



43rd Annual IMAGE Conference

July 11-14, 2017

Westin Savannah Harbor Golf Resort & Spa
Savannah, GA

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KEYNOTE SPEAKERS



COURTNEY CLARK, MA

Courtney Clark is the luckiest unlucky person in the world. At age 26, Courtney beat melanoma, but five years post-cancer, routine follow-up scans detected an aneurysm in her brain that was close to hemorrhaging. Courtney builds resilience in teams and individuals who need to handle change and succeed despite any struggle. Her presentations are designed to help

you adapt when the stakes are high and life doesn't go according to plan.



BRIAN LEE

Brian Lee has been assisting hospitals, hospital systems, and long-term care organizations for over 25 years in quality and process improvement by providing leading edge, practical solutions to employee engagement and patient satisfaction - the total patient experience continuum. The author of 8 books, including "Keep Your Nurses and Healthcare Professionals For

Life," and "Satisfaction Guaranteed - How to Satisfy Every Customer Every Time" Brian is recognized as one of North America's leading experts in the field of customer, employee, and physician loyalty.



MARSHA PETRIE SUE, MBA

Marsha Petrie Sue is original, unique, and a one-of-a-kind professional speaker and author. The "Mohammed Ali" of conflict-free communications, leadership excellence, and managing change, she can dance and look pretty, and she uses the entire ring, but she knows how and when to land a knockout punch. Marsha works with companies and

associations that want to create a stimulating environment for leaders and employees through personal accountability, challenged thinking and acceptance of change. Her profound solutions guide groups to make significant changes with the ability to take risk, be more flexible, make better choices, and focus on important targets.



LEE SILBER

Lee Silber is a surf shop owner who became the best-selling author of 21 books (including two novels and 15 business books). He started his first small business at the age of eleven (painting neighborhood mailboxes) and has since founded five others including a chain of retail stores and a corporate training company with clients that include Major League

Baseball teams and Fortune 500 Companies. An award-winning speaker, Lee has given over 1,480 speeches to nearly 992,000 people around the world.

GENERAL SESSIONS

LEGAL ROADMAP TO HIRING: LAWS GOVERNING THE RECRUITMENT, INTERVIEWING AND HIRING PROCESS

Michael Padgett, JD • Friday, July 14, 11:30 a.m. - 12:30 p.m.

Recruiting and hiring good employees is challenging enough on many fronts. Underlying the process, however, are a series of federal and state laws that can provide legal landmines for an employer navigating this process. Among other laws, employers must be mindful of the anti-discrimination laws, the Americans with Disabilities Act, the Age Discrimination in Employment Act, laws regarding physical and other testing of applicants, and many others. This session will provide practical information regarding the applicable laws that you can use and share with others in your organization, including actual case studies of matters handled by the presenter in which employers have been challenged for actions in the hiring process. The session will cover the "do's and don't's" of the hiring process.

RESULTS ARE IN! THE 2017 HEALTHCARE RECRUITMENT METRICS BENCHMARK STUDY

Dana Cates • Thursday, July 13, 2:45 p.m. - 3:45 p.m.

In its eighth year, the Healthcare Recruitment Metrics Benchmark Study has compiled recruitment data from over 850 hospitals throughout the U.S. in six critical performance dimensions; speed/responsiveness, process efficiency, team productivity, cost, quality of service and retention/quality of hire. Lean Human Capital has analyzed the data with respect to key recruitment metrics to help Healthcare Talent Acquisition leaders drive meaningful process improvement.

REGISTER NOW!

(See page 5.)

GALA AWARDS DINNER

In line with "Honoring the Past, Treasuring the Present, Shaping the Future of Health Care Recruitment," Thursday, July 13, 7:00 pm - 9:00 pm, NAHCR is thrilled to bring back the Annual Gala Awards Dinner! This is a not-to-miss special event, as we complete our 50/50 Drawing honoring a local charity and provide various opportunities to win incredible door prizes donated by our exhibitors. All NAHCR attendees are welcome to attend this blast-from-the-past networking and appreciation event.

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CHCR EXAM & PRE-CONFERENCE WORKSHOPS

CERTIFIED HEALTH CARE RECRUITER (CHCR) CREDENTIALING EXAM AND REVIEW COURSE

The NAHCR Credentialing Exam will be offered on Tuesday, July 11, from 4:00 p.m. - 6:00 p.m. For more information on the criteria required to sit for the exam, and to register for the CHCR exam, please <https://www.nahcr.com/chcr-certificationq1>. Need a refresh before taking the exam? Register for the pre-exam review course offered on Tuesday from 1:30 p.m. - 3:30 p.m.

