



2018 ASPR ANNUAL CONFERENCE TRANSFORM

**APRIL 21 - 25
CHICAGO, IL**
Sheraton Grand Chicago

Transforming Healthcare in Our Communities



ASPR[®]
Association of Staff
Physician Recruiters

REGISTRATION BROCHURE

Register by March 29 to save!



Transforming Healthcare in Our Communities



Network and Learn from Your Colleagues

The 2018 ASPR Annual Conference will be held in Chicago, April 21 to 25. The conference will be attended by hundreds of in-house physician recruitment professionals, physician liaisons, administrators, CEOs, CMOs, VPs, and others involved with in-house recruitment, retention and onboarding processes. Through discussions with these colleagues you'll learn from the best in how to source smarter, recruit faster, and retain longer.

As you strive to meet the challenges and opportunities of the rapidly-evolving healthcare environment, your informational needs are greater than ever. Take advantage of this unique opportunity to meet with colleagues and receive cutting-edge information critical to your success. There are many reasons to attend:

Keynote and Plenary Sessions

Did you know ASPR's keynote sessions are consistently rated as top in the industry? Our keynotes will illuminate your understanding of the issues facing in-house physician recruitment professionals.

Kevin MD is a board-certified internal medicine physician and founder of KevinMD, social media's leading physician voice. He has been named the web's top social media influencer in health care and medicine.

Laura Stack, MBA, CSP, CPAE is an award-winning keynote speaker and bestselling author of seven books, a noted expert in employee and team productivity.

Brad Nieder "The Healthy Humorist®"—Brad Nieder, MD, CSP*—is a doctor, funny speaker and clean comedian. He's not just another mildly amusing corporate humorist. He's really funny. Described as "Jerry Seinfeld with an 'M.D.,""

Breakout Tracks

Whether you're an experienced recruiter or are new to the industry, you cannot miss our breakout tracks!

Learning Levels

New this year, ASPR has developed learning tracks geared especially for you and where you are in your career as a recruitment professional. They are:

- Emerging Professionals (Marked with A)
- Career Enhancement (Marked with B)
- Professional Leadership (Marked with C)

New! Innovation Theaters

New this year, ASPR is pleased to bring you live sessions from corporate industry experts right in the exhibit hall. Join these pros at their special sponsored sessions as they demonstrate products, talk about new services, and share insider tips and tricks.

These sessions take place in the exhibit hall during daily breakouts. Each breakout session will include presentations for two different companies. See you there!

Don't forget to share videos, photos and thoughts with us using #ASPR2018

Schedule At-A-Glance

Saturday, April 21

| | |
|-----------------------|-----------------------------|
| 7:15 a.m. – 1:00 p.m. | Fellowship 201 Registration |
| 7:15 – 7:45 a.m. | Continental Breakfast |
| 7:45 – 8:00 a.m. | Welcome |

| | |
|-------------------------|---|
| 8:00 a.m. – 5:00 p.m. | Physician Recruitment 201 |
| 8:00 – 9:15 a.m. | <i>Provider Compensation and Incentive Plans</i> |
| 9:15 – 9:30 a.m. | Break |
| 9:30 – 11:00 a.m. | <i>Advanced Practice Provider Recruitment</i> |
| 11:00 a.m. – 12:15 p.m. | <i>The Offer: Selling it – Closing it – Keeping it Closed</i> |
| 12:15 – 1:00 p.m. | Lunch |
| 1:00 – 2:15 p.m. | <i>Relocation Policies: Rules of the Road</i> |
| 2:15 – 2:30 p.m. | Break |
| 2:30 – 3:45 p.m. | <i>Onboarding: Welcome to the Team!</i> |
| 3:45 – 5:00 p.m. | <i>Retention Matters</i> |

Sunday, April 22

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|-----------------------|-----------------------|
| 7:15 a.m. – 5:00 p.m. | Registration |
| 7:15 – 7:45 a.m. | Continental Breakfast |
| 7:45 – 8:00 a.m. | Welcome |

| | | | |
|-------------------------|--|-------------------------|--|
| 8:00 a.m. – 4:45 p.m. | Physician Recruitment 101 | 8:00 a.m. – 4:45 p.m. | Physician Recruitment 301 |
| 8:00 – 9:30 a.m. | <i>Getting Organized for Recruiting</i> | 8:00 – 9:15 a.m. | <i>Physician Contracts and Stark /Anti-Kickback</i> |
| 9:30 – 10:30 a.m. | <i>The Magic of Sourcing</i> | 9:15 – 10:30 a.m. | <i>Medical Staff Development Plans</i> |
| 10:30 – 10:45 a.m. | Break | 10:30 – 10:45 a.m. | Break |
| 10:45 – 11:30 a.m. | <i>The Magic of Sourcing, Part Deux: Social Media</i> | 10:45 a.m. – 12:00 p.m. | <i>Utilizing Benchmarks to Optimize Operational Efficiency</i> |
| 11:30 a.m. – 12:30 p.m. | <i>Screening Candidates: The Good, the Bad, and the Ugly</i> | 12:00 – 12:45 p.m. | Lunch |
| 12:30 – 1:15 p.m. | Lunch | 12:45 – 2:00 p.m. | <i>Immigration: In-Depth Legal Hows and Whys</i> |
| 1:15 – 2:15 p.m. | <i>Impressive Interviews: Rolling Out the Red Carpet</i> | 2:00 – 3:45 p.m. | <i>Benefits: Terms, Trends and Tips</i> |
| 2:15 – 3:30 p.m. | <i>Physician Immigration Primer</i> | 3:45 – 4:00 p.m. | Break |
| 3:30 – 3:45 p.m. | Break | 4:00 – 4:45 p.m. | <i>Human Resources for Provider Recruitment</i> |
| 3:45 – 4:45 p.m. | <i>Establishing a Recruitment Budget</i> | | |

