

WSHLA

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

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www.thewshla.org







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

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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

Dear Members of the Washington State Healthcare Leader's Association,

Election Day has now come and gone, and I am definitely glad for the campaign ads and texts to be done. The Washington State legislative session is right around the corner, and there were a lot of changes to the executive branch in Olympia this year. We have a new governor, attorney general and insurance commissioner for the first time in over 10 years. Also, while party lines did not change much in the legislature, there is a new chair for the House Health and Wellness Committee, and we are anticipating that several bills will be presented with the potential to impact medical practices.

In October, our Timely Topic Tuesday session featured Sean Graham who is the Director of Government Affairs with the Washington State Medical Association. It was very informative and engaging, and it is clear that many of our members want to learn more about opportunities to engage in the legislative process.

WSHLA has a long-standing relationship with WSMA, and we often partner with them to support specific advocacy efforts where there is mutual interest. We also provide them with input and information from a practice management perspective.

As we head into the 2025 legislative session, we anticipate providing opportunities for WSHLA members to get information and provide input advocacy efforts at strategic timepoints. There are a few items that medical practice leaders should keep an eye on this year:

- Medicaid Reimbursement: Washington has one of the lowest Medicaid reimbursement rates in the
 nation, and as many of us can attest, this is impacting the viability of our practices and creating access
 challenges for those on Medicaid insurance plans. Efforts have been made to improve reimbursement
 during the past couple of sessions, and while this has not come to fruition yet, we are optimistic that
 progress will be made in 2025.
- Potential Expansion of the Seattle Payroll Tax: There are rumblings about potential legislation that would model the Seattle JumpStart tax, which is a payroll tax that applies to companies with employees who have annual compensation of at least \$182,385 per year.
- Mergers and Acquisitions: Legislation was first presented last year on legislation regulating mergers and
 acquisitions in health care. While this is stemming from hospital consolidation in our state, it has the
 potential to impact medical practices depending on how it is written.

If you want to remain abreast of these issues and more, please keep an eye out for emails from WSHLA sharing these opportunities. You can also join us on Linked In: Washington State Healthcare Leaders

Association | Groups | LinkedIn. Health care is delivered locally, and WSHLA continues to be committed to bringing its members current and relevant information this legislative session.

Sincerely, Jen Yahne





We are thankful for our community of members, leaders and financial supporters, current and past, who have contributed to the history and success of our state association since 1956.

Education and Events

SAVE THE DATE

June 9-11, 2025
Hilton Vancouver Washington
301 W 6th St, Vancouver, WA 98660

PACIFIC NORTHWEST MEDICAL MANAGEMENT CONFERENCE





Looking forward to 2025!

2025 marks our 21st year bringing together Healthcare Leaders from across the Pacific Northwest Region. You can expect two+ days of education, peer-to-peer learning, networking, exploring the latest in industry products and solutions, and a lot of fun. The conference will be hosted at the Hilton Vancouver Washington along the beautiful Vancouver Waterfront Park. Save the date and make plans to join us. Keep an eye on our conference website for updates on conference schedule of events, educational sessions, speakers and registration which will open December 16, 2024.

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: Michael Hummel, RPLU MarshMcLennan Agency

November 26 12:00 PM - 1:00 PM pacific via Zoom



November Topic: Insurance Essentials for Medical Group Administrators: Navigating Common Business Insurance Topics



