

WSHLA
Core Principals



LEADERSHIP



COLLABORATION



INTEGRITY



EDUCATION



ADVOCACY



WSHLA

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

This Issue:



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Community Happy
Hours



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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

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



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

Fall has officially arrived. To me, fall is a time of resetting as kids head back to school and those of us with school-aged children settle into a new routine. Likewise, our association is settling into our routine of regular events including Timely Topic Tuesdays, Networking Happy Hours and monthly Webinars. On October 1st we are introducing a new opportunity to connect for businesses offering solutions in the ambulatory healthcare space called Purposeful Connections.

At WSHLA, we believe in the power of local networking. Speaking from personal experience, networking can be scary. It's intimidating walking into a room of people you do not know...and so we avoid it. However, these connections can be so beneficial to us, which makes it worth overcoming our fear of networking. For me personally, the individuals I've met over the years are the ones who I call to compare notes on how they handle similar situations. They are the ones I can vent my frustrations to and seek advice from. They are the ones who may connect you to the next opportunity in your career journey.

Recently, NPR published [this article](#) on how to make networking less awkward. The article offers some great practical advice to those seeking to build new connections including:

- At events, groups should seek to be a croissant (invite newcomers to join) rather than bagels (impenetrable circles of people who already know each other).
- Find creative ways to stay in touch with new connections, which can include social media and in-person events
- Share your ideas and value (and trust me everyone reading this has both of those things)
- Create a game plan before a networking event...what issues do you want to talk about and who do you want to connect with?
- Networking can happen anywhere so don't miss those less obvious opportunities

I would like to personally invite you to join us in our upcoming events this fall and beyond. Our association is strong because of its membership and the connections we create. Networking can be scary, but I promise that the WSHLA board and membership want to meet you and we will do our best to make the experience less awkward and enormously valuable.

Sincerely,
Jen Yahne

www.thewshla.org

Free Monthly Member Webinar Series

October 8 @ 10:00 AM pacific

A promotional graphic for a webinar. On the left, text reads: 'MEMBER WEBINAR', 'OCTOBER WEBINAR', 'BEHAVIORAL INTERVIEWING', 'PRESENTED BY:', 'KERRI BURCHILL PHD'. Below this, a date box shows '08 OCTOBER 2024' and a clock icon with times: '1:00 PM EASTERN', '12:00 PM CENTRAL', '11:00 AM MOUNTAIN', '10:00 AM PACIFIC'. A green button at the bottom says 'Eligible for 1.0 CE credit'. On the right, a circular inset shows a woman in an orange shirt smiling. The background features a laptop with 'WEBINAR' on its screen and a hand holding a coffee cup.

MEMBER WEBINAR

OCTOBER WEBINAR
BEHAVIORAL INTERVIEWING

PRESENTED BY:
KERRI BURCHILL PHD

08 OCTOBER 2024

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

Eligible for 1.0 CE credit

WEBINAR

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, November 12 @ 10:00 AM pacific

Tuesday, December 10 @ 10:00 AM pacific



UNITE THE HEALTHCARE COMMUNITY

REGIONAL HAPPY HOURS

Enjoy networking with other healthcare leaders in your community, food and drinks!

WSHLA networking events designed to provide outreach & unite healthcare leaders throughout geographical areas across Washington State.

HILA HEALTHCARE LEADERS ASSOCIATION WASHINGTON STATE

Interested in hosting in your city or sponsoring a happy hour? Contact info@thewshla.org for information

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

RSVP NOW for a Regional Happy Hour near you!

Spokane - October 17

in partnership with the Inland NW Medical Management Association

Time: 5:00 PM - 7:00 PM

Location: The Backyard Public House - 1811 W Broadway Ave, Spokane, WA 99201)

Sponsored by: Marsh McLennan Agency and Design IT Solutions

WSHLA & INMMA Member Host: Lydia Roloff

Lite bites and beverages provided. This event is free for WSHLA and INMMA members to attend. A cost of \$25 applies to non-members. This event is closed to those who sell products and services to providers unless sponsoring the event.



Tacoma - October 21st

Time: 5:00 PM - 7:00 PM

Location: TRA Medical Imaging's Speakeasy Bar at 1304 S Fawcett Avenue, Tacoma, WA 98402

Sponsored by: Physicians Insurance

WSHLA Member Host: Jen Yahne

Lite bites and beverages provided. This event is free for WSHLA members to attend. A cost of \$25 applies to non-members. This event is closed to those who sell products and services to providers unless sponsoring the event.

