

WSHLA
Core Principals



LEADERSHIP



COLLABORATION



INTEGRITY



EDUCATION



ADVOCACY



WSHLA

A professional state association founded by
healthcare leaders for healthcare leaders in 1956

This Issue:



Message from the
President



Welcome New Members



Industry Article: HIPAA
Compliance in the Age
of Artificial Intelligence



Free Education &
Events, Jobs



Reminder:
2025 PNW Medical
Management Conference



Summer Happy Hour
Series - Better
Together!





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
WSHLA President, 2024-2026
TRA Medical Imaging
Diagnostic Imaging Northwest
Tacoma

Greetings WSHLA Members,

As we approach the midpoint of the year, I'm filled with both gratitude for the work we've accomplished together so far and excitement for what's ahead! Our board, members and collaborators have been busy between a jam-packed legislative session, putting together a variety of networking and educational experiences, and evaluating plans for a WSHLA workers comp retro program to earn our members money back on L&I premiums.

Spotlight on the PNW Medical Management Conference – June 9–11

I'm thrilled for our flagship event just around the corner: the PNW Medical Management Conference, happening June 9–11 near the waterfront of beautiful Vancouver, Washington! Our theme this year is Ringmasters of Healthcare, because let's face it—medical practice leaders today are juggling flaming batons while taming lions in a three-ring circus of challenges. From managing

overwhelming workloads, to shaping intentional cultures and strategies, to harnessing the transformative power of AI, to developing your skills as an effective coach—this year's sessions are designed to be as practical as they are inspiring. If you haven't registered yet and feel the FOMO creeping in...you're not alone! But the good news is—it's not too late to register. Don't miss this opportunity to learn, connect, and recharge with peers from across the region.

New Multi-Association Happy Hours – Launching June 19

I'm also excited to announce a new series of **Happy Hour Networking Events**, hosted in partnership with our colleagues at ACHE, HIMSS, NAHLE, INMMA, and Oregon HLA. These casual, fun gatherings are all about building bridges and creating opportunities to connect across professional communities.

Our first happy hour kicks off in Spokane on Thursday, June 19, from 5–7 PM. We'll be bringing the fun to the Vancouver/Portland area in July and Greater Seattle in August, so stay tuned for dates and venues. Whether you're looking to expand your network or just unwind with great company, we hope to see you there!

Welcome Back to the Board – Jen Ash

Lastly, please join me in welcoming Jen Ash back to the WSHLA Board of Trustees! After a nearly two-year break, Jen returns with her steady voice, insight, and commitment to our mission. As Practice Administrator at The Kids Clinic in Spokane, she brings a deep well of experience from her years leading an independent practice. We're lucky to have her voice and leadership back on the board—welcome back, Jen!

Thanks, as always, for being part of the WSHLA community. Healthcare is delivered locally, which means local connections matter more in our industry. We're stronger together, and I can't wait to see what the rest of the year brings.

Warm regards,

Jen Yahne, President

Washington State Healthcare Leaders Association

www.thewshla.org

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The Partners Group is the region's largest insurance and financial services brokerage for the healthcare community. We are a trusted resource for medical professional liability insurance, property and casualty insurance, health insurance, retirement consulting, wealth management, personal insurance, group, and individual voluntary benefit products.

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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

Guest:
Daniel Schwartz
President and Founder,
Design I.T. Solutions

July 22
12:00 PM - 1:00 PM pacific
via Zoom



July Topic:
**LIVE Dark Web Tour &
Cybersecurity Tactics: Is
Your Data Already Exposed?**

HLA HEALTHCARE
LEADERS
ASSOCIATION
WASHINGTON
STATE
www.thewshla.org

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

JUNE WEBINAR

FINANCIAL & OPERATIONAL IMPROVEMENT STRATEGIES

PRESENTED BY:
MICHAEL CASH, FACMPE
SR MEDICAL PRACTICE CONSULTANT
SVMIC

10 JUNE
2025

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

Eligible for 1.0 CE credit



HLA HEALTHCARE
LEADERS
ASSOCIATION
WASHINGTON
STATE

WSHLA JOB BOARD LOOKING TO HIRE?

