

**Upcoming Events**



**STRENGTH  
THROUGH  
INCLUSION**

Sept. 28 – Oct. 1, 2013  
WASHINGTON, DC

**WHY SHOULD YOU ATTEND THE ASHHRRA CONFERENCE?**

**Educational Programs**

- Enhance your health care business knowledge
- Advance your leadership capabilities
- Strengthen your role as a change agent
- Gain knowledge of the hottest trends in health care HR
- Network with your peers

**Valuable Resources**

- A variety of take-away tools, best practices and policies
- Networking opportunities with other HR practitioners nationally and regionally
- Exposure to more than 150 suppliers helping to advance health care HR products and services

**Hottest Products & Services**

- More than 150 exhibitors showcasing products that can help you solve problems within your organization
- Networking and knowledge sharing on state-of-the-art services in health care HR

**Smart Investment**

- Take-away tools and resources in health care HR
- Focused learning on leadership and strategic business knowledge
- Sessions designed around five leadership competencies
- Partnership opportunities with top health care HR leaders



**Social Networks**

Connect with the ASHHRRA community anytime through these social networks!

- Find us on Facebook
- Join our on LinkedIn
- Follow us on Twitter

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**BASIC CHAPTER MANAGEMENT**

- Your basic chapter management submission is due **Friday, March 1, 2013**. You will need to submit all of the requirements by this date to be considered for a star level award.
- Once your basic chapter management submission is complete, please email your Regional Consultant.
- You will need to submit the Application Cover Page (pg. 7 of the CMAP application) with your Basic Chapter Management Submission on box.net.
- Please note: membership rosters, committee lists, and chapter officer lists must be in Excel format. Please email me if you need a template.

**ADVANCED CHAPTER MANAGEMENT**

- If your chapter is planning on submitting documentation for advanced chapter management, this is due Friday, May 10, 2013.
- Please send the Final Submission Form to [ashhra@aha.org](mailto:ashhra@aha.org) and your Regional Consultant once your submission is complete.
- Judging for Advanced Chapter Management will be done by the 2013 Regional, Chapter, and Member Services Committee in June 2013.

# *NEWS FROM REGION 3's*

## *2012 MetLife Scholarship Recipient*



### **Makes It Possible for HR Professionals to Attend National Conference**

Have you ever wanted to attend the annual ASHHRA conference but were unable to do so because of budgetary constraints? That was me, until this year. Now that I am a proud recipient of the MetLife Annual Conference Scholarship, I want to share the wealth with everyone.

You can attend without impacting your departmental budget. The **MetLife Conference Scholarship is available to ASHHRA members, one per region granted each year.** The \$1500 scholarship covers the cost of the conference and hotel expenses, and depending on your mode of travel, may cover travel expenses as well. ASHHRA arranges special deals on transportation to keep these costs down.

What does it take to apply? **Four (4) questions and a volunteer heart.** Start thinking now about how you demonstrate the ASHHRA HR Leader Model ([http://www.ashhra.org/about/hr\\_leader.shtml](http://www.ashhra.org/about/hr_leader.shtml)) in your day to day work, and when the application period opens, you will be half way there. Volunteering after the win is a key element to the award as well so consider what you would like to do in the upcoming year to support and promote ASHHRA.

The application process is not difficult, but you should allow yourself time to view and think about your response before it is due. That way you won't be rushed and will be able to carefully craft your winning application. The timeline is not yet published for 2013 but applications are usually due in May.

I encourage everyone to attend a national ASHHRA conference. The benefits are great as you will meet and network with HR Professionals from all aspects of Healthcare HR and hopefully build long term relationships that will bring you and your newfound friends support. The educational opportunities at a national conference are fantastic. ASHHRA works hard to address relevant HR challenges with speakers and services that know our business and how to turn challenges into rewards.

