



ALABAMA HOSPITAL
ASSOCIATION

VIRTUAL
Alabama Hospital Association
Annual Healthcare Leadership Summit

Healthcare in Crisis



Like nothing else could have, the COVID-19 pandemic shined light on long-standing challenges for Alabama's hospitals and health care delivery systems. In order to recover and ensure a stronger and more resilient system, we must first take time to examine the root causes of some of the challenges. During this Summit, topics will be focused on **workforce** and the **financial fragility of hospitals**.

The annual summit is designed for legislative and executive branch leadership, other health care associations, business leaders and hospital executives and trustees.

This meeting has been changed to a virtual format due to the recent COVID-19 surge and will be held on Friday, Feb. 4, only.

9:00 - 9:30 Log into virtual platform

9:30 - 10:00 Opening Remarks & Trustee of the Year Presentation

10:00- 11:30 Hospital Finances: Before & After

Before the onset of the pandemic, 70% of Alabama's hospitals were operating in the red. While some federal relief funds have kept them afloat, hospitals have remained the epicenter of response for nearly two years. Necessary and extraordinary measures have been taken to mitigate virus transmission and increase capacity to care for Alabamians suffering with COVID-19, as well as non-COVID-19 conditions and traumatic injuries. The overall impact has taken its toll and placed hospitals in a precarious situation. In this session, a panel of hospital CEOs will give insight into their challenges, some of which are still unfolding.



Joe Stough
Infirmary Health



Marcia Pugh
Greene Co. Hospital



Jim Peace
Russell Medical



Mike Neuendorf
Princeton & Walker Baptist

11:30 - 12:30 Workforce Challenges & Opportunities



The COVID-19 pandemic exacerbated the healthcare workforce shortage Alabama has experienced for many years. Staffing shortages have reached a critical level, worsened by exhausted staff seeking alternate jobs outside the hospital setting, retirements, and quarantine absences due to COVID-19 infections or exposures. Short-term solutions to sustain healthcare professionals in Alabama are needed; however, it will take new and innovative approaches to find long-term solutions. During this session, Peggy Benson, the executive director of the Alabama Board of Nursing, will present information specific to areas of challenge and opportunity in Alabama's nursing workforce.

Thanks to AlaHA Sponsors for their Support of this Meeting

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12:30 – 1:00 Break for lunch

1:00 – 2:30 Experience on the Frontlines

During the pandemic, hospitals experienced unsustainable pressures to ensure all areas of operations were staffed and able to care for historic patient volumes involving a highly infectious, novel virus. Physicians, nurses, other clinicians, environmental service, food service ... all staff endured brutal schedules and unimaginable emotional stress. During this session, a panel of hospital leaders will share their experiences with utilizing and maintaining staff to meet the healthcare needs of their communities.



Anthony Patterson
UAB Hospital



Jeff Brannon
Flowers Hospital



Tracy Doughty
Huntsville Hospital



Vernon Johnson
Dale Medical Center

2:30 – 3:30 New Options for Providing Care that's Covered



COVID-19 underscored existing health disparities, barriers to care, and ultimately, worse health outcomes for uninsured Alabamians. With the constantly evolving federal-state Medicaid partnership, new opportunities are available for our state to implement an Alabama-driven solution to close the coverage gap, providing healthcare coverage to more than 300,000 of our citizens. During this session, Deborah Bachrach and Tony Fiori from Manatt Health will provide an overview of these opportunities.

[Click to register:](#) There is no charge for registration.

We have applied for the following CEUs: American College of Healthcare Executives; Alabama Board of Examiners for Nursing Home Administrators; Alabama Board of Nursing; Alabama State Board of Public Accountancy; Alabama State Board of Respiratory Therapy; and Alabama State Board of Social Workers.

CMEs for physicians and CPEs for pharmacists will be offered through St. Vincent's Health System.

Leadership Summit Speakers

Deborah Bachrach, a Partner with Manatt Health, uses her significant experience with both public- and private-sector health policy and financing to help states, providers, insurers and foundations analyze and implement the Affordable Care Act. She also counsels clients on Medicaid coverage, payment policies, delivery systems and other healthcare reforms. She has advised the Center for Healthcare Strategies, the Robert Wood Johnson Foundation and other national organizations and previously served as Medicaid Director and Deputy Commissioner of Health for the New York State Department of Health's Office of Health Insurance Programs. She is a graduate of the University of Pennsylvania, Wharton School (B.S) and New York University School of Law (J.D.).

Peggy Benson, RN, MSHA, MSN, NE-BC, Executive Officer of the Alabama Board of Nursing, has 40 years of experience in nursing and healthcare leadership. She has held various executive roles, including Chief Nursing Officer, System Director of Critical Care and Medical Surgical Nursing over a five-hospital system. She has also served in several leadership positions with the Alabama Board of Nursing before becoming its EO. Ms. Benson has served as a Board Member and President of the Alabama Board of Nursing, Chair of the Governor's Infrastructure Committee, board member and President of the Alabama Organization of Nurse Executives, and currently a member of a committee with the National Council of State Boards of Nursing.

Jeff Brannon, RN, serves as CEO of Flowers Hospital. Prior to his appointment at Flowers, he led several hospitals across the state, including Wiregrass Medical Center, Monroe County Hospital and Medical Center Enterprise. Mr. Brannon is a former past chairman of the Alabama Hospital Association and a current board member and has chaired numerous Association committees. He is also active in his community, having served on the board of the local area United Way and is an active leader in his church. He holds an associate's degree in nursing from Wallace Community College and a bachelor's degree in business administration from Troy University. In 2011, he received the Wallace Community College Alumnus of the Year Award.

