



WI WOMEN IN HEALTHCARE:
Lead #LikeAGirl 3.0

Innovate You: What's Your Strategy?

2016

FRIDAY, NOVEMBER 11



Wisconsin Chapter

of American College of Healthcare Executives



hfma[™] wisconsin chapter
healthcare financial management association

About the Women in Healthcare Conference

WI-HFMA and the ACHE-Wisconsin Chapter have created a full day event that will bring together women leaders working in healthcare to learn about changes in the industry and provide perspectives on the unique healthcare environment in WI.

Additionally, this program is designed to inspire women to lead change and will provide strategies and tips for professional development through connection, collaboration, and conversation. This is an event you can't afford to miss!

Who Should Attend

Hospital & health system C-suite executives and emerging leaders

Organizational leaders providing products and services to the healthcare industry

How to Register



Go to: tinyurl.com/LLAG2016

Registration for this event may be purchased by table (8 seats) or by individual.

Table sponsors are responsible for inviting guests to fill their table. Instructions on how to register individuals for your table will be provided after payment is received.

Table Sponsor Fee: \$675

Individual Registration Fee: \$100

Price includes continental breakfast and lunch.

Questions? Contact **Jodi Bloom**: jodi@bloomroad.com, 715-479-8633 or **Maira Lechtenberg**: mlechtenberg@healthfuse.com, 262-719-6390

Program Learning Objectives

- **Innovate in every area of your life** to balance all you juggle
- **Identify key methods to innovate** and develop personal and corporate strategies needed to effectively lead change in healthcare today
- **Gain understanding** of personal strategies and brands
- **Tools/tips for connecting social networking** to your personal career or corporate strategy
- **Learn how to unleash the power of networking** by turning contacts into connections - interactive workshop with leading expert

Continuing Education Credits

As an independent chartered Chapter of the American College of Healthcare Executives, **ACHE Wisconsin Chapter is authorized to award 5 hours of ACHE Qualified Education credit** toward advancement or recertification in the American College of Healthcare Executives.

Participants in this program who wish to have it considered for ACHE Qualified Education credit should list their attendance when they apply to the American College of Healthcare Executives for advancement or recertification.

This program qualified for **5 hours of HFMA continuing education credits** which may be applied to the CEU requirements for maintenance of the CHFP/FHFMA certifications.

Program Overview

8:00am-8:45am

Conference Check In / Registration
Continental Breakfast / Networking

8:45am-9:00am

Welcome to Lead #LikeAGirl 3.0

9:00am-10:30am

Keynote Address: Rachel Funk-Johnson,
*Innovate Daily! Finding the Next Level of
HAPPEE in a Busy Life*

10:30am-10:45am

Morning Break
Book Signing

10:45am-11:45am

Donna Cameron & Jill Willen, *Latest and
Greatest in Healthcare Strategy...What are
Hospitals Doing Across the Country?*

11:45am-12:45pm

Lunch

12:45pm-1:00pm

Networking Activity Completion

1:00pm-2:00pm

Donna Katen-Bahensky,
From CEO of 10,000 to CEO of 1

2:00pm-2:15pm

Afternoon Break

2:15pm-3:45pm

Wayne Breitbarth, *Using LinkedIn to Grow Your
Personal Brand and Improve the Effectiveness of
Your Network*

3:45pm-4:00pm

Wrap up and adjourn



Session Descriptions

9:00am-10:30am

Keynote Address: Innovate Daily! Finding the Next Level of HAPPEE in a Busy Life,
Rachel Funk-Johnson, founder of HAPPEE School,
co-owner of Excite! Wellness Studio



Create a life of HAPPEE! We are striving to live our lives to the fullest but what happens when we have full schedules and responsibilities? Many times we find ourselves going through the motions of the day without actually feeling how it went. This dynamic session will give you key points on how to strive for your happiest life at any age.

