



2011 STAFFING INDUSTRY ANALYSTS

# HEALTHCARE STAFFING SUMMIT

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Healthcare Staffing Summit*


**September 21-23, 2011**

*Marriott Downtown  
Philadelphia, PA*

Presented by:

**STAFFING  
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See the full conference program inside!



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You must be registered for the Healthcare Staffing Summit to participate. Don't miss out on the opportunity to connect with hundreds of your peers.

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**Pricing Details**

- Corporate Members **\$1735** and Non-Corporate Members **\$1935**
- Register two or more from the same company and get a 10% discount.

**Cancellation Policy**

All cancellations must be received in writing. Cancel by August 1 for a full refund. From August 2 to September 2, a \$379 processing fee will be assessed to cancellations and no refunds given after September 2. All registrations are transferable to a replacement attendee for this conference only, not a future conference.

Wednesday, September 21				
2:00 PM	Registration Opens			
4:00 PM	Exhibits Open			
4:15-4:45 PM	Staffing Industry Analysts Conference and Corporate Membership Tutorial			
5:00-6:15 PM	Moderated Networking Discussion Tables			
6:15-8:00 PM	Welcome Reception			
Thursday, September 22				
7:00-8:30 AM	Registration, Exhibits Open & Networking Breakfast			
8:30-9:45 AM	Keynote: Capturing Opportunities in a Changing Industry			
9:45-10:15 AM	Networking Break & Exhibits Open			
10:15-11:30 AM	Keynote: Looking Into the Crystal Ball of Healthcare Reform			
11:30-11:45 AM	Transition Break			
11:45 AM-1:00 PM	Keynote: The Healthcare Industry – the Next Five Years			
1:00-2:30 PM	Networking Lunch & Exhibits Open			
2:30-3:30 PM	Keeping Up With Legal and Regulatory Issues	The Next Generation of Recruiting – Social Media	Voice of the Contingents	No-nonsense Strategies for Coaching Your People
3:30-4:00 PM	Networking Break & Exhibits Open			
4:00-5:00 PM	Executive Perspectives			
5:00-6:30 PM	Networking Reception & Exhibits Open			
Friday, September 23				
7:00-8:30 AM	Registration, Exhibits Open & Networking Breakfast			
8:30-9:30 AM	Healthcare Staffing Summit "Un-conference" Session			
9:30-10:00 AM	Networking Break & Exhibits Open			
10:00-11:00 AM	JACK TRACK CONCURRENT SESSIONS The Secret to Your Ultimate Business Success: Individual Initiative!	STRATEGY TRACK Technology – Friend or Foe? How to Leverage Technology to Optimize Business Results	OPERATIONS TRACK Innovative Solutions in Nurse Staffing	NICHE POSSIBILITIES TRACK Staffing Clinical Trials – "Coopetition" with CRO's
11:00-11:15 AM	Transition Break			
11:15 AM-12:15 PM	JACK TRACK CONCURRENT SESSIONS Sales Leadership is About Being Respected for Processes and Results (Being Liked is a Bonus)	STRATEGY TRACK Leading-Edge Research Results in Nurse Staffing	OPERATIONS TRACK Locum tenens – Strategies for Selling in a Tougher Market	NICHE POSSIBILITIES TRACK The "Non" Panel – Non-clinical Occupations, Non-staffing Arrangements, and Non-healthcare Markets
12:15-1:30 PM	Birds of a Feather Lunch & Exhibits Open			
1:30-2:30 PM	JACK TRACK CONCURRENT SESSIONS Successful Selling is Caring More About Your Customers Than Selling	STRATEGY TRACK Getting the Most Out of Your Sales and Marketing Investment with the Highest Bang-To-Buck Tactics	OPERATIONS TRACK The Hottest Occupations in Allied Health	NICHE POSSIBILITIES TRACK Health Information Technology – The Boom Continues
2:30-3:00 PM	Networking Break & Exhibits Open			
3:00-4:00 PM	Voice of the Customer			
4:00 PM	Healthcare Summit Concludes			

