

Women Leaders in Healthcare Law



Promoting Diversity and Increasing the Prominence of Women in the Healthcare Legal Community through Substantive Legal Discussion, Professional Development, and Woman-to-Woman Networking

September 28–29, 2015 | The Hamilton Crowne Plaza & Almas Conference Center | Washington, DC

Hear insight from the government power players in the healthcare space

The Honorable Nora Barry Fischer (invited)

United States District Judge
United States District Court,
Western District of Pennsylvania

Charlene Keller Fullmer (invited)

Assistant United States Attorney
Deputy Chief, Affirmative Litigation
United States Attorney's Office
Eastern District of Pennsylvania

Keesha Mitchell

Section Chief – Health Care Fraud Section
Office of the Ohio Attorney General

Luminita Nodit

Deputy Attorney General
Office of the Indiana Attorney General

Iliana L. Peters, J.D., LL.M.

Attorney and Senior Advisor
U.S. Department of Health and Human
Services

Jane Yoon (invited)

Assistant United States Attorney
United States Attorney's Office
District of New Jersey

Distinguished Co-Chairs:

Pam Roberts

Vice President and Chief Counsel,
Nursing Center Division
Kindred Healthcare

Lynn K. Fieldhouse

Vice President and General Counsel
of Litigation Services
Signature HealthCARE



At this event, a stellar array of female powerbrokers in the healthcare field unite to give like-minded women the skills necessary for continued success including how to:

- » Position oneself as an **industry maven** by getting **legal updates in the most cutting edge areas of healthcare law**
- » **Break through the glass ceiling**, embrace power, and eliminate prejudice
- » Create an inclusive **“New Girls Club”** to foster competition with the “Old Boys Club” rather than amongst each other
- » **Overcome business development challenges that arise from the label of being “aggressive”** while meeting societal and organizational expectations
- » **Advocate for oneself** and earn authoritative respect amongst your peers and colleagues featuring **communication tips on channeling the qualities that create successful leaders**
- » **Discuss what “having it all” means now** in the post-“Lean In” world

Plus two half-day sessions designed for maximum networking and creating a candid dialogue in a less formal setting:

- A** “I Wish Someone Had Told Me”: Advice from Healthcare Counsel on Embracing Influence and Power and Running a Successful Legal Department
- B** Creating a Winning Pitch: Implementing Critical Negotiation, Leadership, and Presentation Skills to Accomplish Your Goals

Network with healthcare industry leaders from:

Advocate Health Care	Medica
American Senior Communities	Northwestern Medicine
Baptist Memorial Health Care Corp.	PruittHealth Consulting Services
Children's Hospital & Medical Center of Omaha	Signature HealthCARE
Children's Hospital of Orange County	Virtua
Extendicare	Wake Forest Baptist Medical Center
Kindred Healthcare	Yale New Haven Health
Maxim Healthcare	and many more...

On average, women lawyers earn approximately **87%** of what their male counterparts earn. The healthcare legal industry, with its underrepresentation of women in upper management positions including General Counsel, Chief Legal Officer, and Chief Compliance Officer, is prime ground to effect a cultural shift.

Based on industry demand, ACI is pleased to present its inaugural **Women Leaders in Healthcare Law** conference, a forum aimed at promoting woman-to-woman networking and mentorship and facilitating high-level discussion of the challenges and opportunities facing like-minded women in the healthcare legal community. Tailored to empower women in the healthcare legal community and to give women the skills necessary for continued success, this is a unique opportunity to network with and engage in candid discussion with leaders from hospitals, health systems, long term care facilities, and other organizations within the healthcare industry including representatives from **Advocate Health Care, American Senior Communities, Baptist Memorial Health Care Corp., Children's Hospital & Medical Center of Omaha, Children's Hospital of Orange County, Extendicare, Kindred Healthcare, Maxim Healthcare, Medica, Northwestern Medicine, PruittHealth Consulting Services, Signature HealthCARE, Virtua, Wake Forest Baptist Medical Center, Yale New Haven Health**, and more.

Be part of a supportive community of women in the healthcare legal space, and build enduring relationships and connections with peers facing the same professional challenges and opportunities.