Tracy Doughty currently serves as the President and Chief Operating Officer of Huntsville Hospital. He began his career at the hospital in 1998 and most recently was serving as Senior Vice President of Hospital Operations. Mr. Doughty has a bachelor's degree in nursing from the University of North Alabama, along with master's degrees in Quality and Outcomes Management in Health Systems and Health Administration from UAB. He serves on the board of the University of North Alabama Foundation, the Huntsville Housing Authority, HEMSI, Calhoun Community College Foundation and Downtown Huntsville. He served as a Commissioned Officer in the U.S. Army Reserves for 6 years and is also a member of the American College of Healthcare Executives.

Tony Fiori is a Senior Managing Director with Manatt Health. A recognized authority on health plan regulatory and financial issues, he advises health care industry clients on regulations and strategy, analyzes policies and manages projects. Medicaid and Medicare managed care, the Affordable Care Act (ACA), health care financing and delivery system reform are his areas of focus. Before joining Manatt, Mr. Fiori worked for the New York City Economic Development Corp., as a consultant to the Henry J. Kaiser Family Foundation, and a policy advisor for the San Diego Regional Chamber of Commerce. He has a bachelor's degree from the University of California San Diego and an MPA from Princeton School of Public & International Affairs.

Vernon Johnson is the CEO of Dale Medical Center. He joined the hospital in 1994 as a respiratory therapist, later serving as assistant administrator and then as CEO beginning in 2003. He was appointed by the Governor for a third term to the Alabama Respiratory Therapy Licensure Board, serving as its current chairman and has also served on the BCBS Hospital Advisory Committee and the Statewide Trauma Advisory Board. Locally, Mr. Johnson is vice-chairman of the Ozark-Dale Economic Development Board and president of the Ozark Chamber of Commerce, along with numerous other local leadership positions. He has an associates degree in respiratory therapy, a bachelor's in business administration, and a master's in health administration.

Leadership Summit Speakers

Mike Neuendorf, FACHE, currently serves as the Chief Executive Officer for Princeton and Walker Baptist Medical Centers with responsibility for 772 licensed beds and over 2,200 employees. With more than 20 years of healthcare leadership and consulting, Mr. Neuendorf's last position was as CEO of a hospital in Mississippi and before that South Baldwin Regional Medical Center. A Fellow in the American College of Healthcare Executives, he earned his Bachelor of Science in Industrial Engineering from Georgia Tech and his Master of Science in Health Administration from University of Alabama at Birmingham. He served in the United States Army National Guard where he was a medical evacuation pilot, unit mobilization officer and unit weapons qualification officer.

Anthony Patterson, FACHE, is a healthcare executive with 35 years of experience in nursing, executive leadership, product development, and administrative leadership of graduate educational programs. Mr. Patterson earned his Master of Science Health Service Administration and Bachelors of Science in Nursing from The University of Alabama at Birmingham. He has been in a leadership role at UAB Medicine for 20 years and in his current roles as CEO of UAB Hospital for 2 years. Prior to serving as CEO, Mr. Patterson was the Sr. Vice President at UAB Hospital and Chief Operating Officer at UAB Highlands. He successfully led the legal, regulatory, financial and operational integration of the UAB Highlands campus with UAB Hospital in 2010.

Jim Peace is President and CEO of Russell Medical, joining the organization in 2007. He has been in healthcare management for 35 years, including more than 13 years as the CEO of Evergreen Medical Center. In addition, he previously served as an administrator for Nashville-based Quorum Healthcare Resources, and vice president of Columbus Healthcare Resources Inc., a for-profit subsidiary of Columbus Regional Healthcare in Georgia. Mr. Peace serves on various boards across the state including the Alabama Hospital Association, Alabama Diversified Health Services, and Inspirien Insurance Company. He is also on the board of the Lake Martin Economic Development Alliance. A graduate of Auburn University, he is a member of the American College of Healthcare Executives.

Marcia Pugh, DNP, MSN, MBA, HCM, RN, is the Chief Executive Officer of the Greene County Health System which includes a hospital, nursing home, physicians clinic and other specialty services. Dr. Pugh has more than 50 years of healthcare experience in several Alabama cities, as well as Baltimore, Maryland. She has a bachelor's in nursing from Tuskegee University and master's degrees in nursing and business from the University of Phoenix where she did specialty courses in Health Care Management. She holds a Doctorate in Nursing Practice from The University of Alabama where she was inducted in Sigma Theta Tau International Honor Society of Nursing. She has also taken Health Care Management courses from Capella University and UCLA.

Joe T. Stough, III, FACHE, is Executive Vice President and Chief Operating Officer for Infirmiry Health and is responsible for the daily operations of its system hospitals, as well as for cultivation of a culture of high reliability and implementation of new integration strategies. He has a bachelor's degree from the University of Alabama and an MBA and a MSHA from the University of Alabama at Birmingham. Mr. Stough currently serves on the Board of Visitors for the Culverhouse School of Business at the University of Alabama and the University of Alabama at Birmingham (UAB) Masters of Science in Health Administration (MSHA) Alumni Board. He is also a board member and secretary treasurer of the Alabama Hospital Association.