

*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:*



Events and  
Education



In The News, New  
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2024 Conference  
Information



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Nominations



Affiliate Member  
Spotlight, Jobs





### **About WSHLA Update**

WSHLA Update is a monthly member publication by the Washington State Healthcare Leaders Association to help keep our members informed of Association activity. Articles or portions of articles may not be copied without written consent of WSHLA. Articles published in WSHLA Update contain the expressed opinions and experiences of the authors and do not necessarily represent the position of Washington State Healthcare Leaders Association. The content of this publication is for information purposes only and is not intended to replace financial or legal advice.

### **Ad Space**

Ad space is available for Washington State Healthcare Leaders Association. Vendor Affiliate Members. For rates, ad specs and deadline dates for future issues please contact the WSHLA office: [info@thewshla.org](mailto:info@thewshla.org)

### **A Call to Authors**

Washington State Healthcare Leaders Association welcomes the submission of articles and other information from our members for publication. To submit a potential article/information for the next issue please contact the WSHLA office: [info@wshla.org](mailto:info@wshla.org)

### **Contact Information**

Washington State Healthcare Leaders Association  
P.O. Box 1468 | Sandpoint, ID 83864  
Phone: (678) 523-5915 | Email: [info@thewshla.org](mailto:info@thewshla.org) | Website: [www.thewshla.org](http://www.thewshla.org)  
Pacific Northwest Medical Management Conference: [www.pnwhealthcareleadersconf.com](http://www.pnwhealthcareleadersconf.com)

### **Membership Reminders**

Annual dues renewal invoices are issued to members via email, 30 days before your membership expiration date. Don't overlook renewal of your membership dues. You can always access a copy of your dues invoice and make payment directly from your Member Account at [www.thewshla.org](http://www.thewshla.org) after you sign in to your Member Center.

We appreciate your continued membership. Contact our office at [info@thewshla.org](mailto:info@thewshla.org) if you need help!

# Monthly Member Webinar Series

**MONTHLY MEMBER WEBINARS**

**FEBRUARY WEBINAR**  
**CYBERSECURITY: “DOVERYAI, NO PROVERYAI” TRUST BUT VERIFY**

**PRESENTED BY:**  
**BRIAN LARGENT**  
LEAD ENGINEER AND CEO, THE ARCLIGHT GROUP

**13** FEBRUARY 2024  1:00 PM EASTERN  
12:00 PM CENTRAL  
11:00 AM MOUNTAIN  
10:00 AM PACIFIC

Eligible for 1.0 CE credit



**MONTHLY MEMBER WEBINARS**

**MARCH WEBINAR**  
**IS GOOGLE BIASED AGAINST MY PRACTICE?**

**PRESENTED BY:**  
**CARL WHITE**  
MARKETVISORY GROUP, INC.

**12** MARCH 2024  1:00 PM EASTERN  
12:00 PM CENTRAL  
11:00 AM MOUNTAIN  
10:00 AM PACIFIC

Eligible for 1.0 CE credit



Register for live webinars and listen to previously recorded sessions on-demand. Sign-in to your Member Center [www.thewshla.org](http://www.thewshla.org) with your username and password, then proceed to the “Online Education” button for registration & viewing.

Access WSHLA  
Webinars

## *Call for Nominations*

# *Washington State Healthcare Leaders Association Board of Trustees Needs You!*

Washington State Healthcare Leaders Association is actively seeking nominees to serve on our Board of Directors for the next administrative term which starts April 19, 2024.

Washington State Healthcare Leaders Association, is led by a volunteer Board of Trustees from our Active membership. The Board has support for daily operational tasks through management services from the Executive Director.

We are better and stronger when the Board consists of a cross-section of Board Members who represent a diversity of practice types and across all areas of our state. We encourage you to share your talents and experiences by applying to serve on the Board.

This year, we have several positions to fill.