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|------------------|---|
| 4:45 – 5:45 p.m. | New Member and First-Time Attendee Social |
| 5:30 – 7:30 p.m. | Welcome Reception |

Schedule At-A-Glance

Monday, April 23

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|-------------------------|---|
| 6:00 – 8:00 a.m. | 5K Walk/Run |
| 8:00 a.m. – 5:00 p.m. | Registration |
| 8:00 – 9:00 a.m. | Continental Breakfast, Networking, and exhibit viewing |
| 9:00 – 10:45 a.m. | Welcome and Keynote Presentation <i>Connect & Be Heard: Make a Difference in Health Care with Social Media</i> Keynote Speaker: Kevin Pho, MD |
| 10:45 – 11:15 a.m. | Networking & Exhibit Viewing |
| 11:15 a.m. – 12:15 p.m. | Breakout Tracks A. Cultivating Candidate Relationships: The Next Phase in the Evolution of Physician Recruitment B. Mayo Clinic Transformation: Geographic to Specialty Recruitment Model C. Key Strategic Trends Impacting Health System Decision-Making D. Innovation Theaters (Exhibit Hall) |
| 12:15 – 1:45 p.m. | Lunch & Exhibit Viewing |
| 12:15 – 1:45 p.m. | Chapter and Regional Group Officer Luncheon (invite only) |
| 1:45 – 2:45 p.m. | Breakout Tracks A. Maximization of a CRM system to Increase Efficiency and Effectiveness of Provider Recruitment B. Transforming Management Engagement in Recruitment C. A Prescription for Comprehensive Healthcare Reform D. Innovation Theaters (Exhibit Hall) |
| 2:45 – 3:15 p.m. | Networking & Exhibit Viewing |
| 3:15 – 4:15 p.m. | Breakout Tracks A. Creating a Virtual Presence with Social Media for Networking and Recruiting B. Personality Testing as a Tool in Physician Recruitment and Development C. How Do We Survive in a Shrinking System? |
| 4:30 – 5:30 p.m. | Chapter Meetings |
| 7:00 – 10:00 p.m. | Evening Celebration at Lucky Strike |

Tuesday, April 24

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|-----------------------|--|
| 7:30 – 9:00 a.m. | Chapter Meetings |
| 8:00 a.m. – 5:00 p.m. | Registration |
| 8:00 – 9:00 a.m. | Continental Breakfast |
| 9:00 – 10:15 a.m. | Welcome and Keynote Presentation <i>What to Do When There's Too Much to Do</i> Keynote Speaker: Laura Stack, MBA, CSP, CPAE |
| 10:15 – 10:45 a.m. | Networking & Exhibit Viewing |
| 10:45 – 11:45 a.m. | Breakout Tracks A. The More Recruiting Changes the More It Stays the Same B. Transforming your Evaluation Process C. Leading Through Conflict |

Schedule At-A-Glance

Tuesday, April 24 (continued)

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|------------------------|---------------------------|
| 11:45 a.m. - 1:15 p.m. | Lunch & Exhibit Viewing |
| 1:15 - 2:30 p.m. | Meeting of the Membership |
| 2:30 - 3:00 p.m. | Refreshment Break |
| 3:00 - 4:00 p.m. | IGNITE Sessions |
| 4:15 - 5:30 p.m. | Chapter Meetings |

Wednesday, April 25

| | |
|------------------------|--|
| 7:30 - 8:30 a.m. | Coffee with the Experts |
| 8:00 a.m. - 12:00 p.m. | Registration |
| 8:00 - 9:00 a.m. | Continental Breakfast |
| 9:00 - 10:00 a.m. | Keynote Presentation <i>Laughter is the Best Medicine</i> Keynote Speaker: Brad Nieder |
| 10:00 - 10:15 a.m. | Refreshment Break |
| 10:15 - 11:15 a.m. | Plenary Session <i>AMA Advocacy Update</i> Speaker: Richard Deem, SVP Advocacy |
| 11:15 a.m. | Adjourn – Thank you for coming! |

Special Thank You to...

Laura Screeney, FASPR, CMSR, Chair,
Content Strategy Advisory Panel

Kathy Gresham, DASPR, Co-Chair,
Education Committee

Scott Manning, SHRM-SCP, SPHR, FASPR, Co-Chair,
Education Committee

Steven Jacobs, MA, FASPR, Co-Chair,
Fellowship Committee

Kate M. Kaegi, FASPR, Co-Chair,
Fellowship Committee

All have done an excellent job planning a conference with a wide range of educational opportunities that will appeal to everyone!

Thank You to our 2017 Strategic Partners

CompHealth

NALTO[®] National Association
of Locum Tenens
Organizations

NEJM
CareerCenter

PracticeLink[®]
Recruit. Hire. Heal.™

practiceMatch
EMPOWERING YOU WITH MORE

Schedule Highlights



Develop Business Relationships

Don't miss your opportunity to connect with 75 exhibiting companies representing an abundance of services specific to the needs of physician and advanced practice provider recruitment, retention and onboarding professionals.

Exhibit Hall Hours

Sunday, April 22 5:30 pm - 7:30 pm

Monday, April 23 8:00 - 4:15 pm

Tuesday, April 24 8:00 - 1:15 pm

Tuesday Meeting of the Membership 1:15 - 2:30 p.m.

The Meeting of the Membership is ASPR's Annual Business Meeting. We will present the state of the association and conduct ASPR's Annual Elections.

If you are unable to participate in the actual run/walk, but still want to donate to *American Foundation for Suicide Prevention*, visit www.aspr.org/conference2018.