Tuesday Timely Topics

Guest:
David Kaufer,
Fractional CMO, KDMC
Marketing Founder

January 28th 12:00 PM - 1:00 PM pacific via Zoom

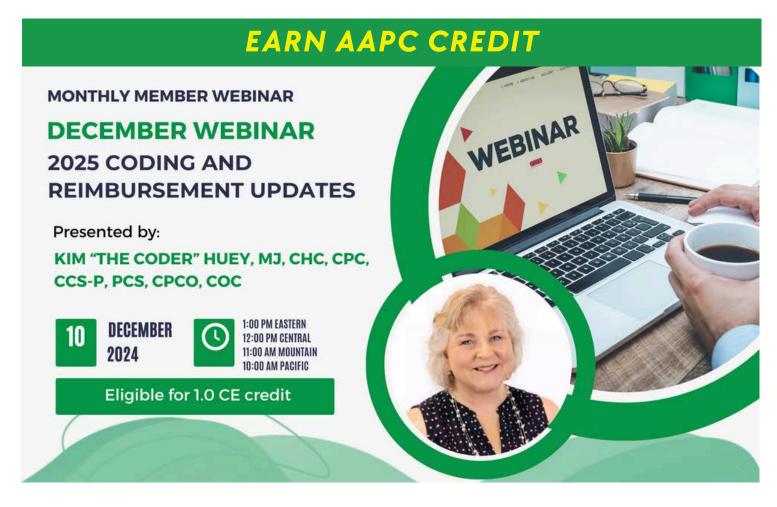


January Topic: KPIs for Medical Practice Marketing



Free Monthly Member Webinar Series

December 10th @ 10:00 AM pacific



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, January 14, 2025 @ 10:00 AM pacific Tuesday, February 11, 2025 @ 10:00 AM pacific

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

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 includes identifying a good location and spreading the word to medical practice leaders in your area. WSHLA will secure sponsors to fund the event and help with advertisement. Please reach out to WSHLA Executive Director, Mindy Zaubi at info@thewshla.org to learn more.





Member Submissions

Dear Abby

Dear Abby is a newer section of our WSHLA Update newsletter. We all face challenges navigating our roles as leaders and especially dealing with challenging employees. To support you in that, we are opening the opportunity for members to anonymously submit their toughest employee-relations questions. We will select one each month and crowdsource ideas (again anonymously) through our ListServ. A final summary of advice will then be published in the newsletter each month. If you need help, please email your question to WSHLA Executive Director at info@thewshla.org. We will strip your question of any identifiable information.

Dear Abby,

There is a newer person on my team that is "ruffling a few feathers" with her approach to getting answers on various topics. This person in my opinion is very smart and really observant, but seems to be second guessing herself a lot. She'll ask the same question of several of her coworkers regarding how to go about XYZ task, looping me in on every scenario. While I'm grateful she includes me, it's off putting to myself and the team to know she will inevitably reach out to additional people with the same question after being given her answer. Is there more that could be done as far as making sure she knows how to access her resources? Or perhaps build her confidence in her skill set.

Sincerely, Endless Questioning in Elma

Dear Endless,

There could be a lot of reasons behind this new team member's behavior, so the first step is trying to understand the root cause for why they are second-guessing themselves and their colleagues. Some potential reasons include:

- Are they getting different instructions from different people?
- Are they indecisive or lack self-confidence?
- Have we created a psychologically safe environment? Or, even if our environment is safe, are they coming to us from an organization where that was not the case?

The only way to know for sure, is to sit down with them and have a conversation. I always recommend finding a convenient time and private location. I also suggest starting the conversation but sharing your observation, describing the impact on the team and then asking them to share their perspective. I also always encourage using tentative language. If somebody feels like you've made up your mind, they will be less likely to open up to you.

Once you are to the root cause, you can jointly agree upon an approach moving forward that hopefully helps your new team member feel supported, while also helping their new colleagues feel less frustrated.

Sincerely, Abby

Welcome
Our
Newest
Member

Conrad Splinter
Radiology Partners
Puyallup, WA
Joined: 11/23/2024



 $Stay\ Connected\ with\ WSHLA...$

Make sure to follow our Social Media Pages on Facebook and LinkedIn







WSHLA JOB BOARD LOOKING TO HIRE?



Practice Administrator Silverdale, WA

Tap into an expansive, statewide pool of talent. Don't waste time on unqualified applicants! Listing your openings with 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 searching for the right position in every area of the healthcare industry.

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

JOB POSTING FEE:

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

• Non-Member: \$150

Vendor Affiliate Spotlight

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

















