PRE-CONFERENCE WORKSHOP 1

Michael Ciavolino • Tuesday, July 11, 2017, 12:30 p.m. - 4:00 p.m.

In an increasingly competitive global marketplace, attracting and retaining the right kind of talent is central to a healthcare organization's ability to grow. Over 70% of today's quality candidates indicate that

an employer's reputation is THE deciding factor in choosing their next job. That means for hospitals and healthcare organizations to compete, having a strong employer brand is no longer an option.

PRE-CONFERENCE WORKSHOP 2

Dave Tuttle • Tuesday, July 11, 2017, 12:30 p.m. - 4:00 p.m.

In this session you will learn the latest trends in health care recruitment for engaging and converting health care talent. This session includes research and a case study compiled in collaboration with the Stanford University School of Medicine on student job search behavior, expectations and the ideal candidate experience for engaging the best talent. Additionally, best practices will be presented from examples provided by two local Savannah Hospitals on utilizing emerging trends in mobile, SEO and relationship marketing to better engage and convert candidates. You will leave this session with a complete understanding of where healthcare recruiting is going in 2017 and beyond and how to stay ahead of the curve!

NAHCR DELIVERS

As the premier resource for the specialized and unique content you seek as a top health care recruitment professional, the National Association for Health Care Recruitment delivers what you need to address the changing face of health care and be a leader in your field.

Investment in NAHCR pays off in more efficient practices, proven solutions, new insights and ideas. Join today and receive

- ✦ Keep up with industry trends with free educational webinars on health care recruitment topics (Up to \$300 value!)
- ✦ Stay informed on current opportunities and challenges impacting health care recruitment with the NAHCR News - a twice-monthly news digest
- ✦ Tap into the expertise of NAHCR members and others about best practices, innovations and concerns that affect health care recruitment with *Directions*, NAHCR's quarterly digital newsletter
- ✦ Connect with peers via a searchable directory of NAHCR members
- ✦ Grow professionally and personally by serving in volunteer leadership positions

Other benefits include:

- ✦ Discounted registration fees to IMAGE, NAHCR's Annual Conference (Save \$300!)
- ✦ Build rapport with colleagues with face-to-face networking and peer learning experiences
- ✦ Attend sessions on cutting-edge recruitment practices help you grow into an invaluable strategic partner at your organization
- ✦ Hear top-level speakers who engage you in a comprehensive educational program
- ✦ Meet industry partners who offer solutions to everyday business challenges
- ✦ Discounts on CHCR exam fees (Save \$145!)
- ✦ Demonstrate your knowledge and competence in the specialized field of health care recruitment with the Certified Health Care Recruiter (CHCR) credential
- ✦ Membership is critical to remain a leader in the ever-changing health care field. Don't miss out!

Join today at www.nahcr.com/membership

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Monday, July 10, 2017

3:00 p.m. - 8:00 p.m. Board of Directors Meeting

4:30 p.m. - 5:30 p.m.

Keynote Session

The Magic of Engagement

5:30 p.m. - 7:30 p.m.

President's Welcome & Exhibit Hall
Opening Reception

Tuesday, July 11, 2017

1:30 a.m. - 5:00 p.m. Registration Desk Open
12:30 p.m. - 4:00 p.m. Workshop One: The What, Why and How of Employment Branding
12:30 p.m. - 4:00 p.m. Workshop Two: Perfecting the Candidate Experience: Emerging Trends in Health Care Recruitment
1:30 p.m. - 3:30 p.m. Workshop Three: Recruiter 101 Recruitment Review Course
4:00 p.m. - 5:00 p.m. Open Afternoon
4:00 p.m. - 6:00 p.m. CHCR Credentialing Exam
6:00 p.m. - 8:00 p.m. Kick-Off to IMAGE Reception

Thursday, July 13, 2017

8:00 a.m. - 5:15 p.m. Registration Desk Open
8:00 a.m. - 9:00 a.m. Vendor Demo Breakfast
9:15 a.m. - 10:15 a.m. Keynote Session
Optimize People Power: How to Hire, Train, and Motivate New Employees Into a Healthcare Environment
10:15 a.m. - 10:45 a.m. Refreshment Break with Exhibitors
10:45 a.m. - 11:45 a.m. Concurrent Sessions
Recruit like a Demographer

Prioritizing Jobs in Health Care to Reduce Time to Fill, Increase Hiring Manager Satisfaction & Add Strategic Value to Your Organization