When asked about my favorite part of the conference, I really had a difficult time deciding. I got so much from the Mark Murphy, Hiring for Attitude Workshop and Quint Studer's Keys to Change presentations that I cannot pick one. Both are speakers whose programs I have studied and have wanted to see in person, so for programs, it has to be these two. For Conference Highlights it has to be meeting the ASHHRA Board of Directors. I met these folks informally sitting side by side in a session, on a bus ride to an event or outside the main hall while waiting for the next program. To a person, each was genuinely friendly and interested in the members, and really made me feel at home at my first conference. So, in closing I say BIG THANKS not only to MetLife for the Scholarship, but also to the board members and the ASHHRA staff for a creating a warm environment and a wonderful conference experience. In 2013, it could be you up on that stage.

*Emily Robinson-Endert, VA Chapter*

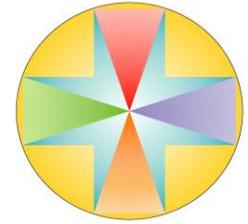


# Have you seen.....

## ASHHRA's HR Leader Model

We believe that by joining together, by raising our skills and by speaking together in one "VOICE" we can advance the cause for HR Leadership in all of our health care organizations.

Our goals are to identify the prerequisite core competencies for HR leaders in health care and determine how ASHHRA can support current HR professionals in bridging the gap to reach these competencies.



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### Raise Your Voice

By understanding the needs of different stakeholders and by being capable of responding to those needs, HR Leaders are invaluable resources for their organizations.



As **community citizens**, they:

- Build relationships with internal and external stakeholders by connecting community to business results
- Convene diverse groups to engage them in dialogue about the role of healthcare in the community
- Partner with external communities to promote the development and growth of healthcare careers
- Personally participate in professional boards organizations, networks, and community

*Human Resources connect employers and employees, and links customers and communities.*

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### Lead with Your Heart

When HR leads the way, employee recruitment, retention and satisfaction grow, and business results improve. To ensure the alignment of business strategies with organizational culture.



HR Leaders focus on **people strategies** to:

- Capture the hearts and minds of their people – to create the desired culture
- Foster meaningful work that supports a high performance environment and effective delivery of care
- Create operating models and structures that support the alignment of people, strategies and culture
- Develop value-based leaders who have the ability to create a shared vision that delivers results for the organization
- Attract and develop a diverse workforce that meets both the needs of patients and the community
- Ensure that their organizations have talent management and succession planning in place to sustain delivery of care

*Human Resources is at the heart of any organization where people are most important.*

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### Reach Beyond the Expected

Although effective administration has always been the expected norm, HR Leaders are now required to raise their skills – in recruitment and selection, compensation and benefits, human resources development, employee and labor relations, regulations, compliance, and more.



The “new” expectations for **HR delivery** demand effective and high-quality programs and services through the utilization of measurement and analysis. HR delivers through:

- Systems and Services
- Transactional Work
- Technology Systems and Solutions
- Metrics and Benchmarking
- Compliance

*HR Leaders deliver successful programs and services that integrate the “people” side of health care with business organizational structure.*

## **Embrace New Learning**

Knowing the “business” side of health care requires that HR Leaders shape strategies through seasoned judgement and visionary insight.



As HR transitions to this new role, HR Leaders will be called upon to demonstrate **health care business knowledge** by:

- Understanding the delivery of health care from the perspective of consumers, employees, payers, physicians and regulators
- Supporting and exhibiting cross-functional capabilities
- Applying best practices throughout the organization

*Constantly evolving health care demands change the job specifications for HR Leaders every day.*

## **Exemplify Excellence**

More than any other group, HR is better equipped to address issues of integrity such as ethics, honesty, accountability and business practices. HR Leaders reflect **personal leadership** through integrity and courage when they:



- Champion the mission and vision of their organizations
- Display passionate dedication to the mission of healthcare, especially in the care of patients and families
- Inspire, influence and motivate others
- Build trust through collaboration and consultation with stakeholders within the organization
- Model transformational thinking and continuous improvement
- Focus on achieving exceptionally high standards and are accountable for results
- Demonstrate self-awareness and self-motivation
- Champion continuous learning and self-growth
- Exhibit leadership through community service

*As stewards of health care organizations, the responsibilities of HR Leaders extend beyond professional roles – demanding personal credibility above all.*





## Advocacy Update

With the election over, it's back to work for the President, the House, and the Senate. Basically, nothing significant changed with the election. Neither the President nor the makeup of the Republican controlled House, or the Democratic controlled Senate changed. So, it's status quo based on the election.

