



## *Onsite Program*

March 11-13, 2020 | Tampa Marriott Water Street | Tampa, Florida



John S. Daniel,  
NALTO® President

# Welcome to Tampa!



Bob Bregant,  
NAPR President

Greetings, Fellow Attendees and Friends!

We welcome you to the NALTO®/NAPR 2020 Annual Convention here in Tampa! This premier event offers you an exceptional opportunity to learn about the latest trends in legislative affairs, changing physician demographics, marketing channels and recruitment techniques. Take the time to reconnect with colleagues from across the country, expand your network and gain new insights to impact your business!

This year's dynamic keynote speakers are Nisha Mehta, MD, who will speak on Shifts in the Physician Workforce in an Era of Change and Burnout, and Michael Waterman, Vice President of Communications and Creative Services for CHG Healthcare, who will speak on How Trust and Transparency Enhance Communication and Power Your Business. Other sessions will help improve the day-to-day effectiveness of your recruiting efforts as well as guide your business in the future.

Thank you to the Convention Committee for putting together this amazing experience. We greatly appreciate our sponsors and exhibitors for their ongoing support, and we greatly appreciate YOU for participating to help shape the future of healthcare recruiting.

On behalf of the NALTO® and NAPR Boards of Directors, please relax, learn, network, and be inspired. Thank you for your involvement and for continuing to lead the industry's best practices.

Cordially,  
John S. Daniel  
NALTO® President

Bob Bregant  
NAPR President

## Convention Committee

### NALTO® Convention Committee

- John S. Daniel, NALTO® President
- Matt Erickson
- Michael Sievert

### NAPR Convention Committee

- Bob Bregant, NAPR President
- Brigitta Glick



# Exhibitors & Sponsors

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## As of February 13, 2020

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 ISMIE Mutual Insurance Company  
 Medical Marketing Service, Inc. (MMS)  
 NEJM CareerCenter  
 PracticeLink  
 PracticeMatch  
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# Keynote Speakers

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## Thursday



**Nisha Mehta, MD**  
“Shifts in the Physician Workforce in An Era of Change and Burnout”

Nisha Mehta, MD, is a radiologist, writer, and speaker whose work focuses on changing the culture of medicine, the changing health-care landscape, physician wellness and life in medicine, and physician empowerment. She is also the founder

of the Physician Side Gigs Facebook group, an online community of over 42,000 physicians, which aims to promote career longevity and increase business and financial literacy amongst physicians. Her work has been widely featured nationally both in print and on stage. She attended the University of Pennsylvania for medical school and NYU for residency. Dr. Mehta then did specialized fellowship training followed by a faculty position at UNC. She now lives and works in Charlotte, NC, with her husband and sons.

## Friday



**Michael Waterman**  
“How Trust and Transparency Enhance Communication and Power Your Business”

Michael Waterman is Vice President of Communications at CHG Healthcare, the nation’s largest provider of locum tenens services. The company is celebrating 10 consecutive years on Fortune magazine’s list of the “100 Best Companies to Work For.” Michael leads a team of communications professionals who tell the story of CHG’s award-winning culture through internal communications, blogging, videos, public relations, social media, public speaking, and advertising. Michael earned bachelor’s and master’s degrees in communications from the University of Utah.



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# General Information



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## ADDITIONAL TICKETS

Tickets to all social events are included in full convention registration. Spouses who are not registered for the entire Convention may purchase a ticket for any of the social events. A limited number of additional tickets may be purchased at the NALTO® & NAPR Registration Desk. Remember, no ticket, no entry! NALTO® & NAPR cannot purchase or refund unused event tickets.

## ATTIRE

To promote a more relaxed atmosphere for learning, networking, and enjoyment, business casual dress is encouraged for the entire Convention.

## BADGES

Be sure to wear your badge at all times during the Convention. Admission to all events will be by badge only. (Social events require tickets.) Exhibitors, speakers, sponsors, Board members, NALTO® and NAPR members, and "First Timers" will have identification ribbons on their badges.