PINNACLE



OPTIMUM



EXHIBITORS

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Wednesday, September 21

2:00-8:00 PM	Registration Opens
4:00-8:00 PM	Exhibits Open
4:15-4:45 PM	<p><b>Staffing Industry Analysts Conference and Corporate Membership Tutorial</b></p> <p>New to the Healthcare Staffing Summit? Curious about Corporate Membership with Staffing Industry Analysts? Or already a member and wondering if there is more that you might be missing? If so, then join us for a quick tour of the conference and Corporate Membership. We'll offer tips and advice on the Summit, an overview of our research and how to use our new website. This session will be a great overview for new members and attendees and a useful recap for "old pros."</p>
4:45-5:00 PM	Transition Break
5:00-6:15 PM	<p><b>Moderated Networking Discussion Tables</b></p> <p>These small group discussion tables are a great way to learn from peers, try out new ideas and gain insight into your most vexing issues. You'll spend two 30-minute sessions at different tables of your choice, discussing with peers and colleagues the issues that are of greatest interest to you. Get answers to your practical questions from colleagues and experts with real-world experience.*</p> <p>Choose two of the following tables. (2 sessions of 30 minutes each)</p> <ul style="list-style-type: none"> <li>• Selling to the government</li> <li>• School-based staffing</li> <li>• International recruiting – nursing, locum, allied</li> <li>• Tax advantage plans in the travel marketplace</li> <li>• Growing your staffing firm – breaking the \$10M barrier</li> <li>• VMS/MSP in healthcare</li> <li>• M&amp;A strategies in the economic recovery</li> <li>• Employment law and healthcare staffing</li> <li>• Using social media for your company's advantage</li> <li>• Role of certifications in healthcare staffing</li> <li>• The outlook for travel nursing</li> <li>• What's working in per diem nurse staffing</li> <li>• The trend of hospitalist staffing</li> <li>• Physician staffing in the emergency room</li> <li>• Clinical trials staffing in pharma/biotech</li> <li>• Opportunities in speech therapy</li> <li>• Differentiating your physical therapy staffing business</li> <li>• Recruiting occupational therapists</li> <li>• Office/clerical jobs in healthcare</li> <li>• Opportunities in home health</li> <li>• Perm placement in healthcare</li> </ul> <p><i>*Topics subject to change</i></p>
6:15-8:00 PM	<p>Welcome Reception  <i>Sponsored by CareerBuilder</i></p>

Thursday, September 22

<b>7:00 AM-6:30 PM</b>	Registration & Exhibits Open
<b>8:30-9:45 AM</b>	<p><b>Keynote: Capturing Opportunities in a Changing Industry</b>                  Speaker: <b>Barry Asin</b>, President, Staffing Industry Analysts</p> <p>As the healthcare staffing industry recovers from its toughest period in history, has there ever been so much uncertainty, yet so much opportunity ahead? As of now, more than 30 million Americans are expected to gain health coverage in 2014, raising hospital admissions but not alleviating cost pressure. And what role will the 2012 elections, or the Supreme Court, play in all of this? As we prepare for what could be a time of unprecedented change in the healthcare industry, staying on top of industry trends is more critical than ever. In this session, Barry Asin will draw from Staffing Industry Analysts' vast collection of proprietary research to provide the insight you need to ensure your staffing business heads the risks, and seizes the opportunities ahead.</p>
<b>9:45-10:15 AM</b>	Networking Break & Exhibits Open
<b>10:15-11:30 AM</b>	<p><b>Keynote: Looking Into the Crystal Ball of Healthcare Reform</b>                  Speaker: <b>William H. Frist, MD</b>, U.S. Senate Majority Leader 2003-2007</p> <p>President Obama and the U.S. Congress passed massive healthcare legislation which will dramatically transform health coverage in the country once fully implemented. Then came the 2010 midterm elections which changed the political landscape. Former U.S. Senate Majority Leader and heart transplant surgeon Bill Frist will discuss how the law is likely to be changed over the coming years, and how those changes could affect staffing firms operating in the healthcare industry.</p>
<b>11:30-11:45 AM</b>	Transition Break
<b>11:45 AM-1:00 PM</b>	<p><b>Keynote: The Healthcare Industry – the Next Five Years</b>                  Moderator: <b>Tony Gregoire</b>, Sr. Research Analyst, Staffing Industry Analysts</p> <p>Panelists:  <b>William H. Frist, MD</b>, U.S. Senate Majority Leader 2003-2007  <b>James Rohack, MD</b>, Director, Scott &amp; White Center for Healthcare Policy  <b>Susan Salka</b>, CEO, AMN Healthcare  <b>Sheryl R. Skolnick, Ph.D.</b>, SVP, CRT Capital</p> <p>Given increasing technological adoptions, the potential influx of more than 30 million insured patients, an aging population and workforce, and an increasingly turbulent economy, the healthcare industry is poised for considerable change. Five years from now, how will the healthcare industry's workforce needs evolve and how can staffing firms prepare and create new solutions? Our panelists will share their insights on the changes ahead, and how the staffing industry should respond.</p>

