

WINTER Report

Collaboration.
Cooperation.
Education.

Dr. Norvell “Van” Coots to Receive Matthew F. McNulty, Jr Award Posthumously

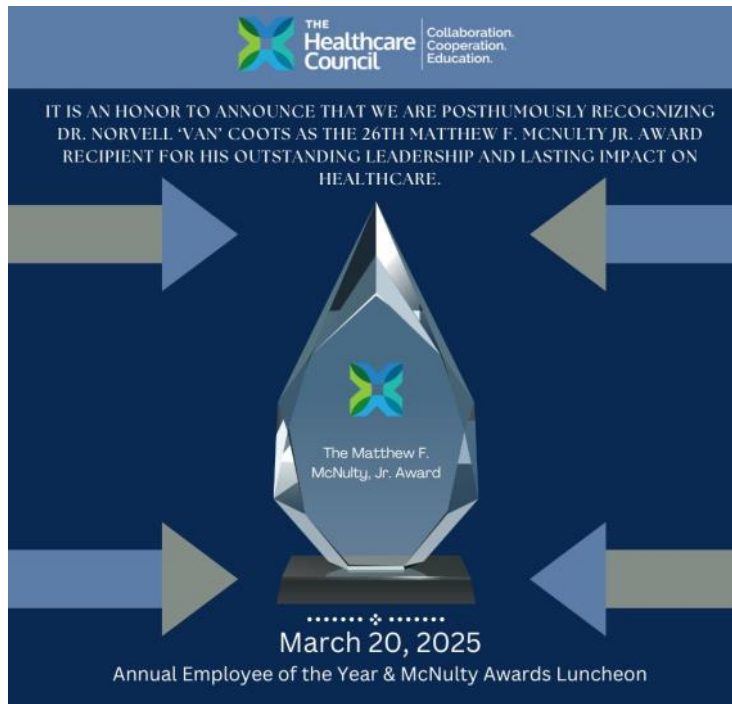
The Healthcare Council Board approved the nomination of Dr. Norvell “Van” Coots, to receive the 2024 Matthew McNulty Award posthumously, by a unanimous vote at the Dec. 10, 2024, board meeting. His name was presented by Kathy Gorman, Board Chair (2022 – 2024).

The award will be presented at the 26th Annual Awards Luncheon, Bethesda North

Marriott on March 20, 12-2 p.m.

In choosing Dr. Coots for this award, The Healthcare Council will not only be recognizing his contributions and service to the organization’s mission and services, but also will be recognizing a dedicated leader, a compassionate humanitarian and a civilian physician-leader, who served as the past

(continue on page 2)



THE Healthcare Council



Inside this Issue:

Matthew F. McNulty, Jr. Award Winner.....	1-2	Omega Logan Silva Scholarship.....	6
White Paper: Exploring AI In Healthcare.....	3	2025 Board Officers & CEO Coffee Chats.....	7
Share Your Story—Care Force.....	4	Divisional Chairs.....	8
2024 Annual Report.....	5	Area News.....	9
Board Corner & 2025 Salary Surveys.....	6	New & Featured Endorsed Partners.....	10-12

2024 Matthew F. McNulty, Jr. Award Recipient: Van Coots

(continued from page 1)

president and chief executive officer of Holy Cross Health and the Maryland Region of Trinity Health, for seven years.

Dr. Coots' leadership included oversight of two hospitals (Germantown and Silver Spring). He presided as chair of the Board of Maryland Physicians Care and chair of the National Institutes of Health Clinical Research Center Hospital. He served on the Boards of Directors of the American Hospital Association and Maryland Hospital Association, was a diplomate of the American Board of Dermatology and a fellow of the American Academy of Dermatology.

"The loss of Dr. Coots is still deeply felt in the healthcare community," said Les Pitton, President & CEO of The Healthcare Council. "He was an exceptional leader whose service to the country and to the regional communities he served made a lasting impact."

He was affectionally known as "Van."