Networking Events

After the day's educational sessions, unwind with your colleagues. From live entertainment to food, networking and adventure, the after-hours activities are as endless as your imagination. Take a moment to take it all in and enjoy the ASPR conference experience.

Sunday Evening Welcome Reception 5:30 - 7:30 p.m.

Kick your meeting off to a great start by joining your fellow attendees to meet and mingle. Appreciate the power and energy of the ASPR annual conference as all career levels come together for fun and networking.

Monday Evening Celebration at Lucky Strike 7:00 p.m.

Within easy walking distance of the Sheraton Grand, Lucky Strike is the ideal venue for networking and having fun! With a high energy atmosphere, professional bowling lanes, state-of-the-art sound system, and quiet corners for conversation, there is something for everyone to enjoy here.

Run/Walk in ASPR's 3rd Annual 5K!

Bring your running shoes to the ASPR Annual Conference as we'll be hosting our 3rd annual 5K! ASPR will donate all 5K registration fees directly to the American Foundation for Suicide Prevention. Registration rates are \$25.00.

About the American Foundation for Suicide Prevention

Established in 1987, the American Foundation for Suicide Prevention (AFSP) is a voluntary health organization that gives those affected by suicide a nationwide community empowered by research, education and advocacy to take action against this leading cause of death.

Monday Morning Keynote

9:30 – 10:45 a.m.

Connect & Be Heard: Make a Difference in Health Care with Social Media

Kevin Pho, MD

About Our Keynote Speaker: Dr. Kevin Pho is a board-certified internal medicine physician and founder of KevinMD, social media's leading physician voice. He has been named the web's top social media influencer in health care and medicine. The New York Times called KevinMD "a highly-coveted publishing place for doctors and patients." Forbes called KevinMD a "must-read health blog." And CNN named @KevinMD one of its five recommended Twitter health feeds. He is also co-author of the book, "Establishing, Managing, and Protecting Your Online Reputation: A Social Media Guide for Physicians and Medical Practices." Dr. Pho received his medical degree at Boston University School of Medicine and practices primary care in Nashua, New Hampshire.

Monday Morning Breakout Tracks

11:15 a.m. – 12:15 p.m.

Breakout A: Emerging Professionals

A

Anthony Gentile, MS, Managing Partner, Katon Direct

Cultivating Candidate Relationships: The Next Phase in the Evolution of Physician Recruitment

In-depth look into how the dynamic between candidates and employers has changed, and how you can leverage this knowledge to win the war for top talent. This breakout session will help you jumpstart your recruitment marketing efforts and provide tips for engaging candidates throughout their journey.

Breakout B: Career Enhancement

B

Marissa Anderson, FASPR, PHR, Physician Recruiter, and Becky Schulte, MBA, PHR, Physician Recruiter, Mayo Clinic

Mayo Clinic Transformation: Geographic to Specialty Recruitment Model

Mayo Clinic embarked on a transformation to change its recruitment model from geographic to specialty-based. This presentation will discuss the journey, including why the change was made, the benefits, and how success was achieved. A case study approach will be used to provide practical examples of the process and outcomes.

Breakout C: Professional Leadership

C

Elisa Arespacochaga, VP, AHA Physician Alliance; Akin Demehin, Director, Policy, American Hospital Association

Key Strategic Trends Impacting Health System Decision-Making

The past few years have been tumultuous for most health care organizations. Payment models, competition, regulatory changes, clinical advances, digital and information technology, and workforce trends have created the need for rapid transformation in every area of health care delivery

and management. Layer on uncertainty about the future of the Affordable Care Act and health care leaders have a lot to be aware of this year.

Breakout D: Innovation Theater

D

(25 minutes each)

Aaron Paul, CEO of LocumsMart

Streamline and Simplify your Locums Process

Did you know there is a free money and time-saving way to manage vendors? Learn how you can centralize the management of vendor firms and automate the processes of staffing requests and provider bids. This step by step demonstration of the technology available to you will allow you do to just that. Learn how to access decision support tools to select best candidates and reduce administrative costs and time.

Presenters: Matthew Bennett, VP CompHealth Locum Tenens & Allen Kram, FASPR, ASPR Vendor Relations Chair

Credentialing Made Easy

Recruiters spend a lot of time and effort identifying a physician for a needed position only to have all that energy come to a halt when the credentialing process begins. Credentialing is a common pain point and bottleneck in getting a physician able to work. New, in 2018, ASPR and CompHealth are partnering to determine precisely what those pain points are. You will not want to miss this briefing as we share our initial results, and solicit your feedback to determine best practices that will help you quickly and adequately credential physicians in your work setting.

Breakout Key:

- A** Breakout A: Emerging Professionals
- B** Breakout B: Career Enhancement
- C** Breakout C: Professional Leadership
- D** Breakout D: Innovation Theater

Monday Afternoon Breakout Tracks

1:45 – 2:45 p.m.

Breakout A: Emerging Professionals A

Jolynn Brink, FASPR, Physician Recruiter, Aurora Health Care

Maximization of a CRM System to Increase Efficiency and Effectiveness

One of the best ways to maximize efficiency and increase your recruitment return on investment is through the effective implementation of a CRM system. This presentation will provide insight into both the business case for purchasing a CRM system as well as how to select one. For those already utilizing a CRM, this presentation will offer insight into how to optimize your system.

Breakout B: Career Enhancement B

Candace Fitzgerald, FASPR, : Physician and Advanced Provider Recruiter, and Kris Yoder, Manager of Physician and Advanced Provider HR Services /Provider Recruitment, Indiana University Health Arnett

Transforming Management Engagement in Recruitment

Better understand the reality of your hiring managers and their perception of recruitment. Improve your work relationships and coaching skills with management. Engage your managers to “wow” your candidates at interview. Assist in a rewarding onboarding experience, and increase retention. You will take back practical tools to your organization to orient and prepare your managers to fully engage in recruitment.

