



Healthcare Leaders Association of Texas
Founded by Healthcare Leaders for Healthcare Leaders in 1973

February 2026



Texas HLA President's Message

Dear Healthcare Leaders Association of Texas Members,

On behalf of the Board of Directors, we want to share an important update regarding the leadership of the Healthcare Leaders Association of Texas. After many years of dedicated service, our Executive Director, **Lisa Beard**, will be stepping down from her role.



Cassi Taylor
HLA Texas President

Lisa has been an integral part of our organization's growth, stability, and mission. Her commitment to supporting healthcare leaders across Texas has shaped the strong foundation we stand on today. From guiding statewide initiatives to strengthening our educational and networking programs, Lisa's passion has made a meaningful and lasting impact on both our association and the professionals we serve. We are deeply grateful for her leadership, partnership, and unwavering support of our members.

As we look to the future, the Board has thoughtfully considered how to best position HLA Texas for long-term success. With Lisa's departure, we will be transitioning to a **board-directed leadership model**. This approach will allow our Board of Directors to take a more active role in the strategic and operational direction of the association, ensuring continued alignment with our mission and the evolving needs of healthcare leaders across our state.

Please join us in expressing sincere gratitude to **Lisa Beard** for her years of exceptional service and dedication. Her contributions have left an enduring legacy, and we wish her the very best in her future endeavors. Over the coming months, the Board will work together to ensure a smooth transition. Our focus remains on maintaining high-quality programming, fostering member engagement, and supporting the professional community we proudly serve.

We have been invited by the Texas HIMSS association to join their Advocacy Day in Austin at the Texas State Capitol on March 30th. You must be a paid member of HLA Texas in order to participate in this free, invite-only event. More details to come!

We are excited to announce our upcoming Annual Conference on Friday, April 10th at the University of North Texas – Fort Worth (UNTFW). We look forward to seeing you all there be sure and sign up now to get the Early Bird rate of \$99.00.

Active members can continue to attend our monthly webinars, plus some extra ones as scheduled. For our affiliates we are continuing our “Purposeful Partnerships” as they have been small but successful in connecting members and potential new members across the state. Our next gathering is scheduled for February 17th at Noon. If you know any affiliates or potential ones, please invite them to join.

For the most up-to-date news about events, please [follow us on LinkedIn](#).

Thank you for your continued commitment to the Healthcare Leaders Association of Texas. We look forward to this next chapter and the opportunities ahead.

In Partnership,

Cassi Taylor

President, Healthcare Leaders Association of Texas



Happy Valentine's Day

HLA HEALTHCARE LEADERS ASSOCIATION TEXAS

Purposeful Partnerships



Uniting Businesses to Advance TXHLA's Mission

**Join us for a Zoom call on
Tuesday, February 17th at 12pm CT**

This event provides a platform to connect with like-minded businesses who share a commitment to strengthening the Texas healthcare ecosystem by supporting our local leaders.

By aligning with TXHLA's mission, you can help foster integrity, collaboration, and excellence while growing your business through meaningful partnerships.

Join us to create lasting connections that benefit both your business and the healthcare leaders you support.

Teams Link:
[Join the meeting now](#)
Meeting ID: 271 623 823
858 82
Passcode: mN2As2Gk

For more information contact
admin@hlatexas.com

Upcoming Members Only Webinar

March 10, 2026 / 12:00 - 1:00pm Central



ABOUT THE WEBINAR:

Leading a medical practice can feel like playing whack-a-mole with problems that never stay solved—staff drama, inconsistent results, poor follow-through, team burnout. But what if none of those are the real issue?

In this session, Zed Williamson, Founder of Physician Growth Accelerator, will show you how most recurring problems in private practice are not people problems at all—they're system problems disguised as people problems. You'll learn how to spot and solve the actual root causes behind dysfunction, underperformance, and growth bottlenecks. Learn a proven framework for identifying constraints in your practice systems, communicating changes, and measuring the outcome.

Please register for the Monthly Member Webinar

<https://attendee.gotowebinar.com/register/4599809546850110808>

After registering, you will receive a confirmation email containing information about joining the webinar.

Live webinars and our on-demand webinar library are a **FREE** benefit of HLA Texas Membership. **HLA Texas Members - How to register for this webinar.**

SIGN IN to your Member Center on our website www.hlatexas.com using your HLA Texas username/password. **The SIGN IN** button is located on the top left of our webpage.

After you sign in to your Member Center, select the **"Monthly Webinar Series"** button for registration and access to the on-demand webinar library.

Website Search Optimization in the Age of AI

If you haven't done a search for your own business clinic's website lately, you may be in for a surprise. These days, many of our websites may appear further down the list of search results than they did just a few months ago. What gives?

One contributing factor is the growing role of AI-powered tools in how people search for information. These days, more people are using tools like ChatGPT, Google Gemini, and voice assistants alongside traditional search engines for help finding information. Importantly, they usually use more natural, conversational language for these searches. Rather than typing something like "cardiologist in Katy" into Google, many now just ask ChatGPT or Alexa, "What's the best cardiology clinic in Katy, Texas?"

In other words, while having the right keywords in your content remains important, search rankings are increasingly influenced by how AI understands the meaning and intent of a user's query.

Winning the search race requires a comprehensive marketing strategy

To answer user questions, AI pulls data from several different sources. It still looks at your website content, including service and treatment pages, backlinks and cross-channel traffic. Search engines increasingly rely on structured backend data, such as schema markup and accurate business information. This improves how AI tools interpret and surface your content.