## CHECK-OUT TIME

Check-out time at the hotel is 12:00 p.m. If you wish to arrange late check-out, please contact the hotel front desk immediately.

## CONTINUING EDUCATION CREDITS

In order to receive NAPS (National Association of Personnel Services) Continuing Education credits, send a copy of the program and your certificate of attendance (available upon request) to NAPS Headquarters at P.O. Box 2128, Banner Elk, NC 28604.

NAPR concurrent sessions accepted for credit toward recertification as a Fellow in the American College of Healthcare Executives (ACHE) and the Association for Advancing Physician and Provider Recruitment (AAPPR) as well as a NAHCR Certified Health Care Recruiter (CHCR).

## EXHIBITS/DRAWINGS

You are encouraged to visit each exhibitor in the exhibit hall. Please take time to thank each exhibitor for attending and supporting the associations. Convention attendees who complete the Exhibit Hall Bingo Card by 10:00 a.m. on Friday will be eligible for door prize drawings. Winning attendees will be drawn on Friday, March 13, 2020, between 10:00 a.m. and 11:00 a.m. You must be present to win.

Exhibit hours are:

Wednesday, March 11 .....	6:00	p.m.	-	7:00	p.m.
Thursday, March 12.....	8:00	a.m.	-	4:00	p.m.
Friday, March 13.....	8:00	a.m.	-	11:00	a.m.

## FIRST TIMERS

Let's all watch for those wearing the "First Timer" ribbon so we can give them a warm NALTO® & NAPR welcome!

## IMPORTANT NOTICE

The content of this Convention reflects the views of the speakers and does not necessarily represent the position of NALTO® & NAPR. Neither NALTO® & NAPR nor their officers, members or staff assume responsibility or liability for the accuracy of information presented or the appropriateness of its use with specific clients. Each attendee is advised to make an independent judgment regarding the content and use of this information.

## MEETING ROOM INFORMATION

Signs will be posted at the entrance to each function. An interactive venue map is also available on the event app. See page 15.



# General Information

March 11-13, 2020 | Tampa Marriott Water Street | Tampa, Florida

## REGISTRATION DESK

The NALTO® & NAPR Registration Desk will be open during the following hours:

Wednesday, March 11 .....	3:00	p.m.	-	7:00	p.m.
Thursday, March 12.....	7:30	a.m.	-	5:30	p.m.
Friday, March 13.....	7:30	a.m.	-	12:30	p.m.

## SPOUSES

Spouses who are registered for the Convention are welcome to attend any of the sessions. This gives your spouse an excellent opportunity to better understand your profession as well as to make lasting friendships with other spouses and recruiters. Social functions require tickets.

## STATEMENT ON ANTITRUST

NALTO® and NAPR support free enterprise and both organizations comply with all laws, including antitrust laws.

During your discussions, NALTO® & NAPR advise you of the following guidelines:

1. Do not discuss current or future prices.
2. Do not discuss what is a fair profit level.
3. Do not discuss price adjustments.
4. Do not discuss mark-ups or discounts.
5. Do not discuss credit terms.
6. Do not discuss wage rates.
7. Do not discuss activities of competitors.
8. Do not discuss market allocations.
9. Do not discuss refusing to deal with customers.

## PHOTOGRAPHIC IMAGERY AND VIDEO

By registering and attending the NALTO® & NAPR Annual Convention, attendees agree and permit the association’s use of any and all photographic imagery and video.

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# Program Schedule

March 11-13, 2020 | Tampa Marriott Water Street | Tampa, Florida

## Wednesday, March 11, 2020

3:00	pm	-	7:00	pm	Registration Desk Open Grand Ballroom Foyer
5:00	pm	-	5:30	pm	NALTO® New Member Training Session Meeting Room 5&6
5:00	pm	-	5:30	pm	NAPR Gives Back Salon A-D
5:30	pm	-	6:00	pm	NALTO® New Member/First Timer Reception Meeting Room 5&6
5:30	pm	-	6:00	pm	NAPR New Member/First Timer and VIP Reception Salon A-D
6:00	pm	-	7:00	pm	NALTO®/NAPR Presidents' Welcome Reception & Exhibit Hall Grand Opening (Ticket Required) Salon F-J