Despite myriad diversity initiatives and a marked increase in women in leadership roles, the statistics show that full acceptance still manages to elude women in the profession overall. It is time to address the elephant in the room: the legal playing field has been leveled over the course of the last few decades, so why do so many women in the healthcare space still feel that they need to work harder than their male counterparts to break into an old boys' club? **It is a clear business imperative that healthcare organizations and the law firms representing them must attract and retain female talent.** While there are no easy answers in this space, this conference will facilitate mentorship opportunities and help form new connections amongst women leaders as well as provide a forum for candid discussion of gender stereotypes and other implicit obstacles to advancement, and to talk about what has worked for other similarly situated women lawyers in the healthcare industry when faced with gender-specific challenges.

Broaden your overall legal IQ on the salient developments affecting the healthcare legal community and develop a greater understanding of the key issues facing industry to best position yourself as a leader.

In addition to the networking opportunities and discussions of professional development issues, this is also an opportunity to hear from women leaders about their key priorities for healthcare organizations. Take advantage of this collegial atmosphere and engage in discussion of the year's biggest legal developments facing your peers in regulatory compliance and litigation across the board.

We hope you will join us for the program designed to assist like-minded women in the healthcare community moving forward in their careers. **Register today** by calling **888-224-2480**, faxing your form to **877-927-1563** or online at **www.americanconference.com/wmhealthcare**

Very truly yours,



Leigh C. Leventhal
Senior Director, Legal Programs

Main Conference: September 28, 2015

7:00 Registration and Continental Breakfast

7:45 **Co-Chairs' Opening Remarks**

Pam Roberts

Vice President and Chief Counsel,
Nursing Center Division
Kindred Healthcare (Louisville, KY)

Lynn K. Fieldhouse

Vice President and General Counsel of Litigation
Services
Signature HealthCARE (Louisville, KY)

8:00 **Jumping Over the Wall, Climbing the Ladder,
and Breaking the Glass Ceiling: Strategies
for Woman-to-Woman Networking and
Community Building to Promote Career
Advancement**

Erin Smith Aebel

Partner
Shumaker, Loop & Kendrick, LLP (Tampa, FL)

Julie Hamilton

Vice President, Chief Compliance & Privacy Officer
Yale New Haven Health (New Haven, CT)

Dorthula H. Powell-Woodson

Partner
Wiley Rein LLP (Washington, DC)

- Breaking down prejudice engaged by women against women to create an inclusive "New Girls Club" to foster competition with the "Old Boys Club" rather than amongst each other
- Mentoring techniques that dissuade women from engaging in behavior that feeds stereotypes
 - Identifying behaviors expected in the workplace, including communication, dress, and interpersonal interaction
- Crafting strategies to respond to overt prejudice
- Overcoming the challenge of making it to the top in a female dominated industry that is still dominated by men controlling the purse strings and hiring authority
- The legal sorority: Fostering relationships with similarly situated women and taking a collaborative rather than a competitive approach to relationships with our peers
- Creating strong female mentoring programs to effect leadership development and support women in their climb up the corporate ladder

9:00 **Spotlight on Women Power Players
in Government**

The Honorable Nora Barry Fischer (invited)

U.S. District Judge
United States District Court,
Western District of Pennsylvania

Charlene Keller Fullmer (invited)

Assistant United States Attorney
Deputy Chief, Affirmative Litigation
United States Attorney's Office
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Iliana L. Peters, J.D., LL.M.

Attorney and Senior Advisor
U.S. Department of Health and Human Services

Jane Yoon (invited)

Assistant United States Attorney
United States Attorney's Office District of New Jersey

Moderator:

Allison Pugsley

Partner
Hogan Lovells US LLP (Washington, DC)

Capitalize on this unique opportunity to hear from a panel of the leading female jurists and regulators overseeing healthcare investigations and enforcement. Learn directly from the government what is planned for the future with regard to enforcement initiatives and what is on the horizon. This session will help you create comprehensive compliance programs that meet the needs of all parties in the regulatory scheme.

