2019 NC ASHRM SPRING CONFERENCE
APRIL 24 - 26, 2019

Holiday Inn Resort Wrightsville Beach, NC

Join us and hear from talented individuals in our industry, enjoy networking opportunities and have some fun in the sun!

Early Bird Registration Ends:
April 1, 2019
Room Block Ends:
March 25, 2019
http://www.nc-ashrm.org
### Wednesday, April 24, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 pm - 5:00 pm</td>
<td>Registration</td>
</tr>
<tr>
<td>1:30 pm – 1:45 pm</td>
<td>Opening Remarks – Lumina Ballroom</td>
</tr>
</tbody>
</table>
| 1:45 pm – 2:45 pm | **Topic:** *Hurricane Florence Response*  
**Speakers:** Shelbourn Stevens, President & COO, Novant Health Brunswick Medical Center & Novant Health Eastern Carolina Market |
| 2:45 pm – 3:45 pm | **Topic:** *Beyond the Seven Elements: Compliance in Action!*  
**Speaker:** Frank Riccardi, JD, CFE, CHC, CICA, CPHRM, VP, Chief Compliance & Privacy Officer, Cone Health |
| 3:45 pm – 4:00 pm | Break                                                               |
| 4:00 pm – 5:00 pm | **Topic:** *Negotiation and Advocacy at Mediation; A View from the Mediator’s Chair*  
**Speakers:** Barry Cobb, JD and Bonnie Weyher, JD, Yates McLamb & Weyher, LLP |
| 5:00 pm – 6:00 pm | Membership Reception – Turtle & Oceanwatch                         |

### Thursday, April 25, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 am – 9:00 am</td>
<td>Full Breakfast – Lumina Ballroom</td>
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</table>
| 9:00 am – 10:00 am | **Topic:** *Selecting a Jury in the Wake of the Millennial Political and Socioeconomic Revolution!*  
**Speaker:** Tamura D. Coffey, JD, Coffey Law, PLLC |
| 10:00 am – 11:00 am | **Topic:** *Through the Eyes of a Defendant*  
**Speaker:** Yele Aluko, MD, MBA, Chief Medical Officer Americas Advisory Services, Ernst & Young, LLP |
| 11:00 am – 11:15 pm | Break                                                               |
| 11:15 am – 12:15 pm | **Topic:** *The Risk of Artificial Intelligence and the Future of Physician Practices*  
**Speaker:** Sam Cohen, JD, MPP, Senior Vice President for Health Policy, Curi |

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*Image Source: North Carolina ASHRM*
### Thursday, April 25, 2019 - Continued

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:15 pm – 1:45 pm</td>
<td>Business Meeting and Lunch</td>
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<tr>
<td>1:45 pm – 2:45 pm</td>
<td>Topic: <strong>Update on 2011 Medical Malpractice Reform Laws</strong></td>
</tr>
<tr>
<td></td>
<td>Speaker: Robert E. Harrington, JD &amp; Brian L. Church, JD, <em>Robinson Bradshaw</em></td>
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<tr>
<td>2:45 pm – 3:00 pm</td>
<td>Break</td>
</tr>
<tr>
<td>3:00 pm – 4:00 pm</td>
<td>Topic: <strong>Obstetrics Liability and Current Clinical Updates</strong></td>
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<tr>
<td></td>
<td>Speakers: Leigh Ann Smith, JD and Ryan Bakelaar, MD, JD, <em>Batten Lee, PLLC</em></td>
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<tr>
<td>4:00 pm – 4:15 pm</td>
<td>Closing Remarks</td>
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<tr>
<td>5:00 pm – 8:00 pm</td>
<td>Social Event including Dinner and Beach Party</td>
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</table>

### Friday, April 26, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>7:30 am – 8:30 am</td>
<td>Full Breakfast – Lumina Ballroom</td>
</tr>
<tr>
<td>8:30 am – 9:30 am</td>
<td>Topic: <strong>The Evolving Healthcare Professional Liability Market: Where Are We Now?</strong></td>
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<td></td>
<td>Speaker: Shepherd Tapasak, Managing Principal, <em>Integro</em></td>
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<tr>
<td>9:30 am – 10:00 am</td>
<td>Break - Check Out</td>
</tr>
<tr>
<td>10:00 am – 11:30 am</td>
<td>Topic: <strong>The Importance of Creativity, Attitude &amp; Motivation</strong></td>
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<tr>
<td></td>
<td>Speaker: Larry Weaver, Professional Comedian</td>
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<tr>
<td>11:30 am – 11:45 am</td>
<td>Closing Announcements &amp; Door Prizes</td>
</tr>
</tbody>
</table>
NC ASHRM FALL CONFERENCE
November 13 - 15, 2019
DoubleTree by Hilton Asheville-Biltmore

