

DAY 1 WELCOME | 11:00 a.m. PST



Melissa Thompson, President
HHN Executive Director

SESSION 1: HUMAN RESOURCES | 11:15 a.m. – 12:15 p.m. PT

Diversity, Equity, and Inclusion in Healthcare Hospitality



Shavonne Washington-Krauth
Culture and Inclusion Manager
Children's Hospital and Medical Center



Panelist TBA
TBA

This session will discuss why having Diversity, Equity, and Inclusion (DEI) policy is important for healthcare hospitality organizations. In addition, panelists will discuss the importance of getting leadership buy-in, key elements of training your staff and volunteers, benchmarks for measuring progress, leveraging

employee resource groups, as well as discuss key lessons learned from our panelists.

Learning objectives:

- The importance of getting buy-in (especially from leadership)
- Grassroots starts/getting started
- Working with policies
- Leveraging employee resource groups
- Key lessons learned
- Measuring progress, and prioritizing the work

SESSION 2: NONPROFIT MANAGEMENT | 12:25 p.m. – 1:25 p.m. PT

Digital Fundraising and Growing Your Donor Base



Laurent Sevigny
CEO and Co-Founder
QRius Pay, QRius Consulting

Hear from a digital fundraising, grant-writing expert on the importance of digital fundraising in the nonprofit sector. Find out how your organization can leverage the data richness of e-commerce transactions to increase your donor base.

Learning objectives:

- How to use QR codes for mobile and contactless fundraising

- Understand the importance of Digital Wallets in the donation payment process
- How to use crowdfunding and peer to peer fundraising to boost your donations
- What to know about accepting Bitcoin and cryptocurrencies for donations
- Looking to the future – how augmented reality will disrupt fundraising

DAY 2 WELCOME | 11:00 a.m. PST



Melissa Thompson, President
HHN Executive Director

SESSION 1: OPERATIONS | 11:15 a.m. – 12:15 p.m. PT

Healthy Homes: Designing for Wellness and Air Purification and Ventilation: The Science Behind Clean Air Technology



Neil Chace
Project Manager & Associate
Trivers



Frederick Hendriksen
Co-Founder
Rensair

With a growing focus on cleaning and sanitization following COVID-19, hear from an expert on the science behind air purification and ventilation and its importance in creating safe environments for patients and caregivers.

Part 1 learning objectives:

- Understand key concepts of Healthy environments and the WELL Building and FITWELL Certifications

- Understand why healthy environments are important to hospitality house design
- Recognize key Operational Trends, Design Trends, and Program Trends

Part 2 learning objectives:

- Update on the latest CDC and WHO guidelines on COVID-19 transmission and how to mitigate these risks
- How to reopen your spaces safely and return to full capacity based on HHN member case study
- The impact indoor air quality has on our lives and health irrespective of COVID-19

SESSION 2: NONPROFIT MANAGEMENT | 12:25 p.m. – 1:25 p.m. PT

Future of Healthcare and the Impact of Telehealth on Healthcare Hospitality



Travis Boren, MBA, PMP, CHFP
Director, Virtual Care
Northern Arizona Healthcare



Ian Buchanan, MD, MPH
President, Ambulatory and Post-Acute Care
UNC Health

Join innovative thinkers in healthcare as they discuss the future of the healthcare industry, the impact of telehealth, and how healthcare hospitality organizations can be prepared to effectively operate in a rapidly changing environment.

HHN VIRTUAL CONFERENCE HAPPY HOUR | 1:45 p.m. – 2:45 p.m. PT

HHN Roundtable and “Happy Hour”

Bring your drinks and questions to a special wrap-up roundtable focusing on HR issues and COVID-19 updates, hosted by Melissa Thompson.

