



**2024 MAPRA Annual Conference Agenda**  
**June 3-5, 2024**  
**DoubleTree by Hilton Philadelphia Center City**

Time	Event	Room
<b>Monday, June 3</b>		
2:30 – 4:30 pm	Exhibitor Set-Up	Ormandy Ballroom
2:30 – 4:30 pm	Registration Set Up	Pre-Assembly West
<b>Tuesday, June 4</b>		
7:30 – 8:30 am	Registration, Breakfast and Exhibitor Visits	Ormandy Ballroom
8:30 am – 9:30 am	Welcome and General Session 1: <b>Boost Your Engagement: Leading the Five Types of People</b> , <i>Dr. Sherene McHenry, CSP, LPC, The People IQ Expert</i> <ul style="list-style-type: none"> <li>• <i>Welcome remarks by Welcome Sponsor (Premier Sponsor)</i></li> </ul>	Ormandy Ballroom
9:30 – 10:15 am	General Session 2: <b>Physician and APP Compensation Trends</b> , <i>Jaclyn Zurawski, SullivanCotter</i> <ul style="list-style-type: none"> <li>• <i>Remarks by Tuesday Breakfast Sponsor</i></li> </ul>	Ormandy Ballroom
10:15 – 11:15 am	Break and Exhibitor Visits	Ormandy Ballroom
11:15 – 12:00 pm	General Session 3: <b>State of the Industry and AAPPR’s Benchmarking Report</b> , <i>Carey Goryl, MSW, CAE, CPRP, CEO of AAPPR</i> <ul style="list-style-type: none"> <li>• <i>Remarks by Tuesday Lunch Sponsor</i></li> </ul>	Ormandy Ballroom
12:00 – 1:00 pm	Lunch and Exhibitor Visits	Ormandy Ballroom
1:00 – 1:45 pm	General Session 4: <b>Recruiters as Strategists: A Vital Role for a Changing Landscape</b> , <i>Jennifer Moody, Partner at ECG Management Consultants</i>	Ormandy Ballroom
1:45 – 2:30 pm	Break and Exhibitor Visits	Ormandy Ballroom

2:30 – 3:30 pm	<p>General Session 5: <b>Roundtables</b></p> <ul style="list-style-type: none"> <li>• <b>Sourcing:</b> <i>residency and fellowship Programs, sourcing platforms and working with search firms</i></li> <li>• <b>Recruitment Challenges:</b> <i>competition, cost of living, physician compensation and pay transparency law.</i></li> <li>• <b>Leadership in Physician Recruitment:</b> <i>how to report to leadership, best ways to lead a hybrid team.</i></li> <li>• <b>Onboarding:</b> <i>how is onboarding a key component of success? How has onboarding set someone up for success or failure?</i></li> </ul>	Ormandy Ballroom
4:00 – 5:30 pm	<p>Networking Cocktail Reception</p> <ul style="list-style-type: none"> <li>• <i>Exhibitor Prizes (part 1, you must be present to win)</i></li> <li>• <i>Remarks by the Reception Sponsor</i></li> </ul>	Ormandy Ballroom
<b>Wednesday, June 5</b>		
8:30 – 9:30 am	Breakfast and Exhibitor Visits	Ormandy Ballroom
9:30 – 10:15 am	<p>General Session 6: <b>The Recruitment Primary Care Puzzle: Understanding Motivators and Mindset</b>, <i>Matt Clancy, The New England Journal of Medicine</i></p> <ul style="list-style-type: none"> <li>• <i>Remarks by Wednesday Breakfast Sponsor</i></li> </ul>	Ormandy Ballroom
10:15 – 11:00 am	<p>General Session 7: <b>MAPRA Leadership Forum</b>, <i>facilitated by Trevor Strauss</i></p> <ul style="list-style-type: none"> <li>• <i>Remarks by Premier Sponsor</i></li> </ul>	Ormandy Ballroom
11:00 – 11:30 am	<p>Closing Remarks</p> <ul style="list-style-type: none"> <li>• <i>Exhibitor Prizes (part 2, you must be present to win)</i></li> </ul>	Ormandy Ballroom
11:30 – 12:30 pm	Exhibitor Tear Down	Ormandy Ballroom