

Broadening Your Horizon of Health Care Recruitment



44th Annual IMAGE Health Care Recruitment Conference
July 10-13, 2018 • Fairmont Scottsdale Princess • Scottsdale, AZ

CONNECTIONS



Face-to-face time
with leading
experts in health
care recruitment.

CONTENT



Content tracks,
keynote and general
speakers, learning
tracks for every level,
and more!

CERTIFICATION



HRCI and SHRM
approved and the
only place in the
world to earn your
CHCR!

CONNECTIONS



Whether you are new to NAHCR or a seasoned veteran, there is a vast array of opportunities to reconnect with colleagues and make connections with someone new!



REGIONAL MEETINGS: Connect with your regional counterparts in this solution-focused session addressing local challenges!



SOCIAL EVENTS: Enjoy the additional networking opportunities each night, with our Kick-Off Reception, Exhibit Hall Grand Opening Reception, Awards Gala, and more! Spend quality time with other recruiters and our industry partners, discussing best practices in a relaxed and friendly setting!



TEAM ORIENTATIONS: Meet the NAHCR teams and find out how you can make a difference to the future of NAHCR!



INTERACTIVE EXHIBIT HALL: Meet with over 50 industry partners that offer solutions to everyday business challenges!

& MORE!

CERTIFICATION



NAHCR offers health care recruiters the opportunity to enhance their industry knowledge and improve their recruiting skills via its annual health care conference—the only health care recruitment conference designed by health care recruiters for health care recruiters!



NAHCR is an HRCI Approved Provider, offering the recertification credits HRCI-credentialed professionals rely on to maintain their credentials.



NAHCR is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® and SHRM-SCP® credential holders. All NAHCR educational events carry credit toward recertification of NAHCR's Certified Health Care Recruiter (CHCR) credential.

By earning the Certified Health Care Recruiter (CHCR) credential, candidates are demonstrating their knowledge and competence in the specialized field of health care recruitment. Candidates must have at least two years' experience by the time of the application and currently be working as a health care recruiter. Learn more at www.nahcr.com/chcr-credentialing-exam

CONTENT



New to health care recruitment? Seasoned recruiter? With something for everyone, our 2018 program offers a wide variety of sessions, from entry level to experts in health care recruitment!

KEYNOTE SPEAKERS



NOLAN SMITH, DUKE UNIVERSITY MEN'S BASKETBALL: A childhood tragedy could have derailed Nolan's basketball career. Instead, was part of Duke's 2010 National Championship team and went on to play professional basketball. Off the court, Nolan

serves as the North Carolina state ambassador for Teen Cancer America, an organization designed to help bridge the gap between pediatric and adult oncology care.



CURT STEINHORST, FOCUSWISE: Curt Steinhorst is on a mission to rescue us from our distracted selves. Author of numerous books and founder of Focuswise, a consultancy that equips organizations to overcome the distinct challenges

of the constantly-connected workplace, Curt's unique insights and entertaining speaking style have captured the attention of audiences worldwide.



KARIN HURT, LET'S GROW LEADERS:

Karin Hurt helps leaders around the world achieve breakthrough results without losing their soul. With over two decades of experience in sales, customer service, and HR, Karin was one of

was named on Inc Magazine's 2018 Most Innovative Leadership Speakers and American Management Association's 50 Leaders to Watch.

GENERAL SESSIONS

Transform Your Recruiting Strategy – Insight from 2018 Healthcare Recruitment Metrics Benchmark Study Results and Elite Honor Roll Recruitment Winner

Dana Cates, SPHR, SWP, RACR, Lean Human Capital by HealthcareSource and Shana Welch SHRM-SCP, Mercy Health
In its 9th year, the Healthcare Recruitment Metrics Benchmark Study has compiled recruitment data from more than 850 hospitals throughout the U.S. in six critical performance dimensions. Gain insights on how you can use standard benchmarks for developing a recruitment scorecard.

“Yes, And...” Using Improv to Foster Deeper Connections with Candidates

Lindagrace De la Cruz, SAG/AFTRA, Certified Training Generalist, Indeed.com

Improv at its core isn't about comedy—it's about human connection—which is why improv training is increasingly finding its way into professional development programs and business school curricula. Unlock new heights in creativity, communication and relationship-building and discover how you can deepen your engagement with candidates, both online and in person.

PRE-CONFERENCE WORKSHOPS

Healthcare Recruitment is the Wild Wild West; How do you blaze a new frontier?

Learn how Johns Hopkins All Children's Hospital thought outside the box and under the budget, partnering with Fusion Marketing on a wildly successful hiring campaign.

Optimizing Communication: The Heart of Recruitment

How do you find common ground in spite of different backgrounds and mental models? How do you identify and maximize the positive aspects of your own and other's relational styles? What do you do when communications get “stuck”? Attend this interactive workshop and gain tools you can use to immediately optimize recruitment communication and relationship development.

Recruiter 101: A New Recruit's First Step

Are you a new health care recruiter, or new to health care recruitment? Make your first step Recruiter 101! As a new recruiter, you will gain valuable information through our workshop! We will review the varying aspects of being a health care recruiter. We will dive into day to day operations, strategic planning and federal guidelines. Presented by seasoned recruiters for new recruits!