PHYSICIANS
INSURANCE

If you don't see your city on this list, please consider helping us organize an event! 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 help with advertisement. Please reach out to WSHLA Executive Director, Mindy Zaubi at info@thewshla.org to learn more.

Education and Events

Tuesday Timely Topics are an interactive, virtual forum 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:
Sean Graham,
WSMA Director of
Government Affairs

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



October Topic:
**WSMA Medicaid Rate
Advocacy Update**

HILA HEALTHCARE
LEADERS
ASSOCIATION
**WASHINGTON
STATE**
www.thewshla.org

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**

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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,

We have a staff member who does great work. She is reliable and dependable. Our issue is when there is any type of change to her role, she becomes upset and unreasonable for a period of time before we can calm her down. The changes to her role are mostly additional training to get her up to complete training (she's fairly new) and not anything outside of her agreed upon duties per the job description. We think her reaction is related to her own insecurity. When her mind starts to race and she gets scared, she makes up stories and starts to blame anyone in her path including supervisors, leaders, co-workers in the same department and in other departments.

How do we manage and lead this staff member better? Even with advance notice of any change, she gets upset.

Sincerely,

Can't Handle the Changes in Clarkston

Dear Can't Handle the Changes,

Employees who cannot handle even the smallest changes, can be very frustrating. I recently watched [this video](#) by author Joe Mull who offers some sound advice on how to manage employees who are challenged by change. He offers 5 practical steps in these situations:

- **Compelling why:** In this case this is part of the expected duties of her job and part of gaining full competence in her role
- **Acknowledge the change (empathy):** We can recognize that change is difficult and even share when we have been challenged with change in the past to build connection and understanding
- **Boost their self-efficacy:** Recognize that they are doing a great job and express our confidence in their future success. In this case, it sounds like you have an employee who lacks self-confidence which makes this step especially important.
- **Fight, Flee or Face:** Focus on moving the employee from fight or flee to facing the change. Perhaps you could encourage them to try the new skill in a small way to build their confidence.
- **Communicate, communicate, communicate:** It's almost impossible to over-communicate, especially when an employee is nervous. In the absence of communication, an employee who lacks self-confidence will likely assume the worst and you want to prevent that if possible.

I hope these strategies prove successful in helping your employee change and grow.

Sincerely, Abby

www.thewshla.org

*Welcome
Our
Newest
Member*

Chase LaMoreaux
USI Insurance Services
Seattle, WA
Joined: 09/17/2024



*Stay Connected with
WSHLA...*

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



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 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: \$200

Vendor Affiliate Spotlight

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



The Proposed Health Over Wealth Act: Proposed Federal Reporting Requirements for Private Equity Transactions

STUDEBAKER|NAULT

www.studebakernault.com

On July 25, 2024, Senator Ed Markey (D-Mass.) and Congresswoman Pramila Jayapal (D-WA 7th District) introduced the Health Over Wealth Act, S. 14804, 118th Cong. (2024). The Health Over Wealth Act is an attempt to set requirements for private equity investments in health care entities. This bill demonstrates the desire among some lawmakers and regulators to reign in private equity backed health care.

Covered Firms Under the Act Apply

Recent legislation in Washington (Chapter 19.390 of the Revised Code of Washington) and Oregon (ORS 415.501, et seq.) has required certain health care entities to report certain “material” transactions to the state. Each state has adopted their own requirements of what transactions need to be reported. However, the Health Over Wealth Act would be broader. It requires HHS to determine how often an entity reports, which may be more often than only prior to a “material” transaction. The Health Over Wealth Act would also, in its current form, require reporting more information than either Washington or Oregon law currently requires.

The Health Over Wealth Act applies to a number of different entities. A “Covered Firm” is defined as “a for-profit corporation that owns or is an affiliate of a health care entity”. A “health care entity” is “an entity that consists of 1 or more of the following health care providers”: hospitals; physician practices; skilled nursing facilities; hospice facilities; mental or behavioral health care providers; opioid treatment programs; any entity that is a provider or supplier enrolled in Medicare; and any other entity the Department of Health and Human Services (“HHS”) determines is appropriate.