Not only was he a dedicated executive, a compassionate humanitarian but was a renowned healthcare leader and military leader. Prior to his civilian healthcare career he retired from the United States Army as Brigadier General in 2016 with 36 years of dedicated service. His military service concluded as Commanding General of Regional Health Command Europe while also

serving as the Command Surgeon for the US Army Europe and 7th Army. Coots served as the final director of the historic Walter Reed Healthcare System and Walter Reed Army Medical Center in Washington, DC, from (2008 - 2011).

The board is pleased to offer the first posthumous award to Dr. Coots, who exemplified and achieved an outstanding and sustained level of service throughout his career. He died on June 12, 2024, following a horseback riding accident. Dr. Coots is survived by his wife Claudia, two children, Maximillan and Catalina, and Sister Elizabeth Early.

This will be the 25th year we will be recognizing an executive for their significant and memorable contributions to the healthcare field. The award is in honor of Matthew F. McNulty, Jr., Sc.D., Former Chancellor Emeritus and Professor Emeritus Georgetown University Medical Center who served on the Executive Committee and the Board of Directors of The Healthcare Council. To remember and recognize the legacy of Matthew McNulty for his energy, wisdom, talent, and devotion far beyond the ordinary call of duty, the award was initiated in 1998 to recognize others for the same.

The Council Board is honored to recognize such a deserving health care leader at the awards luncheon, March 20, 2025.



**THE
Healthcare
Council**

**Collaboration.
Cooperation.
Education.**

White Paper: Exploring AI in Healthcare Quality and Safety

As a result of one of our Quality Divisional Group meetings, the guest presenter, Ajay Gupta and Maria Costino, a co-chair of the divisional group, collaborated to write the following white paper.

As artificial intelligence (AI) continues to revolutionize healthcare, the quality challenges that medical AI solutions present are numerous. Healthcare Quality and Safety professionals will have the opportunity to play a crucial role in ensuring its safe and effective implementation, from validating AI-driven decisions to ensuring that evidence-based standards are upheld.

This white paper, co-authored by Ajay K Gupta, CISSP, MBA, CEO HSR.health and Maria Costino, MS, RN, CPHQ, provides a general overview of AI's impact addressing specific concerns for quality professionals – including the challenge of monitoring, evaluating and maintaining safety standards in a rapidly evolving AI landscape.





Celebrating
America's
Care Force

Share Your Story

As a coworker of an extraordinary caregiver

As a recipient of exceptional care



As a healthcare professional



cecafoundation.org/hcccareforce

An Initiative of Ceca, Supported by The Healthcare Council

The Healthcare Council is pleased to join forces with Ceca for Celebrating America's Care Force, a national initiative that uses effective storytelling to highlight the invaluable contributions of care workers across the continuum of care—in hospitals, rehab facilities, skilled nursing centers, senior living communities, homecare and hospice organizations, and more.

We know that people are the backbone of the American care industry, and with a workforce suffering from high levels of burnout, and chronic staffing shortages straining the industry, we believe deeply that caregivers' contributions are worth honoring and that the industry is worth celebrating.

We invite you to share a recorded or written testimonial and help us shine a light on the incredible efforts of those who care for others each and every day!

[Learn more and access the toolkit on Ceca's website, here.](https://cecafoundation.org/hcccareforce)

2024 ANNUAL REPORT

The Healthcare Council

A SUMMARY OF WINS

At The Healthcare Council, we believe we can meet the challenges of tomorrow by working together today. We're excited to present these highlights showcasing our growth, milestones, and times our members came together for a positive purpose.



OMEGA LOGAN SILVA SCHOLARSHIP

Our third scholarship recipient, Aleia Manning, received \$5,000 for her education in healthcare. Thanks to our generous donors, we have raised over \$25,000 so far and aim to raise \$100,000 for the corpus.

Use the QR code to donate today!

EMPLOYEE OF THE YEAR

On March 14, 2024, we celebrated 60 individuals for their incredible contributions to the healthcare industry at our 12th employee of the year awards ceremony.

New Endorsed Partners

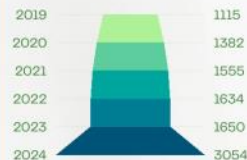
In 2024 we welcomed 11 new endorsed partners, to help meet the needs of our members & affiliates, for a total of 38 organizations.



