



2018 AASA Midwest/West Mid-year Spring Retreat

Sunday, April 15-Monday, April 16, 2018

Portland, Oregon

Agenda

Sunday April 15th

Join friends old and new at the Welcome Dinner on Sunday, April 15th at the Rock Bottom Brewery. The Welcome Dinner will feature Rock Bottom homebrews, billiards, and a buffet featuring the restaurants signature dishes. Please note this dinner is included with the cost of registration.

- 5:30 PM Meet in Lobby for a short walk to dinner at Rock Bottom Brewery
- 6:00 PM Cocktail Reception and Dinner
Rock Bottom Brewery
206 SW Morrison Portland

Monday April 16th

- 7:30 AM 1st bus departure from Portland Marriott Downtown Waterfront, 1401 SW Naito Parkway to OHSU Center for Health and Healing and will loop back until 8:15 AM about every 15 minute departure
- 8:15 AM **Breakfast**
OHSU Center for Health and Healing
3303 SW Bond Ave
- 9:00 AM **Welcome**
Heidi Gibbs, AASA Midwest Region Representative
Rick Seedfelt, AASA West Region Representative
Karen Brasel, MD, MPH, FACS, Vice Chair of Education, OHSU

Karen Brasel, M.D., M.P.H., F.A.C.S., Professor of Surgery for the Division of Trauma and Acute Care Surgery, is the General Surgery Residency Program Director, Vice Chair of Education and Professional Development, and Assistant Dean for Graduate Medical Education at Oregon Health & Science University. Dr. Brasel received her medical degree from the University of Iowa, completed her surgical residency and master's degree in Public Health at the University of Minnesota, and went on to complete a surgical critical care fellowship at the University of North Carolina. Her research interests, funded by the National Institutes of Health and the Centers for Disease Control, include post-injury quality of life and functional outcomes, surgical palliative care, ethics and education.

9:15 AM Resident Career Development 101

We all do a good job of teaching our Residents and Fellows how to be fantastic surgeons but it appears we fall short in teaching them how to go out and get their first job. This



will be an interactive session where we work together on the details of this training to ensure it meets the needs of today's surgeons.

Presenter: Jonathan Radin, MBA University Of Colorado School Of Medicine
Jonathan Radin is currently the Director of Clinical Strategy and Program Development for the Department of Surgery at the University Of Colorado School Of Medicine. He has been in this role since June of 2017. He has over 19 years' experience in Higher Education Administration and has worked in Academic Medicine since 2010. He has lead several University organizations including Student IT Services, Housing and Dining Services, Family Medicine and PM&R. Jonathan received his Bachelor's degree in Psychology from Sonoma State University and his MBA from the Eberhardt School of Business at the University of the Pacific.

9:45 AM

Marketing & Social Media in the Academic Health Care Industry

There is a constant, inescapable chatter all around you every day. Tweets, ads, promos, videos, GIFs, "likes"—the internet is constantly talking, and its audience is always listening. Marketing and social media are tools that the academic health care industry can use to talk to its audience; the challenge is knowing how to use them.

Presenter: Georgia Smith, UT Southwestern Medical Center
Georgia is the marketing coordinator for the Department of Surgery at UT Southwestern Medical Center in Dallas—one of only a handful of department resources in the institution. Coming to UT Southwestern from the world of publishing, she has set her sights on raising her department's national profile and increasing engagement. She covers everything from social media to patient-facing materials to employee engagement events. In the future, she plans to incorporate additional tech such as video production and animation into her marketing output.

10:15 AM

Break

10:30 AM

Leadership Development

Presenter: Katherine Stanley, MBA, Duke University Medical Center
Katherine has held the position of Chief Administrator for the Department of Surgery at Duke University Medical Center since 2014. The Department of Surgery consists of more than 350 faculty members and 450 staff members. Prior to assuming this leadership role in the department, Katherine was Divisional Administrator for Urology, Surgical Oncology and the Director of Clinical Operations for the Department of Surgery.

Prior to joining the Department of Surgery at Duke, Katherine held the roles of Director of Operations for the Duke Health and Wellness programs and Director of the Community Private Diagnostic Clinic, which included thirty (30) Duke-affiliated practices.