Requirements Under the Act

The Health Over Wealth Act would require Covered Firms to submit reports related to equity held by a private equity fund, debt, debt-to-earnings before interest, taxes, depreciation, and amortization (“EBITDA”) ratio, defaults, gross asset value, fees and expenses collected by the Covered Firm (including management fees), political spending, staff costs, closed health care entities owned by the Covered Firm, certain supplier and vendor transactions, and any other reports required by HHS.

Covered Firms would also be required to adopt certain “risk mitigation” measures. Covered Firms would need to establish escrow accounts to cover operating and capital expenditures for at least five years. Included in this escrow would be funds to cover continuation of care in the event of a health care entity closing, or if essential health services are reduced. The Health Over Wealth Act gives HHS additional discretion to determine what other appropriate activities should be covered by this escrow account.

Congress is granting HHS the authority to review and approve the terms of a sale or lease with a real estate investment trust (as defined by Section 856 of the Internal Revenue Code, 26 U.S.C. § 856). HHS’s authority would be to determine whether the sale or lease “would lead to long-term weakened financial status of the health care entity or place the public health at risk.” HHS would have authority to bring civil cases to enforce this authority.

Continued on next page...

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HHS would also be required to establish a federal licensing scheme to permit “private equity firms to invest, directly or indirectly, in or purchase a health care entity.” The Health Over Wealth Act would allow HHS to deny or revoke a license for any firm (i) that failed to comply with any provisions of the Health Over Wealth Act, (ii) if HHS finds that the firm “has engaged in price gauging, understaffing, access barriers, or other such metrics,” or (iii) for other reasons that may impact or interfere with access to or quality of health care. A private equity firm that has its license revoked would be required to divest itself of any investments. Violations of the licensing scheme would also result in a civil monetary penalty of an amount equal to the Federal funding received by the health care entity.

Investment companies would be prohibited from engaging in any act, practice, or course of business that would strip an asset from a health care entity or otherwise undermine the quality, safety, or access to health care. For purposes of this prohibition, an “investment company” is a company that is “engaged primarily, or proposes to engage primarily, in the business of investing, reinvesting, or trading in securities,” as further defined by the Investment Company Act, 15 USC § 80a-3(a)(1).

The legislation, if passed, would not supersede any state law except to the extent it would prevent the application of the Health Over Wealth Act. As such, state laws regarding scope of practice, reporting transactions, and the corporate practice of medicine would remain in effect.

Practical Consideration

The Health Over Wealth Act was only recently introduced and the final bill, if ever passed and signed into law, would likely look different than the current draft. In addition, much like the No Surprises Act, there would likely be considerable litigation regarding any rules or regulations promulgated pursuant to the Health Over Wealth Act.

Nevertheless, the Health Over Wealth Act represents further attempts by legislators and regulators to manage private equity in health care. Taken with the Federal Trade Commission, U.S. Department of Justice, and HHS requests for information issued earlier this year on private equity’s impact on health care cost and quality, indicates a desire among some to regulate private equity transactions in health care.

Health care entities with current affiliations or those considering affiliating with private equity firms should consider the increased scrutiny these transactions are receiving. They should carefully review agreements with private equity firms to ensure they have options in the event this increased scrutiny leads to additional administrative burdens.

For more information, please contact Jeremy L. Belanger at jbelanger@studebakernault.com or (425) 458-3822.

Make a Difference and Volunteer with



Make a Difference and Volunteer with WSHLA!

WSHLA thrives on the talent and expertise of members like you. You can share your knowledge with our association by serving as a committee volunteer. By volunteering, you will meet new people and grow your connections with other healthcare practice leaders in our state. At the same time, you will have a positive impact on our association and the community we serve. We are looking for volunteers for the following committees:

- **Membership Committee:** Help WSHLA attract new members and support current ones. On this committee, you will focus on member recruitment and retention. You will also have the opportunity to assist in planning member networking events. If you enjoy networking and creating meaningful connections, this is a great committee for you. To volunteer for this committee, email Lisa Morris at lmorris@eyecarespecialtieswa.com.
- **Education Committee:** This team plans our monthly Lunch and Learns and proposes new educational offerings to support the growth and development of our membership. Are you a continuous learner who would like to have input into future education offerings? If so, this is the committee for you. To volunteer for this committee, email Lauren Harris at lauren@harrishealthcareconsulting.com.

Committee members can expect a time commitment of about 1-2 hours per month, including attending a committee meeting every other month and flexible committee work assignments.