The looming "Fiscal Crisis" or Fiscal Cliff" will be the first and foremost issue both houses will have to face. In dealing with this, there may be some resolution of issues, such as, the budget deficit, tax reform, the significant sequestration Medicare cuts, and the Medicare doctor's reimbursement fix.

Litigation continues regarding facilities that accepting TRICARE considers them to be government contractors, which necessitates affirmative action plans. The unions are continuing their efforts to increase their membership. And the NLRB continues their pro labor rulings.

So, fasten your seatbelts, it should be an interesting close to this year, which will set the stage for an action packed New Year.

The ASHHRA Advocacy Committee will be looking forward to the upcoming challenges and will keep you informed throughout the year.

I hope each of you has a safe and Happy Holiday Season and a great New Year! If you have questions or if I can help you with any advocacy issues, don't hesitate to contact me.

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## WELCOME NEW REGION 3 MEMBERS

First Name	Last Name	Title	Organization	City	St	Zip	Email
Dennis	Boggs			Montgomery	WV	25136	dennis.boggs@mghwv.org
Matthew	Fenwick	Communications Specialist	American Hospital Association	Washington	DC	20004-2818	mfenwick@aha.org
Danielle	Gilbert		Bon Secours St. Mary's Hospital	Richmond	VA	23231	msdanielleday@gmail.com
Janet	Smith-Hill	Senior VP Human Resources	Novant Health	Charlotte	NC	28233-3549	jssmithhill@novanthealth.org
Amy	Utley	Employment Coordinator/Comp Analyst	Culpeper Regional Hospital	Culpeper	VA	22701-0500	autley@culpeperhospital.com
Rick	Vanasse	VP Chief Learning Officer	Bon Secours Health System, Inc.	Marriottsville	MD	21104-1399	rick_vanasse@bshsi.org

## ASHHRA Tidbits

### Products & Services

ASHHRA has three major product lines that are aligned with the core competencies of the association. All of the products are designed meet your specific needs in health care HR. We will continue offering the 'right' products in an effort to increase value of your membership.

#### I) Educational Resources

The focus is on all resources, products, services and programs that help you to enhance your professional skills and development, and assist you with becoming a well-trained leader or mentor in health care HR. The products in this category include:

- **HR Pulse** – the official magazine for ASHHRA members
- **Webinars** – a learning resource led by ASHHRA members and partners with specific expertise in health care HR
- **ASHHRA Annual Conference & Exposition** – for networking and learning sessions focused on hot topics in health care HR, leadership and development
- **ASHHRA eNews Brief** – a monthly electronic news publication that provides health care HR leaders with a variety of articles focused on HR issues in workforce strategies, recruitment and retention, compensation and benefits, and healthcare workforce shortages
- **ASHHRA/IFD Diversity eNews Brief** – a monthly electronic publication in collaboration with the Institute for Diversity (IFD), gathering news and articles related to diversity issues
- **ASHHRA eLearning Network** – a customized online learning platform that provides comprehensive health care HR knowledge in a self-paced format through online courses.