11:00 AM

Emerging Trends in Advanced Practice Provider Compensation

Presenter: Matthew Johnson, ECG
Matt Johnson is currently a senior manager at ECG Management Consultants. For more than 15 years, Matt has worked closely with academic health center clients on key



initiatives concerning provider compensation planning, deployment, and production analysis; physician/hospital funds flows; academic and research program financial assessments; and department financial/operational reviews. Since moving fulltime into ECG's compensation practice in 2016, Matt has been leading the firm's efforts around advanced practice provider compensation planning.

11:45 AM **Lunch**

12:30 PM **Faculty HR and Compensation**

Presenter: David Rickleton, Wake Forest

1:15 PM **Optimizing Department Performance, reflections on leadership and performance improvement in surgical specialties**

Presenter: Rick Seefeldt, University Of California, San Francisco

Rick Seefeldt is currently the Director of the Department of Ophthalmology and Koret Eye Institute at the University Of California, San Francisco. He has been in this role since August of 2017. He has over 18 years' experience finance, business strategy, and healthcare and has worked in Academic Medicine since 2012. Prior to UCSF, Rick worked in perioperative and department of surgery leadership roles at University of Chicago Medicine and Rush University Medical Center in Chicago.

2:00 PM **Break**

2:15 PM **Department Reorganization and Performance**

Over the past year, the University of Washington Department of Surgery has undertaken an administrative and education reorganization due to increasing funding constraints. Four members of the reorganization team will discuss a) the rationale for shifting from a division-based/decentralized model to a more centralized staffing model, b) the different administrative cores developed to support the work and c) the communication to faculty and staff, and the implementation lessons learned thus far.

Presenter: Susan Marx, MBA, University of Washington School of Medicine

Susan is the Director (Chief Administrative Officer) for the Department of Surgery and Department of Anesthesiology & Pain Medicine at the University of Washington School of Medicine. Susan is a Pacific Northwest native who has grudgingly come around to appreciate Portland, probably because her sister and niece live here. Susan thought a dual major in Liberal Studies and Philosophy from the University of Notre Dame was a good idea, and then retreated to business school 10 years later where she received her MBA from the University of Washington. Susan has worked at UW Medicine for over twenty years, and has been an active AASA member and board member since 2010.

Presenter: Justin Feezell , University of Washington School of Medicine

Justin grew up in Arkansas and received his undergrad degree from Ole Miss. He discovered a passion for public service as an AmeriCorps Volunteer in Massachusetts and a Peace Corps Volunteer in Panama. Afterwards Justin worked for the March of



Dimes then earned an MSI from the University of Michigan School of Information, where he studied healthcare policy and health information technology. Justin's employment with the University of Washington's IT Department provided tuition-assistance that led to a "free" MHA degree from UW's School of Public Health. He is now an Administrator for the Cardiothoracic Surgery and Vascular Surgery Divisions in the Department of Surgery at UW Medicine

Presenter: Craig Brownson, University of Washington School of Medicine

Craig is the Associate Director for Clinical Finance and Operations for the Department of Surgery and the Department of Anesthesiology & Pain Medicine at the University of Washington School of Medicine. Originally from Montana, Craig moved to the Pacific Northwest to study Philosophy and English Lit at Seattle University. He later received his MHA from the University of Washington. Craig has worked for UW Medicine for nearly 15 years in a number of varying roles, from physician billing and compliance, to finance and operations administration. Outside of work, Craig may be found enjoying fleeting pockets of good weather (distance running, tennis, hiking, etc.), but is more likely found hanging out at home eating junk food, binge watching trashy television, and trying to force his dog to pose with him in selfies.

Presenter: Kira Martin, University of Washington School of Medicine

Kira has been a member of the AASA since 2009 and works as an Division Administrator at the University of Washington in the areas of Trauma, Burn and Critical Care Surgery, Plastic Surgery as well as supporting Education Programs in the Department. She has served in various management capacities across UW Medicine since 2001, when she completed a joint Masters in Business and Health Administration at UW. Prior to that, Kira worked as a Senior Research Manager at the Advisory Board Company in Washington, DC, serving member institutions within the Cardiology Roundtable. She has served as the AASA Western Region Representative, and has participated on various AASA initiatives, including revamping the Member Toolkit and contributing to the Cutting Edge publication.

3:00 PM

Closing Remarks

3:15 PM

Transportation Departs for the Portland Marriott Downtown Waterfront, 1401 SW Naito Parkway (shuttle will loop back until everyone is returned to hotel)

4:00 PM

One Hour Reception at the Proof Reader at the Portland Marriott Downtown Waterfront, 1401 SW Naito Parkway

For more information and to register please visit www.aasa1.org.