

Collaboration.
Cooperation.
Education.

THE
Healthcare
Council



FALL Report



The Healthcare Council and Premier Fall Conference held their twelfth annual event for the region on Oct. 5, 2023. The outcome and results of the conference 'Emerging Healthcare Trends: 2024' at Congressional Country Club in Bethesda, MD attracted more than 100 participants.

The event provided opportunities for attendees to actively engage with and reach out to a wide range of healthcare leaders throughout the region.

The main objective of the conference was to provide information and discussion on planning for the challenges ahead and how leaders play a critical role in championing the development of systems, processes and policies that prepare for the future.

Insights were presented by esteemed opinion-makers and healthcare leaders who shared their knowledge and expertise on artificial intelligence

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Annual Fall Conference

Emerging Healthcare Trends: 2024

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integration, employee well-being and the changing landscape of the industry as we look toward the future.

Presentations and panel discussions were designed to provide participants with an introductory understanding of artificial intelligence as it relates to healthcare, and a thoughtful approach to bold new ideas for retention of clinicians in the workforce.

The subject matter was addressed from all sides with ambitious ideas allowing for vigorous dialogue with panel members and the audience.

The conference served as a forum for attendees from all avenues of healthcare to interact and build relationships with others.

The framework fostered ideas on what can be done to innovate and create policies for the future.

The day was buzzing with lively discussion – not only during the question and answer time, but during breaks in the sun room and around the lunch table.



*Morning panel discussion on "Artificial Intelligence Applications for Diagnosis, Treatment and Patient Engagement," with moderator **Norvell "Van" Coots**, MD, President & CEO, Holy Cross Health; and panelists **Andrea Fletcher**, Executive Director Digital Service, CMS; **William O. Glascoe III**, Systems and Astronautical Engineer, Tailored Access LLC; **Ryan Nellis**, VP and General Manager at Stanson Health, a Premier Inc. Company; and **William "Bill" Sheahan**, CIO & VP, MedStar Health.*

The Healthcare Council and Premier are particularly grateful for the speakers and panel members.

Foremost to **Ajay Gupta**, speaking on "Geospatial Intelligence – Leveraging the Best of Tech to Transform American Healthcare," and **Jessica Dudley**, MD, speaking on "Shifting from Vicious to Virtuous Cycle," addressing new trends and models for the future of workforce.

We are also grateful for the expert panel members and moderators who explored in-depth the subject matter of artificial intelligence and workforce.

And, we would like to give a big thank you to the ever-helpful staff of The Healthcare Council and Premier, and all participants and attendees for an informative and enjoyable day.

To view more photos from the event, [click here](#).



THE
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ShareSource



CENTER FOR
HEALTHCARE SOLUTIONS

The Healthcare Council and Center for Healthcare Solutions Agree to Strategically Align Services for Greater Healthcare Impact

The Healthcare Council (HCC) and The Center for Healthcare Solutions (CFHS), announced a strategic agreement to align their respective organizational services to provide more robust savings opportunities and operational streamlining tools for healthcare facilities across the country.

Through this alignment, HHC gains access to CFHS's robust data and analytics programs, including trademarked surveys, which provide financial and utilization benchmarking on a quarterly basis to participating healthcare facility members – hospitals, acute care, elder care, and intellectual and developmental disability facilities, among others.

The alignment will further augment collaboration between the two organizations by enabling members to access virtual educational opportunities, networking and other best practices.

[Click here to read the full news release.](#)

Continuing Growth: News from Les Pitton

The Healthcare Council and ShareSource continue to achieve growth through alliances and partnerships. The recently announced alliance with the Center for Healthcare Solutions was created to align our respective organizational services in a broad sweeping expansion.

A partnership with Iteriom, a supply chain consulting firm focused on group purchasing and contract connectivity, is now operating under the umbrella of ShareSource.

Negotiations are underway for a partnership with another supply chain consulting firm. Educational services are also expanding with the use of tools from these new partnerships to assist healthcare facilities across the country.

