

National Association of Physician Recruiters & National Association of Locum Tenens Organizations®

2017 Annual Convention

February 22-24, 2017 • Hilton La Jolla Torrey Pines • La Jolla, California



On-Site Program

2017 Annual Convention

February 22-24, 2017 • Hilton La Jolla Torrey Pines • La Jolla, California



Jane Born,
NAPR President



Melissa Byington,
NALTO® President

Welcome to California

Greetings to our fellow members and friends! We would like to personally welcome you to the NAPR & NALTO® 2017 Annual Convention here in beautiful La Jolla, California! This is a premier event for exceptional learning opportunities and networking with colleagues. With the recent and continual changes in the nation's healthcare landscape, it is essential for all of us to be on the cutting edge of educational information.

Our Convention offers you the chance to LEARN essential skills, STAY in California, and PLAY at our many networking events! This year's Convention Committee has addressed our everyday trepidations with two phenomenal keynote speaker sessions featuring Jack Daly, professional sales coach, speaker and expert, and Dan Diamond, MD, Director of the nation's first state-affiliated medical disaster response team.

Our program will fit your learning style with a variety of speakers, round table discussions, panelist Q&A sessions, and much more! We hope you will find this Convention to be an abundant resource to help you gain a bigger perspective in what you do every day.

Thanks to the Convention Committee for an amazing experience for all. We would also like to thank our sponsors, exhibitors, and the attendees for making our Convention one for the ages. On behalf of the NAPR and NALTO® Boards of Directors we hope you have a successful Convention.

Sincerely,

Jane Born
NAPR President

Melissa Byington
NALTO® President

NAPR & NALTO® CONVENTION COMMITTEE

NAPR Convention Committee

Jane Born, NAPR President
Barbara Tamberlane
Wanda Parker
Neal Fenster
Bob Bregant

Jo-Ann Toldt
Craig Fowler
Jim Stone
Michael Douglas, Jr.
Nahry Minars
Trey Smith

NALTO® Convention Committee

Melissa Byington, NALTO® President
Ty Chambers
Stacey Stanley

2017 Annual Convention

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Elsevier - MyHealthTalent
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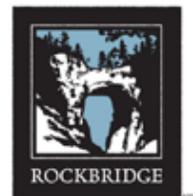
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Additional Sponsors



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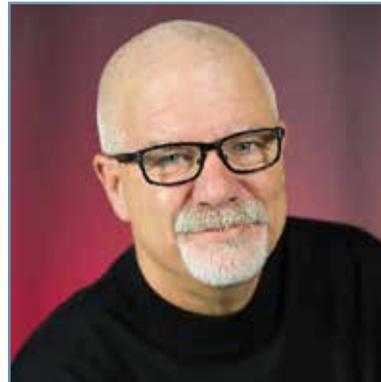
MEET OUR THURSDAY & FRIDAY KEYNOTE SPEAKERS



JACK DALY
SALES MANAGEMENT:
THE KEY TO GROWING
REVENUES

A sales manager's job is not to grow sales. It's to grow salespeople in quantity and quality. If you do that, they in turn will grow your sales.

There are three components of a strong training program for salespeople. The first is "hands-on coaching." The second is "role practice." The third we'll call "The Success Guide." For most businesses, if you want to grow your sales, grow your salespeople. No matter how good a top sales performer may be, they are ultimately limited by the hours in the day. There are only so many calls that can be made, so many sales which can be booked. The key then is Recruiting. As well, the best sales performers, regardless of industry, have common threads amongst them, which Jack calls "best practices." The sensible approach then is to model the masters and incorporate their winning systems & processes into a Sales Playbook. Then, coach and practice to the Playbook. The times of the successful sales maverick are dead, if they were ever alive. There aren't thousands of best ways to sell. Practice to the best for exceptional performance.



DAN DIAMOND
BEYOND RESILIENCE:
HOW TO MAKE AN
IMPACT WHEN TIMES ARE
TOUGH

People used to talk about "resilience." Now, more than ever, the most competitive healthcare organizations

focus on "performance". In the world of disaster medicine, we don't have time for fluff and we suspect that you don't either. The passion that drives us is an intense desire to equip people to become heroes in their organizations. At our very core, we believe that people perform best when they believe they have the power to make a difference and a conviction to put other people first. Taking the time to listen to you and understand your situation allows us to adapt our concepts to meet your specific needs and deliver the greatest impact. Organizations from around the globe have found our trench-tested tools helpful as they equip their folks to maximize their performance under pressure.



