

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:



Message from the President



2026 Annual Conference
Speaker Highlight



Upcoming Virtual Education/Events



New Member Recognition, Member
Benefits Overview



2026 Annual Conference Member
Discount





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 spring arrives across Washington State, it brings with it a sense of renewal, energy, and forward momentum. The longer days and signs of new growth serve as a timely reminder of the opportunities ahead—both personally and professionally. It's a season that encourages fresh perspectives, continued learning, and reconnecting with our shared purpose as healthcare leaders supporting our teams, patients, and communities.

As we close out the month of March, we reflect on a busy and impactful legislative season. The 60-day 2026 Washington State Legislative session adjourned on March 12th, bringing with it several important developments for healthcare leaders across our state. Once again, WSHLA members benefited from timely and insightful legislative updates provided by Sean Graham of the Washington State Medical Association (WSMA), along with our dedicated

Legislative and WSMA Liaison, Brett Vandenberg. A key focus this session was the state's budget deficit and potential tax increases. Thanks to strong advocacy from WSMA, an amendment was passed eliminating the 0.5% B&O tax surcharge on large medical groups. The legislature also approved a "Millionaires tax" on high earners, which is expected to face legal challenges. WSMA has a [comprehensive recap](#) of the legislative session for those who would like to learn more.

Looking ahead, we are excited to share that the agenda for the [PNW Medical Management Conference](#), taking place May 20–22 in Vancouver, Washington and the full agenda is now published! This year's **keynote speakers** include:

- Suzanne Joy – Federal Healthcare Policy Landscape: How Washington Impacts Your Practice
- Dallin Cooper – Get on the Bull: Navigating the Line Between Grit and Burnout
- Kelly Swanson – Flip Your Script: Imagine What's Possible.

[Attendee registration is open](#), and there are just a few days left to take advantage of the early bird rate. [Exhibitor opportunities are limited](#), so we encourage interested partners to secure their space soon. If you need support in making the case to attend, we've created a helpful [attendee justification toolkit](#) available. Finally, we extend our sincere thanks to the Oregon Healthcare Leaders Association for inviting WSHLA members to participate in their recent educational series on payer contracting. The sessions were highly informative, and the level of engagement among attendees made for a valuable learning experience. We are excited to build on that momentum at our upcoming conference with [a special pre-conference workshop](#) led by Nate Moore. This session will focus on leveraging Excel-based tools and practical templates to better evaluate payor contracts and strengthen your negotiation strategies—an invaluable opportunity for anyone looking to deepen their financial and operational expertise.

Thank you for your continued engagement and commitment to advancing healthcare leadership across Washington State. We look forward to connecting with many of you at the upcoming conference and continuing our shared work to support strong, sustainable healthcare organizations.

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

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

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**

HILA 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

APRIL WEBINAR

PRESENTING RIVETING FINANCIAL INFORMATION TO PHYSICIANS

PRESENTED BY:
MADDOX CASEY, CPA

14 APRIL 2026

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

Eligible for 1.0 CE credit

As we look ahead to summer, WSHLA is looking for members to volunteer to help bring local networking opportunities to their communities. We're exploring regional **"Unite the Healthcare Community" happy hours** across Washington to connect current and future members—especially those who may not regularly participate due to travel or budget constraints.

Volunteering is simple and requires minimal time. WSHLA will handle the heavy lifting—securing sponsors, managing promotion, and coordinating RSVPs—while you help identify a venue and share the event with local healthcare leaders. If you have community connections or are interested in co-hosting, we'd love your support.

Interested in volunteering? Contact Executive Director Mindy Zaubi at info@thewshla.org to learn more - info@thewshla.org.

UNITE THE HEALTHCARE COMMUNITY

REGIONAL HAPPY HOURS

Enjoy networking with other healthcare leaders in your community, food and drinks!

WSHLA networking events designed to provide outreach & unite healthcare leaders throughout geographical areas across Washington State.

HILA HEALTHCARE LEADERS ASSOCIATION WASHINGTON STATE

Interested in hosting in your city or sponsoring a happy hour? Contact info@thewshla.org for information

www.thewshla.org

**REGISTER
NOW!**

\$150 off registration for current WSHLA

Members!!! Use Priority Discount Code: **HLA150**
during registration to save



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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WELCOME TO THE PRACTICE MANAGEMENT RODEO



Learn more about our conference sessions and speakers

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FEDERAL HEALTHCARE POLICY LANDSCAPE: HOW WASHINGTON IMPACTS YOUR PRACTICE

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!

May 20-22, 2026
Hilton Vancouver Washington
www.pnwhealthcareleadersconf.com

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



SUZANNE JOY

Director, Federal Affairs at the
American Medical Association



OPENING KEYNOTE

PACIFIC NORTHWEST MEDICAL MANAGEMENT CONFERENCE



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GET ON THE BULL: NAVIGATING THE LINE BETWEEN GRIT AND BURNOUT

Based on Dallin's powerful book, *Get on the Bull*, this keynote takes attendees on a transformative journey to embrace challenges head-on. In a world filled with uncertainty, burnout, and growing expectations, true leadership isn't about avoiding the ride, it's about learning how to hang on, and eventually even enjoy it.

This highly interactive session explores the fine line between grit and burnout, guides participants through finding their own personal line, and most importantly, provides the tools and tactics to navigate that line in their own lives. Then, when the challenges come and life gets overwhelming (because we all know it will) they'll face those challenges with grit and avoid the burnout.

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.

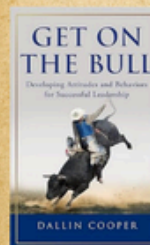
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DALLIN COOPER

Leadership, Conflict Resolution, and
Communication Speaker



FEATURED KEYNOTE

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Learn more about our conference sessions and speakers

PACIFIC NORTHWEST MEDICAL MANAGEMENT CONFERENCE



FLIP YOUR SCRIPT. REIMAGINE WHAT'S POSSIBLE.

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.

May 20-22, 2026

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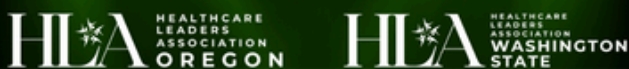
KELLY SWANSON

Award-Winning Storyteller | Hall of
Fame Motivational Speaker



CLOSING KEYNOTE

PACIFIC NORTHWEST MEDICAL MANAGEMENT CONFERENCE



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

Healthcare organizations are navigating tighter margins, workforce challenges, regulatory shifts, and rising patient expectations—making it more critical than ever to focus on the right performance metrics. In this engaging panel session, industry experts and healthcare executives will share how top-performing practices identify and track the most impactful KPIs, build actionable dashboards, and foster accountability across their teams. Attendees will learn a practical framework for defining the top 10 KPIs every practice should monitor, along with strategies for leveraging AI-powered analytics, improving reporting and predictive insights, and establishing effective review processes that drive sustainable growth and operational excellence.

May 20-22, 2026

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FEATURED PANEL



GENERAL SESSION

PRECONFERENCE SESSION

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 a preconference session to
your full conference registration
for just \$65!**

OR

**Register to attend a
preconference session plus all
activities listed on the
conference agenda for May 20
(one-day registration)
for just \$189.**

In The News

Welcome our newest WSHLA Members:

Montserrat Morales Miranda

Multimed Clinic

Marysville, Washington

Joined: 03/25/2026

Mark Williams

Washington Trust Bank

Portland, Oregon

Joined: 03/12/2026

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!