10:15 **Morning Coffee Break**

10:30 **"Having it All": Leaning In and Creating a
Work-Life Balance by Choosing which Battles
to Take to Make the Most out of Your Life and
Career**

Asra Ali, MS, CHC, CHPC

Senior Compliance/Privacy Specialist
Corporate Compliance Department
Advocate Health Care (Downers Grove, IL)

Nancy Ardell

Managing Counsel
Northwestern Medicine (Winfield, IL)

Janelle Burns

Corporate Privacy & Security Officer
Baptist Memorial Health Care Corp. (Memphis, TN)

Melissa Johnson, CPMSM, CPCS

Manager, Medical Staff Services,
Medical Education & Graduate Medical Education
Children's Hospital & Medical Center (Omaha, NE)



Tiffany Lauderdale Phillips
Director and Counsel, Litigation Services
Extencicare (Indianapolis, IN)

Jeana M. Singleton
Partner
Brennan, Manna & Diamond, LLC (Akron, OH)

Women are bombarded with messages that if they work hard enough and smart enough they can “have it all.” What does this really mean, and how do these unrelenting expectations distort the setting of realistic goals and milestones? Hear from a diverse panel of women about how “Having It Balanced” may be a better slogan. Topics to be discussed include:

- Allocating your time and cultivating a full and healthy life outside the office while balancing the intensive commitment of a legal career and 24/7 availability through technology
- Putting an effective support system in place to lighten the load and picking the right life partner
- Owning and respecting our choices: a frank discussion of the politics of motherhood within the legal culture and how career choices impact the decision whether and when to start a family
- Conquering the feeling of being “out of the loop:” Strategies for jumping back into your area of specialty after a leave of absence
- Overcoming any hesitation to take advantage of corporate policies promoting work life balance and encouraging flexibility
- Walking away from professional and personal guilt when something’s got to give
- Learning to say no when you can’t give 110% on every front: knowing when to put your career to the forefront and when to put your personal life first

11:30 **Finding Your Voice: Fitting into the Paradigm of “Not Too Aggressive, Not Too Weak” when Communicating with Clients and Interacting Within Your Organization**

Kari Bomash
Associate General Counsel
Medica (Minnetonka, MN)

Jennifer L. Butler
Partner & Co-Chair, Health Care Group
Alston Bird LLC (Washington, DC)

Angeline N. Ioannou
Partner
Goldberg Segalla LLP (Hartford, CT)

Pamela S. Kaufmann
Partner
Hanson Bridgett LLP (San Francisco, CA)

Pam Roberts
Vice President and Chief Counsel,
Nursing Center Division
Kindred Healthcare (Louisville, KY)

Mary Adams, RN, BSN, FNC
Legal Nurse Consultant
PruittHealth Consulting Services (Northcross, GA)

- Disparities in compensation and promotion by the numbers: taking an in-depth look at the percentage of women who are senior partners at major law firms, CEOs at major health systems, women executives in healthcare compared to the percentages of women working for those organizations generally
- Overcoming business development challenges that arise from the label of being “aggressive” while meeting societal and organizational expectations
- Employing successful negotiation strategies to be an effective team member as a women and not be considered weak
 - Be respectful and thoughtful and make your voice heard
- Thinking outside the box for client development: what works for male counterparts may not necessarily be the correct strategy for women
- Identifying ways to sharpen your image and your personal “brand” to be taken seriously
 - Developing tools to speak more confidently
 - Remembering that your peers are not always your equals
- Influencing business partners and clients to listen and respond to directives without needing to exert more authority than a male counterpart
- Convincing others you are competent and possess the skills necessary to get the job done
- Advancing your career: how to network and create relationships that will facilitate a move
- Understanding the importance of bringing rational ideas to the conversation to build credibility
- Advocating for yourself and getting credit where credit is due: making sure your contributions and achievements are known and knowing when to push back when you aren’t getting suitable credit
- Effectively communicating with your client to become a trusted advisor
- Exploring the challenges and opportunities for in-house and law firm retention of female talent

12:30 **Networking Luncheon for Speakers and Delegates**



Thinking like a GC: Updates on the Substantive Legal Developments Affecting the Healthcare Industry in 2015 and Beyond

The following sessions are specifically designed to give you the most up-to-date information needed to better position yourself as the go-to expert in the most cutting edge areas of healthcare law and become an invaluable thought leader in your organization. Building on the skills developed in the morning sessions, these substantive discussions will provide you with top level knowledge that will help you grow in your job function and climb the corporate ladder.

