



Southern California & San Diego HFMA Chapters  
 Present the  
 4<sup>th</sup> Annual Women’s Event  
 April 26, 2019  
 Balboa Bay Club ~ Newport Beach



**“Anchor Your Thoughts”**

*Discover the connection between self-care and effective leadership.*

**Plus**

***An opportunity for Professional Headshots during the event!***

**&**

***An opportunity to support the Women’s Transitional Living Center***

**Registration Link:** <http://www.cvent.com/d/6ggyb3/4W>

**Sponsorship Link:** <http://www.cvent.com/d/bbqzk4>

Event Pricing	Early Bird Before 3/1/19	After 3/1/2019
HFMA/CAHAM Members	\$120	\$135
All Others	\$140	\$155

*Five or more registrations eligible for a 10% discount if paid by 3/1/19*

*\* No refunds after 4/1/19*



**Keynote Speaker**

**Deborah Johnson, International Music Artist, Author & Speaker**

**Bio:** Deborah Johnson is an international, award-winning music artist, author, and speaker who helps others get unstuck mindsets in order to reinvent their lives and reach expansive goals. With more than 20 years in the entertainment industry and multiple GRAMMY nominations, Deborah is an expert on how to constantly reinvent oneself in a gig-economy. She is the author of *Stuck is Not a Four Letter Word*, *Bad Code*, and *Women at Halftime*.

**“Master Your Mental Code”**

Just as threatening as identity theft or a website hack, there is bad mental code working to hack and sabotage your life. Using constructive mindsets, you can apply powerful principles in order to evaluate and restore your personal identity. These mindsets are a must for running smoothly through the current and subsequent decades of your life. Some takeaways:

- Identify at least one of your negative mental viruses and craft language to replace it.
- Define at least one mental tool you can apply immediately to barricade a mental hack.
- Determine at least one new constructive habit that will help you meet a subsequent decade of your life.



**Keynote Speaker**

**Carol Friesen, North Region Chief Executive Officer, OSF Healthcare**

**Bio:** Carol Friesen is the North Region CEO for OSF Healthcare in Peoria, IL. She previously served as a CFO, a CEO, and VP of Health System Services for Bryan Health in Lincoln, Nebraska, entrusted with 48 communities to serve. She is a passionate and collaborative leader working with physicians and communities to advance the health of the region. Carol has served the industry extensively through her membership in HFMA at the national, regional, and local levels. Carol holds a Master of Public Health in Healthcare Administration and is a Certified Healthcare Financial Professional.

**“Healthy Striving”**

We know the time for industry change is now. And for change to happen, we need to be change leaders ourselves. Additionally, we need to inspire others within our organizations to become change leaders. The days of being *only* a servant leader or *only* a change leader are over. The door is open for women leaders to authentically embody both styles of leadership with confidence —in the board room, at the senior leadership table, during negotiations, and in navigating our careers. Let’s commit to being leaders who create an environment for more women leaders to flourish around us, as both servant leaders and change leaders.



**Keynote Speaker**

**Carmela Coyle, President & CEO, California Hospital Association**

**Bio:** Carmela Coyle began her tenure as President & CEO of the California Hospital Association — representing the interests of more than 400 hospitals and health systems in California —in October 2017. Previously, Carmela led the Maryland Hospital Association (MHA) for nine years, where she played a leading role in reframing the hospital payment system in Maryland and moving to a value-based methodology. Maryland is now considered a national leader in health care policy and innovation.

**Topic**

**“Another Woman’s Career Journey”**

Women leaders - our numbers are growing, yet we remain under-represented in leadership positions. Our leadership style can be different – and better. Hear from a woman leader with more than 30 years of health care policy, advocacy and leadership experience. Carmela will share thoughts and insights about career, family, overcoming hardship, maintaining strength and leadership.



**Keynote Speaker**

**Cally Christensen, Regional Development Director, Professional Credit, an HFMA Peer Reviewed Receivables Company**

**Bio:** Cally Christensen has excelled in the Revenue Cycle and patient billing and collections for two decades. Her strengths and passion focus on empowered and engaged communication, consumer-centric pre/collect - Point of Service revenue strategies, and helping create

exceptional patient experiences. Cally is an active member in HFMA and has presented for multiple state HFMA annual conferences and women’s events on various topics.

**Topic**

**“Why Self Care Matters Now”**

Cally will teach actionable mindfulness strategies, avoiding burn out, and dynamic self-care methods to empower attendees to lead, love, and live with grace and compassion. She will share tips and tricks that will help attendees “manage” themselves and their emotions in high-stress situations, as well as everyday personal and professional challenges.

**Executive Leadership Panel**  
**Moderated by Carmela Coyle**  
**Panelists**



**Julie Fletcher**  
**Chief Talent Officer**  
**AMN Healthcare**



**Dr. Susan Stone**  
**SVP, Chief Executive Officer**  
**Sharp Coronado Hospital**



**Dr. Lori Burnell**  
**SVP, Chief Nursing Officer**  
**Valley Presbyterian Hospital**

**Panel Discussion**

Gain insights from these executive leaders into the biggest industry challenges in healthcare today and over the next 5-10 years. Topics will include changes we should be making to business operations to ensure that these challenges are met and what skill sets will be most valuable to stay competitive in the healthcare industry.