Thursday, September 22

<b>1:00-2:30 PM</b>	Networking Lunch & Exhibits Open <i>Sponsored by API Healthcare</i>
<b>2:30-3:30 PM</b>	<p><b>CONCURRENT SESSIONS</b></p> <p><b>Keeping Up With Legal and Regulatory Issues</b>                  Moderator: <b>Craig Johnson</b>, Managing Editor, Staffing Publications, Staffing Industry Analysts                  Panelists:  <b>Ed Lenz</b>, SVP, Legal &amp; Public Affairs, American Staffing Association  <b>George Reardon</b>, Special Counsel, Littler Mendelson P.C.  <b>Eric Rumbaugh</b>, Partner, Michael Best &amp; Friedrich LLP</p> <p>Keeping pace with new laws and regulations over the past few years has not been easy. Staffing firms are faced with wage and hour lawsuits brought by internal employees. Independent contractor compliance is only becoming more scrutinized. And then there's healthcare reform. These are a few of the items we will be discussing from the legal front in this nuts-and-bolts session.</p> <p><b>The Next Generation of Recruiting – Social Media</b>                  Moderator: <b>Hinda Chalew</b>, SVP, Marketing and Interactive Services, Staffing Industry Analysts                  Panelists:  <b>Mike Dunagan</b>, Chief Marketing Officer, Supplemental Health Care  <b>Jocelyn Lincoln</b>, VP, Americas Recruiting, Kelly Services  <b>Leslie Snively</b>, VP, Marketing, CHG Healthcare Services</p> <p>What are the benefits and pitfalls of using social media to recruit? Which recruiting platforms are helping firms capitalize on social media? How do you engage staff, associates, customers and others in your social media quest? Learn from peers, vendors, and other experts as we explore these questions and more in this popular session.</p> <p><b>Voice of the Contingents</b>                  A happy employee equals a happy, satisfied customer. In no other business does this concept ring true than in staffing, especially healthcare staffing. Understanding what it takes to be a true partner of the workers you place is critical in winning the war for talent and establishing your brand as a contingent-friendly staffing firm. In this session, you will hear straight from the contingents what they are looking for in an assignment and what they expect from a staffing firm. We will also delve into what it takes to attract qualified talent in an aging workforce in which the average age of experienced workers with necessary skill sets continues to increase.</p>

Thursday, September 22

2:30-3:30 PM



**CONCURRENT SESSIONS**

**No-nonsense Strategies for Coaching Your People**

Speaker: **Tim Alderman**, CEO and President, Alderman Hockaday & Associates

Are your employees merely stumbling along in their day-to-day routine or are they true winners, showing creativity and initiative? As a manager, if you're not stretching your people, you're not leading them! Stop accepting the continuous excuses as to why projects, quotas, and tasks are not getting met. Teach your people to stop going on day after day "hoping things work out." In today's business world you can't just wing it or hope to catch a break. Instead, you have to go after business in a focused way that is more proactive rather than reactive. In this session, Tim Alderman will give you the skills and techniques to create an environment based on an "outcome orientation." Come hear about how to stretch your people to improve their game and their attitude.

3:30-4:00 PM

Networking Break & Exhibits Open

4:00-5:00 PM



**Executive Perspectives**

Speakers:

**Mark Brouse**, President, VISTA Staffing Solutions  
**Mark Stagen**, CEO, Emerald Health Services

In this session, you will hear from industry leaders about their insights on pressing issues and trends affecting the healthcare staffing business today. Our speakers will share how they are creating opportunities to grow their businesses by capitalizing on the current changes experienced by the industry.

5:00-6:30 PM

Networking Reception & Exhibits Open  
*Sponsored by Monster*

Friday, September 23

7:00-8:30 AM

Networking Breakfast

7:00 AM-3:00 PM

Registration & Exhibits Open

Friday, September 23

8:30-9:30 AM

**Healthcare Staffing Summit "Un-conference" Session**

Have a burning issue on which you want to tap the collective wisdom of the Healthcare Staffing Summit community? Got a hot topic? Want to meet people with similar interests? This is the session for attendees to discuss all of their most pressing topics. We'll provide the format. You provide the ideas and the energy.

The new Conference App will be utilized for this session. Sign up today to participate.

