Event Speakers

NEGOTIATION PROJECT TEAM DISCUSSIONS
by Betsy M. Snook, MEd, BSN, RN, Chief Executive Officer, PSNA

As CEO of the Pennsylvania State Nurses Association (PSNA), Betsy is on the frontlines advocating for the rights of both caregivers and patients. She represents more than 221,000 RNs while providing regulatory responses to healthcare legislation, conducting the affairs of the association, and serving as liaison to ANA. In addition, she worked as a consultant and professional nurse for more than 35 years. In 2010, Betsy ran for Pennsylvania State Legislature with positions on healthcare, agriculture, U.S. veterans, and the nation’s economy. Snook is an alumni of the Harvard Kennedy School of Government (2011, 2013, 2018).

INTERPROFESSIONAL EDUCATION
by Elizabeth Speakman, EdD, RN, FNAP, ANEF, FAAN, Associate Provost, Interprofessional Education, Professor, Health Sciences

Dr. Elizabeth Speakman is an associate provost for interprofessional education (IPE), professor of health sciences at the University of the Sciences. She also oversees IPE integration across the university. Dr. Speakman was professor in the Jefferson College of Nursing at Thomas Jefferson University and co-director of the Jefferson Interprofessional Education Center. Dr. Speakman is a fellow in the American Academy of Nursing, fellow in the Academy of Nursing Education, fellow in the National Academies of Practice, and a Robert Wood Johnson Foundation executive nurse fellow. A nurse for 32 years, she serves as a curriculum expert and consultant with more than 100 national presentations. She served two three-year terms as a board of governor for the National League for Nursing (NLN) and was recently elected to the NLN Strategic Planning Committee. Dr. Speakman has served as a PI on numerous research projects focusing on nursing curriculum and interprofessional education and collaborative practice and patient outcomes.

CRUCIAL CONVERSATIONS AND ACCOUNTABILITY
by Candace Bertotti, Senior Master Trainer, VitalSmarts

Candace brings more than 10 years of experience in communication and leadership development to VitalSmarts. A senior master certified trainer in Crucial Conversations®, Crucial Accountability™, and Influencer Training®, Candace specializes in conflict resolution, negotiation, and interpersonal communication to help individuals, teams, and organizations increase effectiveness and achieve bottom-line results.
INTERESTING AND NOTABLE TRENDS IN EMPLOYMENT LAW
by Michael Miller, BA, JD, Attorney at Law, Margolis Edelstein

Michael Miller represents a variety of clients in labor and employment law, civil rights liability, municipal law, education law, and general liability matters. Michael has litigated on behalf of both employers and employees in numerous areas of labor and employment law, including public and private sector labor relations; gender, racial, disability, age, and sexual orientation harassment, and discrimination; workplace violence; employee drug abuse policies; employment contracts; wage payment; Family Medical Leave Act; WARN; and employee benefit issues. He has given expert lectures on the enforceability of employment contracts and employee handbooks under Pennsylvania law. Part of his practice also involves employer counseling, advising how to spot and remedy potential workplace issues before such become the subject of litigation.

HEALTH ECONOMICS
by Doug Leslie, PhD, Professor, Public Health Sciences and Psychiatry, Penn State University

Doug Leslie earned his PhD in economics from Yale University. Doug is a health economist and Professor of public health sciences and psychiatry at the Penn State College of Medicine. He is also the director of the Penn State Center for Applied Studies in Health Economics (CASHE). His areas of study include access to care, quality of care, the effects of healthcare financing on service use and costs, and pharmacoconomics.

TOOLS FOR CONVERSATIONS ON ILLNESS AND END OF LIFE ISSUES
Using Innovative Tools for Conversations About Serious Illness and End of Life Issues
by Nick Jehlen, Founding Partner, Common Practice

Nick is the co-founder of Common Practice, a company that creates practical tools to support great conversations about serious illness and end of life issues. He has collaborated with housing and voting rights advocates, healthcare staff, state employees, student groups, human service organizations, and returning veterans of the wars in Iraq and Afghanistan to build tools to create social change and empower communities.