Session Content Includes: Employee engagement, recruitment marketing, technology, sourcing candidates, and more!

TUESDAY, JULY 10, 2018

11:30 a.m. - 4:00 p.m.	Registration Desk Open
12:30 p.m. - 4:00 p.m.	Workshop One: Healthcare Recruitment is the Wild Wild West; How Do You Blaze a New Frontier?
12:30 p.m. - 4:00 p.m.	Workshop Two: Optimizing Communication: The Heart of Recruitment
12:30 p.m. - 4:00 p.m.	Workshop Three: Recruiter 101: A New Recruit's First Stop
4:00 p.m. - 6:00 p.m.	Open Afternoon
4:00 p.m. - 6:00 p.m.	CHCR Credentialing Exam (Separate Registration Required)
6:00 p.m. - 8:00 p.m.	Kick-Off to IMAGE Reception (Admission Ticket Required)

WEDNESDAY, JULY 11, 2018

8:00 a.m. - 5:15 p.m.	Registration Desk Open
8:00 a.m. - 9:00 a.m.	Full Breakfast and Coffee
9:00 a.m. - 10:15 a.m.	Opening Keynote Session
10:15 a.m. - 10:30 a.m.	Refreshment Break
10:30 a.m. - 12:00 p.m.	Regional Meetings
12:00 p.m. - 12:15 p.m.	Stretch Break
12:15 p.m. - 1:45 p.m.	Annual Business Meeting & Luncheon (Admission Ticket Required)
	Team Orientations (Communications, Education, Membership)
1:45 p.m. - 2:00 p.m.	Stretch Break
2:00 p.m. - 3:00 p.m.	Workforce & Employee Engagement: Creating a "Culture of Excellence" and the Effects on Recruitment & Retention
2:00 p.m. - 3:00 p.m.	Saving Lives with a Successful Talent Acquisition Strategy at St. Jude Children's Research Hospital
2:00 p.m. - 3:00 p.m.	Beyond Post and Pray – Proactive Approaches That Work
3:00 p.m. - 3:15 p.m.	Stretch Break
3:15 p.m. - 4:15 p.m.	Putting Our Toe in the Social Media Water and Falling Into the Deep End! How We Transformed Talent Acquisition Digital Engagement at Seattle Children's Hospital
3:15 p.m. - 4:15 p.m.	Horizontal Violence The TA Journey Triad: Employer Branding, Recruitment Marketing, Candidate Experience
4:30 p.m. - 5:30 p.m.	General Session "Yes, And..." Using Improv to Foster Deeper Connections with Candidates
5:30 p.m. - 7:30 p.m.	President's Welcome & Exhibit Hall Opening Reception

THURSDAY, JULY 12, 2018

8:00 a.m. - 5:15 p.m.	Registration Desk Open
8:00 a.m. - 9:00 a.m.	Vendor Demo Breakfast
9:00 a.m. - 10:15 a.m.	Keynote Session Thriving in the Age of Distraction
10:15 a.m. - 10:45 a.m.	Refreshment Break with Exhibitors
10:45 a.m. - 11:45 a.m.	Modern Day Recruitment Events: Improving Hiring Results by Creating Customized Candidate Experience
10:45 a.m. - 11:45 a.m.	Recruitment 911: Simple Steps You Can Take Today to Attract Top Talent
10:45 a.m. - 11:45 a.m.	Engaging a Multi-Generational Workforce in Your Recruitment Marketing Strategy
11:45 a.m. - 1:30 p.m.	Networking Lunch with Exhibitors
1:30 p.m. - 2:30 p.m.	5 Tactics for Breaking the Recruiting Stress Loop
1:30 p.m. - 2:30 p.m.	Using Video to Source Candidates and Increase SEO
1:30 p.m. - 2:30 p.m.	How to Hire for HCAHPS Behaviors and Cultural Fit: The Marriage of High Touch and Technology
2:30 p.m. - 3:30 p.m.	Refreshment Break with Exhibitors & Prize Drawings
3:30 p.m. - 4:30 p.m.	General Session Transform Your Recruiting Strategy – Insight from 2018 Healthcare Recruitment Metrics Benchmark Study Results and Elite Honor Roll Recruitment Winner
4:30 p.m. - 6:00 p.m.	Open Afternoon
6:00 p.m. - 6:30 p.m.	Gala Cocktail Reception
6:30 p.m. - 9:00 p.m.	Gala Awards Dinner (Admission Ticket Required)
9:00 p.m. - 11:00 p.m.	Gala After Party

FRIDAY, JULY 13, 2018

8:00 a.m. - 1:00 p.m.	Registration Desk Open
8:00 a.m. - 9:00 p.m.	Vendor Demo Breakfast
9:00 a.m. - 10:15 a.m.	Keynote Session Winning Well: Lead Your Team to Breakthrough Results—Without Losing Your Soul
10:15 a.m. - 10:30 a.m.	Stretch Break
10:30 a.m. - 11:30 a.m.	Healthcare Trends for 2018: Data, Not Intuition Think Like a Marketer, Recruit Like a Rock Star
10:30 a.m. - 11:30 a.m.	Tactics for Enhancing Your Branding on Glassdoor
10:30 a.m. - 11:30 a.m.	Refreshment Break
11:30 a.m. - 11:45 a.m.	Legal Update
11:45 a.m. - 1:00 p.m.	Conference Adjourns
1:00 p.m.	