All of this is to provide more robust savings opportunities and operational streamlining.

We anticipate this being only the first of several announcements, with more coming in 2024 that will continue to position The Healthcare Council and ShareSource at the

vanguard of growth. The growth is part of an ongoing organizational initiative to focus on innovation and excellence in our two core businesses, association services, and building group purchasing, further strengthening capabilities to bring value and reduced cost to the healthcare community.

As part of this growth, we are bringing together some of the best talent to help build on our 77 years in service as an association and almost 50 years as a group purchasing organization.

Meet The Healthcare Council & ShareSource Team



Les Pitton
President & CEO



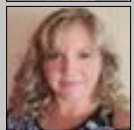
Jeff Galino
Vice President, Business Development



Jenn Johnson
Controller



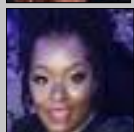
Ann Horton
Program & Promotion Administrator



Jami Starliper
Senior Director, Partner Development



Kerri Scriven
Director, Support Services



Ashli Thompson-Melton
Exec. Assistant, Office Mgr, Bookkeeper



Teresa Hawbaker
Member Services Manager



Shetonia Broughton
Endorsed Partner Service Coordinator



Lewis Hendershot
Southeast Region Sales Representative



Bill Wood
Appalachian Region Sales Representative



Robert Gordon
Affiliate Program Service Coordinator



Hunter Mills
ShareSource Marketing



Vicki Luttrell
The Healthcare Council Publications

Meet The Center for Healthcare Solutions Team



Nick Vizzoca
President



Jeffrey Chrobak
Chief Financial Officer



Lex Czaplicki
Chief Technical Officer



Steve Forest
Director, Data Analysis & Special Projects



Tammy Vacula
Data Analyst



Vanessa Keil
Financial Coordinator



Kevin Kovolenko
Sr. Director, Data Engineering & Analytics

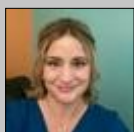


Chad Hilliard
Vice President, Corporate Development



Shane Toumey
Director, Infrastructure & Cloud Services

Meet the Principal of Iteriom



Laura Muetzel
Principal

Upcoming Divisional Group Meetings

We are pleased to offer these educational meetings as a way to network, collaborate and learn together. To view all upcoming events, visit [The Healthcare Council Events Page](#).

Tuesday, Nov. 28, 2023 - 12:00 - 1:00 p.m.

Rehab Divisional Group hosts a conversation navigating payor challenges in rehabilitation reimbursement.

[Click here to register.](#)

Thursday, Nov. 30, 2023 - 12:00 - 1:00 p.m.

IT Divisional Group hosts a collaborative discussion on navigating the AI landscape and its implications for healthcare. [Click here to register.](#)

Wednesday, Dec. 13, 2023 - 12:00 - 1:00 p.m.

Healthcare Policy Divisional Group hosts a collaborative conversation on policies surrounding health equity.

[Click here to register.](#)

Thursday, Dec. 14, 2023 - 12:00 - 1:00 p.m.

Physician Liaison Divisional Group hosts a collaborative conversation on strategies for introducing providers internally. [Click here to register.](#)

The Healthcare Council Divisional Chairs

Allied Health

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Marcus Bolston, 301-920-9713
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THE BOARD CORNER

How Boards Can Support Workforce Behavioral Health

People working in healthcare face incredible challenges that take a toll on their physical and mental health every day. A significant number of healthcare professionals experience burnout, depression and other forms of distress, and are at increased risk for suicide.

These challenges, exacerbated by the pandemic, have heightened the importance of making the behavioral health of healthcare workers a priority and providing easy access to awareness, prevention and treatment resources.

The AHA Trustee Services and AHA's Behavioral Health teams published a [Boardroom Brief](#) intended to educate and raise awareness about suicide prevention and the role hospital and health system boards can play in this very important public health issue.

