

## - KHA Webinar Series -

# LEAD: Leadership Excellence and Development

The Kentucky Hospital Association has developed a leadership webinar series for hospitals and health systems executives. This series will focus on change management at the personal, team and organizational level, provide you with strategic tools and mindsets to implement in your healthcare environment. Attendees will learn how healthcare systems led by people who are compassionate, principled and engaged can undergo profound and lasting transformation.

### REGISTRATION

Registration fee: .....\$50 per session

Register at: .....[www.kyha.com/events](http://www.kyha.com/events)

The first 25 registrants will receive a copy of *"Becoming the Change"* by John Toussaint, MD and Kim Barnas and *"Leadership Treasure"* by Jeff Whitehorn.

### WHO SHOULD ATTEND

CEOs, CFOs, CMOs, CNOs, COOs and invited guests of C-suite leaders.

January 20, 2022

10:00 am – 11: 00 am ET

## Healthcare Fraud and Abuse: Stark Law and Anti-Kickback

Centers for Medicare & Medicaid Services (CMS) finalized changes to outdated federal regulations that have burdened health care providers with added administrative costs and impeded the health care system's move toward value-based reimbursement. The Physician Self-Referral Law, also known as the "Stark Law," generally prohibits a physician from making referrals to an entity for certain healthcare services, if the physician has a financial relationship with the entity. The old federal regulations that interpret and implement this law were designed for a health care system that reimburses providers on a fee-for-service basis, where the financial incentives are to deliver more services. However, the 21st century American health care system is increasingly moving toward financial arrangements that reward providers who are successful at keeping patients healthy and out of the hospital, where payment is tied to value rather than volume. This session will provide an explanation of the new changes.

### Kent Wicker, Partner

DBL Law

Mr. Wicker is a DBL Law partner and chair



of the firm's White Collar Criminal Law practice. He has been a courtroom attorney for his entire career, prosecuting and defending in the most challenging, high-profile and complex commercial and white collar criminal cases in Kentucky and around the country. Before entering private practice, he served as First Assistant U.S. Attorney and Criminal Division Chief for the Western District of Kentucky, where he also tried criminal fraud and public corruption cases. Kent has taught courses in Corporate and White Collar Crime and Trial Practice at University of Louisville's Brandeis School of Law and he has also taught Trial Practice at the Department of Justice's National Advocacy Institute. He is a graduate of Duke University and Harvard Law School.

March 17, 2022

10:00 am – 11: 00 am ET

## Becoming the Change-Part 1

The Senior Leadership Team sets the tone for the organization transformation. Their commitment and understanding of the journey to come is essential to the success of the transformation. *Becoming the Change* is centered on defining leadership behaviors necessary to lead and sustain a cultural transformation. Through the coaching process, Senior Leaders will receive tools and feedback that will enable them to transform their behavior and how they lead.

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## LEAD: Leadership Excellence and Development - continued

### John Toussaint, MD

Dr. Toussaint is an Internist, former healthcare CEO and is one of the foremost figures in the adoption of organizational excellence principles in healthcare. He founded Catalysis a nonprofit education institute in 2008.



### Kim Barnas, MHA

Kim Barnas currently serves as the Chief Executive Officer of Catalysis, in Appleton, Wisconsin. Prior to her role at Catalysis, Kim served as a senior vice president for ThedaCare, and president of Appleton Medical Center and Theda Clark Medical Center.



**April 28, 2022**

**10:00 am – 11:00 am ET**

### *Becoming the Change-Part 2*

Continued from Becoming the Change-Part 1, showcases executives in health systems around the world as they: practice behavior-based solutions to organizational problems; learn how to support continuous improvement; be more present in their leadership role; learn how to reflect and assess themselves as leaders; and achieve better results for patients.

### John Toussaint, MD

CEO and Founder of Catalysis

Dr. Toussaint is an Internist, former healthcare CEO and is one of the foremost figures in the adoption of organizational excellence principles in healthcare. He founded Catalysis a nonprofit education institute in 2008.

### Kim Barnas, MHA

Kim Barnas currently serves as the Chief Executive Officer of Catalysis, in Appleton, Wisconsin. Prior to her role at Catalysis, Kim served as a senior vice president for ThedaCare, and president of Appleton Medical Center and Theda Clark Medical Center.

**May 17, 2022**

**10:00 am – 11:00 am ET**

**THIS SESSION WILL BE HELD AT THE  
KHA ANNUAL CONVENTION**

Galt House East  
140 North 4th Street  
Louisville, KY 40202

### *Good Leadership Can't Truly Be Taught in School!*

The leaders who make the most impact are those who have been forged by the daily challenges, pressures, and victories of working at the top. In Leadership Treasure: 25 Bits of Gold Discovered from 25 Years as a CEO, Whitehorn generously shares the wealth of insights he has amassed over his long career at the helm of numerous hospitals within HCA Healthcare. He realizes that real-world experience is priceless, and the lessons learned should be shared with others so that they can become better leaders within their organizations and communities.

### Jeff Whitehorn, LFACHE, ACC

Whitehorn Coaching and Consulting

Mr. Whitehorn is an executive coach and consultant who is certified as an Associate Certified Coach (ACC) by the International Coach Federation (ICF). He enjoyed a successful career of 29 years in hospital administration, serving as CEO of six hospitals and COO of two others. As a CEO, he mentored rising stars from his teams to help them grow and advance in their careers. He also assisted physicians who sought to strengthen their managerial and business skills. After he retired from HCA Healthcare, Whitehorn became a Certified Master Coach and established his own business, Whitehorn Coaching and Consulting. He currently utilizes the knowledge gained from his career to benefit clients in their own careers.



For more information, contact:

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