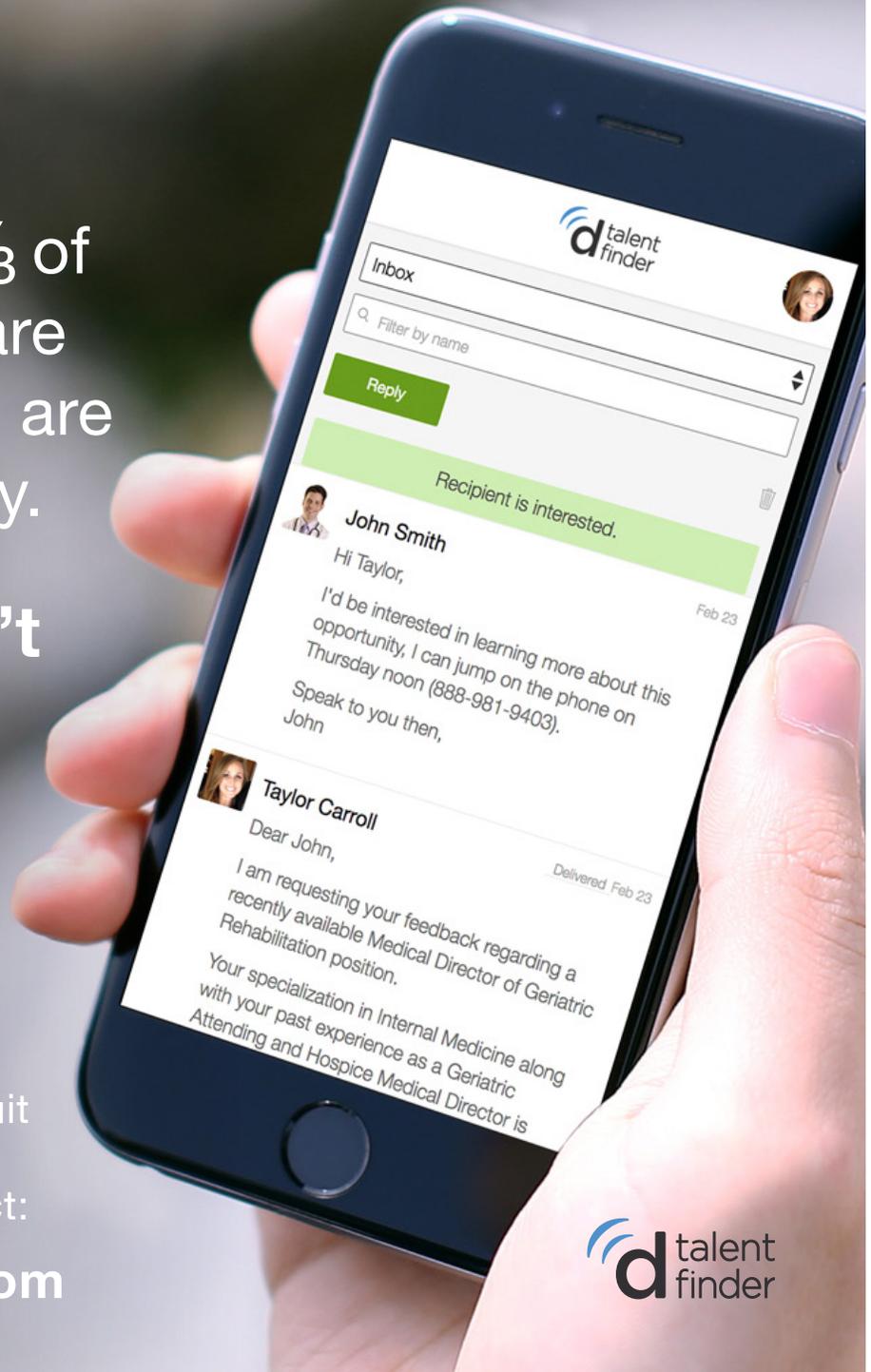
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GENERAL INFORMATION

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 NAPR & NALTO® Registration Desk. Remember, no ticket, no entry! NAPR & NALTO® cannot purchase or refund unused event tickets.

