2nd Annual Southern California Healthcare Diversity Summit

November 4, 2015
8:30 a.m.–3:00 p.m.

City of Hope
Cooper Auditorium
1500 East Duarte Road
Duarte, CA 91010

Transformational Diversity in Healthcare

Sponsored by:

City of Hope

Keck Medical Center of USC

PeopleFluent
Healthcare Diversity Council - Board of Directors

Crystal Kohanke, PHR
Vice President, Human Resources, Christus Santa Rosa Health System

Janie Canty-Mitchell, PhD, RN
Professor & Chairman, Department of Family & Community Health Systems, University of Texas Health Sciences Center San Antonio

Tiffany Love, APRN, PhD GNP ANP-BC CCA
Deputy Associate Director, Patient Care Services Overton Brooks Veterans Affairs Medical Center

Debora Simmons, PhD, RN, CCNS
Former Senior Vice President & Chief Quality Officer, CHI St. Luke’s Health

Roderic Teamer, Sr
Director, Diversity & Business Development, Blue Cross Blue Shield of Louisiana

Fernando G. Little
Assistant Vice President, Diversity & Inclusion, Carolinas Healthcare System

Denise Banuelos
Senior Diversity Consultant, Diversity & Inclusion, City of Hope
Welcome from the Founder

Dear Participant,

Welcome to the 2nd Annual Southern California Healthcare Diversity Summit hosted by City of Hope. This great event offers an opportunity for you to observe, learn, network and hear different perspectives from a diverse mix of executives who have made the climb up the corporate ladder.

The theme for today’s summit is “Transformational Diversity in Healthcare.” You will gather a wealth of knowledge, experience and expertise from top professionals speaking on topics pertinent to today’s healthcare leaders, as well as personal and professional challenges faced while successfully rising to the top in their respective organizations.

I encourage you to take the initiative to meet new colleagues, talk openly about today’s topics and exchange ideas. It is my hope that your experience today is rewarding and allows you to gain some insight to reflect on your own goals and status in an effort to help catapult you to the top in your own career development.

We sincerely appreciate your attendance today in support of the Healthcare Diversity Summit and the California Diversity Council. I would like to thank our corporate sponsors, planning committee, program participants, and volunteers for their support and participation.

Sincerely,

Dennis Kennedy
Founder & CEO
National Diversity Council
www.nationaldiversitycouncil.org
www.denniskennedy.org

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EVP & President, National Diversity Council

Naomi Werner  
Vice President, Human Resources, Ossur
Schedule of Events

8:00 a.m.–9:30 a.m.  REGISTRATION & NETWORKING

9:30 a.m.–10:00 a.m.  WELCOME

10:00 a.m.–10:45 a.m.  GENERAL SESSION
Marketing to Diverse Communities (Beatriz Rojas & Juan Motta)
This session will share insights on how corporations have changed their marketing strategies and techniques to address the ever changing demographics of our country and the recent focus on consumer and family-centered healthcare.

10:45 a.m.–11:00 a.m.  BREAK

11:00 a.m.–11:45 a.m.  CONCURRENT SESSIONS I
House of Hope  Designing for Experience (Greg Nelson)
As healthcare shifts to more transparency and consumer choice, so is the emphasis on the overall experience that patients and guests have with healthcare organizations. Beyond the clinical treatment they receive, patients, along with the caregivers that accompany them, are placing greater scrutiny on every interaction they have—from facilities, to websites, to telephone communications. This panel discussion will focus on strategies you can use in your facility and organization’s approach to enhance the experience each of your patients and guest has while working to support your organization’s mission.

Visitor Center  Generations in Healthcare (Sahar Andrade)
Not only do healthcare organizations need to address the generational differences among their employees, they also need to address these differences in patients and caregivers. Learn about generational differences and how you can manage and leverage these differences more effectively.

Platt 3  Metrics and Analytics (Bill Anstee)
Sodexo is a leader in measuring the impact of diversity and inclusion on its business. Learn about their journey and how you can apply lessons learned to your organization’s metrics, no matter where you are in your journey.

12:00 p.m.–1:15 p.m.  Brief Remarks by Jodi Burke  VP HR, City of Hope

1:30 p.m.–2:15 p.m.  CONCURRENT SESSIONS II
House of Hope  LGBT Disparities in Healthcare (David Rice, Lindsey Lawrence, Vincent Vigil, Josh Hyatt, Denise Banuelos)
Learn about how organizations throughout Southern California are meeting the needs of lesbian, gay, bisexual, transgender and queer patients, caregivers and employees, and how they are using standards set by national organizations like the Human Rights Campaign to benchmark their efforts.

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2:15 p.m.–2:30 p.m.  BREAK

2:30 p.m.–2:55 p.m.  SHARING BEST PRACTICES

2:55 p.m.–3:00 p.m.  CLOSING REMARKS
2015 Distinguished Healthcare Diversity Advocate

David Rice, PhD, RN, NP
Director, Nursing & Patient Care Services Professional Practice & Education, City of Hope

David Rice, Ph.D., R.N., N.P., is the director of Nursing and Patient Care Services Professional Practice and Education. He joined City of Hope in July 2013. He and his staff develop and apply cross-disciplinary education programs to keep clinical providers current on evidence-based best practices, clinical techniques, standards and emerging technologies unique to their clinical discipline.

David’s clinical and research expertise is in the field of high dose chemoradiotherapy and hematopoietic cell transplantation. He previously worked as a direct care R.N., acute care N.P., research N.P., Transplant Services clinical program manager and director of Nursing Quality.