1. **Vice President**– this is a six-year term commitment which rotates through the President track: two years in service as Vice President; two years in service as President; and two years in service as Immediate Past President
2. **Secretary/Treasurer** – this is a current vacancy with a two-year remaining term commitment, which is renewable for a second term of three-years, or a total maximum 5 consecutive years of service
3. **Trustee-at-Large 5**– a two-year term commitment, which is renewable for a second term of three-years, or a total maximum 6 consecutive years of service

**Deadline to apply for a Board position is Friday, March 1, 2024.**

Please email me if you are interested in learning more about these opportunities and serving the WSHLA membership as a Board Trustee of Washington State Healthcare Leaders Association. I hope to hear from you soon.

[info@thewshla.org](mailto:info@thewshla.org)

Jason Dotson, MS, MBA, FACMPE  
President and Nomination Committee Chair  
Washington State Healthcare Leaders Association  
and  
Chief Executive Officer  
Pacific Northwest Retina, Seattle

*www.thewshla.org*

# *In The News*

## **WHO WE ARE: Washington State Healthcare Leaders Association (WSHLA)**

Last year, we discovered the partner with whom our association held affiliation with for almost 50 years was not aligned with our goals or mission. Moving away from the brand we had been affiliated with for over four decades was a difficult decision which we knew would present new challenges for our association. We felt it was in our member's best interest to move forward with a needed change in order to maintain the autonomy of our association into the future

As we have since 1956, your Board of Directors is committed to supporting our members and maintaining the strength, mission, objectives, and history of our member-driven and member-led association. We are excited about new opportunities, partnerships, and member benefits we will be able to explore operating as Washington State Healthcare Leaders Association (WSHLA), our new name as of January 1, 2024.

We appreciate our members and your support as we move through the new year, operating under our new name.

We are so proud of our association: our history, our members and the community-of-support for healthcare leaders we have built and continue to maintain in Washington State.

### **We need your help:**

**Please be request your IT Department whitelist our new website domain – <https://www.thewshla.org> and email address – [info@thewshla.com](mailto:info@thewshla.com)**

## **WHAT IS NEW: Washington State Healthcare Leaders Association (WSHLA)**

- Our Name - Washington State Healthcare Leaders Association
- Our URL - [www.thewshla.org](http://www.thewshla.org)
- Our Email Address - [info@thewshla.org](mailto:info@thewshla.org)
- Our Members Only Listserv Email Address - [WSHLA@listserve.com](mailto:WSHLA@listserve.com)
- Our Facebook Business Page - Follow us at <https://www.facebook.com/profile.php?id=61554972236326>

## **WHAT ISN'T NEW: Washington State Healthcare Leaders Association (WSHLA)**

- Our Association - our Washington State Association was established in 1956 and incorporated in the state in 1974
- Our History, Our Mission, Our Core Principals
- [Our Board of Directors](#)
- Our Commitment to our members, education, advocacy and networking
- Our collaboration with Oregon MGMA in co-hosting the Pacific Northwest Medical Management Conference
- Our strategic alliance with Washington State Medical Association (WSMA), their Government Affairs and Policy Staff
- Our website - while the URL is new as is the refreshed look that came with our name change, the website functionality, your member profile/login, Member Center and access to Members Only areas is still the same.
- Our LinkedIn Business Page - <https://www.linkedin.com/groups/12669306/>
- [Member Benefits](#) - as a matter of fact, we're excited about new member benefits we will now be able to explore operating under our new name

# *In The News*

## **The Power of Local Connections**

In the fast-evolving landscape of healthcare, staying ahead of the curve requires more than just medical expertise. Medical practice leaders play a crucial role in navigating the challenges and opportunities that arise, and one key strategy that can significantly enhance their effectiveness is local networking.

### **Building Stronger Connections**

Networking is more than just exchanging business cards at events. It's about building genuine connections with other medical professionals, administrators and stakeholders within your community. The ability to tap into the expertise of peers who understand local market dynamics, hiring climate, patient characteristics and payor constraints is invaluable especially at this time when the road forward seems increasingly difficult to navigate. Building strong, local connections can lead to valuable insights, collaborations and support that are essential for the success of any market practice.

### **Fostering Collaboration for Better Patient Care**

Collaboration lies at the heart of a thriving healthcare ecosystem and its delivery remains primarily local in nature. Local networking provides an opportunity for medical practice leaders to collaborate with neighboring practices, hospitals and clinics. Share resources, knowledge and experience can lead to improved patient care, streamlined processes and better outcomes.

