

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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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

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

Contact Information

Washington State Healthcare Leaders Association

P.O. Box 1468 | Sandpoint, ID 83864

Phone: (678) 523-5915 | Email: info@thewshla.org | Website: www.thewshla.org

Pacific Northwest Medical Management Conference: 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 after you sign in to your Member Center.

We appreciate your continued membership. Contact our office at info@thewshla.org if you need help!

Message from the President



Jason Dotson, MBA, FACMPE
WSHLAPresident, 2022 - 2024
CEO for Pacific Northwest Retina
Seattle

Hello fellow WSHLA Members,

I trust this letter finds you well. I am writing to share some exciting news and updates from our association.

Last year, we made a significant decision to part ways with our longstanding affiliate and embrace a new chapter as Washington State Healthcare Leaders Association. This change was not without its challenges, but it was a necessary step to ensure the continued autonomy and growth of our association.

As of January 1, 2024, we officially adopted our new name, and we are thrilled about the opportunities, partnerships, and member benefits that lie ahead. We highly value the support of our members and the broader community as we navigate this transition.

To fully embrace our new identity, we have launched a refreshed website at <https://www.thewshla.org> and updated our email addresses. In this regard, we kindly request your

IT Department's assistance in whitelisting our new domain (<https://www.thewshla.org>) and email address (info@thewshla.org) to ensure seamless communication.

Exciting news! The agenda and confirmed speakers for the Pacific Northwest Medical Management Conference are now available on our conference website. Dive into the details of Main Stage Speakers, Concurrent Sessions, and the Agenda-at-a-Glance to plan your travel and make the most of this enriching experience.

We hope you can join us on March 12 for our monthly webinar. This month's webinar will be presented by Carl White with Marketvisory Group Inc. Please be sure to mark your calendar so you don't miss Carl's excellent presentation.

Lastly, as we prepare for the next administrative term starting April 19, 2024, the Washington State Healthcare Leaders Association (WSHLA) is actively seeking dedicated individuals to join our esteemed Board of Trustees. Please don't hesitate to reach out to us if you are interested in serving on our Board.

- 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

Director of Revenue Cycle Management
Eugene, Oregon
posted 2.14.2024

Post A Job
View Job Board

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

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

AGENDA & SPEAKERS are available on our conference website! Take a peek at our confirmed [Main Stage Speakers](#), [Concurrent Sessions](#), and review the [Agenda-at-a-Glance](#) for planning your travel.

Steps to lock in the cheapest rate available to attend the Pacific Northwest Medical Management Conference:

- Use the WSHLA member priority discount code: **WSHLA24** and
- Register by March 1

Discount code WSHLA24 saves \$150 on conference registration

PLEASE NOTE: If you have issues connecting to our conference website, 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 and our conference email: 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

Education and Events

Monthly Member Webinar Series

March 12 @ 10:00 AM pacific

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 with your username and password, then proceed to the "Online Education" button for registration & viewing.

Access WSHLA Webinars

Upcoming Webinars:

Tuesday, April 9 @ 10:00 AM pacific

Tuesday, May 14 @ 10:00 AM pacific

Tuesday, June 11 @ 10:00 AM pacific

www.thewshla.org

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 Trustees for the next administrative term which starts April 19, 2024.

Washington State Healthcare Leaders Association, is a 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 three-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

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

Industry Article



Strategies to Retain Employees in Healthcare Organizations

By Julie Mobley

While employee retention is a critical issue across the country, it is particularly acute in the healthcare industry. The turnover rate for healthcare workers is higher than in many other industries, which can negatively impact patient care, staff morale, and the financial health of healthcare organizations. Why is this? What are the factors that contribute to the high turnover? Are there strategies that can be implemented to improve employee retention?

One of the primary factors contributing to high turnover in the healthcare industry is burnout. Healthcare workers, including nurses, doctors, and support staff, often face high levels of stress and intense workloads. To address this issue, healthcare organizations can implement strategies to reduce work-related stress and provide support for employees dealing with burnout. This can include offering mental health resources, providing opportunities for staff to take breaks and recharge, and fostering a positive work environment.

Another factor in healthcare employee turnover is a lack of career development opportunities. Many healthcare workers are highly skilled, and they want opportunities for career advancement. When healthcare organizations fail to provide paths for professional growth, employees may seek opportunities elsewhere. To combat this, healthcare organizations can implement career development programs, provide mentorship opportunities, and support continuing education for their employees. By doing so, healthcare workers may feel more engaged and invested in their career growth within the organization.

Additionally, compensation and benefits play a role in employee retention in healthcare. Healthcare workers are often faced with demanding work, yet they may feel undervalued if compensation doesn't align with the challenging nature of their jobs. To address this, healthcare organizations can conduct regular reviews of compensation and benefits packages to ensure they are competitive within the industry. Let's face it: most employers can't provide additional perks like flexible scheduling, childcare assistance, and wellness programs, but there are some fulfillment strategies that can help improve job satisfaction and retention rates.

