM pacific

An invitation for
WSHLA members from:

Free to attend



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
Idara M. Umoh, MBA, CHFP
Founder & President
and
Jinali Patel
Strategic Operations Lead
Echelon Health Partners

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

**Financial Resiliency Tune-Up
for Healthcare Practices**

HCA HEALTHCARE LEADERS ASSOCIATION WASHINGTON STATE

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
FEBRUARY WEBINAR**

CREATING SAFER CARE ENVIRONMENTS: PREVENTING SEXUAL ABUSE AND FALSE ALLEGATIONS

Presented by:
ROBIN BELL, MBA, RN, CPG

10 FEBRUARY 2026

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

Eligible for 1.0 CE credit

WEBINAR

The Job Market Has Changed. Let's Talk About It.

This free series is open to healthcare leaders across the Northwest who are in the midst of a job search or career change and is designed to provide meaningful connection, encouragement, and practical education. Each session will combine peer networking with timely topics to help participants gain clarity, build momentum, and identify the right next step in their professional journey.

REGISTER NOW



**THE JOB MARKET HAS CHANGED.
LET'S TALK ABOUT IT.**

Featuring:
Liz Moyer
Senior Recruiting Specialist
TRA Medical Imaging | Diagnostic Imaging Northwest | Carol Milgard Breast Center

Wednesday, February 18
12:00 PM - 1:00 PM pacific
via Zoom
Free to attend. Registration required for access link.

**Hiring Trends in Healthcare and Beyond:
What are Recruiters actually looking for?**

HCA HEALTHCARE LEADERS ASSOCIATION WASHINGTON STATE

Legislative Session Connections

WSHLA invites our members to a timely, free legislative update on the current Washington State Legislative Session and the key issues healthcare leaders need to know now. The session will cover legislative developments impacting medical groups, clinics, hospitals, and healthcare operations statewide—and what to watch as the session moves forward.

REGISTER NOW



**WSHLA Member
Legislative Session
Connections**

12:00 pm pacific via Zoom

Free for WSHLA Members to attend but you must register for Zoom access link.

Attend both sessions:

- Ja**session@closed**m
- February 26 @ 12:00 pm

HCA HEALTHCARE LEADERS ASSOCIATION WASHINGTON STATE
www.thewshla.org

STAKE YOUR CLAIM!

ATTENDEE & EXHIBIT/SPONSOR REGISTRATION IS NOW OPEN



**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

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OREGON

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ASSOCIATION
**WASHINGTON
STATE**

In The News

Honoring Our Retiring WSHLA Members: Thank You for Years of Service and Community

Brenda Longmire

Yelm, WA

Joined WSHLA in 2002 and
maintained membership for **23 Years!**

Leonard Parine

Tacoma, WA

Joined WSHLA in 2017 and
maintained membership for **9 Years!**

Congratulations to our long-standing WSHLA members on your well-earned retirement! Thank you for your years of dedicated membership, engagement, and active participation—you helped shape and strengthen our community in lasting ways. We are deeply grateful for your contributions and wish you a fulfilling and joyful next chapter.

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!