The brief also provides useful resources for boards to initiate a conversation about reducing the risks of and preventing suicides in the healthcare workforce.

Welcome New Employee: Robert Gordon



Robert Gordon joined The Healthcare Council as Affiliate Service Program Coordinator for our group purchasing organization, ShareSource Nov. 6, 2023. In his role, he will coordinate customer business meetings, new client orientation, review utilization reports, maintain program files and assist with all materials for site visits by the ShareSource team.

Robert was born in Washington D.C. and raised in North Laurel, MD. Growing up he played basketball, and even played during his freshman year of college in New Jersey.

In his free time, Robert enjoys producing music and aspires to reach new heights with his talents. He graduated from Bowie State University in 2023 with a Bachelor of Science Degree in Communications and a minor in Music Technology.

Prior to joining The Healthcare Council, Robert worked with Montgomery Country Recreation, and before that as a Communication and Marketing Intern at Impacts PHSC. His love is managing all parts of music production including recording, mixing and editing. Basketball is another passion and while at Rowan University College, he played Division III as guard.

Robert has always been involved in volunteering, whether at the Coalition for the Homeless, Arcola Nursing and Rehab Center, working at canned food drives, helping out at his local branch library or volunteering in numerous student organizations on campus during college.

"We are pleased to have someone with Robert's organizational skills, customer service background, computer proficiency and technical knowledge," said Jami Starliper, Senior Director Partner Development. "We are delighted to have Robert on our team."



Welcome New Employee: Shetonia "Tonie" Broughton

The Healthcare Council and ShareSource are pleased to welcome Shetonia Broughton to the position of Endorsed Partner Service Coordinator. This is a new role to improve communication and coordination with hospital and allied health supply chain leadership and to monitor the ongoing relationships with all vendors and suppliers. Tonie will schedule supply chain operational meetings and work with suppliers to schedule regular reporting and management of meetings.

"We are pleased to have someone with the skills that Shetonia brings to the organization," said Jeff Galino, VP Business Development. "Her skills include customer service, driving cost-effective process

improvements across all operational aspects, complex problem-solving and extensive experience with community organizations and healthcare professionals."

Prior to joining The Healthcare Council/ShareSource team, Tonie was the lead patient service representative at Savista, a past Administrative Assistant at Howard County General Hospital for the wound care center, and project coordinator for Customer Service Experts. She received a BSN from Chamberlain University College of Nursing and attended South University, West in Palm Beach, FL.

Tonie joined the organization Nov. 6, 2023. Please join us in welcoming her as an addition to the team.



THE Healthcare Council

ShareSource

Welcome NEW BOARD MEMBERS



Nick Hubler
Vice President of
Ambulatory Services at
University of Maryland
Capital Region Health



**Dr. Galina
Madjaroff Reitz**
Associate Director of higher
education for the Maryland
Initiative for Digital Accessibility
(MIDA)



**Craig
Carmichael**
President and Chief
Operating Officer of
Northwest Hospital

We are pleased to announce the appointment of **Craig Carmichael**, **Galina Madjaroff Reitz** and **Nick Hubler** as trustees of the board.

Effective Nov. 1, Craig and Galina will join the existing board, while Nick will assume the role previously held by **Nat Richardson**, who is stepping aside due to increased demands on his time.

Kathy Gorman, Chair of The Healthcare Council, expressed her gratitude, stating, "I feel very privileged to have such talented individuals join our board, professionals who understand how healthcare is changing rapidly and are dealing with these changes in thoughtful and innovative ways that will benefit The Healthcare Council members for years to come."

The newly appointed board members have conveyed their sense of privilege in taking on this role at an exciting time for The Healthcare Council's future. They eagerly anticipate working with healthcare leadership throughout the Mid-Atlantic region.

Craig Carmichael, currently serving as the President and Chief Operating Officer of Northwest Hospital and Senior Vice President of LifeBridge Health, brings more than three decades of business and healthcare experience, with expertise in hospital operations and strategic planning.