### **Navigating Regulatory Challenges Together**

In an industry where regulations are constantly evolving, having a network of local professionals can be a valuable asset. State legislation, in particular, can be challenging to understand and navigate, and local connections can help us stay informed and compliant. Local networking groups also enable us to collectively address common challenges from Medicaid reimbursement rates to prior authorization to scope or practice rules.

### **Supporting Professional Development**

Local networking events often feature speakers and workshops that address relevant issues and trends in the healthcare industry. Attending these events can contribute to the continuous professional development of medical practice leaders, keeping them abreast of the latest advancements and best practices. Between decreasing financial margins and increasingly hectic schedules, local opportunities are more important than ever.

### **Enhancing Community Engagement**

Medical practices are an integral part of the communities they serve. Local networking allows medical practice leaders to engage with the community on a personal level. Understanding the unique needs and concerns of the local population can help tailor healthcare services to better meet our communities' expectations.

### **Conclusion: WSHLA Seeking to Strengthen the Fabric of Healthcare Locally**

The importance of networking locally for medical practice leaders cannot be overstated. With the recent rebranding of our organization to the Washington State Healthcare Leaders Association (WSHLA), we are reinforcing our association's commitment to building local connections. As I look towards transitioning into the WSHLA president role this spring, I will be reaching out to members individually to engage in conversation and learn more about your challenges and how WSHLA can continue to support you and your practices. If you would like to share your thoughts with me, please reach out at [jyahne@tranow.com](mailto:jyahne@tranow.com). The power of local networking lies not just in what you know but in who you know and collaborate with. I look forward to this opportunity to embrace the potential of local connections and work together towards a healthier and more connected future.

## *Welcome Our Newest Members*

Alicia Boyd

Verisma

Pueblo, CO

Joined: 12/14/2023

Benjamin Hardy

Sharecare

Berkeley, CA

Joined: 12/15/2023

Navaneeth Murali

HealthAsyst LLC

Norcross, SC

Joined: 12/12/2023

Corey Ostby

Merchants Credit

Redmond, WA

Joined: 01/11/2024



**WELCOME**

# Vendor Affiliate Spotlight

A very BIG thank you to these organizations for supporting our association and member programs



## Jobs

### - WSHLA Job Board -

#### Do you have a job you need filled?

Postings on the WSHLA Job Board run for one month from date of placement, will be featured in our monthly newsletter, and an email announcement will be sent to our membership.

Job posting rates based on one-time placement.

WSHLA Member Rate: \$75

Post A Job  
View Job Board

[www.thewshla.org](http://www.thewshla.org)

PACIFIC NORTHWEST  
MEDICAL MANAGEMENT CONFERENCE

HOSTED BY



CELEBRATING THE PAST,  
DEFINING THE FUTURE

APRIL 17 - 19, 2024  
HILTON PORTLAND DOWNTOWN  
PORTLAND, OREGON

Attendee & Exhibitor  
Registration is Open

[www.pnwhealthcareleadersconf.com](http://www.pnwhealthcareleadersconf.com)

Register by March 1 for best rate  
Discounted Hotel Block ends March 18

Receive the cheapest rate available to attend the Pacific Northwest Medical Management Conference by:

- Using the WSHLA member discount code, and
- Register by March 1

Save \$150 on your conference registration when you use Member Priority Discount Code: **WSHLA24** during checkout.

Take a peek at our confirmed [Main Stage Speakers](#) and review the [Agenda-at-a-Glance](#) for planning your travel.

PLEASE NOTE: If you have issues connecting to our conference website, please note that our URL changed at the beginning of the year. Your organization firewall may be blocking it! Please ask your IT Team to whitelist: [www.pnwhealthcareleadersconf.com](http://www.pnwhealthcareleadersconf.com) and our conference email: [main@pnwhealthcareleadersconf.com](mailto:main@pnwhealthcareleadersconf.com) to ensure you receive your registration information, receipts and details leading up to the April conference.

2024 Conference  
Information Here

[www.pnwhealthcareleadersconf.org](http://www.pnwhealthcareleadersconf.org)