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

CLICK HERE



NEW JOB POSTED:

Administrator
MedMan (Medical Management, Inc.)
Northwest Brain and Spine
Bend, Oregon

www.thewshla.org

In The News

Welcome Our Newest Members

Traci Bitner

Pacific Northwest Retina

Federal Way, WA

Joined: 05/13/2025

Kaari Black

Pacific Northwest Retina

Silverdale, WA

Joined: 05/13/2025

Nicole Bradshaw

Pacific Northwest Retina

Burlington, WA

Joined: 05/13/2025

Laurie Creasey

Pacific Northwest Retina

Bellevue, WA

Joined: 05/13/2025

Katya Jacobs

Proliance Surgeons/Puget Sound Orthopaedics

Lakewood, WA

Joined: 05/04/2025

Alison Kelly

Pacific Northwest Retina

Burlington, WA

Joined: 05/13/2025

Stella Khechoyan

Pacific Northwest Retina

Seattle, WA

Joined: 05/13/2025

Ogla Koryacheck

Pacific Northwest Retina

Bothell, WA

Joined: 05/13/2025

Gidget Painter

Pacific Northwest Retina

Bellevue, WA

Joined: 05/13/2025

Yuliya Petrov

Pacific Northwest Retina

Bothell, WA

Joined: 05/13/2025

Tanner Scheid

Kitsap OBGYN, PLLC

Silverdale, WA

Joined: 05/05/2025

Angie Shapovalova

Pacific Northwest Retina

Bothell, WA

Joined: 05/13/2025

S Sjolín

Franciscan Medical Group

Olympia, WA

Joined: 05/05/2025

Heidi Thompson

Martin Bircher Thompson PC

Kirkland, WA

Joined: 05/14/2025

Estefania Vazquez-Andrade

Pacific Northwest Retina

Bellevue, WA

Joined: 05/13/2025

Austin Watson

MultiCare

Spokane, WA

Joined: 05/05/2025

PACIFIC NORTHWEST MEDICAL MANAGEMENT CONFERENCE

HLA HEALTHCARE
LEADERS
ASSOCIATION
OREGON

HLA HEALTHCARE
LEADERS
ASSOCIATION
WASHINGTON
STATE

RINGMASTERS

OF HEALTHCARE



JUNE 9-11, 2025
HILTON
VANCOUVER
WASHINGTON

THERE IS STILL TIME TO REGISTER
WSHLA Members save \$150.00 on registration!
During checkout enter **Priority Discount Code: HLA150**
to apply the member discount.

REGISTER
NOW!

www.pnwhealthcareleadersconf.com



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physicians have looked
to us for stability and
guidance. We look forward
to protecting, defending,
and supporting you, too.

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In The News

HIPAA COMPLIANCE IN THE AGE OF ARTIFICIAL INTELLIGENCE: KEY CONSIDERATIONS FOR HEALTHCARE PROFESSIONALS



With the rise of Artificial Intelligence (AI) into healthcare, it has brought new challenges to HIPAA compliance and questions on how to safeguard patient privacy and data security. Embracing this modern technology has been proven to improve employee productivity and enhance performance, but questions remain on the best implementation methods that do not compromise patient information. How can healthcare professionals balance the innovative potential of AI and maintain the stringent demands of HIPAA compliance? It is vital for healthcare professionals to consider the following:

- How do we implement AI into healthcare and maintain proper HIPPA compliance?
- Is there a way to design AI systems with HIPAA compliance in mind?
- What measures must be taken to ensure AI technology does not compromise patient privacy?
- What monitoring efforts can be utilized with AI to ensure we remain aligned with HIPAA regulations?
- What are the most common AI related compliance challenges?

AI AND HIPAA: BALANCING MODERN HEALTHCARE

The integration of AI into healthcare has opened opportunities for innovation, but it also raises the stakes when it comes to privacy and compliance. As AI tools become common in healthcare operations, staying compliant with HIPAA isn't just a checkbox, it's a core responsibility.

Healthcare organizations must begin building systems and processes that respect HIPAA's strict requirements from the start, not as an afterthought. Modern HIPPA training must incorporate AI into modules for employees to understand how to protect sensitive patient information.

AI in healthcare is more than just smarter solutions; it's about making sure those solutions don't compromise patient trust. For any organization covered by HIPAA, AI systems must be designed with privacy protection. Which means we must start anticipating challenges before they become problems and addressing them with thoughtful safeguards.

Staying compliant is not a one-and-done task. As AI continues to evolve, so do the risks. Healthcare organizations need to keep a constant eye on how these technologies are used to avoid accidental breaches of sensitive information. This isn't just about meeting regulations about honoring the trust that patients place in their providers.

As AI reshapes what's possible in healthcare, we also need to reshape how we think about data privacy. Compliance with HIPAA isn't just a legal requirement, it's a commitment to ethical, responsible care in a digital world.

HOW AI IS CHANGING THE GAME FOR HEALTHCARE DATA PRIVACY AND SECURITY

AI is opening exciting new doors in healthcare, especially when it comes to keeping patient data secure. It can spot weaknesses in systems that humans might miss and help catch suspicious activity before it becomes a serious problem. However, with this powerful technology comes a responsibility to carefully consider how it affects patient privacy.

