

*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

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

## Thursday, April 25, 2019

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

## Thursday, April 25, 2019 - Continued

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

## Friday, April 26, 2019

7:30 am - 8:30 am	Full Breakfast - Lumina Ballroom
8:30 am - 9:30 am	Topic: <i>The Evolving Healthcare Professional Liability Market: Where Are We Now?</i> Speaker: Shepherd Tapasak, Managing Principal, <i>Integro</i>
9:30 am - 10:00 am	Break - Check Out
10:00 am - 11:30 am	Topic: <i>The Importance of Creativity, Attitude &amp; Motivation</i> Speaker: Larry Weaver, Professional Comedian
11:30 am - 11:45 am	Closing Announcements & Door Prizes

## 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)



Check Out Our New  
Member's Board

Join a Committee!

## NEXT CONFERENCE

### **NC ASHRM Fall Conference**

November 13 - 15, 2019

*DoubleTree by Hilton*  
Asheville-Biltmore

## 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.

## SOCIAL EVENTS

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

# Conference Fees and Registration

## CONFERENCE FEES

### *Early Bird Registration - Ends April 1, 2019*

Member	\$200.00
Non-Member	\$330.00

### *Regular Registration - Begins April 2, 2019*

Member	\$275.00
Non-Member	\$405.00

### *On-site Registration - Begins April 24, 2019*

Member	\$350.00
Non-Member	\$480.00

### *Guest Fee* \$ 70.00

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

Total Registration Fee included: \$ \_\_\_\_\_

## 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](mailto: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.*

# 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.