Breakout C: Professional Leadership C

Shane Foreman, MSA, Founder & CEO, and Ron Flower, Director, 3d Health

A Prescription for Comprehensive Reform

The Affordable Care Act led to historic gains in health insurance coverage by extending Medicaid coverage and providing Marketplace subsidies. Under the law, the number of uninsured non-elderly Americans decreased from 44 million in 2013 to 28 million as of the end of 2016. Repeal efforts threaten the insurance coverage gains from the implementation of the ACA. This session will outline the eight necessary ingredients for true healthcare reform across the U.S.

Breakout D: Innovation Theater D

(25 minutes each)

Christopher Lee, Chief Commercial Officer, DMD Connects

No Login Required: Identify The Physicians Reading Your Job Posts

Imagine if you could identify physicians and other healthcare professionals whenever they come to your website without requiring a login and reach out to them. Access to medical website data not only takes the guesswork out of your digital communications and healthcare recruitment initiatives, but gives you the opportunity to target and engage with the best prospects to fill vital clinical roles. DMD's audience identity manager platform identifies your medical website visitors and can help you reach them with a personalized and relevant email.

Presenters: Eric Martin, Manager of Sales & Client Relations, PracticeLink, Ltd & Ken Allman, Founder and CEO, PracticeLink, Ltd

The Brave New World of Physician Recruitment

Work is changing. The way we talk about work must change. Learn about timely data from the PracticeLink system on the behavior of job-seeking physicians and industry trends. Up to date information includes the most difficult to recruit and in-demand specialties through a demonstration of new products available through PracticeLink. This session will teach techniques you can employ immediately without adding any tools to your current recruitment toolbox to see a higher return on your marketing efforts, even in the midst of an explosion of new technologies impacting recruitment.

Breakout Key:

- A Breakout A: Emerging Professionals
- B Breakout B: Career Enhancement
- C Breakout C: Professional Leadership
- D Breakout D: Innovation Theater

Monday Afternoon Breakout Tracks

3:15 – 4:30 p.m.

Breakout A: Emerging Professionals A

Charlene Plotycia, Physician Recruiter, and Terri Houchen, Physician Recruiter, The University of Kansas Health System

Creating a Virtual Presence with Social Media for Networking and Recruiting

Social media has been increasingly utilized by organizations to build followers who match their culture and have an interest in their activities. This breakout session will provide you with tools to familiarize active and passive job seekers with your organization's culture, vision, and activities to support it.

Breakout B: Career Enhancement B

Kathy Jordan, Founder & CEO, Jordan Search Consultants, and Leslie Jebson, Administrator, Department of Surgery and Surgical Specialties, Southern Illinois University School of Medicine

Personality Testing as a Tool in Physician Recruitment and Development

The pressure to hire the right physicians and physician leaders who will stay and thrive in their jobs has never been more intense. How can healthcare organizations ensure they are selecting the right candidates? This interactive session explores the value of personality testing in healthcare hiring, and provides actionable insights into utilizing the emerging trend to improve recruitment and hiring processes, and identify future physician leaders.

Breakout C: Professional Leadership C

Sarah Krueger, LMSW, Physician Recruiter, MidMichigan Health and Craig Hunter, Vice President, The Coker Group

How Do We Survive in a Shrinking System?

The Physician shortage is here and it is real. As physician and APP Recruiters, we face this shortage on a daily basis. Along with that also comes the shrinking of hospital systems nationwide. Many smaller hospitals are being partnered or bought by other health systems. This presentation will provide knowledge and tools that will allow you to stand out as a strong and valuable asset to health care.

Breakout D: Innovation Theater D

(25 minutes each)

Chris Carnahan, President & Founder, Carnahan Group

FMVMD™: Revolutionizing Healthcare Valuations

FMVMD™ powered by Carnahan Group, is a physician compensation fair market valuation platform that utilizes risk continuum modeling to reduce the turnaround times and costs of compliance. Don't miss this live demonstration! Our web-based platform provides a faster, more efficient, and cost-effective valuation process. Our platform instantly analyzes clinical, medical director, on-call, and academic compensation based on historical factors, productivity, proposed hours, and total compensation. FMVMD™ ensures maximum compliance and protection against physician compensation stacking issues. It is available 24/7, includes over 260 specialties (inclusive of mid-level providers), and is the most sophisticated platform of its kind.

Dr. Alexi Nazem, Co-founder and CEO of Nomad Health

The Digital Hiring Revolution: How Tech is Solving Clinician Shortages

Join Dr. Nazem, the co-founder and CEO of Nomad Health, for a discussion about solving critical clinician shortages using modern technology. Nomad is the first online marketplace that directly connects clinicians and employers for jobs. We'll discuss:

- How can technology solve clinician shortages?
- How can recruitment teams increase quality hiring, without increasing costs?
- What is the future of healthcare staffing?

Tuesday Morning Keynote

9:15 a.m. to 10:15 a.m.

What to Do When There's Too Much to Do

Laura Stack, MBA, CSP, CPAE

Funny, engaging, and full of real life strategies that work, Laura will change mindsets and attitudes so your team can maximize productivity, strengthen performance, and get the job done right. Her presentations help audiences improve output, increase speed in execution, and save time in the office. Laura is a high-energy, high-content speaker, who educates, entertains, and motivates professionals to deliver bottom-line results.