REGISTRANT INFORMATION

PRINT YOUR NAME AND DESIGNATION AS YOU WANT IT TO APPEAR ON YOUR NAME BADGE

Name (please print or type) _____

Designation (e.g., RN, BSN, CHCR) _____ Nickname _____

Organization _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Emergency Contact _____ Phone _____

For networking purposes, would you like your contact information to appear on the meeting registration list seen by fellow attendees and exhibitors?

Yes, I'd like to network. No, please keep my information private.

This is my first NAHCR conference.

I require special accommodations to participate. (Please include a written description of your needs.)

By registering for the 2018 IMAGE Conference, I hereby grant permission to use any and all photographic imagery and video and allow the association to provide my name to hotel for rooms audit.

Registration sponsored by:



FULL CONFERENCE REGISTRATION (INCLUDES ALL CONFERENCE SESSIONS, FOOD FUNCTIONS, AND SOCIAL FUNCTIONS)

Early Bird by 6/1/18 After 6/1/18 & Onsite

Member \$675 \$775

Daily registration rates may be available by contacting NAHCR Headquarters at 407-774-7880

PRE-CONFERENCE PACKAGE REGISTRATION - PLEASE CHECK THE WORKSHOP YOU WOULD LIKE TO ATTEND

(INCLUDES ALL CONFERENCE ITEMS PLUS ONE DISCOUNTED CONFERENCE WORKSHOP)

Early Bird by 6/1/18 After 6/1/18 & Onsite

- Member - Workshop 1: Healthcare Recruitment is the Wild, Wild West: How Do You Blaze a New Frontier? \$850 \$950
 Member - Workshop 2: Optimizing Communication: The Heart of Recruitment \$850 \$950
 Member - Workshop 3: Recruiter 101: A New Recruit's First Step \$850 \$950

You may also register for a pre-conference workshop without attending the full conference.

Please contact NAHCR Headquarters at 407-774-7880 for more information.

NON-MEMBERS: ADD \$149 TO THE TOTAL REGISTRATION FEES FROM THE ABOVE

I wish to join NAHCR. Apply the \$149 non-member fee to 2018 membership dues. (This does not apply to renewals.)

TICKET INFORMATION

TICKET SALES ARE NON-REFUNDABLE

Please indicate the number of tickets purchased

- Annual Business Meeting (Wed) \$69 x _____
 Exhibit Hall Grand Opening (Wed) \$50 x _____
 Gala Awards Dinner (Thurs) \$100 x _____
 Giving for Good - 50/50 Drawing \$1 x _____

Please note: One ticket is included for all events, excluding the 50/50 Drawing in the Full or Pre-Conference Package Registration.

PAYMENT INFORMATION

- Check (Please make check payable to NAHCR)
 Credit Card: MasterCard Visa American Express
Account # _____
Exp. Date _____
CVV _____
Card Holder's Name _____
Signature _____
Credit Card Billing Address Same as above
Address _____
City/St/Zip _____

TOTAL FEES: _____

CANCELLATION POLICY: If you cancel on or before June 8, 2018, you will be charged a \$75 cancellation fee. After June 8, 2018, no refunds will be issued.

CONTACT: Should you have questions, please call 407-774-7880, or email Emma Hyvonen at ehyvonen@kmgnet.com. 222 S Westmonte Dr, Suite 111, Altamonte Springs, FL 32714



CONFERENCE STATISTICS



OF 2017 ATTENDEES SAID THEY WOULD RECOMMEND THE CONFERENCE TO A COLLEAGUE



OF 2017 ATTENDEES SAID THEIR EXPECTATIONS WERE MET OR EXCEEDED IN EVERY ASPECT OF THE CONFERENCE



OF 2017 ATTENDEES SAID THEY GAINED FRESH, NEW CONTENT FROM OUR PROGRAM



HOTEL & TRAVEL INFORMATION

Fairmont Scottsdale Princess

Enjoy the ultimate desert oasis! With something for everyone, including restaurants, six resort pools, and two championship golf courses, you'll settle right into al fresco living in the blooming Sonoran Desert!

Support NAHCR by staying at the host hotel. For reservations, please call 800-344-4758 (\$175 per night, plus tax) based on availability. The room block is expected to SELL OUT!

The closest airport to the hotel is Phoenix Sky Harbor International Airport. NEW FOR 2018! NAHCR has partnered with Delta Airlines to offer you a discounted airfare. Please use the group code "NMS58" to receive a percent discount on your travels.



EXPERIENCE LEVEL

34%
ENTRY



18%
INTERMEDIATE



48%
ADVANCED



As of March 2018, NAHCR is both an HRCI Approved Provider and a SHRM Recertification Provider! There has never been a better time to attend the NAHCR IMAGE Health Care Recruitment Conference to earn credits and advanced your professional career!