9:30-10:00 AM

Networking Break & Exhibits Open

10:00-11:00 AM

**CONCURRENT SESSIONS**

**JACK TRACK**

**The Secret to Your Ultimate Business Success: Individual Initiative!**  
*Sponsored by Bond*

Speaker: **Jack Daly**, CEO, Professional Sales Coach

What causes some companies to excel regardless of the state of the economy? Why is it that it seems the same companies are on the Best Companies to Work For list every year? Is there a connection between happy employees and happy profitability? Indeed, there is! The results of the Best Companies to Work For survey clearly show that those that make it on the list are also delivering above industry performance on a consistent basis. The good news is that all companies can actually decide to join the party and reap the benefits. This session is designed to show you why and how, and then it's up to you to implement.



**STRATEGY TRACK**

**Technology – Friend or Foe? How to Leverage Technology to Optimize Business Results**

Moderator: **Diana Gabriel**, VP, Strategic Solutions, Staffing Industry Analysts

Panelists:

**Sheldon Arora**, CEO, LiquidAgents Healthcare LLC

**Joe Drouin**, CIO, Kelly Services

**Jim Dwyer**, Recruitment Strategist

In today's world of technology, staffing companies are often challenged with the best way to leverage the many options available to boost their operations and efficiencies. Whether it's back office technology, testing systems or mobile applications, the questions are, "Which one to use?" and "Why does it matter to my business?"

In this session, you will hear from our panel of experts how they are taking advantage of staffing technology and optimizing bottom line results. The panelists will discuss issues such as what warranted the use of the technology that they implemented, the selection process of the choosing the technology, and the drivers and considerations key to the selection process.



Friday, September 23

10:00-11:00 AM

**CONCURRENT SESSIONS**

**OPERATIONS TRACK**

**Innovative Solutions in Nurse Staffing**

Moderator: **Tony Gregoire**, Sr. Research Analyst, Staffing Industry Analysts

Panelists:

**Ralph S. Henderson**, President, Nurse and Allied Staffing, AMN Healthcare

**Cynthia Kinnas**, President, Clinical One, A Randstad Company

**Jeffrey M. Silber**, Managing Director, BMO Capital Markets

As the nurse staffing market faces a long road to recovery, now is the time to innovate! A new market requires new strategies, and our panel of experts will discuss creative ideas to accelerate the pace of recovery in this market. Join us as we tap into the solutions that will lead us through the recovery as nurse staffing fights back.



**NICHE POSSIBILITIES TRACK**

**Staffing Clinical Trials – “Coopetition” with CRO’s**

Moderator: **David Papapostolou**, Research Analyst, Europe, Staffing Industry Analysts

Panelists:

**Alan Edwards**, Senior Director, Americas Product Group, Scientific, Kelly Services, Inc.

**Raul Valentin**, VP, Global Recruitment & Rewards, Covance, Inc.

As pharmaceutical and biotech companies continue to outsource an increasing share of their business to Contract Research Organizations, CRO’s will only become a more integral part of the clinical trials delivery chain. As the business models of CRO’s evolve, how will their needs change, and what will be the best strategies for selling to them? Our panel of experts will provide their take on current trends and dynamics in clinical staffing, particularly the role of this increasingly important customer...and competitor.



11:00-11:15 AM

Transition Break

Friday, September 23

11:15 AM-12:15 PM

**CONCURRENT SESSIONS**

**JACK TRACK**

**Sales Leadership Is About Being Respected for Processes and Results (Being Liked is a Bonus) *Sponsored by Bond***

Speaker: **Jack Daly**, CEO, Professional Sales Coach

We all know the Pareto Principle is alive and well: 20% doing 80% of the business. We all know that there aren’t as many ways to excel at generating sales as there are salespeople. The sane route is to discover and design the best way and then lead the sales team accordingly. The first step to success at growing your sales is to ensure there is someone who is engaged fulltime and is responsible for this role. The next step is to focus on getting and keeping those “Pareto Producers.” Finally, it then comes down to following the best practices and reinforcing through training and development.



**STRATEGY TRACK**

**Leading-Edge Research Results in Nurse Staffing**

Speaker: **Linda H. Aiken, Ph.D.**, RN, Director, Center for Health Outcomes and Policy Research

At the 2008 Healthcare Staffing Summit, Dr. Linda Aiken presented research findings that indicated the use of supplemental nurses improves hospital safety. This year, Dr. Aiken returns with results of a new study involving the outcomes of 1.3 million patients cared for in 665 hospitals. This is the most thorough study ever conducted that examines whether hospitals that employ large proportions of temporary registered nurses have different mortality rates, and to what extent supplemental nurses contribute to the differences. Myths will be debunked in this session as Dr. Aiken sorts fact from fiction.