## Thursday, March 12, 2020

7:30	am	-	5:30	pm	Registration Desk Open Grand Ballroom Foyer
8:00	am	-	4:00	pm	Exhibit Hall Open Salon F-J
8:00	am	-	8:30	am	Breakfast with Exhibitors Salon F-J
8:30	am	-	9:45	am	<b>Keynote Session: Shifts in the Physician Workforce in an Era of Change and Burnout</b> Speaker: Nisha Mehta, MD Sponsored By: Practicelink Salon E
9:45	am	-	10:15	am	Refreshment Break with Exhibitors Salon F-J

# Program Schedule

March 11-13, 2020 | Tampa Marriott Water Street | Tampa, Florida



## Thursday, March 12, 2020 (continued)

10:15	am	-	11:15	am	<b>NALTO®: Be Different!</b> Speaker: Erin Bent, Partner, Senior Director of Training, Next Level Recruiting Training LLC Salon A-D
					<b>NAPR: Analyzing Marketing Channels in Physician Recruitment</b> Speaker: Michael York, CEO, PracticeMatch Meeting Room 5&6
11:15	am	-	12:00	pm	<b>NALTO® Business Meeting</b> Salon A-D
11:15	am	-	12:00	pm	<b>NAPR Business Meeting &amp; Awards Ceremony</b> Meeting Room 5&6
12:00	pm	-	1:30	pm	<b>NALTO®/NAPR Networking Luncheon</b> Salon E
1:30	pm	-	2:30	pm	<b>NALTO®: How to Handle Legal Issues When Your General Counsel is Out of Pocket</b> Speaker: Adwoa Awotwi, General Counsel, LocumTenens.com, LLC Salon A-D
					<b>NAPR: Do This, Not That: Talent Sourcing for Speed and Success</b> Speaker: Conni LaDouceur, CEO, President & Chief Sourcing Strategist, EQC Talent Sourcing Experts Meeting Room 5&6
2:30	pm	-	3:30	pm	Refreshment Break with Exhibitors Salon F-J
3:30	pm	-	5:30	pm	<b>NALTO®/NAPR Networking with Purpose: Sharing Experiences and Ideas</b> Salon E
6:00	pm	-	8:00	pm	<b>Casino Night (Ticket Required)</b> Grand Ballroom Foyer



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March 11-13, 2020 | Tampa Marriott Water Street | Tampa, Florida

## Friday, March 13, 2020

7:30	am	-	12:30	pm	Registration Desk Open Grand Ballroom Foyer
8:00	am	-	11:00	am	Exhibit Hall Open Salon F-J
8:00	am	-	8:30	am	Breakfast with Exhibitors Salon F-J
8:30	am	-	10:00	am	<b>Keynote Session: How Trust and Transparency Enhance Communication and Power Your Business</b> Speaker: Michael Waterman, Vice President of Communications, CHG Healthcare Sponsored By: Doximity Talent Finder Salon E
10:00	am	-	11:00	am	Refreshment Break & Drawings with the Exhibitors Salon F-J
11:00	am	-	12:00	pm	<b>Panel Discussion</b> Moderator: Michael Sievert Panelists: NALTO® & NAPR Board Members Salon E
12:00	pm				Convention Adjourns