David participates in a national consortia of comprehensive cancer centers which address quality initiatives, nurse sensitive indicators (establishing a national benchmark for the incidence of vesicant chemotherapy extravasation) and developing a core curriculum to train nurses in safe chemotherapy administration. He has participated in national initiatives with the Oncology Nursing Society related to fatigue, neutropenia and quality measures, and has presented locally, nationally and internationally on topics related to cancer treatment, symptom management and hematopoietic cell transplantation.

Through initiatives supported by the Diversity and Inclusion Initiative, David has been a key participant to begin efforts to ensure a welcoming and inclusive patient and family centered care environment at City of Hope for lesbian, gay, bisexual and transgender patients. These efforts include evaluating all intake materials and forms and recommending changes; applying recommendations from The Joint Commission's Field Guide Advancing Effective Communication, Cultural Competence, and Patient-and Family-Centered Care for the Lesbian, Gay, Bisexual and Transgender (LGBT) Community (2011); applying for recognition by the Human Rights Campaign’s Healthcare Equality Index in 2016; and developing and implementing a training program on cultural competence for City of Hope staff to better provide culturally competent care to LGBT patients and families.

David holds a Bachelor of Arts degree from Grove City College, Grove City, Pennsylvania; bachelor’s and master’s degrees in nursing from Columbia University School of Nursing, New York, and a Doctor of Philosophy degree in nursing from the University of Utah, Salt Lake City.
Adriana serves as the Senior Vice President of Workforce Services (consisting of HR, OE and Facilities) for MedImpact Healthcare Systems. With over 20 years of experience in the Human Resources field, Adriana has worked in several different industries including Biotech/Bio-Pharma, High-Tech and Medical Devices with an outstanding reputation and track record. Her main focus as an HR professional has been developing outstanding teams which can deliver world class practices and services always balancing business needs with people imperatives.

She is an active Board of Director member with the California Diversity Council (advancing the understanding of the value of diversity and inclusion). Active in local Athena organization (Promoting professional growth for women executives and rising managers in science, health care and technology), co-leader of the 20/20 Group (SVP of the top 40 companies in San Diego). Also, she is active in her church and other local community organizations.

Adriana was born and raised in San Juan, Puerto Rico. She attended Duquesne University in Pittsburgh, PA and an MBA out of Nova Southeastern University, Fort Lauderdale, Florida. She is passionate in promoting the advancement of women & minorities in the corporate world. She and her son Juan live in San Diego with her 13 year old dog Cody.
STILL FISHING FOR THE RIGHT EMPLOYER?

FOR MORE INFORMATION, PLEASE CONTACT DAVID VANEK AT DAVID.VANEK@TEXASDIVERSITYCOUNCIL.ORG
The DiversityFIRST™ Certification Program prepares qualified professionals to create and implement highly successful D&I strategies for organizational excellence and a competitive edge in today’s global marketplace. The program blends theory and practice during a 5-day intensive curriculum and on-going professional development within the graduate network. Graduates of the program are recognized as a NDCCDP (National Diversity Council Certified Diversity Professional).

**November 16-20, 2015**
2700 Post Oak Blvd., 6th floor
Houston, TX 77056

*Areas of Focus*

- The Business Case for Diversity and Inclusion
- Cultural Competence
- Measurement and Evaluation
- Diversity Leadership
- Best Practices in Diversity and Inclusion
- Graduate Network Component

*Facilitators*

- Cecilia Orellana-Rojas, Ph.D.
  VP-Strategy and Research
  National Diversity Council

- Matthew D. Gonzalez, Ph.D.
  Associate Professor
  Extended Academic Program
  University of the Incarnate Word

- Jim Penny
  Executive Director
  National Diversity Council

- Armida Mendez Russell
  Senior Consultant
  National Diversity Council

*Guest Speakers*

- LeMonte Thomas
  President & General Manager
  North Texas and Oklahoma
  Cigna

- Lisa Firmin, MS, MHRM, Colonel, USAF, Retired
  Associate Provost for Faculty/Student Diversity and Recruitment
  The University of Texas at San Antonio

- T.K. Floyd
  Attorney at Law
  National Certified Counselor
  Law Office of T.K. Floyd, PLLC

- Pranika Sinha
  Manager-Employee & Organization Development
  Occidental Petroleum

**REGISTRATION DEADLINE**

**October 30, 2015**

For more information and to register, please contact Jim Penny at jim.penny@nationaldiversitycouncil.org

www.nationaldiversitycouncil.org/diversityfirstcertification
The National Diversity Council is proud to announce the launch of the DiversityFIRST™ Toolkit, an online resource intended to help organizations raise awareness and advance diversity efforts within their organizations.

**Content Areas**
- Gender
- Metrics
- Infographics
- Global Diversity
- Diversity Councils
- Diversity Marketing
- Cultural Competence
- Diversity and Inclusion
- Employee Resources Groups

For more information, please contact Jim Penny

jim.penny@nationaldiversitycouncil.org

or visit diversityfirsttoolkit.org
The California Diversity Council is committed to enhancing the appreciation for and understanding of the value of diversity and inclusion in today’s global society. We strive to transform our workplace communities into environments where people are valued for their uniqueness and differences, and are confident that their contributions matter.

Please contact Jacob Tadesse for more information about the Council
jacob.tadesse@nationaldiversitycouncil.org