Star Sponsor of Annual Employee of the Year Awards Luncheon

Thanks to our first Star Sponsor, CareFirst BlueCross BlueShield, for sponsoring our 12th Annual Employee of the Year Awards and 25th Matthew F. McNulty Award Luncheon on March 14, 2024.

CareFirst BlueCross BlueShield's Individual Health Plans offer the widest coverage and the largest network for medical, dental and vision insurance in Maryland, Washington, D.C. and Northern Virginia.



ShareSource Members

Thanks in part to our acquisition of Purchasing Connections, our initiatives with Premier in 2024 showed significant growth in various ways throughout the year.

ANNUAL FALL CONFERENCE

On October 9, 2024 we hosted our Annual Fall Conference themed, "Emerging Healthcare Trends: 2025," which brought industry leaders together to explore the future of healthcare through insightful presentations and dynamic panel discussions. We welcomed over 100 healthcare professionals.

NEW ACQUISITION



The Healthcare Council/ShareSource completed the acquisition of Purchasing Connections, April 1, 2024. This strategic move reinforced our position as a leader in the group purchasing space and underscores our commitment to delivering unparalleled value to our members. Throughout 2024 we worked to maintain existing relationships and drive business growth as we continued to expand our affiliate member roster across the United States beyond the current 40 states where we currently serve members.

The McNulty Award Winner

In 2024, we honored Lori Brigham as the 25th Matthew F. McNulty, Jr. Award recipient. Lori retired as President & Chief Information Officer of Washington Regional Transplant Community in Washington, D.C. She was nominated and chosen by the Board for her significant and memorable contributions to the healthcare field. Lori continues to be active nationally in the donation and transplantation community of practice.



Divisional Groups

In 2024, we hosted 16 divisional group events, in addition to a Supply Chain Advisory Council. Each group met quarterly to engage with subject matter experts and discuss trending topics and organizational challenges. In 2024, we introduced one new divisional group: Executive Assistants.

Virtual Meetings

60

In-Person

8

The Healthcare Council Divisional Group Volunteers

Our organization is supported by 74 active volunteer divisional group planning committee members, comprising professionals from across the region. Among them are 20 dedicated volunteer chairs and co-chairs who lead our 16 divisional groups.

Mentorship Program

In May 2024, The Healthcare Council celebrated its second cohort of mentees at a combined Young Healthcare Professionals Networking event and the 2024 Mentorship Graduation. Bradley Chambers addressed the graduating mentees, offering insights and inspiration.

As we enter our third year, the mentorship program has more than doubled in size. In 2024, the program included 19 mentor-mentee pairs, with a total of 40 participants.

THE HEALTHCARE COUNCIL MEMBERS

Hospitals	Allied Health	Educational/Charitable Organizations	Associates
43	20	6	9

In 2024 our membership consisted of 79 organizations. We welcomed one new DC Hospital, one Allied Health organization, one Charitable organization and two Associate members. In 2024, our board voted to host two member meet and greet in-person events in 2025 for more opportunities to bring member organizations together for collaboration and networking.



THE BOARD CORNER

Top 5 Healthcare Compliance Priorities for Boards in 2025

Over the past years, the global healthcare industry has witnessed substantial regulatory pressure. In a recent survey by the Deloitte Center for Health Solutions, 45% of healthcare executives reported that regulatory uncertainty is likely to influence their strategies in 2025. With regulatory changes expected to intensify, 63% of health plan respondents revealed they are prioritizing compliance strategies this year — including federal, state, and local compliance.

Overseeing compliance strategies is part of the role of the board of directors. Directors are expected to ensure adequate resources for compliance programs are provided, and that their facilities are delivering utmost healthcare services. While obligations may differ between healthcare facilities, being informed of the recent and upcoming compliance priorities is imperative.

Read the [full article here](#).

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.

Applications are under review. The finalist will be chosen and presented with the scholarship at the end of the year. This year marked the highest number of applicants since the scholarship fund's inception.

