

**HIA** HEALTHCARE  
LEADERS  
ASSOCIATION  
**NEW JERSEY**

# **RISING STARS:**

**THE ERA OF EMERGING  
HEALTHCARE LEADERS**

**2024 ANNUAL CONFERENCE**

**JUNE 5-7, 2024**

**HARRAHS RESORT & CASINO**

**ATLANTIC CITY, NJ**

**CONFERENCE SCHEDULE**

# MEET YOUR KEYNOTE SPEAKER!

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**Laurie K. Baedke, MHA, FACHE, FACMPE**  
*Leadership Keynote Speaker*

**Opening Keynote:** *"The Emerging Healthcare Leader"*

**Keynote Session:** *"The EQ Edge: Bolstering Your Emotional Intelligence for More Effective Leadership"*

**ABOUT LAURIE:** Laurie K. Baedke, MHA, FACHE, FACMPE, is a faculty member, Director of Healthcare Leadership Programs, and Assistant Dean of Physician Leadership Education at Creighton University. Ms. Baedke is a well-regarded speaker at international healthcare and continuing medical education conferences, and the host of a weekly leadership podcast, The Growth Edge.

She holds a master's degree in healthcare administration and is a board-certified fellow of both the American College of Healthcare Executives and the American College of Medical Practice Executives. She has written two editions of a book, *The Emerging Healthcare Leader: A Field Guide*. In 2017, Ms. Baedke contributed a chapter titled "The Clinician Entrepreneur" to a book published by Oxford Press titled *The Handbook of Private Practice*. Her most recent book, *Mentor Coach Lead to Peak Professional Performance* was released in February, 2023.

Laurie lives just outside of Omaha, Nebraska with her husband and two children.

# CONFERENCE PROGRAM

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## Wednesday, June 5, 2024

2:00pm-5:00pm **Registration Open / Exhibitor Set Up**

5:00pm-6:00pm **Welcome Reception Cocktail Hour / Exhibit Hall Open**

### Welcome Reception Cocktail Hour

Let's kick off the 2024 HLA NJ Annual Conference together with our Welcome Reception!

Join us in the Exhibit Hall for a cocktail hour, mingling your peers and getting to know our fantastic exhibitors while enjoying some delicious drinks!

## Thursday, June 6, 2024

7:00am-5:00pm **Registration / Exhibit Hall Open**

7:00am-8:00am **Breakfast**

8:00am-8:15am **Opening Remarks**

8:15am-9:15am **Opening Keynote**

**The Emerging Healthcare Leader**

Laurie Baedke, MHA, FACHE, FACMPE

9:20am-10:20am **Workshop 101 - Social Media In Healthcare: Follow Us, It Won't Hurt a Bit.**

Anita Dean, *Mag Mutual*

Lisa Luciano, MS, BSN, RN, CPHRM, *Community Hospitals*

Rachel Thompson, RN, MS, CPHRM, CPHQ, *Atlantic Medical Group*

**Workshop 102 - NJ Labor Laws & Medical Practices**

Nan Gallagher Esq., *The Nan Gallagher Law Group*

10:20am-10:50am **Break in Exhibit Hall**

10:50am-11:50am **Workshop 201 - MSO Fee Structure Housekeeping, Value-Based Care and Regulatory Enforcement Actions –What You Need to Know**

Tom Reck, *Withum*

Taylor Burns, *Withum*

Isabelle Bibet-Kalinyak, *Brach Eichler*

**Workshop 202 - Corrective Action Plan: Compliance is the Glue**

Mitchell Brie, CHC, *Empower Healthcare and Compliance Partners*



# CONFERENCE PROGRAM

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- 11:50am-1:00pm **Lunch in Exhibit Hall**
- 1:00pm-2:00pm **Workshop 301 - Transactions and Transparency: What to Know about What They Know**  
Brian Kern, Esq., *Acadia*  
Michael Schaff, Esq., *Wilentz, Goldman & Spitzer, PA*
- Workshop 302 - Data and the Role of AI in Modern Revenue Cycle Management**  
Wayzen Lin, *RevOps Health*
- 2:05pm-3:05pm **Workshop 401 - The Evolution of Payor Audits: How New Payor Audits are Exposing Practices to Large Recoupments and Criminal Prosecution**  
Guillermo Beades, Esq., *Frier Levitt*
- Workshop 402 - Risk Quest: Navigating Medical Practice Uncertainties through the Lens of a Risk Consultant's Insight**  
Janet McCrossen, *Curi*
- 3:05pm-3:35pm **Break in Exhibit Hall**
- 3:35pm-4:35pm **Keynote Session - The EQ Edge: Bolstering Your Emotional Intelligence for More Effective Leadership**  
Laurie Baedke, MHA, FACHE, FACMPE
- 5:00pm-7:00pm **Evening Networking Event - HARRAH'S POOL AFTER DARK**

## Evening Networking Event - HARRAH'S POOL AFTER DARK

It's been a long day, let's have some fun - meet us at "The Pool After Dark"!

Join us for an evening full of networking, fun music, dancing, appetizers and drinks!

We can't wait to see you all there!



# CONFERENCE PROGRAM

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## Friday, June 7, 2024

7:30am-1:00pm	<b>Attendee Registration / Exhibit Hall Open</b>
7:30am-8:30am	<b>Breakfast</b>
8:30am-9:30am	<b>General Session - Negotiating Health Plan Quality and Risk Based Contracts</b> Nicholas Melchiorre, <i>Tri-State Health MSO, LLC</i> Michael Ruiz de Somocurcio, <i>NY/NJ Vytalize Health</i>
9:35am-10:35am	<b>General Session - Data and the Discovery of Chronic Revenue Loss Patterns</b> Wayzen Lin, <i>RevOps Health</i>
10:35am-10:45am	<b>Break in Exhibit Hall</b>
10:45am-11:00am	<b>Raffles &amp; Giveaway Prizes</b>
11:00am-12:00pm	<b>General Session</b> <b>Why Should Anyone Follow Your Lead?</b> Larry Mietus CMPE, <i>Speaking of Strategy</i>
12:00am-2:00pm	<b>Exhibitor Break Down</b>

***\*Program subject to change***