Understanding the acronym of HAPPEE, Health, Attitude, Positivity, Participation, Excitement, Evolution will allow you to paint the picture of what truly gets you motivated. In order to really find your HAPPEE, you will experience periods of growth, including pushing through doubt and fear. Rachel will share her real life stories of sisterhood, struggle and encouragement; providing a direct connection leaving you feeling revitalized, de-stressed, and inspired!

10:45am-11:45am

**Latest and Greatest in Healthcare Strategy...
What are Hospitals Doing Across the Country?,
Donna Cameron, Managing Director at Navigant;
and Jill Willen, Healthcare Executive at Navigant**



As healthcare reform continues to accelerate, organizations are developing diversified strategies to grow, partner, achieve operational excellence, and transition from volume to value. Adapting to market forces while remaining focused on patient care creates ongoing challenges to be nimble and responsive to changing dynamics.

Building new capabilities and remaining change ready are necessary to survive and thrive in an ever-changing healthcare environment. This presentation will highlight key strategies being deployed. Case studies will be described, including lessons learned during the strategic journey.



Session Descriptions

1:00pm-2:00pm

**From CEO of 10,000 to CEO of 1,
Donna Katen-Bahensky, Chief Executive Officer
of DKB Consulting, LLC; Board of Directors/
Advisory Boards developing business solutions
for start-up and emerging healthcare
technology companies**



Participants will learn about one person's reinvention journey including the challenges of significant change; setting new goals managing the obstacles and interpersonal struggles; and the joy of finding a revitalized future. You will leave with a set of recommended tools for pursuing your own reinvention.

2:15pm-3:45pm

**Using LinkedIn to Grow your Personal Brand
and Improve the Effectiveness of Your Network,
Wayne Breitbarth, CPA, Chief Executive Officer
of Power Formula, LLC**



Join the over 80,000+ people who have learned how to maximize their use of the world's most popular professional networking site, LinkedIn, from Wayne Breitbarth, a nationally recognized speaker, author and consultant.

Wayne is the author of "The Power Formula for LinkedIn Success: Kick-start Your Business, Brand and Job Search," the #1 LinkedIn book on Amazon for more than one year. Wayne will share with his very best LinkedIn features and strategies to help each of us display and share our leadership position in the healthcare marketplace.

Event Sponsors



Book Sponsor:

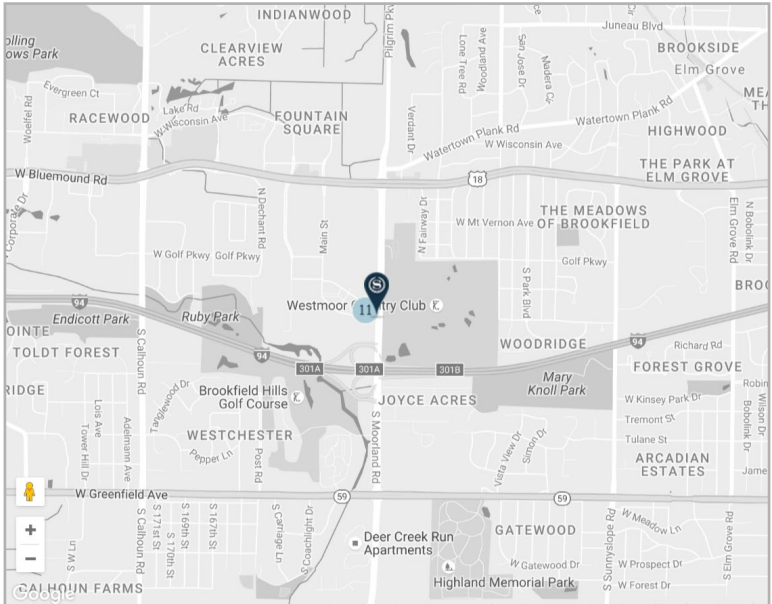


Event Location

Sheraton Milwaukee Brookfield Hotel

375 S. Moorland Road, Brookfield, WI 53005

262-364-1100 • sheratonmilwaukeebrookfield.com



You are cordially invited

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