Wednesday, July 12, 2017

8:00 a.m. - 5:15 p.m. Registration Desk Open
8:00 a.m. - 9:00 a.m. Continental Breakfast
9:00 a.m. - 10:00 a.m. Keynote Session
Empowership
10:00 a.m. - 10:15 a.m. Refreshment Break
10:15 a.m. - 11:15 a.m. Regional Meetings
11:15 a.m. - 11:30 a.m. Stretch Break
11:30 a.m. - 12:30 p.m. Concurrent Sessions
Successful Recruitment for Hard to Fill Positions in a Digital and Multi-Generational Market

Recruit, Rinse, Repeat: How Passive Candidates Could Shake Up the System

Eight Sourcing Trends to Transform Health Care Recruitment
12:30 p.m. - 12:45 p.m. Stretch Break
12:45 p.m. - 1:45 p.m. Annual Business Meeting & Luncheon
1:45 p.m. - 2:00 p.m. Stretch Break
2:00 p.m. - 3:00 p.m. Concurrent Sessions
Cultivating Candidate Relationships

Increase Quality of Hire Through Reference Checking

Case Study: Transgender Candidate

3:00 p.m. - 3:15 p.m. Refreshment Break
3:15 p.m. - 4:15 p.m. Concurrent Sessions
Zero to Sensational

How Investment in Recruitment Marketing Helps Deliver Quality Patient Care

The Importance of a Strong Brand From a Recruiter's Standpoint

11:45 a.m. - 1:30 p.m. Lunch with Exhibitors
1:30 p.m. - 2:30 p.m. Concurrent Sessions
Unexplored Channels in Health Care Recruitment

Optimizing Your Recruitment Process

Grow Your Impact as Strategic Business Partner with Data-Driven Hiring Processes
2:30 p.m. - 3:00 p.m. Refreshment Break with Exhibitors
3:00 p.m. - 4:00 p.m. General Session
Results Are In! The 2017 Healthcare Recruitment Benchmark Study
4:00 p.m. - 5:30 p.m. Extended Exhibit Hall Hours
4:15 p.m. - 5:15 p.m. Committee Meetings
7:00 p.m. - 9:00 p.m. Gala Reception

Friday, July 14, 2017

8:00 a.m. - 12:30 p.m. Registration Desk Open
8:00 a.m. - 9:00 a.m. Vendor Demo Breakfast
9:00 a.m. - 10:00 a.m. Keynote Session
Winning When Life Doesn't Go According to Plan
10:00 a.m. - 10:15 a.m. Stretch Break
10:15 a.m. - 11:15 a.m. Concurrent Sessions
Let Me Hear Your Body Talk

Solve Your Workforce Shortage and Humanize Your Hiring Experience
11:15 a.m. - 11:30 p.m. Refreshment Break
11:30 a.m. - 12:30 p.m. General Session
Roadmap to Hiring
12:30 p.m. Closing Remarks - Conference Adjourns
Chatham Ballroom B/C

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Registration sponsored by:



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REGISTRANT INFORMATION PRINT YOUR NAME AND DESIGNATION AS YOU WANT IT TO APPEAR ON YOUR NAME BADGE

Name (please print or type) _____
 Designation (e.g., RN, BSN, CHCR) _____ Nickname _____
 Organization _____
 Address _____
 City/State/Zip _____
 Phone _____ Fax _____
 Email _____

Emergency Contact _____ Phone _____

For networking purposes, would you like your contact information to appear on the meeting's registration list seen by fellow attendees and exhibitors? Yes, I'd like to network. No, please keep my information private.

This is my first NAHCR conference.

I require special accommodations to participate. (Please include a written description of your needs.)

By registering for the 2017 IMAGE Conference, I hereby grant permission to use any and all photographic imagery and video and allow the association to provide my name to hotel for rooms audit.