LOCATION
Holiday Inn Resort
1706 North Lumina Avenue
Wrightsville Beach, NC  28480
Reservations
877-330-5050

NC ASHRM Room Block Rates:
$169 Sound View
$189 Ocean View
When Booking Mention:
NC Association of Healthcare Risk Management
Room Block Ends March 25, 2019

PLEASE RESERVE NOW!
Complimentary on-site parking
If you are interested in extending your stay, rooms are offered at the conference rates, based on availability (2 days pre and post conference)

PROGRAM MATERIAL
Presentations will be available prior to the conference. Registrants will receive instructions regarding electronic access of program materials. (Hard copies will not be provided)

EDUCATION CREDITS
CPHRM credits pending ASHRM approval.
Continuing Legal Education (CLE) pending North Carolina Bar approval.

NEXT CONFERENCE
NC ASHRM FALL CONFERENCE
November 13 - 15, 2019
DoubleTree by Hilton Asheville-Biltmore

SOCIAL EVENTS
Please join us at the Wednesday Night Reception and the Thursday Night Social and Dinner Event.

Check Out Our New Member’s Board
Join a Committee!
### Conference Fees and Registration

**CONFERENCE FEES**

<table>
<thead>
<tr>
<th>Early Bird Registration - Ends April 1, 2019</th>
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<tbody>
<tr>
<td>Member</td>
<td>$200.00</td>
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<tr>
<td>Non-Member</td>
<td>$330.00</td>
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<table>
<thead>
<tr>
<th>Regular Registration - Begins April 2, 2019</th>
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<tbody>
<tr>
<td>Member</td>
<td>$275.00</td>
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<tr>
<td>Non-Member</td>
<td>$405.00</td>
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<table>
<thead>
<tr>
<th>On-site Registration - Begins April 24, 2019</th>
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<tbody>
<tr>
<td>Member</td>
<td>$350.00</td>
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<tr>
<td>Non-Member</td>
<td>$480.00</td>
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<table>
<thead>
<tr>
<th>Guest Fee</th>
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<tbody>
<tr>
<td></td>
<td>$70.00</td>
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Includes all meals and admission to receptions. Guests are limited to spouse, significant other or one adult family member.

**CLE Fee** **NEW!!** $35.00

Covers all CLE fees for all or partial CLE attendance.

**REGISTRATION**

Register & Pay on-line using PayPal

*No more PayPal Fees!*

http://www.nc-ashrm.org/education-events.html

Make checks payable to: NC-ASHRM

Send Check and Registration form to: NC ASHRM

PO Box 72248

Durham, NC 27722-2248

Questions:

Contact Rina Borg:

ncashrm@mgsolutions.org

919-309-0909

**ATTORNEYS: WE HAVE A NEW PROCESS FOR CLE’S!**

Pay for your CLE fees along with your Registration Fee.

After the Conference, remember to complete the online survey.

Total Registration Fee included: $______________
Registration Form

If paying by check, please complete this form and include with your payment.

Name: ________________________________________________
Degree(s)/Designation(s): ______________________________
Title: __________________________________________________
Organization Name: _________________________________
Street Address: ________________________________________
City/State/Zip: ________________________________________
Phone: ______________________________________________
Email Address: ________________________________________
Guest Name: __________________________________________

CANCELLATION POLICY

A processing fee of $20 will be charged for cancellations prior to April 1, 2019.

No refunds available after that date, but alternate registrant(s) may attend the meeting.

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ATTORNEYS: Remember to include $35.00 with your registration fee to cover the cost of your CLE’s
Program Summary

Hurricane Florence Response
Speaker: Shelbourn Stevens, MBA, RRT, RCP, President and COO, Novant Health Brunswick Medical Center and Novant Health Eastern Carolina Market
Overview: Shelbourn will share his experiences during Hurricane Florence, including the preplanning that was conducted by his organization as well as during the actual hurricane and post hurricane event.

Beyond the Seven Elements: Compliance in Action!
Speaker: Frank Riccardi, VP and Chief Compliance & Privacy Officer, Cone Health
Objectives:
• Learn the nuts and bolts of an effective compliance program and how to apply the “Seven Elements” to reduce compliance risk from a system-wide perspective.
• Identify commonly encountered compliance risks, such as workplace fraud, healthcare fraud, and privacy/security breaches and discuss strategies to mitigate (or preferably eliminate) these risks across the enterprise.
• Provide examples of tools, strategies and policies that can take your compliance program to the next level.