1:45 Taking a Deep Dive into Regulatory Challenges: Responding to the Hurdles Posed by a Frequently Changing Regulatory Landscape from ACA to Internal Investigations

Deborah Mitchell
Assistant General Counsel
Virtua (Marlton, NJ)

Helen Oscislawski
Founding Partner
Oscislawski LLC (Princeton, NJ)

Carrie Valiant
Member of the Firm
Epstein Becker Green (Washington, DC)

- Explaining the current status of the Affordable Care Act and identifying impacts on the healthcare industry
- Mitigating risk and responding to the challenge of technology outpacing regulatory agencies' processes and practices
- Ensuring healthcare reform requirements are met by healthcare data management and economics being integrated with healthcare system administration
- Building a compliance plan that is responsive to increasing state and CMS regulatory oversight, the length and scope of surveys, and penalties
- Understanding the challenges that arise with regard to cyber security and protected healthcare information (PHI)

2:45 Gaining Practical Takeaways by Bridging the Ethics Gap between Attorney-Client Privilege and Internal Investigations

Carol Ann Poindexter
Partner
Norton Rose Fulbright US LLP (Washington, DC)

Tina Rao
Chief Counsel, Healthcare
Maxim Healthcare (Columbia, MD)

Sheniece Smith
Associate General Counsel
Children's Hospital of Orange County (Orange, CA)

Ellyn Sternfield
Of Counsel
Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.
(Washington, DC)

- Examining the relationship between in-house and outside counsel
- Factors to consider in determining who should conduct the investigation
- Strategies for dealing with the whistleblowing employee at the investigation stage and preventing a *qui tam*
- Does disclosing documents to the government in investigations waive privilege?
- Strategies for working with clients who are engaging consultants whose bills aren't privileged
- Minimizing the risk of healthcare fraud: understanding that Medicare and Medicaid can examine client fees on cost reports and much more
- Managing the tension between public accounting firms and attorneys when they are clients
 - Sarbanes Oxley
 - When are accountants required to become involved in the process?

3:45 Afternoon Coffee Break

4:00 Keeping Workforce Morale High in a Heavily Regulated, Fast-Paced, Cost-Cutting Environment

Lynn K. Fieldhouse
Vice President and General Counsel of Litigation Services
Signature HealthCARE (Louisville, KY)

Cheri Glass
VP Recruiting and HR
Signature HealthCARE (Louisville, KY)

Amy Housel
Vice President of Human Resources
American Senior Communities (Indianapolis, IN)

- Leading the troops: Strategies for keeping the workforce physically and mentally healthy
- Identifying and reducing added stressors impacting the workforce
- Making sense of a chaotic regulatory scheme: establishing plans to keep the workforce abreast of your expectations in light of rapidly changing laws and agency oversight, investigation, and enforcement
 - The impact of Medicare/Medicaid cuts on regulations on expectations and worker morale
 - What can you do as a company leader to help control and encourage this?
- Addressing bullying within the workforce from all levels of hierarchy
 - What does it mean to be bullied?
 - Creating guidelines to reduce and eliminate instances of bullying

4:45 **Networking 101: Interactive Open Floor Discussion on the Challenges and Career Advancement Opportunities Facing Women in Healthcare Law**

Beth Mabe Gianopulos, JD
Counsel, Legal Department
Wake Forest Baptist Medical Center (Winston-Salem, NC)

Nancy E. Taylor
Shareholder & Co-Chair, Health & FDA Business Practice
Greenberg Traurig LLP (Washington, DC)

Kippy L. Wroten
Founding Shareholder
Wroten & Associates, Inc. (Irvine, CA)

Have you ever been referred to as a “girl” by a peer or a superior at your company? Have you ever felt challenged to be heard in a pitch or presentation that you prepared for? Have you ever felt a critical reaction from your colleagues regarding your family life choices? In this unique open floor session, attendees will have an opportunity to discuss as a group the real world challenges we have encountered and how they were handled. The challenges facing women in healthcare law are complex and difficult to define in many ways. Both law firms and corporate law departments have taken steps to accelerate the advancement of women in leadership, but unfortunately, these efforts have yet to see great results (despite the fact that women are overrepresented within the industry). While there are no easy answers in this space or clear solutions on the road to continue increasing the prominence of women in power in the healthcare industry, it will be beneficial to hear common experiences, to frankly discuss some of the obstacles to advancement, and to talk about what has worked for other similarly situated women in the quest for career advancement and personal and professional development.

