

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



WSHLA Retro Group
Information & Release



Tuesday Timely Topics/
Legislative Sessions



In The News: New
Members, Jobs



Events and Education:
2025 PNW Medical
Management Conference



Webinars/Spokane
Area Happy Hour





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



Jennifer Yahne MHA, CMPE
WSHLA President, 2024-2026
TRA Medical Imaging
Diagnostic Imaging Northwest
Tacoma

Greetings WSHLA Members,

I am writing this newsletter while attending a radiology conference at the Omni Hotel in Nashville, and it brings back strong memories of a pivotal moment in our history. The last time I was in this building marked the beginning of the Washington State Healthcare Leaders Association. It was here that we, along with several other states, laid the foundation to disaffiliate from the Medical Group Management Association, a move that, at the time, felt daunting. However, looking back, it is clear that this step has only strengthened our organization. Since then, we have expanded our offerings, bringing greater value to our members through initiatives such as Timely Topic Tuesdays, our Legislative Update sessions, and our ongoing exploration of an L&I Retro Benefit program with the goal of refunding workers compensation payments to your practice.

LEGISLATIVE PRIORITIES: SUPPORTING MEDICAID ACCESS

One of our top priorities in this year's legislative session is advocating for equitable healthcare access through the Medicaid Access Program and supporting HB 1392 and SB 5372. These bills are crucial in ensuring that Medicaid patients receive the care they need within our communities. We encourage you to learn more and take action by visiting this link: [Take Action](#). Your support can make a significant difference in shaping policies that benefit both providers and patients.

SIGN A RELEASE TO JOIN THE EVALUATION OF A L&I RETRO PROGRAM

Our association is actively exploring the Labor & Industries (L&I) Retrospective Rating Program (Retro Program). This is a unique to Washington State is an optional safety incentive program for businesses and trade associations that allows them to potentially receive refunds on their workers' compensation premiums. At this point, we are asking members to sign a commitment [free release form found here](#) which allows our partner, ERN West, to access your L&I claims history. So far 16 practices have signed releases, and preliminary data looks promising but we need more to join. Please return this release to me at jyahne@tranow.com at your earliest convenience.

UPCOMING CONFERENCE: PACIFIC NORTHWEST MEDICAL MANAGEMENT CONFERENCE

Mark your calendars! We are quickly approaching the Pacific Northwest Medical Management Conference, taking place in Vancouver from June 6-9. Our conference, co-hosted with the Oregon HLA, has a 21-year history of delivering engaging speakers, strong attendance, and excellent networking opportunities. The Early Bird discounted rate end in April, so register at your earliest convenience. As always, WSHLA members enjoy a discount off the registration rate. Use member priority discount code: **HLA150** to save \$150.00 off of published rates during checkout. We look forward to seeing you there!

I wish you all a happy spring, and look forward to see many of you in Vancouver in June.

Regards, Jen Yahne


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Focused on the health of your practice.

A personal approach to medical banking

At Umpqua Healthcare Banking, we understand the medical industry inside and out—from acquisition and equipment loans to refinancing and more. As a premier bank in the West, you get more than just expertise and expanded services; you gain a relationship with bankers who take the time to understand your unique practice. Find out more at umpquabank.com/healthcare or contact Jennifer Kinkade, SVP, Healthcare Relationship Manager—Oregon & Washington Healthcare at 503-509-0073 or jenniferkinkade@umpquabank.com.

Member FDIC  Equal Housing Lender



In The News

Welcome Our Newest Members

Jennifer Kinkade
Columbia Healthcare Banking
Bellingham, WA
Joined: 03/04/2025

Jacob Dunaway
Solutions IT
The Dalles, OR
Joined: 03/17/2025

Jordan Lofdahl
Carr Healthcare Realty
Gig Harbor, WA
Joined: 03/12/2025

Hilary Severn
Inland Obstetrics and Gynecology PLLC
Spokane, WA
Joined: 03/26/2025



**WSHLA JOB BOARD
LOOKING TO HIRE?**



**NEW JOB POSTED:
Finance Manager - Healthcare
Practice, Tigard, OR**

Tap into an expansive, statewide pool of talent. Don't waste time on unqualified applicants! Listing your openings with the Washington State Healthcare Leaders Association can provide substantially increased exposure to qualified candidates. Our members include hundreds of medical practice managers, administrators, and C-suite executives who are searching for the right position in every area of the healthcare industry.

Postings run for one month from the date of placement. An email announcement will be sent to our members and posted to our social media networks.