ANTI-RECRUITMENT POLICY

All NAPR & NALTO® educational meetings are designed to enhance your professional knowledge. NAPR & NALTO® meetings are not for the purpose of luring away employees or clients from other physician recruiting organizations. The NAPR and NALTO® Boards of Directors believe that each attendee is morally bound to refrain from such “pirating” activities during this meeting.

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 meeting. Admission to all events will be by badge only. (Social events require tickets.) Exhibitors, speakers, sponsors, Board members, NAPR and NALTO® members, and “First Timers” will have identification ribbons on their badges.

CHECK-OUT TIME

Check-out time at the hotel is 11:00 a.m. If you wish to arrange late check-out, please contact the hotel’s reservations department immediately.

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 12:00 noon on Friday will be eligible for door prize drawings. Winning attendees will be drawn on Friday, February 24, 2017, at the Box Lunch with Exhibitors. You must be present to win.

Exhibit hours are:

Wednesday, February 22.....	6:30	p.m.	-	7:30	p.m.
Thursday, February 23.....	8:00	a.m.	-	4:00	p.m.
Friday, February 24.....	8:00	a.m.	-	1:30	p.m.

FIRST TIMERS

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

IMPORTANT NOTICE

The content of this Convention reflects the views of the speakers and does not necessarily represent the position of NAPR & NALTO®. Neither NAPR & NALTO® 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.

NAPS CREDIT

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

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GENERAL INFORMATION

REGISTRATION DESK

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

Wednesday, February 22	11:00	a.m.	-	7:00	p.m.
Thursday, February 23.....	7:30	a.m.	-	5:00	p.m.
Friday, February 24.....	7:30	a.m.	-	1:30	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

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

During your discussions, NAPR & NALTO® 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 NAPR & NALTO® Annual Convention, attendees agree and permit the association's use of any and all photographic imagery and video.

YOUR FEEDBACK IS IMPORTANT!

Your feedback on the sessions and your suggestions for future programs are very important to NAPR and NALTO®. Please take the time to complete the Convention Evaluation Survey on our event app.

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–Ambiga Samiappan, M.D., Hospitalist

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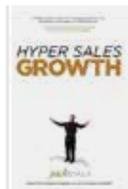


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Proud to be a Diamond and Speaker sponsor for NAPR/NALTO 2017!

Be sure to visit us while at NAPR/NALTO and pick up a copy of keynote speaker Jack Daly’s book, *Hyper Sales Growth*. Daly will be in the PracticeLink booth after his speech for a meet and greet, so be sure to get your book signed!

2017 Annual Convention

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PROGRAM SCHEDULE

Tuesday, February 21, 2017

9:00 a.m. - 5:00 p.m. **NAPR Board Meeting**
(Hospitality Suite 3097)

2:00 p.m. - 6:00 p.m. **NALTO® Board Meeting**
(Executive Board Room)

Wednesday, February 22, 2017

8:00 a.m. - 2:00 p.m. **Business Networking Golf Tournament**
(Torrey Pines South Golf Course)

11:00 a.m. - 1:00 p.m. **NAPR & NALTO® Pre-Registration Welcome Brunch**
(Ballroom Foyer)
Sponsored by: Rockbridge Underwriting

11:00 am - 7:00 pm **Registration Desk Open**
(Ballroom Foyer)

4:30 p.m. - 6:00 p.m. **NAPR BONUS SESSION! Solving Immigration Obstacles to Help Fill Challenging Positions**
Speakers: Jan Pederson, Esq., Maggio+Kattar, PC, Washington, DC; Greg Siskind, JD, Siskind Susser, PC, Memphis, TN; and Ann Massey Badmus, Cowles & Thompson, PC, Dallas, TX
(Scripps Ballroom 1)
Sponsored by: PracticeLink

5:00 p.m. - 6:00 p.m. **NALTO® New Member Training Session**
(Scripps Ballroom 2)