**OPERATIONS TRACK**

**Locum tenens – Strategies for Selling in a Tougher Market**

Moderator: **Tony Gregoire**, Sr. Research Analyst, Staffing Industry Analysts

Panelists:

**Jeff Bowling**, CEO, The Delta Companies

**Mark Law**, Group President, CHG Healthcare Services

**Rutherford “Ruddy” Polhill**, CEO, Healthcare Partners Inc.

The double-digit growth in the locum market from a few years ago has given way to flatness, but some specialties, and some companies, continue to grow by double-digits. In this session, we will explore what is working in this more challenging market. The strong trends from a few years ago could one day return, but for now it is time to sharpen our strategies and try new approaches as we respond to changes in the locum marketplace.



Friday, September 23

11:15 AM-12:15 PM

**CONCURRENT SESSIONS**



**NICHE POSSIBILITIES TRACK**

**The “Non” Panel – Non-clinical Occupations, Non-staffing Arrangements, and Non-healthcare Markets**

Moderator: **Jon Osborne**, VP, Research, Staffing Industry Analysts

Panelists:

**Michael T. Berthelette**, SVP, School Partnerships & Community Outreach, Progressus Therapy, LLC

**Andrew Limouris**, President & CEO, Medix Staffing Solutions

**Ed Mosley**, Program Director, External Human Services, Kaiser

The healthcare industry’s demand for non-clinical labor such as finance, IT, and legal continues to grow, as does the demand for solutions beyond the typical staffing arrangement. In this session, we will explore the lesser known opportunities available when selling to the healthcare industry. Such opportunities will include 1) non-clinical staffing to healthcare buyers 2) non-staffing services of interest to healthcare buyers 3) alternative markets and 4) niche sub-segments of healthcare staffing where supply shortage still supports demand. The traditional model of selling mainstream healthcare staffing services to hospitals is one of the toughest sales in the industry—in this session we will find some lower-hanging fruit.

12:15-1:30 PM

**Birds of a Feather Lunch & Exhibits Open**  
*Sponsored by Indeed*

1:30-2:30 PM

**CONCURRENT SESSIONS**

**JACK TRACK**

**Successful Selling Is Caring More About Your Customers Than Selling**  
*Sponsored by Bond*



Speaker: **Jack Daly**, CEO, Professional Sales Coach

So many of our organizations are all about creating quotas, measuring results and analyzing variances. While all of these actions are appropriate business disciplines, they all too often result in salespeople taking the wrong actions with their customers, resulting in ever greater negative variances to quotas. The keys to effective selling really do come down to (1) truly caring more about your customers needs, (2) operating on consistent proven systems and processes, and (3) ensuring that the key activities to sales production are never sacrificed regardless of what may arise that day. Top performers aren’t universally loved within their own companies but they understand those three key points and they garner a higher share of praise and reward from the company leaders for their results.

Friday, September 23

1:30-2:30 PM

**CONCURRENT SESSIONS**



**STRATEGY TRACK**

**Getting the Most Out of Your Sales and Marketing Investment with the Highest Bang-To-Buck Tactics**

Moderator: **Jon Osborne**, VP, Research, Staffing Industry Analysts

Panelists:

**Marc Bowles**, COO, The Delta Companies

**David J. Searns**, President & CEO, Haley Marketing

When asked to name their top priorities, surveyed staffing executives almost invariably put revenue growth at the top. But what’s the best way to get growth? Add more sales people? Website upgrade? In this panel discussion, staffing experts will share with the audience the top marketing and sales tactics that staffing firms are currently using and will lead a discussion about what really works—and what doesn’t. This was our audience-favorite panel at the 2011 Executive Forum, earning the highest score of any panel. Attend this session for tactical and practical ideas to implement immediately.



**OPERATIONS TRACK**

**The Hottest Occupations in Allied Health**

Moderator: **Sona Sharma**, Sr. Research Analyst, Staffing Industry Analysts

Panelists:

**Jeff Decker**, SVP & General Manager, Allied Health, AMN Healthcare

**Kim Ozias Jones**, President, The RehabAbilities Family of Companies

**Craig Wolf**, VP & General Manager, Aureus Medical Management Services, LLC

How well is the allied health market doing? As always, it depends on the occupation. In this session, we will hear from those who are staffing the occupations showing the most growth and explore different strategies for capitalizing on these hot markets. We will also draw from findings from our latest surveys to discuss our outlook on allied health markets well positioned for future industry changes. Join us in this session as we hunt for the many opportunities in the allied health market.