FINANCIAL MANAGEMENT
By Brian Sheinfeld, MBA
Financial Liaison, Nursing, Penn State Milton S. Hershey Medical Center

Brian Sheinfeld earned both his Bachelor of Science in finance with a minor in economics and his MBA from The Pennsylvania State University. He has worked as the financial liaison for nursing at the Penn State Milton S. Hershey Medical Center since 2013. In this role, he provides financial support to the nursing department, which includes inpatient, emergency, ancillary, perioperative, and support services. He supports the annual capital and operational budget processes as well as numerous projects involving staffing, business cases, contract negotiations, joint ventures, and other internal program development. Recently, Brian has been involved with the development and implementation of telehealth services at Penn State Hershey.
**THE POLICY AND POLITICS OF COVERAGE**
by Laura Stevens Kent, VP, Federal Legislative Advocacy,
The Hospital & Healthsystem Association of Pennsylvania

Laura Stevens Kent serves as the vice president, federal legislative advocacy, for The Hospital and Healthsystem Association of Pennsylvania’s Washington, DC office. She is responsible for representing HAP with the federal congressional delegation, national healthcare organizations, and national coalitions to advocate for policies that support Pennsylvania’s hospitals and health systems. Laura joined HAP after spending more than a decade working for members of the Pennsylvania congressional delegation. Laura also served as the executive director of the Tuesday Group, a caucus of U.S. Representatives on the center-right of the political spectrum, which Congressman Dent co-chairs. Laura began her career on Capitol Hill as staff for former Pennsylvania Congressman James C. Greenwood. She holds a Juris Doctor degree from the Georgetown University Law Center and a Bachelor of Arts in political science from the University of Vermont.

**MANAGING INFORMATION AND TECHNOLOGY**
by Alix Goss
Vice President & Senior Consultant, Imprado
Member, DHHS's NCVHS and Former PA State HIT Coordinator

Alix Goss is serving her second four-year term as a member of the U.S. Department of Health and Human Services’ National Committee on Vital and Health Statistics. She is co-chair of its standards subcommittee and its review committee focused on administrative simplification provisions of HIPAA and the ACA. Prior to joining Imprado, Alix was named the executive director of the Pennsylvania eHealth Partnership Authority after serving as the PA health IT coordinator and program director of the statewide health information exchange initiative. She has guided Pennsylvania’s efforts to improve quality and safety of healthcare by working with stakeholders to create and build a sustainable, statewide network for electronic health information exchange. She worked on the state’s electronic health information exchange strategy since 2008, with a focus on governance, privacy and security framework, and interoperability capabilities.

**POPULATION HEALTH: MEDICAL HOME 101**
by Danielle Phelps Swartz, RN, BSN, CCM, Director of Care, Coordination/Integration,
Geisinger Health Plan

Danielle Phelps Swartz is the director of care coordination and integration at Geisinger Health Plan. In this role, she has responsibility for developing, implementing, and evaluating strategic initiatives focused on complex case management, including ProvenHealth Navigator® (PHN). Danielle also has accountability for strategic development, growth and relationship building with key stakeholders across the clinical enterprise. She earned her BSN from Duquesne University.
**DISC PERSONALITY**
by Linda Beck

Linda Brain Beck holds a bachelor’s degree in speech communications from Millersville University and a master’s degree in psychoeducational Processes from Temple University. In business, she coordinated a management training program and other soft skill training courses for a large, regional health care insurer. Since leaving the corporate world, she has been employed as an adjunct faculty member at several central Pennsylvania colleges. She has specialized in communications classes, including public speaking, business writing and small group communication at the associates, bachelor’s and master’s levels. Linda has won several awards for her excellence in teaching. Linda’s current interests lie is social media fact checking. As a result, she has been invited to speak at numerous conferences and participate in a panel discussion on WITF’s Smart Talk. She was also selected to present at TEDx Harrisburg.