A positive work culture and strong leadership are essential in retaining healthcare employees. Employees who feel supported, respected, and appreciated by their managers and coworkers are more likely to remain in their positions. Healthcare organizations should prioritize building a positive work culture, where open communication, transparency, and respect are the norm. Additionally, providing leadership training for managers can help them establish a work environment that fosters a sense of belonging and support among their teams. Providing interactive workshops on some of the basic elements of team building can break the monotony of repeated daily tasks while providing meaningful training for staff. For example, bringing in a speaker to discuss communications in a small team setting can be eye-opening. Toss in a free lunch and some positive reinforcement by acknowledging those who put the principles into practice can further positively impact corporate culture.

Employee retention in the healthcare industry is a complex issue. By addressing factors such as burnout, career development, compensation, and work culture, healthcare organizations can take significant strides toward improving retention. Ultimately, focusing on the well-being and professional growth of healthcare workers not only benefits the employees themselves, but also contributes to better patient care and organizational success. Implementing these strategies can help create a more stable and satisfied workforce. When employees feel valued, they are less likely to leave you for an extra dollar per hour.

Julie Mobley is the administrator for Cullman Internal Medicine.

www.thewshla.org

In The News

Membership Survey

Every two years, our Membership Committee is tasked to survey the membership. The results from this survey ensures our association continues to meet the dynamic and ever-changing needs of our members.

Our Board of Trustees are association members, **JUST LIKE YOU**, working full-time as healthcare leaders. The data you provide on this survey is shared with the Board who, in turn, use these insights in shaping the future of our association and its offerings.

The survey is open to all association members. Please click on the **"Take Our Survey"** button on the right to start the survey!

*Every member matters.
Thank you for your active
involvement in Washington State
Healthcare Leaders Association!*



Welcome Our Newest Members

Sara Berntgen
Whitman Hospital and Medical
Clinics
Colfax, WA
Active Member
Join Date: 02/06/2024

Selena Bowie
Cascade Eye & Skin Centers, P.C.
Puyallup, WA
Active Member
Join Date: 02/26/2024

Whitney Brown
Vancouver Clinic
Battle Ground, WA
Active Member
Join Date: 02/06/2024

Karen King
Whitman Hospital and Medical Clinics
Colfax, WA
Active Member
Join Date: 02/06/2024

Adam Laing
Healthcare Compliance Pros
Bountiful, UT
Vendor Affiliate Member
Join Date: 02/16/2024

LaVona Marchant
Medical Practice Management
Services
Hayden, ID
Allied Member
Join Date: 02/22/2024

Lynne Nelson
Columbia Healthcare Banking
Orondo, WA
Vendor Affiliate Member
Join Date: 02/20/2024

Danielle Padilla
Cascade Eye & Skin Centers, P.C.
Puyallup, WA
Active Member
Join Date: 02/26/2024

Eric Palmer
Clearwave Corporation
Boise, ID
Vendor Affiliate Member
Join Date: 02/27/2024

Keri Potter
Cascade Eye & Skin Centers, P.C.
Puyallup, WA
Active Member
Join Date: 02/26/2024

Rob Watilo
Kadlec Regional Medical Center
Richland, WA
Active Member
Join Date: 02/06/2024



Vendor Affiliate Spotlight

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



In The News

Change Healthcare cyber-attack has caused major disruption in our practice's ability to work with patients and pharmacies. Below are some helpful links on the situation:

[Cyberattack outages at UnitedHealth's Change Healthcare extend to seventh day as pharmacies deploy workarounds \(msn.com\)](#)

[Change Healthcare Cyberattack Impact on MHS Pharmacy Operations > TRICARE Newsroom > TRICARE News](#)

Follow the most up-to-date feeds on the status directly from Optum [Optum Solutions Status - Update: Some applications are experiencing connectivity issues. \(changehealthcare.com\)](#)

[Change Healthcare Outage - Washington State Pharmacy Association \(wsparx.org\)](#) Also, while Washington State Law RCW 69.50.312 requires that Schedule II-V medications be e-prescribed; the law also states that prescriptions are exempted from the requirement under 2(c) "when the electronic system used for the communication of prescription information is unavailable due to a temporary technological or electronic failure." Therefore pharmacies may accept written, faxed or verbal controlled substance prescriptions while this outage continues.



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

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

- Our Name - Washington State Healthcare Leaders Association
- Our URL - www.thewshla.org
- Our Email Address - info@thewshla.org
- Our Members Only Listserv Email Address - 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 Trustees](#)
- 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 all of 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

www.thewshla.org