JOB POSTING FEE:

- WSHLA Member: \$75 - discounted rate is a benefit of membership
- Non-Member: \$150

www.thewshla.org

WHAT WE ARE DOING

WSHLA is looking at ways to support our members and increase resources. One of the benefits we are currently looking at is forming a Retrospective Rating program. At this point we have done a preliminary analysis and now need your information so we can take the next step forward in evaluating whether this program will work for our association.

RETRO IN A NUTSHELL

Retrospective Rating (Retro) is a financial incentive program offered by the Department of Labor and Industries (L&I) to help qualifying employers reduce their industrial insurance costs.

IMPORTANT: It is the only way to earn premium refunds from L&I.

RETRO Calculations – A Simplified View

RETRO PREMIUM	Workers' Comp premium paid by the employer to L&I.
– RETRO COSTS	<ol style="list-style-type: none"> 1. Workplace injuries (claims) 2. Future claim costs (projected) 3. L&I admin costs
= RETRO REFUND	If Retro costs are lower than Retro premium, a refund can be achieved.

WHAT'S IN IT FOR YOU?

Lower Cost for Workers Comp in Washington

- Refunds on premium paid to L&I
- Possible long-term reduction in your L&I rates.

Help and Expertise When You Need It

We know that many of our members do not have claims often, but when you do there would be experts that are working on your behalf to:

- Proactively manage claims on your behalf, keeping your best interest in mind.
- Help implement cost-saving strategies to keep your rates low year after year.

WHAT'S NEXT

Fill out and email this no-obligation release form by March 31, 2025, to get the conversation started. Not ready to fill out a form? Contact us for more information.

GROUP RETRO RELEASE

By filling out this release, you are not joining the program or obligated in any way. This is a temporary authorization for release of workers' comp information.

Find out if Retro is the right fit
for you in 3 easy steps.

1. Fill out the release form below.
2. Email the form.
Jennifer Yahne | JYahne@tranow.com
3. Receive personalized information about qualification and refunds.

Enrollment opportunities occurs four times each year;
March 15, June 15, September 15 and December 15.

Company Name DBA (if applicable)

Address

City, State, Zip

L&I Account Number

UBI Number

Email Address

Phone

Authorization is hereby given to the Department of Labor & Industries (L&I) to provide our company's claim history, premiums, losses, statistics, experience modification factor, and related industrial insurance data to the Washington Healthcare Leaders Association (WSHLA) and Employer Resources Northwest (ERNWest). This authorization is to include allowing ERNWest online access to the Secure Access system and the Claim and Account (CAC) system. The scope of authorization is to include all matters relating to L&I and is to begin effective immediately and granted for one year from date of signature or until withdrawn through our written notification to the Department.

Company Official

Title

Signature

Date

Contact Person (if different)

Title

PACIFIC NORTHWEST MEDICAL MANAGEMENT CONFERENCE

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RINGMASTERS

OF HEALTHCARE

COMMUNICATION
in the
WORKPLACE
RISK
MANAGEMENT
ARTIFICIAL
INTELLIGENCE

LEGAL &
Legislative Changes
HIRING TALENT

COMPLIANCE
SAFETY
FINANCIAL
MANAGEMENT

ARE YOU RUNNING
THE CIRCUS,
OR IS THE CIRCUS
RUNNING
YOU?

JUNE 9-11, 2025
HILTON
VANCOUVER
WASHINGTON

WSHLA Members save \$150.00 on registration!
During checkout enter **Priority Discount Code: HLA150** to
apply your member discount

**REGISTER
NOW!**

www.pnwhealthcareleadersconf.com

The agenda at a glance, keynote, and general session speaker lineup are available on the conference website.

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JUGGLING ELEPHANTS

Let's be honest. Your proverbial plate is already running over with all you have to do. Even worse, your mind is racing with fresh ideas for improvement and growth. If only there was a solution to this dilemma that didn't involve cloning yourself. Jones Loflin says the answer is to run off and join the circus... at least mentally.

Using the model of a successful circus, this highly engaging presentation will equip you to better manage your time and energy to explore new opportunities and achieve better results. From being a stronger ringmaster to building a quality "3 ring" lineup, expect to complete this course with a myriad of practical tips to manage your distractions and more fully focus on the present moment. Most importantly, you'll be ready to run your circus instead of letting the circus run YOU!