6:00 p.m. - 6:30 p.m. **NAPR New Member & Committee Reception**
(Scripps Ballroom 1)

6:00 p.m. - 6:30 p.m. **NALTO® New Member Reception**
(Scripps Ballroom 2)

6:30 p.m. - 7:30 p.m. **NAPR & NALTO® Presidents' Welcome Reception & Exhibit Hall Grand Opening (Ticket Required)**
(Salon A-C)
Sponsored by: Health eCareers

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PROGRAM SCHEDULE

Thursday, February 23, 2017

7:30	a.m.	-	5:00	p.m.	Registration Open <i>(Ballroom Foyer)</i>
7:30	a.m.	-	8:00	a.m.	NAPR Coffee With a Colleague <i>(Scripps Ballroom 1)</i>
8:00	a.m.	-	4:00	p.m.	Exhibit Hall Open <i>(Salon A-C)</i>
8:00	a.m.	-	8:30	a.m.	Continental Breakfast With Exhibitors <i>(Salon A-C)</i> <i>Sponsored by: DMD Marketing Corporation</i>
8:30	a.m.	-	9:00	a.m.	Welcome and Announcements <i>(Salon D-E)</i>
9:00	a.m.	-	10:00	a.m.	KEYNOTE SESSION: Sales Management: The Key to Growing Revenues <i>Speaker: Jack Daly, Chief Energizing Officer, JackDaly.net, San Clemente, CA</i> <i>(Salon D-E)</i> <i>Sponsored by: PracticeLink</i>
10:00	a.m.	-	10:30	a.m.	Refreshment Break With Exhibitors <i>(Salon A-C)</i> <i>Sponsored by: MDLinx</i>
10:30	a.m.	-	11:30	a.m.	NAPR: Wolters Kluwer Health & Doximity: Marketing to Your Physicians...Where They Get Their Information & How You Can Get in Front of Them Effectively <i>Speakers: Ben Crowe, Advertising and Sales Director, Wolters Kluwer Health Medical Practice, New York, NY, and Nate Gross, MD, Co-Founder, Doximity, San Francisco, CA</i> <i>(Salon D-E)</i>
10:30	a.m.	-	11:30	a.m.	NALTO®: Operations Panel - Credentialing <i>Speakers: Tammy Presnall, CPMSM, CPCS, Director CVO/MSA, Presbyterian Healthcare Services, Albuquerque, New Mexico; and Donna Goestenkors, CPMSM, Team Med Global Consulting, St. Louis, MO; and Victoria Bergent, CPMSM, CPCS, Credentialing Supervisor, Mercyhealth, Janesville, WI</i> <i>(Scripps Ballroom 1-2)</i>
11:30	a.m.	-	12:30	p.m.	NAPR Meeting & Forum <i>(Salon D-E)</i>
11:30	a.m.	-	12:30	p.m.	NALTO® Business Meeting <i>(Scripps Ballroom 1-2)</i>
12:30	p.m.	-	1:30	p.m.	NAPR/NALTO® Networking Luncheon & Exhibitor Introductions (Ticket Required) <i>(Fairways Ballroom)</i>

2017 Annual Convention

February 22-24, 2017 • Hilton La Jolla Torrey Pines • La Jolla, California

PROGRAM SCHEDULE

Thursday, February 23, 2017 (continued)

1:30	p.m.	-	3:30	p.m.	NAPR/NALTO® Networking With Purpose: Sharing Experiences and Ideas (Salon D-E) Sponsored by: <i>New England Journal of Medicine</i>
3:30	p.m.	-	4:00	p.m.	Refreshment Break With Exhibitors (Salon A-C) Sponsored by: MDLinx
4:00	p.m.	-	5:30	p.m.	Turning the Tables Discussion: Physician Panel Asks the Questions Speakers: <i>Edward Chao, MD, University of California San Diego, San Diego, CA; Jeffrey Hsu, MD, FACS, Kaiser Permanente - Southern California Permanente Medical Group, Pasadena, CA; Eric Lee, MD, Internal Medicine, Chino Hills, CA; Ike Ilochonwu, MD, ProCenture Healthcare Solutions, Houston, TX; Erik Skoblar, MD, Team Physician UCSD, La Jolla, CA; and Michelle Zolghadr, MD, Internal Medicine/Hospitalist, San Diego, CA</i> (Salon D-E)
6:00	p.m.	-	8:00	p.m.	Evening Event (Ticket Required) (Fairway Gardens)