Look at your to-do list. It's ridiculous. You can't get all that done. As a skeptical audience member once told author Laura Stack before a presentation, "I don't want to hear a productivity consultant telling me to do more with less. I want to do less and achieve more." That's exactly what Laura offers in this presentation.

Tuesday Morning Breakout Tracks

10:45 - 11:45 a.m.

Breakout A: Emerging Professionals

A

David Townsend, Director of Sales, Doximity Talent Finder

The More Recruiting Changes the More it Stays the Same

Technological changes have created an entirely new world of physician recruiting. While these changes may make it seem like recruiting is a much different game than it was 20 years ago, much of it remains the same. We'll cover the major changes and the current tech-driven strategies for sourcing physicians. We'll show how traditional recruiting techniques not only fit within these strategies but make them stronger.

Breakout B: Career Enhancement

B

Pam Snyder, BBA, FASPR, Director Physician and Advanced Practitioner Recruiting, and H. Timothy Ewing, Ph.D., V.P. Talent Management and Inclusion, Baystate Health

Transforming your Evaluation Process

To mitigate bias in recruitment, organizations are moving toward competency and evidence based recruitment. This presentation will provide education on unconscious bias and will provide you with insights to create an evaluation process that unites the organization's mission, competencies, and Behavioral Event Interviewing (BEI). We will also share learning insights and deployment and training plan along with tools and tactics to lay the foundation for organizational success.

Breakout C: Professional Leadership

C

Debra Zabloudil, FACHE, CAE, President and CEO, The Learning Studio, Inc.

Leading Through Conflict: Staying Cool and Effective through the Toughest Situations

Where there are people, there is conflict. Without some conflict, individuals, teams, and organizations would not grow and flourish. Effective conflict resolution skills are essential to maintain the health and viability of an organization or department. Understanding the root of conflict, how to turn conflict into a constructive dynamic, and to lead through it is an art, and one that is essential for any leader or manager.

IGNITE!

3:00 - 4:00 p.m.

New this year!

Join your colleagues on a unique adventure in live speaking as they take their best shot at educating and entertaining you. Speakers are strictly limited to ten minutes and no more than 20 slides - this fast-paced session is sure to get you thinking!

Open Forum *Coffee with the Experts*

7:30 - 8:30 a.m.

These open forum discussions will be interactive, bringing together conference attendees on timely topics specifically for the recruiting professional. *(Topics will be announced on the website.)*

Wednesday Morning Keynote

9:00 - 10:00 a.m.

Laughter is the Best Medicine

Keynote Speaker: Brad Nieder

About Our Keynote Speaker: “The Healthy Humorist®”—Brad Nieder, MD, CSP*—is a doctor, funny speaker and clean comedian. He’s not just another mildly amusing corporate humorist. He’s really funny. Described as “Jerry Seinfeld with an ‘M.D.,’” Dr. Brad was infected with the comedy bug while watching Johnny Carson’s “Tonight Show” monologues from the foot of his parents’ bed.

After completing his internship and getting his medical license, Dr. Brad realized there was a serious nationwide shortage of funny doctors. So he began his unconventional medical practice of delivering his unique brand of healthcare humor around the country to corporate audiences, convention crowds and conference attendees. Physicians, nurses, bankers, teachers—indeed people from all industries—have benefited from the doctor comedian’s medical humor.

Wednesday Morning Plenary

10:15 - 11:15 a.m.

AMA Advocacy Update

Speaker: Richard Deem, SVP Advocacy

With a new Medicare payment system in place this year, the Quality Payment Program (QPP), health care technology could be a physician’s best friend—if it is designed in a way that works in everyday clinical practice. The question is: What are those things that take away from a physician’s ability to provide that care to patients? As VP of Advocacy for the American Medical Association, Richard Deem has an up to the minute update for you on this and other critical issues impacting how the physicians you are recruiting will be able to practice in 2018 and beyond.

Breakout Key:

- A** Breakout A: Emerging Professionals
- B** Breakout B: Career Enhancement
- C** Breakout C: Professional Leadership
- D** Breakout D: Innovation Theater



You take your career seriously. Now take it to the next level.

Fellowship Programs

The ASPR Fellowship program is the most comprehensive, authoritative resource for individuals seeking to develop and test their skills and knowledge in the physician and advanced practice provider recruiting, onboarding and retention.

We are pleased to offer the ASPR Fellowship Program in conjunction with our Annual Conference, which consists of the three modules with corresponding exams leading to earning your credential as a Fellow of the Association of Staff Physician Recruiters (FASPR).

Find out more at www.aspr.org/fellowship.

Please note:

These are the speakers that were confirmed at time of press and they are subject to change.

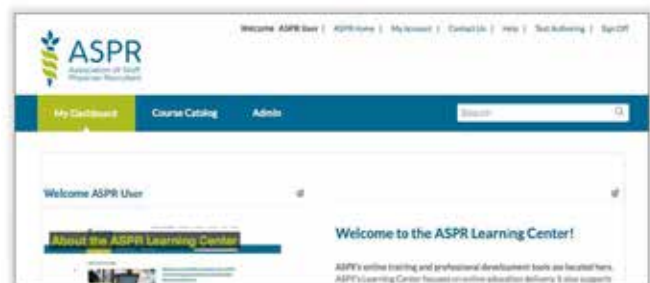
ASPR's Online Learning Center

ASPR's Learning Center focuses on online education delivery. It also supports documentation and tracking of professional development. Use this Learning Center to take ASPR's Fellowship Certification Course and access our on-demand webinars.

Features

- Online Fellowship Courses
- On-Demand Webinars
- Track Credits

Find out more at www.aspr.org.



Physician Recruitment 101

This daylong program is the first* in a three-part series leading to earning your credential as a Fellow of the Association of Staff Physician Recruiters (FASPR). The program will provide a foundation for new physician recruiters and serve as a refresher for seasoned recruiters.