2025 SALARY SURVEYS
Data Collection
THE Healthcare Council

The Healthcare Council's 2025 Executive/Department Head Salary Survey (Wage and Salary Survey) data collection links have been circulated by the team at PeriscopelQ.

Conducted annually, this survey is the authentic source of wage and salary compensation. Data for the 2025 survey will use an effective date of Dec. 1, 2024. Participants will have approximately 10 weeks to complete and submit their organization's data.

Results are scheduled for release in May 2025. Should you have any questions about this important project, please contact [Lindsay Antonious](#), our contracted survey consultant who oversees the operation.

Thank you in advance for your participation and feel free to reach out if you have any questions or would like to request a data submission link for your organization.

2025 Board Officers

To view a full list of the Leadership Team and brief biographies of each member, [visit our website here](#).



Board Chair

Rolf Haarstad,
AIA, LEED AP, ACHE



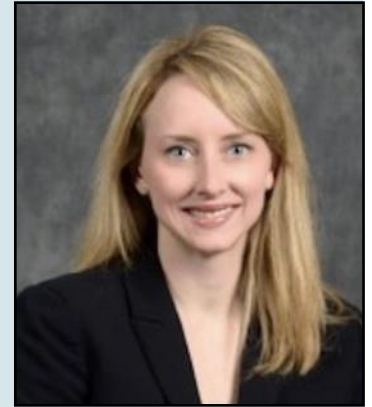
Board Vice Chair

Conan Q. Dickson,
PhD, MPH, FACHE



Treasurer

Dan Cochran



Secretary

Natalie Williamson

2025 CEO Coffee Chat Sessions



Please join us for CEO Coffee Chats this year. Sessions include the ability to network and join in conversation about relevant healthcare topics. Mark your calendars. All sessions are 7:30-8:30 a.m. virtually. Invitations will be sent before each event.

- **Friday, April 11, 2025** - Dr. William Lunn, Division President, HCA Healthcare Capital Division
- **Wednesday, September 10, 2025** - Thomas Kleinhanzl, President and CEO, Frederick Health
- **Thursday, October 30, 2025** - Gregory J. Argyros, MD, President, MedStar Washington Hospital Center and Senior Vice President, MedStar Health

Save the Date — May 7, 2025

Join us for a special second-quarter all-divisional group event on May 7, 2025 from 1:30-3 p.m.

Soumi Saha, PharmD, JD, Senior Vice President of Government Affairs at Premier will share insights and updates on healthcare changes under the new administration.

The Healthcare Council Divisional Chairs

Allied Health

Marcus Bolston
301-920-9713
mbolston@eseal.org

Behavioral Health

Dr. Marie Rose Alam
410-402-7652
marierose.alam@maryland.gov

Facilities & Engineering

Todd Cohen
tcohen@adventisthealthcare.com

Executive Assistants

Traci Thomas
trthomas@huhosp.org
Denny Ventura
denny_ventura@premierinc.com

Healthcare Policy

Matt Gillmore
301-315-3350
mgillmore@gmpglaw.com
Nathan Barbo
443-777-6419
Nathan.barbo@medstar.net

Human Resources

Diane Powell
Lindsey Brown
410-837-2050

Information Technology

Matt MacVey
202-476-3734
mmacvey@childrensnational.org

Marketing/Public Relations

Daniel McEvily
410-837-2050 x1050
dmcevily@chasebrexton.org
Kerri Donnelly
240-507-4841
kdonnelly@mcbethesda.com

Patient Experience

Katelyn Moser
katelyn.a.moser@medstar.net
Evelyn Logan
elogan@childrensnational.org

