

*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 Member Discounts



Free Education & Events, Jobs



Save The Date: 2026 Annual  
Conference Announcement



Welcome New Members





## **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](mailto: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](mailto:info@thewshla.org)

### **WSHLA Contact Information**

 [info@thewshla.org](mailto:info@thewshla.org) |  (678) 523-5915 |  [www.thewshla.org](http://www.thewshla.org) |

Annual Conference Info: [www.pnwhealthcareleadersconf.com](http://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](http://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 we head into the end of October it's a time for costumes, candy, and a bit of fun wearing a disguise. But in leadership, authenticity is paramount. The most effective leaders show up as their true selves, with honesty, humility, and consistency. While it's tempting to "put on a mask" in certain professional situations, people trust and follow those who lead with authenticity and integrity.

At WSHLA, we're here to help you strengthen those leadership skills through education, networking, and professional growth opportunities. Coming up in November, we'll host our next Timely Topic Tuesday on November 18th, focused on Physician and APP Recruiting Best Practices.

Recruiting providers has become increasingly competitive, and this session will offer strategies and insights to help your organization stand out. In addition, our Treasurer/Secretary Lauren Harris will present a webinar on November 11th titled "Walking the Patient Journey: Seeing Your Organization Through Your Customer's Lens." This session will explore how experiencing care as your patients do can lead to meaningful improvements in service and outcomes.

Looking ahead, mark your calendars for the PNW Medical Management Conference taking place May 20th–22nd, 2026. We're thrilled to return to the Hilton in Vancouver, Washington, just steps from the beautiful waterfront. This year's theme—"Welcome to the Practice Management Rodeo"—couldn't be more fitting for the unpredictable, fast-paced nature of healthcare leadership. Whether you're new to the field or a seasoned professional, this conference offers valuable education, inspiration, and the chance to connect with peers who understand the challenges and rewards of this work.

Finally, let's remember the power of local connections. Healthcare is, at its core, a community endeavor. The relationships we build with one another—right here in Washington—make us stronger leaders and ultimately lead to better care for the people we serve. Thank you for being part of WSHLA and for the leadership you bring to your community every day.

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.

**REGISTER NOW**



### Tuesday Timely Topics

Guests:  
**TY KELLY**  
Founder, CI Health Group  
&  
**DESIREE HILL**  
Regional Vice President,  
CI Health Group

**November 18**  
**12:00 PM - 1:00 PM pacific**  
via Zoom



**November Topic:**  
**Physician & APP Recruiting**  
**Best Practices**

**HILA** HEALTHCARE  
LEADERS  
ASSOCIATION  
WASHINGTON  
STATE  
[www.thewshla.org](http://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](http://www.thewshla.org) with your username and password, then proceed to the "Online Education" button for registration & viewing.

**REGISTER NOW**



**MONTHLY MEMBER WEBINAR**  
**NOVEMBER WEBINAR**

**HOW PRACTICE LEADERS CAN WALK THE PATIENT JOURNEY, UNCOVER HIDDEN BARRIERS, AND TURN INSIGHTS INTO MEASURABLE RESULTS**

Presented by:  
**LAUREN HARRIS, FACMPE, CPCO**

**11 NOVEMBER 2025**

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

Eligible for 1.0 CE credit

**HILA** 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

[www.thewshla.org](http://www.thewshla.org)

**CLICK HERE**



**New Job Posted 10.31.2025**  
**Practice Administrator**  
**Childhood Health Associates of Salem**  
**Salem, Oregon**

# *In The News*

## Welcome Our Newest Members

**Catherine Brenaman**  
**RCCH Trios Health**  
**Hermiston, Oregon**  
**Joined: 10/21/2025**

**Phuong Tran**  
**Quest Diagnostics**  
**Renton, Washington**  
**Joined: 10/22/2025**

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 Event 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 \$100 discount on general registration fees—almost covering the full \$130 annual membership cost.
- **Monthly Member Webinars:** Access valuable insights and professional development at no cost.
- **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!

**STAKE YOUR CLAIM!**

**REGISTRATION OPENS MONDAY, NOVEMBER 3RD!**



**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](http://www.pnwhealthcareleadersconf.com)**

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