Friday, February 24, 2017

7:30	a.m.	-	1:30	p.m.	Registration Open (Ballroom Foyer)
7:30	a.m.	-	8:00	a.m.	NAPR Coffee With a Colleague (Scripps Ballroom 1)
8:00	a.m.	-	8:30	a.m.	Continental Breakfast With Exhibitors (Salon A-C) Sponsored by: <i>DMD Marketing Corporation</i>
8:00	a.m.	-	1:30	p.m.	Exhibit Hall Open (Salon A-C)
8:30	a.m.	-	10:00	a.m.	KEYNOTE SESSION: Beyond Resilience: How to Make an Impact When Times are Tough Speaker: <i>Dan Diamond, MD, Bremerton, WA</i> (Salon D-E) Sponsored by: <i>Doximity Talent Finder</i>
10:00	a.m.	-	10:30	a.m.	Refreshment Break With Exhibitors (Salon A-C) Sponsored by: MDLinx

2017 Annual Convention

February 22-24, 2017 • Hilton La Jolla Torrey Pines • La Jolla, California

PROGRAM SCHEDULE

Friday, February 24, 2017 (continued)

10:30 a.m.	-	11:30 a.m.	NAPR: Overcoming Objections to Using Agency Recruiters: Hiring Authority Perspective <i>Speakers: Dennis Burns, MAS, Physician Recruiter, System Development, Tidelands Health, Georgetown, SC; Jo-Ann Toldt, CPC-PRC, TeamHealth Emergency Medicine, Woodbury, NJ; Vernita Todd, MBA, Senior Vice President, External Affairs, Health Center Partners of Southern California, San Diego, CA; and Theresa M. Pelusa, Provider Relations Liaison, Clinical Recruiter, New England Inpatient Specialists, Boston, MA (Salon D-E)</i> <i>Sponsored by: New England Journal of Medicine</i>
10:30 a.m.	-	11:30 a.m.	NALTO®: Looking to Sell Your Staffing Company? <i>Speakers: Andrew Simon, VP, Corporate Development & Transformation Health Carousel, Cincinnati, OH; Jeff Schroeder, CFO, The Delta Companies, Dallas, TX; and Dave Phillips, Director, CHILDS Advisory Partners, Jacksonville, FL (Scripps Ballroom 1)</i>
10:30 a.m.	-	11:30 a.m.	NALTO®: The Impact of Being Present <i>Speaker: Jeff Freeman, Senior Vice President, CompHealth, Salt Lake City, UT (Scripps Ballroom 2)</i>
11:30 a.m.	-	12:30 p.m.	Put On Your Marketing Hat: How to Brand Your Agency to Attract More Clients and Candidates <i>Speaker: Stacy Donovan-Zapar, Founder, Tenfold, Encinitas, CA (Salon D-E)</i> <i>Sponsored by: Doximity Talent Finder</i>
12:30 p.m.	-	1:30 p.m.	Box Lunch & Drawings With Exhibitors (Ticket Required) <i>(Grand Ballroom A-C)</i> <i>Sponsored by: Main Sequence Technology</i>
1:30 p.m.			Convention Adjourns



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Mark Your Calendar

NAPR/NALTO® 2018 Annual Convention
March 7-9, 2018
JW Marriott Orlando Grande Lakes,
Orlando, FL

More information and the preliminary program
will be posted on the NAPR and NALTO®
websites when available.

www.napr.org | www.nalto.org



NAPR & NALTO® CONVENTION APP AVAILABLE FOR

DOWNLOAD

**View Program Slides and Handouts | View Convention Schedule | Build Your Own Schedule
Receive Important Notifications | View an Interactive Venue Map | Find Information on Sessions &
Speakers | Find Information on Things to Do in the Area**

- 1)** Download GUIDEBOOK from the Apple Store or Google Play Store
- 2)** In GUIDEBOOK, download the NAPR/NALTO® Event App
- 3)** Enter the PASSPHRASE NAPRNALTO2017