AI is a bit of a double-edged sword. It can boost security and streamline operations, but it can also introduce new privacy risks that healthcare providers must be prepared to handle. It's not just about using advanced tech like encryption, it's also about making sure sensitive health data stays confidential and protected.

To get the most out of AI without putting privacy at risk, healthcare organizations need a well-rounded strategy. That means using strong encryption, running regular security checks, and building a workplace culture where everyone stays alert and informed. With the right approach, we can take advantage of what AI has to offer, while keeping patient trust front and center.

In The News

COMPLIANCE CHALLENGES FOR HEALTHCARE PROFESSIONALS

The rapid adoption of AI technologies in healthcare brings with it a host of compliance challenges that professionals must navigate. Ensuring that these technologies meet HIPAA standards is not just a concern; it's a necessity. As AI applications become more prevalent, data interoperability issues can complicate compliance efforts, requiring healthcare professionals to thread the needle between technological innovation and regulatory adherence.

One of the primary concerns for healthcare providers is the complexity of AI algorithms and their implications for compliance. The lack of standardized regulations for AI adds to the burden, leaving professionals confused as to how they can implement this technology while adhering to strict regulations. Regular risk assessments and a commitment to understanding the Privacy Rule are essential for maintaining compliance in this ever-evolving field.

Despite these challenges, the path to compliance is not insurmountable. With the right strategies and a commitment to continuous improvement, healthcare professionals can successfully integrate AI into their operations without violating HIPAA. Collaboration between IT, compliance officers, and legal experts is crucial for navigating this complex landscape.

DATA SECURITY IN THE AGE OF AI

In the age of AI, developing a comprehensive data security strategy is critical for healthcare organizations. Technological safeguards and regular audits of AI systems will allow organizations to identify potential compliance issues early, preventing full-blown crises from occurring.

A strong healthcare IT team will play a crucial role in protecting organizations from AI threats. Advanced security measures that implement the latest developments in data protection will safeguard sensitive information from unauthorized disclosure. Encryption methods and de-identification are the best practices to maintain HIPAA compliance and protect patient data.

Collaboration between IT and compliance teams will maintain the integrity of data security protocols. When compliance teams and IT teams work together, we can create robust defense systems against data breaches and maintain patient trust and privacy.

PRACTICAL TIPS FOR HEALTHCARE PROFESSIONALS AND IT EXPERTS

For healthcare professionals and IT experts, staying ahead of AI and HIPAA compliance requires continuous effort and vigilance. Regular training sessions can keep staff updated on the latest developments in AI and HIPAA, ensuring that everyone is equipped with the knowledge needed to maintain compliance. Establishing clear protocols for AI use is essential for safeguarding data privacy and preventing unauthorized access.

Investing in AI solutions that prioritize data security is a must for healthcare organizations. By choosing technologies that are designed with compliance in mind, we can minimize the risk of data breaches and protect sensitive health information. IT experts must work closely with compliance officers to ensure that HIPAA standards are met, fostering a collaborative environment where data security is a shared responsibility.

THE INTERSECTION OF AI IN HEALTHCARE

In the age of AI, the intersection of technology and healthcare promises both innovation and challenge. As we embrace AI's potential, we must also uphold our commitment to HIPAA compliance, ensuring that patient privacy and data security remain at the forefront of our efforts. By adopting a proactive approach and fostering collaboration across departments, we can successfully navigate the complexities of AI integration.



BETTER TOGETHER

Networking Events This Summer You Won't Want to Miss!

We're keeping the momentum going all summer long with networking events across the state!

***Registration for Spokane is OPEN**

***Sponsorships available too!**

We can't wait to see you at the Pacific Northwest Medical Management Conference — and then raise a glass with you at Happy Hour this summer.

About Better Together Happy Hour Series

Join us this summer for the Better Together Happy Hour, a casual networking event series for healthcare professionals across the Pacific Northwest, Inland Northwest.. Whether you're a seasoned leader or just starting your career, these events are the perfect way to expand your network, share ideas, and build meaningful connections.

Event Dates & Locations:

- Spokane/Spokane Valley/North Idaho – June 19, 2025 – Registration Open
- Vancouver/Portland Metro – July 2025 (Date coming soon)
- Seattle/Tacoma Metro – August 2025 (Date coming soon)

Why Attend?

Connect Locally: Meet and mingle with healthcare leaders and early careerists in your area.

Expand Regionally: Network with professionals across Washington, Oregon, and Idaho. Don't miss this opportunity to strengthen your professional community—we're better together.