Pharmacy

Mahro M. Ershadi
410-752-0954 x 2225
mershadi@chasebrexton.org

Physician Liaison

Michelle Christ
mchrist30@jhmi.edu
Kim Cox
kcox17@jhmi.edu

Population Health

Mindy Pierce
301-628-3475
mindy-pierce@primarycarecoalition.org

Quality

Kirsten Edler
240-566-4918
kedler@frederick.health
Maria Costino

Rehab

Frank DiGiovannantonio,
frank@proflext.com

Volunteer Services

Sarah Walker
301-754-7306
sarah.walker001@holycrosshealth.org

Young Health Care Professionals

Andre D'Souza
202-660-6012
adsouza4@jhmi.edu

Supply Chain Advisory Council Planning Committee

Planning Committee Chair Bill Brown

910-750-2162
bbrown@crgadesign.com

Erik Anderson

410-535-8229
erik.anderson@calverthealthmed.org

Nikki Colletti

202-715-4463
nikki.colletti@gwu-hospital.com

Michael Ewing

202-715-4463
mewing@frederick.health

Geoffrey Milsom

gmilsom@umd.edu

Brian Riemer

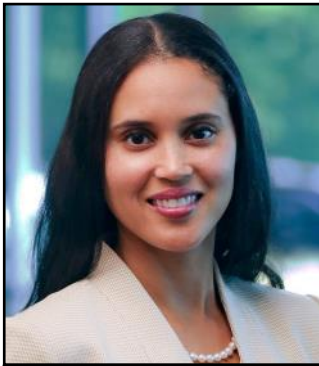
443-849-2000
bkriemer@gbmc.org

Lisa Wallace

202-877-2745
lwallace@goodwinliving.org

[Click here to view remaining Q1 Educational Events](#)

AREA NEWS



Daffodil Baez

[New President of Adventist HealthCare Fort Washington Medical Center](#)



Stephanie Gary

[TidalHealth Announces Key Promotions In Finance Division](#)



Nemours

[Nemours announces \\$130 million in renovations, expansions in Delaware](#)



Christopher Newman

[Mary Washington Healthcare Announces CEO Transition](#)



John B. Chessare

[A Legacy of Growth: Dr. John B. Chessare's Tenure and GBMC's Vision for Cancer Services](#)



Albert Zanger

[Albert Zanger Named New UM Charles Regional Medical Center Leader](#)



VHC Health

[Virginia health system names new CIO](#)



Kyle E. Benoit

[Bayhealth Appoints New Chief Operating Officer](#)



Brian Frazee

[Delaware Healthcare Association Doubles Staff Ahead of Legislative Session](#)



Aliya Jones

[Acting CEO of Maryland psychiatric hospital resigns after 11 months](#)



MedStar

[MedStar Family Choice District of Columbia Opens Community Wellness Center in Ward 7](#)



Tidal Health

[Realizing Dr. Naylor's Dream on E. Church Street](#)



Welcome NEW ENDORSED PARTNERS



Category | Marketing Services

Universal Media Inc | Every Media Moment Matters- More than a philosophy; it's the heartbeat of our approach. We weave this ethos into every media interaction, turning each touchpoint into an opportunity for meaningful engagement. By integrating strategic depth with data-driven insights, we ensure that every ad, post, sponsorship, and campaign resonates deeply, creating impactful and memorable experiences.

This commitment positions us not just as media strategists, but as architects of lasting impressions, where every interaction contributes to a larger, transformative narrative. We blend agility of a boutique agency with the expansive capabilities often associated with other firms. Our unique combination of speed, agility, and data-informed strategy allows us to deliver tangible value and cost-effective solutions for our clients.

- A regional/national data-driven advertising agency serving clients across the country.
- Preferred partnerships with Google, The Trade Desk, Hulu, and more.
- UMI manages and places all forms of media across the country, with a strong digital focus and an advanced tech stack.
- Provide real-time, robust metrics and reporting, optimizing campaigns daily with a dedicated team of strategists.

A division of Universal Media Inc. Universal Sports & Entertainment (USE) provides local, regional, and national partners Experiential Marketing campaigns through live entertainment venues, sports organizations, athletes, concerts, and a myriad of community events.

Providing insight into current strategy and creating future strategy based on specific goals and objectives, USE applies data and tactical media support that reinforces and amplifies a full customized Experiential Marketing campaign. USE seeks to assure our partners that the investment they are making is backed by value, attribution, and incremental lift.