Search engines also factor in reviews, ratings, and reputable media mentions, which AI tools often reference through those search results. An active social media presence can increase visibility and brand awareness, which indirectly supports search performance. With all of that happening, it's clear that we now need a more comprehensive marketing strategy to stay visible across both traditional search results and AI-powered discovery tools.

Where do I Start?

A good place to start is revamping your website to match the conversational tone patients are using. While keywords and metadata remain important, they should be used naturally within content that clearly answers patient questions. Think like a patient, put their common questions right into your content – in the words they would really use – and answer them clearly.

Build up your reputation management efforts elsewhere on the web, too. Update your Google Business Profile listings, and interact more with patients on your social media accounts. Respond to patient reviews on tools like Yelp and Google Reviews – keeping responses HIPAA-compliant, of course. Reach out to local media outlets, and offer your doctors and other pros to serve as subject matter experts or authors for upcoming news and human interest stories. Consider working with online news sources to feature your practice.

Your goal is to take advantage of every opportunity to position yourself as a trusted authority on the subjects that your current and potential patients care about. This makes it easier to win patients over, but also for them to find you in the first place using the AI-powered tools they use every day.

To learn more about search engine optimization in the age of AI, [contact Catalyst Healthcare Marketing](#).



Innovation with Impact: Transforming Through Leadership, Technology, and Community Partnerships

A hand in the foreground points towards a digital interface. The interface features a grid of hexagonal icons representing various medical and healthcare concepts: a doctor, a laboratory flask, a first aid kit, a stethoscope, a heart rate monitor, a DNA helix, a pill bottle, a syringe, a pharmacy mortar and pestle, a water drop, a bus, and a blood bag. The word 'MEDICAL' is displayed in white capital letters on the left side of the grid. The background is a blurred image of a person in a green medical uniform.

Innovation with Impact: Transforming Through Leadership, Technology, and Community Partnerships

A hand in the foreground points towards a digital interface. The interface features a grid of hexagons, each containing a different medical or healthcare icon. The icons include a stethoscope, a heart rate monitor, a DNA helix, a microscope, a pill bottle, a syringe, a blood drop, a pharmacy mortar and pestle, a medical bag, a person with a stethoscope, a flask, a bus, and a water drop. The word 'MEDICAL' is written in white capital letters on the left side of the grid. The background is a blurred image of a person in a green lab coat.

The image shows the logo for the Healthcare Leaders Association (HLA) of Texas. The logo features the letters 'HLA' in a large, serif font, with a stylized starburst graphic integrated into the letter 'A'. Below 'HLA' is the text 'HEALTHCARE LEADERS ASSOCIATION' in a smaller, sans-serif font. Below that is the word 'TEXAS' in a large, bold, sans-serif font. To the right of the logo, the event date 'April 10, 2026' is displayed in a large, bold, sans-serif font. Below the date, the location 'University of North Texas, Health Science Center Fort Worth' is listed in a bold, sans-serif font. At the bottom right, there is a button with the text 'Click Here to Register' in a blue, sans-serif font, with the text underlined.

[Click Here to Register](#)



***Innovation with Impact: Transforming Through
Leadership, Technology, and Community Partnerships***

Friday, April 10, 2026

7:30 – 8:30 am	Breakfast and Conference Registration
8:30 – 8:45 am	Welcome and Opening Remarks
8:30 – 9:45 am	Keynote Speaker: Texas Legislative Update – Clayton Stewart, TMA, VP Chief Lobbyist
9:45 – 10:15 am	Break with Exhibitors
10:15 – 11:30 am	General Session: The Courage to Innovate: Leading Through Change, Complexity, and Constraint – Felixia Colon, FACHE, Senior VP Market Development, SCP Health
11:30 – 12:45 pm	Luncheon, Business Meeting, and Guest Speaker – I Could Have Been a Chicken Farmer – J. Matthew Driskill, FACMPE
12:45 – 2:00 pm	General Session: Rural Health – John Henderson, TORCH
2:00 – 2:30 pm	Break with Exhibitors
2:30 – 3:30 pm	General Session: AI in Healthcare Marketing: What's Changing and What It Means for Your Practice – Jynjer Schultz, MBA
3:30 – 4:00 pm	Break with Exhibitors
4:00 – 5:00 pm	Closing General Session: Impact Is Not an Accident: Building a Meaningful Career in Healthcare's Next Era – Bert Witherspoon, MS, MBA, LP, FACHE
5:00 pm	Grand Prize Drawing / Adjournment



MEMBER LISTSERV

HLA Texas is launching our new Listserv for our active members, this will be an exclusive platform where our active members can connect, collaborate and share real-time insights on healthcare leadership and management state wide.

This tool is designed to strengthen our professional network - making it easier than ever to exchange ideas, ask questions and stay informed on key issues impacting Texas Healthcare.

**Watch Your Email for Information
on How to Participate!**

www.hlatexas.com



- **Networking and peer support** - Connect with other healthcare leaders to discuss common challenges, share experiences, and receive candid advice.
- **Information sharing** - Share documents, policies, and other relevant information with a network of colleagues.
- **Question and answer forum** - Ask questions of colleagues and receive feedback on a wide range of topics.

Group Membership

Interested in your colleagues joining HLA Texas?

Medical practices that wish to purchase multiple Active memberships:

After 5 paid \$150 Active memberships, each additional membership from the same group is discounted to \$100. If your practice is interested in taking advantage of the discounted group membership, please contact us via email at: admin@hlatexas.com.



Healthcare Leaders Association of Texas champions excellence in healthcare leadership, providing resources and networking for professionals to improve care delivery and influence industry standards for a healthier tomorrow.

www.hlatexas.com | admin@hlatexas.com