Friday, September 23

1:30-2:30 PM



**CONCURRENT SESSIONS**

**NICHE POSSIBILITIES TRACK**

**Health Information Technology – The Boom Continues**

Moderator: **Robert Balicki**, Research Associate, Staffing Industry Analysts

Panelists:

**Neal Ganguly**, CIO, CentraState Healthcare System

**Jonathan Levoy**, VP, Operations & Business Development, Alego Health

Worried that you missed the boat? It is not too late to jump into the hot health IT market. Twenty billion dollars of incentives in The American Recovery and Reinvestment Act continue to spur demand for IT skills as the healthcare industry moves from paper to electronic health records. Over the next few years, the market should only get stronger as the Oct. 2013 deadline for U.S. conversion to ICD-10 approaches. Whether through implementation of technology or staff training, our panel of insiders will share what solutions healthcare buyers are looking for, and tell us strategies they have used to capture a piece of the health IT boom.

2:30-3:00 PM

Networking Break & Exhibits Open

3:00-4:00 PM

**Voice of the Customer**

Moderator: **Barry Asin**, President, Staffing Industry Analysts

Panelists:

**Sylvain Trepanier**, Regional Senior Director, Patient Care Services, Tenet Healthcare

**James A. Tryzcinski**, MBA, Director, Management Services, Ohio State University Medical Center

At the 2010 VOC session a challenge was issued to the staffing industry to make the case for the value of healthcare staffing. This year, the industry responds! Our panel of healthcare staffing buyers will offer feedback to our case for value, and we will also get their thoughts on other topics such as internal float pools and workforce shortages. Results from our latest Contingent Buyer Survey will make an appearance as well. You will want to stay to the very end, as we close the conference with this popular session.

4:00 PM

Healthcare Summit Concludes

**Hotel Reservations**

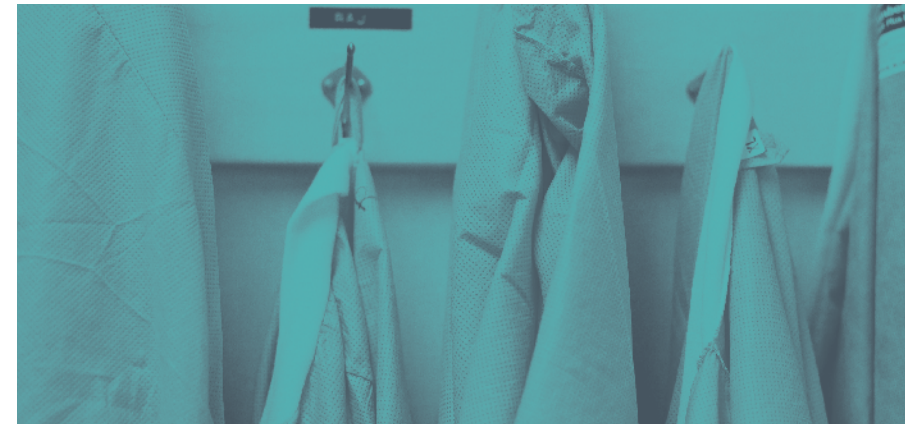
**Philadelphia Marriott Downtown**  
**1201 Market Street, Philadelphia, PA, 19107**  
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Please mention that you are with the “Staffing Industry” group when making reservations.

Our special convention room rate is \$239 plus tax per night for single or double rooms.

Please make reservations by August 26, 2011. After this date, rooms will be released.

Rooms at this rate are available on a first-come, first-served basis and may sell out prior to Friday, August 26, 2011.



**ABOUT STAFFING INDUSTRY ANALYSTS**

The Healthcare Staffing Summit is produced by Staffing Industry Analysts, the global advisor on contingent work. Known for its independent and objective insights, the company’s proprietary research, award-winning content, data, support tools, publications and executive conferences provide a competitive edge to decision makers who supply and buy temporary staffing. In addition to temporary staffing, Staffing Industry Analysts also covers these related staffing service sectors: third-party placement, outplacement, and staff leasing (PEOs). Founded in 1989 and acquired by Crain Communications Inc in 2008, the company is headquartered in Mountain View, California, with offices in London, England.

For more information: [www.staffingindustry.com](http://www.staffingindustry.com).



**STAFFING  
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**September 21-23, 2011**

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