Galina Reitz, the Faculty Program Director in the College of Information Studies at the University of Maryland College Park, holds a Ph.D. in Information Systems and a Master's in the Management of Aging. Her 12-year tenure at UMBC as faculty and administrator showcases her instrumental role in enhancing program enrollment, strategic initiatives and diversifying course offerings.

Nick Hubler, who joined the University of Maryland Capital Region Health as the Vice President of Ambulatory Services in May 2021, has a background in hospital leadership at Huntsville Hospital Health System. His education includes a B.S. in Healthcare Administration from the University of Alabama and an MBA from the University of North Alabama.

These accomplished individuals bring valuable experience to the board, enhancing the services of The Healthcare Council and ShareSource. They will play a crucial role in advising the board to ensure a continued positive impact on our membership, affiliates and endorsed partners of ShareSource.

Kim Russo, Vice Chair, commented, "These new board members will help to continue to focus our organization for making an impact on the communities we serve and helping us to advance our mission to a wider audience."

These appointments are part of a comprehensive board-building process to ensure a culturally, professionally and geographically diverse board makeup. We invite you to join us in welcoming these esteemed new board members.



Welcome
NEW MEMBERS



We are thrilled to welcome three LifeBridge Health hospitals to The Healthcare Council family and excited to add their voice to our growing network.

As one of the largest and most comprehensive providers of health-related services to the people of Greater Baltimore region, LifeBridge Health advocates preventive services, wellness and fitness services, and educational programs.



Sinai Hospital was founded in 1866 as the Hebrew Hospital and Asylum and is a Jewish-sponsored healthcare organization providing care for all people.

Sinai is a nonprofit institution with a mission of providing quality patient care, teaching and research.

Sinai Hospital is an agency of The Associated: Jewish Community Federation of Baltimore. Sinai Hospital has 504 beds and 35 newborn bassinets.



What once began as a one story, community hospital in 1961 has evolved into a five-story, technologically advanced medical center with more than 400 providers representing more than 40 specialties today.

Carroll Hospital has grown significantly to become a true medical center, with top-notch programs and services to prove it.



Northwest Hospital, located in Randallstown, serves the healthcare needs of the northwest Baltimore metro area, including Baltimore County, western Baltimore City and Carroll and Howard counties.

It was established in 1962 as Liberty Court Rehabilitation Center, and in 1963 became Baltimore County General Hospital. In June of 1993, it changed its name to Northwest Hospital.



Welcome **NEW ALLIED HEALTH MEMBER**



We are delighted to welcome HOMSICARE as a new Allied Health member organization of The Healthcare Council. HOMSICARE is an in-home healthcare service that provides medical (care coordination) and nonmedical (caregiver level 1,2,3) healthcare services in the community.

They offer companionship, personal care and skilled nursing services. Established in 2019, the company works with various experienced healthcare workforces with more than 15 years of experience in nursing services in different locations, such as hospitals, homes, assisted living and other facilities.

The company was founded after observing a deficit in excellent healthcare services by passionate healthcare providers about delivering high-quality healthcare services that respect individual values.

HOMSICARE promotes recovery, facilitates well-being and needs satisfaction for customers. We look forward to collaborating with HOMSICARE and are pleased to add them to our network.

Welcome **NEW ENDORSED PARTNERS**



We are pleased to welcome Maiden Biosciences, Inc. as a new vetted endorsed partner of ShareSource.

Maiden Biosciences, Inc., is a biotechnology company that develops, manufactures and distributes its own brand and private labels Rx Only Topical Bovine Collagen Wound Care Dressings for advanced wound care management.

To learn more about the partnership, please contact the [ShareSource team](#) or reach out directly to [Sam Westney](#), 301-335-8208, mention agreement #23-106.



Welcome NEW ENDORSED PARTNERS



We are pleased to welcome New Life Financial Planning as a new vetted endorsed partner of ShareSource.