ABOUT THE SPEAKERS

DIVERSITY, EQUITY, AND INCLUSION IN HEALTHCARE HOSPITALITY



Shavonne Washington-Krauth

Children's Hospital and Medical Center Culture and Inclusion Manager

Shavonne Washington-Krauth is the inaugural Culture and Inclusion Manager for Children's Hospital & Medical Center in Omaha, NE. Ms. Washington-Krauth's responsibilities include the creation and revision of systems, policies, opportunities, and environments in which everyone can not only work, but thrive at a more equitable rate without feeling excluded or marginalized. She also leads the development and implementation of a culture, diversity, and inclusion strategic framework; initiation and supervision of six employee resource groups and serves as an advisor or subject matter expert on topics regarding the organization's culture, diversity, and inclusion efforts. Ms. Washington-Krauth holds a master's degree in health education, a bachelor's degree in exercise science, is a Prosci-certified Change Management Practitioner, and is a trained Bridges Out of Poverty facilitator. She is a self-proclaimed "Air Force Brat" currently living in Omaha, NE with her husband, two sons, two dogs, three chickens, and a fish.



Panelist TBA

TBA

DIGITAL FUNDRAISING AND GROWING YOUR DONOR BASE



Laurent Sevigny

CEO and Co-Founder, QRius Pay, QRius Consulting

Laurent is a fintech founder and expert in digital fundraising. He brings a decade of experience in digital transformation strategy and delivery as a former management consultant and civil servant. From vision to implementation, Laurent enjoys rolling up his sleeves and solving all problems that come his way. In his free time, you can find Laurent hiking the oceanside trails of Vancouver Island.



Neil Chace

Project Manager & Associate, Trivers

Neil is an Associate and Project Manager who enhances Trivers' dedication to thoughtful design solutions that positively impact end-users and the community at large. Neil has experience ranging from education to multi-family development. He has led American Cancer Society Hope Lodge projects in several cities from inception to completion. Neil is the Co-founder & past board President of ModernSTL, a non-profit organization striving for the identification, education, preservation and celebration of St. Louis Modernism. He also serves on the board of the Hospitality Healthcare Network, an association of nonprofit organizations and professionals who provide lodging and support services to patients and families receiving medical treatment away from home. Neil recently became a WELL Accredited Professional and a LEED Green Associate.



Frederik Hendriksen

Co-Founder, Rensair

Frederik is the co-founder of Rensair, a leader in providing hospital-grade air purification solutions for the healthcare industry around the world. Before launching Rensair, Frederik spent 5 years at Morgan Stanley. More recently, he was Vice President of International Sales & Business Development at Mile High Labs. He has a BSc in International Business and MSc in Finance & Accounting from Copenhagen Business School.



Travis Boren, MBA, PMP, CHFP

Director, Virtual Care, Northern Arizona Healthcare

Travis is the Director of Virtual Care for Northern Arizona Healthcare. With a background in software and consulting, his career spans several industries including banking, finance, telecommunications, and healthcare. Travis previously led the strategic projects division for NAH, which included leadership and oversight for major construction and IT projects, M&A activity, and interim service line leadership. Travis led incident command and preparedness efforts in the early months of the pandemic for his organization, which serves one of the hardest hit areas in the nation. With the immediate need to rapidly deploy solutions to deliver care virtually, Travis is now tasked with leading the transformation of NAH's virtual care capabilities.



Ian Buchanan, MD, MPH

President, Ambulatory and Post-Acute Care at UNC Health

Ian B. Buchanan is President, Ambulatory and Post-Acute Care for UNC Health Care and is responsible for coordination of outpatient and continuing care across the system in over 600 physician practices and at 12 hospitals. He previously served as Senior Vice President for Operations at UNC Hospitals, overseeing numerous clinical service lines and hospital support functions. Ian returned to UNC Health Care in a leadership capacity in 2008 after working for Optum Health in New York. Ian received his undergraduate degree from Davidson College, and his Doctor of Medicine and Master of Public Health degrees from UNC. Ian has been a Board member and past president of the Board of Directors at SECU Family House at UNC Hospitals for 7 years. He is a proud North Carolina native, and passionate about UNC's mission of caring for the people of North Carolina.