5:30 **Conference Adjourns**

Be a part of ACI’s Women Leaders in Law community – hear what prior attendees have said about these events:

“All speakers were absolutely fantastic and the event was both informative and inspiring.”

“Well organize[d], fantastic networking, fascinating speakers. I like that the conference had practical professional info (gender neutral) as well as the open sharing of experiences that colored what, how and why leaders [have succeeded].”

“Conference was great, very unique and different from others.”

“Motivating to explore new and better career opportunities and to find mentors.”

“Excellent – very useful. Great to meet so many professional and successful women. Truly inspiring!”

“Conference itself was a unique and fantastic opportunity to become part of an inspiring group of accomplished professionals. Thank you!”

Post-Conference Working Group A

September 29, 2015

9:00 a.m. – 12:00 p.m.

“I Wish Someone Had Told Me”: Advice from Healthcare Counsel on Embracing Influence and Power and Running a Successful Legal Department

Nancy Ardell
Managing Counsel
Northwestern Medicine (Winfield, IL)

Beth Mabe Gianopulos, JD
Counsel, Legal Department
Wake Forest Baptist Medical Center
(Winston-Salem, NC)

Kate R. Latimer
Partner
Hollingsworth LLP (Washington, DC)

Designed to provide mentoring to the next generation in the healthcare legal community, this intimate networking group will provide guidance for attorneys at all stages in their career on advancing within the ranks of healthcare world and navigating any challenges along the way while creating a “power circle” of women leaders. Our panel of leaders will discuss their career path and road to the GC office, advice for shattering the glass ceiling, skills necessary to thrive at the executive level, and the challenges of balancing management of a successful legal department with those of a robust and full personal life. This is a great opportunity to learn and network from the women driving change and delivering results in the healthcare industry.

Who You Will Meet:

Counsel and legal professionals in the healthcare industry having responsibility for:

Compliance

Litigation

Transactional Law

Privacy

Post-Conference Working Group B

September 29, 2015

1:00 p.m. – 4:00 p.m.

Creating a Winning Pitch: Implementing Critical Negotiation, Leadership, and Presentation Skills to Accomplish Your Goals

Nancy E. Taylor
Shareholder & Co-Chair,
Health & FDA Business Practice
Greenberg Traurig LLP (Washington, DC)

Carrie Valiant
Member of the Firm
Epstein Becker Green (Washington, DC)

Kippy L. Wroten
Founding Shareholder
Wroten & Associates, Inc. (Irvine, CA)

Women and men have very different communication styles and certain natural characteristics, making it that much more difficult to achieve the desired outcomes. When women must work harder than their male counterparts to begin with and give 110% to earn the respect of their peers, it is essential to develop a captivating strategy to advance yours and your client's interests. This unique hands-on session is specifically designed to leave you with the practical tools to serve as an added value for you and your employer. Whether it's negotiating over the terms of a particularly tough contract, leading a board meeting, or presenting highly sophisticated technology to a jury, participants will engage in role playing and learn how to come across as a knowledgeable and credible leader. Topics will include:

- Positioning yourself as an equal voice at the table
- Exploring common missteps that can thwart your ability to get your point across effectively
- Maintaining awareness of how body language plays a role in how you are judged by your peers
- When silence can be golden: knowing when to speak and when to remain silent
- Understanding when you are resonating with your team and being taken seriously
- Distilling daunting legal and/or technological topics for others to comprehend easily
- Analyzing how cultural differences can play a role in negotiation tactics

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You are required to bring your state bar number to complete the appropriate state forms during the conference. CLE credits are processed in 4-8 weeks after a conference is held.

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American Conference Institute's

Women Leaders in Healthcare Law

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NAME _____ JOB TITLE _____

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Hotel Information

American Conference Institute is pleased to offer our delegates a limited number of hotel rooms at a preferential rate. Please contact the hotel directly and mention the "WHI" conference to receive this rate.

Venue: **The Hamilton Crowne Plaza & Almas Conference Center**

Meeting space: **Almas Conference Center Address**
1315 K Street, NW Washington DC 20005

Accommodations: **Hamilton Crowne Plaza Address**
1001 14th St NW, Washington DC 20005
Reservations: 1-877-622-1970

Registration Fee

The fee includes the conference, all program materials, continental breakfasts, lunches and refreshments.

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