101

Getting Organized for Recruiting

Scott Lindblom, FASPR, Vice President Clinical Talent Acquisition, U.S.

Anesthesia Partners

Learn what tools and processes you need to get organized for successful physician recruitment. Discussion includes position justifications, manpower plans, recruitment committees, and tools for sourcing and screening candidates.

The Magic of Sourcing

Marjorie Creagh, FASPR, CMSR, Director of Clinician Recruitment and Credentialing, DaVita Medical Group

Review cutting-edge sourcing methodologies including databases, mailings, print ads, Internet postings, social media, and much more. Understand how current physician training trends and demographics impact your marketing efforts.

The Magic of Sourcing, Part Deux: Social Media

Steve Jacobs, MA, FASPR, Manager of Physician Recruitment, WellSpan Health

This presentation assesses the mobile capacity of an organization's website and the strategy of building, integrating and maintaining a social media presence for the purposes of sourcing candidates and disseminating information regarding positions.

Screening Candidates: The Good, the Bad, and the Ugly

Mike Griffin, FASPR, SPHR, Clinician Recruiter, Sound Physicians

Understand how comprehensive screening, credentials verification and background investigations can help ensure a successful match and reduce turnover. Learn to screen candidates and identify red flags throughout the recruitment process.

Impressive Interviews: Rolling Out the Red Carpet

Christine Bourbeau, FASPR, Director, St. Francis Hospital & Medical Center

Create personalized and positive interview experiences for your candidates! Session focuses on pre-interview planning and itinerary development to address the professional and personal needs of the physician and their family.

Physician Immigration Primer

Robert Aronson, Attorney, Fredrikson & Byron, P.A.

Discover how you can employ Foreign Medical Graduates. Learn about J1 and H1B visas and get practical advice on how to make immigration work to assist your recruitment program.

Establishing a Recruitment Budget

Christy Ricks, MHA, FASPR, Senior Director, Physician Recruitment, LifePoint Health

Learn how to develop a realistic physician recruitment budget and how to determine your recruiting costs per physician hired. Understand variations in expenses between rural/urban and primary care/specialty recruitment.

**Fellowship Modules can be taken in any order.*

Physician Recruitment 201

This daylong program is the second* in a three-part series leading to earning your credential as a Fellow of the Association of Staff Physician Recruiters (FASPR). This program will build upon your knowledge base gained in the 101 Module and provide additional knowledge and expertise in the field of physician recruitment, onboarding, and retention.

201

If you haven't taken the 101 course, consider taking the online version before the conference.

Provider Compensation and Incentive Plans

Scott Lindblom, FASPR, Vice President Clinical Talent Acquisition, U.S.

Anesthesia Partners

Learn how to use compensation surveys and understand current trends in compensation plans. Understand how physician compensation and incentive plans are influenced by practice type and characteristics.

Advanced Practice Provider Recruitment

Lynne Peterson, FASPR, Director, Physician Advanced Practice

Recruitment, Fairview Health Services

Obtain knowledge on demographics, licensing, and scope of practice of Physician Assistants, Nurse Practitioners, and Certified Nurse Midwives. Learn about effective sourcing and compensation trends for advanced practice provider recruitment.

The Offer: Selling it — Closing it — Keeping it Closed

Marci Jackson, FASPR, Physician Recruitment Manager, Marshfield Clinic

Discover how to manage expectations and what's important in negotiation and reaching consensus. Understand agreements including letters of intent, offer letters, contracts and the components of these agreements.

Relocation Policies: Rules of the Road

Christine Bourbeau, FASPR, Director, St. Francis Hospital & Medical

Center

Understand the critical components of a relocation policy and procedure and receive templates to create your own. Gain knowledge on IRS regulations and which relocation expenses are tax-deductible.

Onboarding: Welcome to the Team!

Donna Ecclestone, FASPR, CMSR, Director, Physician Integration, Duke

Health

Learn what components are required and how to implement an effective physician orientation and onboarding program. Receive valuable forms including orientation checklists, evaluation surveys, and physician exit interview surveys.

Retention Matters

Laura Screeney, FASPR, CMSR, Director, Physician Recruitment,

NewYork-Presbyterian

Obtain practical advice and examples on developing a retention program for your organization. Review physician satisfaction and causes of physician turnover. Learn what benefits are important to physicians.

**Fellowship Modules can be taken in any order.*

Physician Recruitment 301

This daylong program is the third and final* in a three-part series leading to earning your credential as a Fellow of the Association of Staff Physician Recruiters (FASPR). The program will provide higher level education and build upon the knowledge gained in the earlier sessions. Becoming credentialed as a FASPR demonstrates a commitment to continuing education and excellence in the discipline of physician recruitment.

301

Physician Contracts and Stark/AntiKickback Regulations

Mills Fleming, Hunter Maclean

Understand the Physician Self-Referral Law (“Stark”) and Federal Anti-Kickback Statute. Gain an understanding of the key regulatory bodies and applicable sanctions and penalties for violations.

Medical Staff Development Plans

David Andrick, FASPR, CMSR, FMSD, Director of Physician Recruitment/Relations, Wilson Health

Learn why medical staff development plans are important, what qualitative and quantitative data are needed, what key elements are required, and how to develop a plan for your organization.

Utilizing Benchmarks to Optimize Operational Efficiency

Adam Ullman, FASPR, CMSR and Suzanne Anderson, FASPR, CMSR, Associate Director, Medical Staff Recruitment, Duke Medical Staff

Recruitment Discover how to track, use, and interpret benchmarking metrics to improve efficiency in your recruitment department. Use data to justify your role and supply meaningful data to your C-Suite.