Negotiation and Advocacy at Mediation: A View from the Mediator’s Chair
Speakers: Barry S. Cobb, JD and Barbara B. Weyher, JD, Yates McLamb & Weyher, LLP
Overview: Healthcare organizations and the claims professionals and lawyers who assist them in litigation are often called on to attend mediated settlement conferences, and participate in negotiations to try to settle claims. How can the organization’s defense team work together to achieve the best possible results in mediation? What strategies for mediation advocacy are most likely to produce good—and bad—results? What are the best ways to approach negotiation to reach a successful resolution of difficult claims? How should healthcare organizations negotiate with codefendants?

Bonnie and Barry will share their observations and experiences as both advocates for health care providers and mediators, and describe approaches they’ve seen that worked well and those that didn’t. They will provide suggestions and solicit experiences from attendees about how best to prepare for and manage mediations.
# Program Summary

**Selecting a Jury in the Wake of the Millennial Political and Socioeconomic Revolution!**  
Speaker: Tamura Coffey, JD, *Coffey Law*  
Overview: This presentation will focus on tactics and strategies for selecting a jury in high profile and not-so high profile medical negligence cases in 2019, a time of great political unrest and emergence of the millennials as dominant on jury panels.

**Through the Eyes of a Defendant**  
Speaker: Yele Aluko, MD, MBA, Chief Medical Officer, Americas Advisory Services, *Ernst & Young, LLP*  
Overview: Dr. Aluko will share his experiences from the perspective of a defendant in a medical malpractice case that lasted more than seven years.

**The Risk of Artificial Intelligence and the Future of Physician Practices**  
Speaker: Sam Cohen, JD, MPP, Senior Vice President for Health Policy, *Curi*  
Overview: Artificial intelligence has the potential to radically change the practice of clinical medicine. Every week, new information is released touting how AI-based tools could improve clinical diagnoses and patient outcomes. But the introduction of AI may also pose significant disruptions to physician practices and other healthcare providers. Navigating this transition will require thoughtful, dedicated attention from all involved. This presentation will provide the background on the development of healthcare AI, discuss how AI is currently being used in the clinical setting, examine how these uses are likely to shift, and explore what the use of AI might mean for the evolution of physician practices.

**Tort Reform Update**  
Speakers: Robert E. Harrington, JD & Brian L. Church, JD, *Robinson Bradshaw*  
Overview: In 2011, the NC General Assembly enacted several vital reforms to the law governing medical malpractice claims. These reforms include a statutory cap of $500,000 (adjusted for inflation) on noneconomic damages in med mal cases. Other reforms included limiting the recovery of medical expenses to expenses paid, excluding those that are billed but not paid. Noneconomic damages caps in med mal cases have been challenged in court by the medical malpractice plaintiffs’ bar in virtually every state that has adopted them. For several years, Robinson Bradshaw lawyers Mark Merritt, Rob Harrington and Brian Church have coordinated the defense of the noneconomic damages cap and related 2011 reforms, serving as attorneys of record on these issues, monitoring lawsuits, and preparing arguments supporting the constitutionality of the reforms. In this program, Harrington and Church will discuss the substance of the 2011 reforms, recent developments related to the reforms, and the importance of vigilance in litigating challenges to the reforms.
Program Summary

**Obstetrics Liability and Current Clinical Updates**
Speaker: Leigh Ann Smith, JD & Ryan Bakelaar, MD, JD, Batten Lee PLLC
Objectives:
• Why risk managers/hospitals are seeing an increase in Birth Injury Cases, a discussion of tort reform, Life Care Plans and limitation of damages
• Ways for risk managers/hospitals to prepare for litigation: documentation, protecting investigations & clinical triggers to recommended orders like placental pathology, imaging & drug screening
• Provide clinical updates on topics including management of category II tracings, neonatal encephalopathy, brachial plexus injury and recognition of maternal sepsis and how these topics relate to obstetrics litigation and the defense thereof

**The Evolving Healthcare Professional Liability Market, Where Are We Now?**
Speaker: Shephard Tapasak, Managing Principal, Integro
Overview: Healthcare providers across most of the U.S. have enjoyed a Professional Liability environment marked by historically low claims frequency and manageable claims severity. Yet, many insurance carriers warn that accident year loss costs are high, and not sustainable. We often hear that “every insurance market cycle is different”, so this presentation will provide some data and insights to help understand where we are now, and what to look for over the next few years.

**The Importance of Creativity, Attitude & Motivation**
Speaker: Larry Weaver
Overview: Utilizing clean humor, funny anecdotes and emotionally charged stories, Larry will illustrate the importance of creativity, attitude and motivation. These topics are crucial to success in any venture, whether your focus is on leadership, teamwork, customer service, sales, change or just reducing stress.