New Life Financial Alliance is a brokerage company specializing in innovative financial products tailored to address the recruitment, rewarding and retention challenges faced by key executives, physicians and nurses.

One of their key financial products, Kai-Zen®/Tri-zen, revolutionizes the approach to financial planning.

Kai-Zen®/Tri-Zen offers a solution that enables companies to proactively address financial concerns by enabling them to allocate funds more efficiently and securely. Unlike traditional non-qualified deferred compensation plans, their strategy empowers you to accelerate your savings while ensuring a safer investment avenue and the potential for superior returns.

We are delighted to welcome them to The Healthcare Council and ShareSource family and look forward to connecting you with them. To learn more about the partnership, please contact the [ShareSource team](#) or reach out directly to [Doug Rabin](#), 631-291-5533, mention agreement #23-104.



We are pleased to welcome Quantaira Health as a new vetted endorsed partner of ShareSource.

In the current environment, hospitals are seeking solutions to increase their operating margins, improve staff shortages and mitigate nurse burnout. These challenging conditions are

anticipated to be a major feature in the industry for the coming decade. Quantaira Health, the leader in healthcare IT technology, has developed an important piece of the solution by introducing Patient C.A.R.E.™ (Comprehensive Access for Remote Evaluation).

Developed by a team of experts in the medical and IT industries, Patient C.A.R.E.™ is a software platform that enables healthcare providers to easily observe biometrics from any manufacturer's medical device such as ventilators, ECG and other bedside monitors onto one screen. More impressively, Patient C.A.R.E.™ will increase billing revenue by accurately and impartially tracking time for each patient/care team interaction.

Patient C.A.R.E.™ optimizes clinician effectiveness and workflow by aggregating real-time patient data instantaneously from multiple sources onto a tablet, laptop or cell phone for concurrent viewing by nurses, physicians and pharmacists. This innovative technology has proven patient benefits along with substantial cost savings and revenue enhancement for healthcare systems.

To learn more about the partnership, please contact the [ShareSource team](#) or reach out directly to **Todd Gross**, 646-400-1025, mention agreement #23-103.



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The Omega Logan Silva Scholarship Fund

The Healthcare Council

About the Scholarship

The Dr. Omega Logan Silva Scholarship fund honors the life and legacy of Dr. Silva and her passion for encouraging economically disadvantaged women to pursue a degree in health care – a cause she was passionate in supporting throughout the course of her career.

DR. OMEGA LOGAN SILVA

Dr. Omega Logan Silva served the healthcare community with honor and distinction and was nationally recognized in research. Throughout her career she was a dynamic leader, as the first female president of the Howard University Medical Alumni Association and a former president of the American Medical Women's Association.

Though she began her career as a chemist at the National Institutes of Health, the bulk of Silva's career was spent as a physician. After her endocrinology fellowship, she took a professorship at George Washington University; in 1977 she took a concurrent post at Howard University, becoming a full professor at both institutions in 1985 and 1991, respectively. Her research there focused on cancer, secretion of calcitonin in small cell lung cancer in 1974.

Prior to her death in 2020, she served The Healthcare Council Board for more than 15 years. She was always an advocate for universal healthcare and a committed supporter of the advancement of women in medicine. She believed strongly in the purpose of The Council, supporting collaboration, cooperation and education.

This scholarship, in her memory, honors her years of service by supporting her chosen field of medicine. We will be awarding the third Dr. Omega Logan Silva scholarship to an economically disadvantaged woman interested in pursuing a career in healthcare at our next Employee of the Year Award Ceremony on March 14, 2024.

ELIGIBILITY

The scholarship is for economically disadvantaged woman in the Mid-Atlantic region who are interested in pursuing a career in healthcare. The scholarship helps the recipient to complete an undergraduate or graduate degree, or a vocational certification at a medical trade school, vocational health school, college or graduate school of choice.