**Fellowship Modules can be taken in any order.*

Immigration: In-Depth Legal Hows and Whys

Robert Aronson, Attorney, Fredrikson & Byron, P.A.

Obtain an in-depth understanding of visas, H1B caps and exemptions. Learn about pathways and best options to obtain permanent residence including Labor Certifications and National Interest Waivers.

Benefits: Terms, Trends and Tips

Scott Manning, FASPR, SPHR, Director, HR & Provider Recruiting, Physician Recruitment, District Medical Group (DMG)

Review physician benefits including retirement plans, medical coverage, disability coverage, life insurance, liability insurance, long term care, PTO, and CME. Understand physician priorities and current and future trends.

Human Resources for Provider Recruitment

Scott Manning, FASPR, SPHR, Director, HR & Provider Recruiting, Physician Recruitment, District Medical Group (DMG)

Comprehensive review of Affirmative Action, employment law, and potential litigation. Discuss harassment, discrimination, wrongful discharge, negligent referencing, and inappropriate interviewing. Learn about regulatory agencies, compliance reviews, and potential penalties.

Fellowship tests will be made available at ASPR's Online Learning Center.

Thank You to Our Conference Sponsors As of January 5, 2018

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ASPR Scholarship

ASPR provides scholarships for attendance to the conference each year. Scholarship covers:

- Registration fees for the main educational conference and one Fellowship Program module (Physician Recruitment 101, 201 or 301)
- Hotel lodging for up to four nights (room and tax only)
- Round-trip economy or coach class airfare or rail fare (not to exceed \$800)

Scholarships are funded through corporate sponsors and the association as approved in the annual budget. The number of scholarships available varies based on funding.

To apply for the ASPR Conference Scholarship Program an individual must meet the following criteria:

- Be a current member of ASPR in good standing (excluding ASPR board members and committee chairs)
- Have not received an ASPR scholarship in the last 24 months.

Winners will be selected and notified on or before March 7, 2018.

To apply or to read the full terms and conditions please visit www.ASPR.org/conference2018.

The deadline to submit your application is Monday, February 19, 2018.

**For legal reasons, this opportunity is not available to Canadian members.*

Hotel Information

Sheraton Grand Chicago

301 E North Water St
Chicago, IL 60611
Tel: (312) 464-1000

Room Rate: \$249 plus tax.

Cut-off: March 29, 2018 or until the room block is exhausted, whichever occurs first.

Once your conference registration is processed, you will receive a confirmation email that contains an access link to book your room.

When making reservations, please note the hotel will take a deposit for one night of room and tax for each reservation at the time of booking.

ASPR has a room block reserved for ASPR conference participants. All participants are encouraged to book directly through the Sheraton Grand Chicago and within the established ASPR block. Third party companies, such as Exhibition Housing Services, sometimes promise rooms in hotels where they do not actually have rooms or blocks set up. There is the potential to be left without a room and to lose money paid in advance if you book through them.

If you have made a reservation through this company, or have questions or concerns, contact ASPR's Meeting Manager Bridget Fox at 651-265-7855 or via email at bridgetf@aspr.org.

Chicago's Calling: Are you ready for an experience like no other?

Known as the, "Windy City," Chicago is a beloved destination for shopping, food, music and museums. Typical April temperatures are around 50 degrees — make sure to pack a light jacket!

During ASPR's conference, you'll find after-hours activities such as:

- Great dining at top downtown Chicago restaurants: www.themagnificentmile.com/dining
- Incredible shopping at Chicago's exclusive, "Miracle Mile": www.themagnificentmile.com
- Search the travel calendar to see fun activities that are happening during your stay: www.events12.com/chicago/april

We want to see your #ASPR2018 photos not only having fun at conference, but in the Windy City. From deep dish pizza to Chicago's incredible jazz scene, make your own Chicago bucket list here: www.choosechicago.com/things-to-do/top-chicago-bucket-lists/the-ultimate-chicago-bucket-list. Who knows... you might even make friends with Sue, the T-Rex!

Here's to a Chicago adventure, great networking and wonderful ASPR memories!

***"Chicago is an October sort of city even in spring."* — Nelson Algren, Chicago: City on the Make**

Earn FASPR Renewal Hours

By attending you will earn 9 educational hours to be used towards your FASPR renewal.

Conference Eligibility Criteria

The 2018 ASPR Annual Conference is designed for in-house physician recruitment professionals, physician liaisons, administrators, CEOs, CMOs, VPs, and others directly involved with in-house recruitment, retention and onboarding processes.

The ASPR Annual Conference is open to those that meet this criteria:

- Individuals who are engaged in the recruitment, onboarding, and/or retention of physicians and other healthcare providers and who are employed to do so by a hospital, hospital organization, clinic, medical group, health maintenance organization, academic medical centers, or state or federal governmental agency.
- Independent contractors and self-employed recruiters who are contracted directly to recruit for a single healthcare organization that employs physicians.
- Recruiters whose organization directly employs physicians and are contracted to staff other healthcare organizations with specific specialties (e.g. Emergency Medicine or Hospitalist).
- Individuals who do not actively recruit, but are directly involved in the recruitment, onboarding, and/or retention process, have supervisory responsibilities for in-house physician recruiters or are actively engaged in physician education through residency or fellowship programs (such as healthcare executives, residency directors and coordinators).

Ineligible Registrations

All registrations are reviewed to ensure they meet the ASPR eligibility policies and are considered pending until approved and conference eligibility has been met. Employees from vendors that have not purchased an exhibit booth are not eligible to attend. ASPR reserves the right to refuse or cancel all ineligible registrations at any time and shall not be held accountable for any outside fees associated with any cancellation. If you have questions about the conference eligibility criteria please contact jasona@aspr.org.