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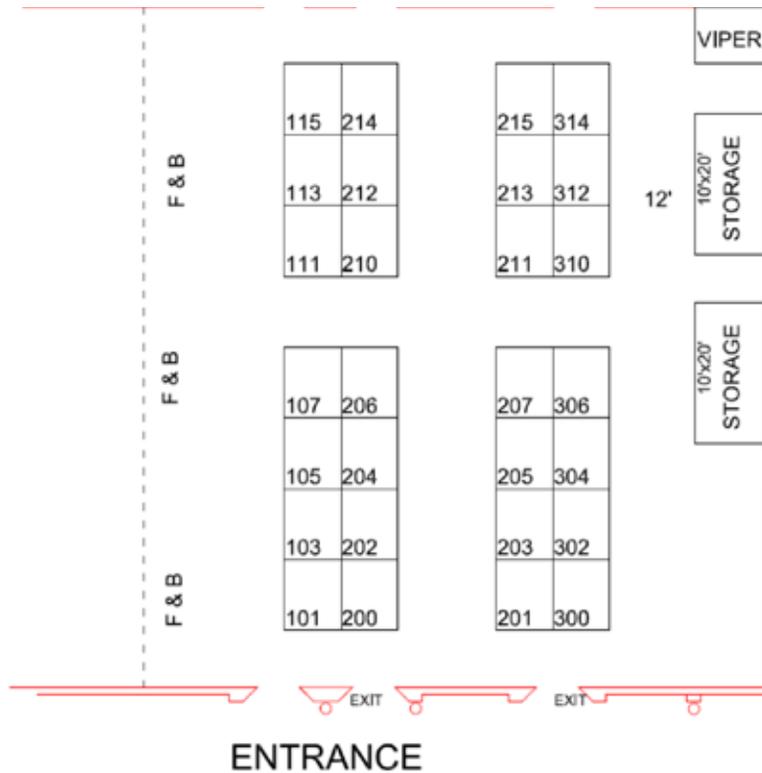
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# Exhibit Hall Diagram

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**(List as of February 13, 2020)**

204 .....	Adams, Evens, & Ross	206 .....	Medical Marketing Service, Inc. (MMS)
105 .....	American Academy of Pediatrics	103 .....	NEJM CareerCenter
302 .....	Arthur J. Gallagher & Co.	200 .....	PracticeLink
215 .....	Blue Sky Medical Staffing Software	210 .....	PracticeMatch
115 .....	Chary Law P.C.	113 .....	Profiles Physician Database
111 .....	CLS Healthcare Liability Specialists	202 .....	Ringo
300 .....	DocCafe.com	213 .....	Sheridan Insurance Group
101 .....	Doximity Talent Finder	211 .....	Siskind Susser, PC - Immigration Lawyers
205 .....	FSSolutions	203 .....	TextUS
107 .....	Health eCareers	212 .....	The McMahon Group
204 .....	Healthcare Workforce Logistics	201 .....	Wolters Kluwer
207 .....	ISMIE Mutual Insurance Company	306 .....	Workflow International Inc.

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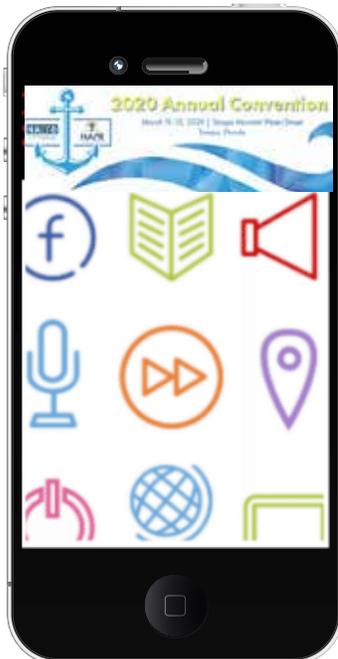
Shani Underwood, Exec. Director

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## NALTO®/NAPR 2020 Convention Mobile App



### REASONS TO DOWNLOAD THE APP

\*View the Program, Agenda & Speaker Information.

\*View Interactive Handouts.

\*View the Exhibitors and Sponsors.

\*Receive Important Notifications from NALTO®/NAPR Staff.

### DOWNLOAD THE APP... IT'S EASY!

1. Download "Attendify" in the Apple Store or Google Play Store
2. The app will ask if you would like to receive notifications, click "allow" to receive important messages and updates from NALTO®/NAPR
3. In the Search bar, type: NALTO®/NAPR 2020 Convention, and click on the "Join" button
4. Enter your email, name and password (if you are a new user, create password)



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*Director of Physician Recruitment, CoxHealth*



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