The scholarship is open to women enrolled at a four-year accredited institution with a minimum 3.0 GPA, or a vocational school with satisfactory performance pursuing a healthcare degree and fit the category of economically disadvantaged woman.

Proper selection criteria may include, but are not limited to:

- Academic Performance
- Achievement or aptitude test scores
- Recommendations
- Financial Need
- Personal Statements
- Personal Interviews
- Conclusions as to the applicant's motivation, character, ability or potential

APPLICATION DUE DATE: Thursday, Feb. 1, 2024

For more information, contact [The Healthcare Council via email](#), or call 301-731-4700.

APPLY TODAY

AREA NEWS

**Israel Rocha**

[New Mid-Atlantic Regional President Is Announced](#)

**Brian Frazee**

[Delaware Healthcare Association Announces New CEO. And More](#)

**Beau Higginbotham**

[Beau Higginbotham Named Ascension Saint Agnes President And CEO](#)

**Melony G. Griffith**

[Maryland Senator To Lead State Hospital Association](#)

**Stephanie Peditto**

[Maryland Patient Safety Center Names Stephanie Peditto, MHS As New President And CEO](#)

**Monica M. Bertagnolli**

[Monica Bertagnolli, M.D., takes the helm at NIH](#)

**Kennedy Krieger Institute**

[Kennedy Krieger Receives \\$5M Grant To Expand Reach Of Its Pediatric Post-COVID Clinic And Support School Students](#)

**Chase Brexton**

[Chase Brexton to Launch STI Clinic at Mt. Vernon Center With CDC Grant Support](#)

**Children's National**

[Children's National selected as member of ARPA-H Investor Catalyst Hub spoke network](#)

**Cedar Hill Regional**

[Currently under construction, Cedar Hill Regional Medical Center GW Health](#)

**Anthony Coleman**

[DC hospital names inaugural CEO](#)

**Mount St. Mary's University**

[Mount Receives Truist Foundation Grant for Workforce Scholars Program](#)



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Jenn Johnson

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Ann Horton

Project & Program Administrator

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Shetonia Broughton

Endorsed Partner Service Coordinator

sbroughton@healthcare-council.org

Interested in Joining The Healthcare Council

The Healthcare Council continues to develop its all-inclusive, broad-based association of members to accurately reflect the providers of care doing business in its service area - encompassing the mid-Atlantic region.

The Healthcare Council is committed to creating and providing opportunities for new members and associates, while keeping member dues low.

The Healthcare Council serves its members with detailed communications and professional contacts, partnerships, timely educational programs, surveys, collaborative efforts and strategic alliances.

To learn more about joining The Healthcare Council and/or participating in our ShareSource, please contact us at 301-731-4700 or visit us at: Healthcare-Council.org or Share-Source.org

Follow us on social media



@TheHealthcareCouncil



@HealthcareCouncil



@HCNCA

The Healthcare Council Vision:

To meet the healthcare challenges of tomorrow by working together today.

Mission Statement:

The Healthcare Council is a membership organization dedicated to helping members reduce costs, encouraging co-operative working relationships and promoting quality healthcare in our region.

The Council functions as a neutral intermediary to facilitate networking and to provide member driven services.

Purpose:

The Healthcare Council is an organization consisting of hospitals and allied health care facilities, associations and educational institutions located in the Mid-Atlantic region. The purpose of the Council is to provide for members "strategic and business advantages" that no single institution or system can efficiently or economically develop alone.

Divisions of specific activity have been formed to carry on the ever-changing tasks at hand. These divisions develop information and improve performance using cooperative networking meetings, surveys, group discussion, analysis and continuing education programs.

The aim of the Council's wholly-owned subsidiary, ShareSource, is to serve its membership in the promotion of programs and services that will enhance the members' ability to operate their organizations successfully and cost effectively with integrity and competency.

The Healthcare Council is a not-for-profit 501(c)(3) corporation.

The Council has opportunities for Associates. For membership information, call 301-731-4700.