Cancellation and Refund Policy

All cancellation requests must be submitted through the Refund Request Online Form on or before **March 29, 2018**. Individuals will receive an 80% refund. No refunds are provided after this date.

Extenuating Circumstances. Requests for refunds after the March 29, 2018 will be reviewed by ASPR on an individual basis for situations of medical emergencies to themselves or immediate family. No refunds are given but in these instances a non-transferable 80% credit to next year's conference may be given. Please provide an explanation of any extenuating circumstances and upload any supporting documents. Credit requests will be reviewed two to three weeks after the conference and registrants will be notified by email.

PCI Compliance

Due to PCI compliance, ASPR will only accept credit card payments via fax or mail. Emails with a completed registration form attached will not be accepted.

Photography Consent

Attendance at, or participation in, this conference constitutes consent to the use and distribution by ASPR of the attendee's image or voice for informational, publicity, promotional, and/or reporting purposes in print or electronic communications media. Video recording by participants and other attendees during any portion of the conference is not allowed without prior written permission of ASPR. Photographs of copyrighted PowerPoint or other slides are for personal use only and are not to be reproduced or distributed. Do not photograph any such images that are labeled as confidential and/or proprietary.

Accommodations

Please direct any requests for reasonable accommodation under the Americans with Disabilities Act of 1990 (ADA) as soon as possible or no later than April 6, 2018 to Bridget Fox at 651-265-7855 or bridgetf@aspr.org.

Registration Form (Registration also available online at www.aspr.org)

One person per form. Please photocopy for additional attendees

Name (as it should appear on a name badge): _____

Company/Organization: _____

Position/Title: _____

Address: _____

City/State/Zip/Country: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

This is my first ASPR Conference

I meet the eligibility requirements (non-members).

For conference attendee eligibility requirements, please review Conference Eligibility Criteria on page 18.

I have special dietary needs (ASPR will make reasonable accommodations for those with special needs upon request):

Vegetarian Vegan Gluten Free Other (please describe) _____

Optional Registration – included in all registration packages

Sunday, 5:30 p.m. – Welcome Reception

Yes, I plan to attend the Welcome Reception. Additional Tickets: ____ x \$45 each = \$ _____

Guest 1 Name: _____ Guest 2 Name: _____

Monday, 7:00 p.m. – Evening Celebration

Yes, I plan to attend the Evening Celebration. Additional Tickets: ____ x \$125 each = \$ _____

Guest 1 Name: _____ Guest 2 Name: _____

5K Walk/Run Registration – not included in registration packages

Monday, 6:00 a.m. – 5K Walk/Run (\$25)

Yes, I plan to attend the 5K Walk/Run. Tickets: ____ x \$25 each = \$ _____

Guest 1 Name: _____ Guest 2 Name: _____

Fellowship Modules

I am attending the following fellowship module(s): 101 201 301

Subtotal \$ _____

Registration Fees

| | Member | | Nonmember* | |
|--|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| | By March 29 | After March 29 | By March 29 | After March 29 |
| <input type="radio"/> One Fellowship Module Only | <input type="radio"/> \$420 | <input type="radio"/> \$620 | <input type="radio"/> \$645 | <input type="radio"/> \$845 |
| <input type="radio"/> Two Fellowship Modules Only | <input type="radio"/> \$840 | <input type="radio"/> \$1,240 | <input type="radio"/> \$1,290 | <input type="radio"/> \$1,690 |
| <input type="radio"/> Annual Conference Only | <input type="radio"/> \$670 | <input type="radio"/> \$870 | <input type="radio"/> \$895 | <input type="radio"/> \$1,095 |
| <input type="radio"/> Annual Conference and One Fellowship Module | <input type="radio"/> \$1,070 | <input type="radio"/> \$1,270 | <input type="radio"/> \$1,295 | <input type="radio"/> \$1,495 |
| <input type="radio"/> Annual Conference and Two Fellowship Modules | <input type="radio"/> \$1,420 | <input type="radio"/> \$1,620 | <input type="radio"/> \$1,620 | <input type="radio"/> \$1,820 |

***Nonmembers must meet conference eligibility criteria on page 18 in order to attend.**

Note: All confirmation information will be sent to the email address you provide above.

All registrations must be accompanied by full payment/purchase order to reserve your place at the event.

Payment (All fields required if paying by credit card)

Grand Total \$ _____

Check (Payable to ASPR) Visa Mastercard American Express

Cardholder Name _____ Cardholder Phone _____

Card Number _____ Security Code _____ Exp. Date _____

Signature _____

Credit Card Billing Address: Same as Above _____

Credit Card City/State/Zip _____

Mail or Fax this form with payment to: ASPR Central Offices | 1000 Westgate Drive, Suite 252 | Saint Paul, MN 55114

Questions? Toll-Free (800) 830-2777 | Fax (651) 290-2266

Cancellation Policy: All cancellation requests must be submitted through the Refund Request Online Form on or before March 29, 2018. Individuals will receive an 80% refund. No refunds are provided after this date. Please go to www.aspr.org/conference2018 for more information.

Due to PCI compliance, ASPR will only accept this form via fax or mail. Emails with this completed form attached will not be accepted.

Please note: Your completion of registration indicates your permission to be recorded or photographed. Please direct any requests for reasonable accommodation under the Americans with Disabilities Act of 1990 (ADA) to Bridget Fox at 651-265-7855.

(For office use only)

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|-----------|--|------|
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ASPR

Association of Staff Physician Recruiters
1000 Westgate Drive, Suite 252
Saint Paul, MN 55114
1 (800) 830-ASPR
www.aspr.org

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