June 9-11, 2025

Hilton Vancouver Washington
www.pnwhealthcareleadersconf.com

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



Jones Loflin



OPENING KEYNOTE

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ASSOCIATION
WASHINGTON
STATE

AI-POWERED TRANSFORMATION IN PATIENT CARE, MONITORING, AND DIAGNOSTICS

Explore the cutting-edge AI technologies that are transforming patient care from episodic visits to continuous monitoring, whether patients are at the clinic or receiving healthcare at home. This session will also introduce innovative patient services, including an easy method for adding in-home IV medication to clinic revenue.

- Continuous Remote Monitoring: Discover how AI facilitates real-time tracking of patient health from the comfort of their homes, featuring examples that are covered by Medicare and some employer insurance.
- Predictive Analytics & Early Diagnostics: Understand how data-driven insights can anticipate potential health issues even before patients typically schedule an appointment or visit Urgent Care.
- New Diagnostic & Monitoring Techniques: Learn about Vocal Biomarkers, which utilize a patient's voice as a vital sign, and Movement as a Vital Sign, particularly for musculoskeletal problems and neurodegenerative diseases like Parkinson's.

June 9-11, 2025

Hilton Vancouver Washington
www.pnwhealthcareleadersconf.com

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



Robin Farmanfarmanian



GENERAL SESSION

**REGISTER
NOW!**

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Your HIPAA Security Risk Management Partner

Are you ready for more secure, HIPAA compliant future?



Our intuitive platform and dedicated team are help you uncover hidden vulnerabilities, strengthen your safeguards, and navigate HIPAA compliance with confidence.

Simplify **HIPAA** and **Security Risk Analysis**

- ✓ Conduct a full Security Risk Analysis with helpful guidance every step of the way
- ✓ Create standardized, audit-ready Business Associate Agreements in an efficient, stress-free manner
- ✓ Build a culture of HIPAA and security awareness with role-based training

Conduct a **Network Vulnerability Assessment**

- ✓ Identify System Vulnerabilities
- ✓ Audit password hygiene
- ✓ Uncover data leaks on the dark web
- ✓ Scan internal and external networks
- ✓ Reduce Active Directory Risks

Get started today!  **509-867-3645**



About Medcurity

From evolving cyber threats and privacy rules to complex HIPAA guidelines, our team understands the unique challenges healthcare organizations face. We take the guesswork out of HIPAA by providing dedicated support and our AI-powered platform.

 **Request a quote:** medcurity.com

 **Reach out to us:** support@medcurity.com

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:
Chase LaMoreaux &
Charlie Morris
USI Insurance Services

April 29
12:00 PM - 1:00 PM pacific
via Zoom



April Topic:
*False Claims Act
Whistleblower Litigation
and Insurance*

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Member Legislative Session Connections:

Free for WSHLA members to attend, these are informative virtual sessions on bills and regulatory items impacting the delivery of healthcare in our state.

REGISTER NOW

WSHLA Member Legislative Session Connections

12:30 PM - 1:30 PM pacific via Zoom



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Register for each session:

- Wednesday, March 19
- Thursday, April 3
- One more date will be added for later in April, along with a separate wrap-up that will be hosted by WSMA

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

WILL AI SAVE HEALTHCARE OR DESTROY IT?

Presented by:

**DAVID POWELL, CHIEF
REVENUE OFFICER**

15 APRIL
2025



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

Eligible for 1.0 CE credit

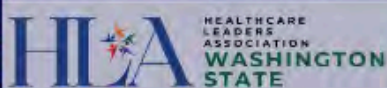


www.thewshla.org

WSHLA is creating new opportunities to help build up your local network.

UNITE THE HEALTHCARE COMMUNITY

REGIONAL HAPPY HOUR - SPOKANE, WA
THANK YOU TO THOSE WHO ATTENDED AND TO
OUR MARCH 20 SPONSORS FOR THEIR SUPPORT.



We had a great time in Spokane!

INTERESTED IN HELPING US SET UP A NETWORKING EVENT IN YOUR LOCAL COMMUNITY?

We are seeking member hosts and sponsors to help WSHLA organize additional "Unite the Healthcare Community" Happy Hour events across our state in 2025. As a volunteer host, your responsibilities include identifying a good location and spreading the word to medical practice leaders in your area. WSHLA will secure sponsors to fund the event and assist with advertising. Please reach out to WSHLA Executive Director, Mindy Zaubi, at info@thewshla.org to learn more.

A smiling female healthcare professional with long dark hair, wearing a blue scrub top and a stethoscope, is the background of the advertisement. The image is overlaid with a green-to-blue gradient.

"I rely on Paula Purdy's expertise to help fill open positions in our practice.

Almost as importantly, I rely on her for my own personal & professional support."

Kathy Brown | Clinic Administrator
Sports Medicine Center of Oregon



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