**Speaker Bios:**

**Julie Fletcher**

Julie Fletcher is the Chief Talent Officer for AMN Healthcare Services, Inc., where she provides leadership for attracting, developing and optimizing top talent for the corporate staff. In her time with AMN, Julie and her team have established an integrated approach to talent management. Julie earned a Bachelor of Science degree in HR Management and Business Administration from California State Polytechnic University in Pomona, CA, and a Master of Science in HR Management Development from Chapman University in Orange, CA.

**Dr. Susan Stone**

Dr. Susan Stone is the senior vice president and chief executive officer of Sharp Coronado Hospital. In addition, Susan oversees Sharp's clinical laboratory services across the system. Susan has held numerous leadership positions, including chief nursing officer for two of Sharp's seven hospitals. Susan is known for innovative patient-centered care program development, and is a national Patient-Centered Care Fellow. Susan earned her Bachelors of Nursing Science at San Diego State University, a Master's in Science, and a Doctorate of Philosophy in Nursing Science at the University of San Diego.

**Dr. Lori Burnell**

Dr. Lori Burnell is the Senior Vice President and Chief Nursing Officer at Valley Presbyterian Hospital, a safety-net standalone hospital in the San Fernando Valley. Previously Lori was the Vice President and Chief Nurse Executive at Scripps Mercy Hospital. Along with her love of nursing, Lori’s life passions include spending time with family, the church, and running. Her greatest joy is found in helping others follow their dreams and achieve their goals. In 2011, Lori completed her Doctorate in Nursing at the University of San Diego.



**Additional Important Event information**

**Professional Head Shots:**

A photographer will be on site at the event. Headshot sitting fee \$20 (cash/check), payable to the photographer. Prior to the event, schedule an appointment via an email to Kristina Cabral at [kcabral@sacfirm.com](mailto:kcabral@sacfirm.com). Walk-ins may be available on a first come first serve basis. Orders and photo transfers will be made directly from the photographer to you.

**Parking:** On site valet parking is \$20. Please carpool if possible.

**Overnight Lodging Information:**

*(Rates are subject to change upon booking)*

**Balboa Bay Club Resort**

1221 West Coast Hwy, Newport Beach, CA 92663

[www.balboabayclub.com](http://www.balboabayclub.com)

Rates starting from \$299.00 10% discount for event

**Holiday Inn Express, Newport Beach**

2300 West Coast Hwy, Newport Beach, CA 92663

<https://www.ihg.com/holidayinnexpress/hotels/us/en/newport-beach/jwanb/hoteldetail>

Rates Starting from \$142.00

Distance from Balboa Bay Club: 0.6 miles

**Newport Beach Hotel, A Four Sisters Inn**

2306 W Oceanfront, Newport Beach, CA 92663

[www.thenewportbeachhotel.com](http://www.thenewportbeachhotel.com)

Rates starting from \$235.00

Distance from Balboa Bay Club: 2.9 miles

**Ayres Hotel Costa Mesa/Newport Beach**

325 Bristol St, Costa Mesa, CA 92626

<https://www.ayreshotels.com/ayres-hotel-costa-mesa-newport-beach>

Rates Starting from \$179.00

Distance from Balboa Bay Club: 4.9 miles

**Hilton Orange County/Costa Mesa**

3050 Bristol St, Costa Mesa, CA 92626

[https://www3.hilton.com/en/hotels/california/hilton-orange-county-costa-mesa-SNACMHH/index.html?SEO\\_id=GMB-HI-SNACMHH](https://www3.hilton.com/en/hotels/california/hilton-orange-county-costa-mesa-SNACMHH/index.html?SEO_id=GMB-HI-SNACMHH)

Rates Starting from \$142.00

Distance from Balboa Bay Club: 6.6 miles

**Hyatt Regency John Wayne Airport Newport Beach**

4545 MacArthur Blvd, Newport Beach, CA 92660

[https://www.hyatt.com/en-US/hotel/california/hyatt-regency-john-wayne-airport-newport-beach/snari?src=corp\\_lclb\\_gmb\\_seo\\_nam\\_snari](https://www.hyatt.com/en-US/hotel/california/hyatt-regency-john-wayne-airport-newport-beach/snari?src=corp_lclb_gmb_seo_nam_snari)

Rates Starting from \$170.00

Distance from Balboa Bay Club: 5.8 miles

**Women’s Event Service Project:**

Raffle tickets will be sold; all proceeds will go to Women’s Transitional Living Center. Please bring cash or checks for the raffle. WTLC will also accept softly used Women’s clothing.

**Women’s Transitional Living Center  
Honor ~ Empower ~ Restart ~ Overcome**



**WTLC is a non-profit organization dedicated to helping individuals and families escape the depths of domestic violence and exploitation.**

Women’s Transitional Living Center, Inc. (WTLC) was founded in 1976 as the result of a needs assessment study of battered women in Orange County, conducted by the National Organization for Women’s Task Force on Family Violence. Originally created to meet the extraordinary need for shelter services for survivors of domestic violence, WTLC quickly expanded to providing a comprehensive residential program, a children’s program, a crisis hotline, and a community services program. From the beginning, WTLC was committed to service all victims of violence including women struggling with substance abuse or mental illness and survivors with older male children.