#### II) Networking & Knowledge

Networking & Knowledge provide you with the opportunity to meet, greet, and build relationships with other members via educational and social events. It also offers tools that will allow you to contact other members on a continuous basis. The products in this category include:

- **Networking Events** at the ASHHRA 48th Annual Conference & Exposition in Denver, Colorado - September 22-25, 2012
- **ASHHRA Social Networks** – Join our groups in [LinkedIn](#), [Facebook](#) and [Twitter](#)
- **ASHHRA Member and Consultant Directory** – Printed annually to assist members in networking with peers

#### III) Tools & Resources

You have immediate access to all that ASHHRA has to offer on the website. The ASHHRA Resources Library gives you access to industry based information, surveys, processes and best practices that you can use to effectively manage your ROI. The products in this category include:

- **ASHHRA Website** – [www.ashhra.org](http://www.ashhra.org)
- **AHA Resource Center** – the world's largest collection of hospital literature
- **ASHHRA HR Leader Model** – depicts five competencies for health care HR leaders.
- **ASHHRA Career Center** – a health care HR job bank for health care HR professionals, recruiters, and students.
- **ASHHRA Health Care Buyers Guide** – electronic listing of key suppliers that offer products and services designed to meet the needs of the health care HR professional.
- **Industry Reports** – include industry research reports that provide the latest trends in workforce and compensation.

## Loans & Scholarships

Millions of Americans do not have access to health care because they live where there are not enough health professionals to meet basic needs. Shortages of health professionals suggest many more may soon find themselves unable to see a primary health care provider when they need one.

HRSA health professions loan repayment, scholarship and loan programs help to encourage and enable clinicians to work in underserved areas.

### Loan Repayment

#### [National Health Service Corps](#)

Competitive program for primary care medical, dental and mental health clinicians working at approved NHSC facilities in Health Professional Shortage Areas. Full-time clinicians working at high-need sites can receive \$60,000 for their initial 2-year commitment and may be eligible to apply for additional years of support to repay their student loans. Part-time opportunities also available.

#### [Nursing Education Loan Repayment Program](#)

Registered nurses and advanced practice registered nurses, such as nurse practitioners, working in a Critical Shortage Facility can receive 60 percent of their total qualifying nursing education loan balance for 2 years of service. Full-time nurse faculty working at accredited, public or private, non-profit schools of nursing are also eligible. For an optional third year of service, participants may receive an additional 25 percent of their original total qualifying nursing education loan balance.

#### [Faculty Loan Repayment Program](#)

Degree-trained health professionals from disadvantaged backgrounds serving on the faculty at accredited health professions college or university can receive \$40,000, plus a tax benefit, for 2 years of service preparing the clinicians of the future.

### Scholarships

#### [National Health Service Corps](#)

Students committed to primary care and enrolled in allopathic or osteopathic medical, dental, physician assistant, nurse practitioner or certified nurse midwife training programs can receive tuition, fees, other educational costs and a living stipend, tax-free, for as many as 4 years in exchange for an equal number of years (2-year minimum) service at an approved facility in a high-need underserved area.

#### [Nursing Scholarship Program](#)

Students enrolled or accepted for enrollment in accredited RN training programs can receive tuition, fees, other educational costs and a living stipend in exchange for in exchange for at least 2 years service after graduation at a health care facility with a critical shortage of nurses.

#### [Scholarships for Disadvantaged Students](#)

Need-based, competitive program. Must be enrolled in and apply for aid to participating health professions program.

### Loans

#### [Loans for Disadvantaged Students](#)

Need-based, competitive program. Must be enrolled in and apply for aid to participating school of allopathic, osteopathic, podiatric or veterinary medicine or dentistry, optometry, or pharmacy.

#### [Health Professions Student Loans](#)

Need-based, competitive program. Must apply for aid to participating school and pursue degree in dentistry, optometry, pharmacy, or podiatric or veterinary medicine.

Nursing Student Loans

Need-based, competitive program. Must pursue diploma, associate, baccalaureate or graduate degree in nursing and apply for aid to participating school.

Primary Care Loans

Need-based, competitive program. Must pursue degree in allopathic or osteopathic medicine and apply for aid to participating school.