REGISTRATION FEES

Early Bird by 6/2/17 After 6/2/17 & On-Site

PRE-CONFERENCE WORKSHOPS (does not include full conference sessions)

<input type="checkbox"/> Member - Workshop 1: The What, Why and How of Employment Branding	\$300	\$400
<input type="checkbox"/> Member - Workshop 2: Perfecting the Candidate Experience: Emerging Trends in Health Care Recruitment	\$300	\$400
<input type="checkbox"/> Member - Workshop 3: Recruiter 101 Recruitment Review Course	\$150	\$200
<input type="checkbox"/> Non-Member - Workshop 1: The What, Why and How of Employment Branding	\$450	\$550
<input type="checkbox"/> Non-Member - Workshop 2: Perfecting the Candidate Experience: Emerging Trends in Health Care Recruitment	\$450	\$550
<input type="checkbox"/> Non-Member - Workshop 3: Recruiter 101 Recruitment Review Course	\$225	\$275

BUNDLE RATES (includes full conference sessions, food and social functions, PLUS a Pre-Conference Workshop)

<input type="checkbox"/> Member	\$850	\$950
<input type="checkbox"/> Non-Member	\$1,150	\$1,275

Select Workshop (please circle) Pre-Conference Workshop 1 Pre-Conference Workshop 2

FULL CONFERENCE RATES (includes all conference sessions, food functions and social functions)

<input type="checkbox"/> Member	\$675	\$775
<input type="checkbox"/> Non-Member	\$975	\$1,075

DAILY RATES (includes sessions for selected day and food functions; does not include social functions)

<input type="checkbox"/> Member	\$345	\$345
<input type="checkbox"/> Non-Member	\$445	\$445

Select Day(s) (please circle) Wednesday Thursday Friday

ADDITIONAL TICKETS/OPTIONS (TICKETS ARE NON-REFUNDABLE)

Indicate # of tickets.

<input type="checkbox"/> Annual Business Meeting Luncheon (Wednesday)	# of tickets _____	x \$69 (each)	\$ _____
<input type="checkbox"/> Exhibit Hall Grand Opening Reception (Wednesday)	# of tickets _____	x \$50 (each)	\$ _____
<input type="checkbox"/> Gala Awards Dinner (Thursday)	# of tickets _____	x \$100 (each)	\$ _____
<input type="checkbox"/> Giving for Good - 50/50 Drawing \$1 for 1 Ticket	# of tickets _____	x \$1 (each)	\$ _____

PAYMENT METHOD:

Check (Please make check payable to NAHCR)
 Credit Card: MasterCard Visa American Express
 Account # _____ Exp. Date _____
 Card Holder's Name _____ CVV _____
 Signature _____
 Credit Card Billing Address Same as above
 Address _____
 City/St/Zip _____

TOTAL FEES: \$ _____

2

3

4

CANCELLATION POLICY: Mail check and registration form to NAHCR 2017 IMAGE Conference, 222 S Westmonte Dr, #101, Altamonte Springs, FL 32714. (Facsimile registrations accepted ONLY for credit card payment. Fax: 407-774-6440). No registration accepted by phone. A \$75.00 administrative fee will be deducted from all refunds made for cancellations received in writing by June 9, 2017. No refunds will be made for cancellations received after this date. All refunds will be processed after the conference. NOTE: If you are NOT a member and register at the member rate, by signing this form you are giving NAHCR permission to charge the non-member rate to your credit card. All registration deadlines are strictly adhered to and registrations received after the published deadlines will be charged the appropriate rate according to date postmarked or fax dated. Questions? Contact NAHCR Headquarters at awitt@kmgnet.com or call 407-774-7880.

TO AVOID DUPLICATE CHARGES, DO NOT MAIL THE ORIGINAL REGISTRATION FORM IF YOU HAVE FAXED IT TO NAHCR HEADQUARTERS!

To register for the
IMAGE Conference,
please visit <https://www.nahcr.com/conference-information>



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Altamonte Springs, FL 32714



RELAX AND LEARN AT THE WESTIN SAVANNAH HARBOR GOLF RESORT & SPA

Bring your family and enjoy the beauty and history of Savannah! The Westin Harbor Beach Golf Resort & Spa is the gem of southern hospitality, offering the finest amenities including a PGA Championship golf course, full-service spa, and beautiful river views. For reservations, please call 888-627-8457. The NAHCR exclusive room rate is \$189 (single/double) or \$239 (triple/quad) per night, plus tax. Please note this rate is based on availability and the room block is expected to SELL OUT!

ENJOY THE SOUTHERN HOSPITALITY OF THE OLDEST CITY IN GEORGIA

Savannah, GA, is a charming, Southern escape, where quirkiness materializes through art and period architecture houses trendy boutiques, where ghost stories are set under a veil of Spanish moss and where local cuisine comes straight from the coast. Known as one of the "World's 30 Friendliest Cities" by *Condé Nast Traveler* readers, this coastal town has a world-class reputation for hospitality and grace. Savannah will draw you in with romantic ambiance and a lively atmosphere long before you leave its flourishing, park-like Historic District.