- Offers full valuation and negotiation support for Sports, Entertainment, Athlete, and Influencer contracts.
- Delivers comprehensive reporting on contract performance and success.
- Creates custom Sports and Entertainment programs tailored to each client's goals.
- Tracks and reports on all active contracts for each partner, providing proof of performance.
- Negotiates to maximize contract value and reduce inefficiencies based on client KPIs.

www.umiusa.com | Nick Mickley | 717-515-7942 | Mike Harris | 717-802-2292 | Mention Agreement: #24-111



Welcome
**NEW ENDORSED
 PARTNERS**



Category | Storage, Transport & Logistics

With over 40 years of industry leading experience, AFS ensures the success of more than 1,800 clients with unrivaled insights, proven processes and a dynamic application of analytics that run throughout its entire portfolio of services, including freight audit and payment, parcel, LTL and transportation management services.

www.afs.net | [Justin Warner](#) | 614-747-2919 | Mention Agreement: #24-112

Category | Cloud-Based Solutions

One Pass Access-360° Business Relationship Management (BRM) Software is a Compliance, Risk Management, and Location Security Software Solution.

Our Enterprise Level BRM seamlessly connects Healthcare Providers and their Agents, Vendors and Contractors providing One Pass Access for "vital business information exchange" between the two, respectively.

Specifically designed to support Healthcare Businesses (Healthcare Providers and Vendors Suppliers) of all industry segments and sizes; One Pass Access brings Healthcare Businesses closer together increasing B2B Transparency. We invite all Healthcare Stakeholder Businesses providing Products and Services across the "Patients Care Continuum" to join our Collaborative Community.

www.opaccess.com | [Randy Rowell](#) | 877-672-2761 | Mention Agreement #25-100





FEATURED ENDORSED PARTNERS



Category | Search Firms & Recruitment Services

As the largest privately held Permanent Physician Recruitment firm in the Nation, Jackson Physician Search equips facilities and empowers providers. By marrying an innovative recruitment process with a concierge-level service experience, we champion the mutual success of healthcare organizations and providers, whose collaboration generates a powerful force for exceptional care.

jacksonphysiciansearch.com | Tim Sheley | 770-643-5554 | Agreement #20-104



Category | Medical Gases & Equipment

Roberts Oxygen provides compressed industrial and medical gases, specialty gases and equipment, welding equipment and consumables, as well as technical support services. Roberts Oxygen is recognized as the finest service oriented independent distributor from Pennsylvania to Florida with 48 locations, serving 9 states.

robertsoxygen.com | Jordan Van Pelt | 301-948-2205



Category | Cloud-Based Solutions

ReadySet Surgical's cloud-based solution increases workflow efficiencies and reduces implant vendor spend for hospital and ambulatory surgery centers' bill-only cases. It provides needed visibility and actionable insights into the entire vendor-managed inventory process. From the moment a case is scheduled, all the way through to billing, ReadySet Surgical's application provides actionable insights and data to intelligently forecast future surgical inventory needs.

readysetsurgical.com | Paul Henry | 435-659-8087 | Agreement #23-100



**THE
Healthcare
Council**

**Collaboration.
Cooperation.
Education.**

Les H. Pitton

President & Chief Executive Officer
lpitton@healthcare-council.org

Ashli Thompson-Melton

Executive Assistant
Office Manager/Bookkeeper
amelton@healthcare-council.org

Jenn Johnson

VP & Chief Financial Officer
jjohnson@healthcare-council.org

Donna Bailey

Vice President & Chief Operations Officer
dbailey@healthcare-council.org

Jeff Galino

VP & Chief Business Development Officer
jgalino@healthcare-council.org

Jami Starliper

Assistant VP Partner Development
jstarliper@healthcare-council.org

Kerri Scriven

Director, Support Services
kscriven@healthcare-council.org

Jason Hill

Director of Member Services
jhill@healthcare-council.org

Teresa Hawbaker

Member Services Senior Manager
thawbaker@healthcare-council.org

Hunter Mills

ShareSource Marketing Consultant
hmills@healthcare-council.org

Vicki Luttrell

Newsletter & Creative Design
vicki@luttrell.consulting

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.

**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 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