



**SWPRA**

SOUTHWEST PHYSICIAN  
RECRUITERS ASSOCIATION



**AAPPR**

ASSOCIATION FOR ADVANCING  
PHYSICIAN AND PROVIDER RECRUITMENT

*Affiliate*

# SWPRA 8th Annual Educational Conference

September 18 - 20, 2019

Sheraton San Diego Hotel & Marina | San Diego, CA



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# Registration Information



## Register

### **Registration Fees**

\$150 - Current SWPRA Member

\$200 – Non-SWPRA Member includes 2018 membership

### **Payment**

Check (Payable to SWPRA) or Credit Card

Registration closes September 4th, or when filled.

### **Click Here to Register**

### **Additional Questions**

**Bradley Swinney** - Bradley.Swinney@BannerHealth.com, 480-209-8355

**Colin Harris** - Colin.Harris@DignityHealth.org, 916-379-2988



## Hotel

### **Sheraton San Diego Hotel & Marina**

1380 Harbor Island Dr.

San Diego, CA 92101

619-291-2900

### **Rate**

Single or Double Rate: \$199.00 plus current city and state room taxes.

### **Reservations**

<https://book.passkey.com/e/49886908>

There is a deadline of **August 27, 2019** to book with the conference rate.

All reservation requests need to be accompanied by at least one night's room and tax deposit, or guaranteed by a major credit card for the reservation to be processed and confirmed. Check-in time is 3 p.m. and check-out time is 12 noon. Guests arriving prior to 3 p.m. will be assigned accommodations as they become available.

Resort Fee is reduced to \$19/day to include: Premium high-speed internet, Daily 1 hour bicycle or non-motorized water sports rental including kayaks, paddleboards and pedal boat or 25% off motorized water sports rentals, daily food and beverage credit of \$10 (excluding gift shop), daily tennis court rental with equipment for 2 for 1 hr. and daily yoga class (9am-10am).

## San Diego

It's hard to find a better destination for families. Whether you love engaging with animals or thrill rides, building sandcastles or beach bonfires, there's plenty to entertain the entire family from sun up to sun down.

Learn more about San Diego: <https://www.sandiego.org/>

# Schedule At a Glance

## Wednesday, September 18, 2019

4:00PM - 6:00 PM      **Welcome Reception**

## Thursday, September 19, 2019

8:00AM - 9:00 AM      **Breakfast with Sponsors**

9:00 AM - 10:00 AM      **State of AAPPR In-House Physician/Provider Recruitment**  
**Carey Goyle**

10:00 AM - 10:30 AM      **Break with Sponsors**

10:30 AM - 11:30 AM      **KEYNOTE: Change Your Life, Not Your Day**  
**Andy Core**

11:30 AM - 12:30 PM      **Lunch with Sponsors**

12:30 PM - 1:30 PM      **KEYNOTE Continued**

1:30 PM - 2:30 PM      **Harmony Perspective for Physicians**  
**Michael Foley & Stephanie Tsang**

2:30 PM - 3:30 PM      **How Millennials Look for Jobs**  
**Matt Clancy**

3:30 PM - 4:30 PM      **Recruiting Diversity**  
**Chantelle Johnson**

## Friday, September 20, 2019

8:00AM - 9:00 AM      **Breakfast/Chapter Meeting**

9:00 AM - 10:00 AM      **Using Digital Marketing to Meet Your Goals**  
**Chris Matthew**

10:00 AM - 10:30 AM      **Break with Sponsors**

10:30 AM - 11:30 AM      **Recruiting and Retaining International Medical Graduates:  
J-1 Waivers and Beyond**  
**Rachel Bus**

11:30 AM - 12:45 PM      **Lunch/Check Out of Rooms**

11:30 AM - 12:45 PM      **Prize Drawings/Wrap Up**

# Speaker Profiles

## Andy Core

Author/Speaker on Work-Life Balance, Productivity & Wellbeing



ANDY CORE is a credentialed, award-winning thought leader on increasing employee engagement, productivity, and wellness motivation. His talent lies in helping hard-working, conscientious adults thrive at work and in their personal lives. Core has spent the past 15 years researching ways to become better equipped to thrive in today's hectic society. By doing so, he helps organizations build teams that cost less, have better attitudes, and accomplish more.

### Awards & Acclaim

- Voted Top5 Global Health/Healthcare Speakers for 2012
- Voted Top 100 Productivity Experts to follow on Twitter for 2014 (#33)
- Co-host of the PBS affiliate television show "Fighting Fat"
- Awarded the 2005 Arkansas Governor's Outstanding Individual Leader in Fitness

### Books

- Change Your Day, Not Your Life – A realistic guide to sustained motivation, more productivity and the art of working well (Release date: March 11, 2014)
- Healthy Motivation – a little inspiration for your day
- Master Your Body – the no-equipment necessary complete fitness program

## Carey Goryl, MSW, CAE

CEO, AAPPR



Carey Goryl, CAE serves as Chief Executive Officer of the AAPPR and has done so since 2016. She earned a certification from the American Society for Association Executives (ASAE) as a Certified Association Executive (CAE). In her full time role with ASPR she provides leadership and management oversight for the association. Carey works closely with the Board of Directors to fulfill their vision and mission within the context of the organization's strategic plan and serves as a spokesperson. Having earned her Master's degree in social work, Carey is an adept listener, coach, and facilitator. Early in her career—while working in a domestic violence shelter—Carey learned the power of advocacy and the value of volunteers which she brings with her to ASPR. She is a graduate of the Woodhull Institute for Ethical Leadership, previously received a political appointment to the Maryland Commission for Women and currently serves on the Board of Directors for the Michigan Society of Association Executives.

# Chantelle Johnson

Manager, Executive Search, Novant Health



Chantelle L. Johnson brings over 25 years of executive search and talent management experience with expertise engaging and attracting C-Suite executives, physician leaders and academic leaders across the diverse healthcare industry.

As a seasoned healthcare professional, she understands and appreciates the unique leadership needs of healthcare organizations and offers innovative strategies to meet the specific needs of each search.

Her extensive experience includes partnerships/facilitation of Search Committees and Boards in search and selection for senior leadership.

Prior to joining Novant Health, Ms. Johnson served as Vice President of Senior Executive Search at one of the nation's top healthcare recruitment firms. She also formerly led the Physician/Faculty Recruitment and Compensation office as the Assistant Vice President at a multi-hospital, academic medical center in North Carolina.

Ms. Johnson holds a Masters of Business Administration, with concentration in Human Resources Management from Walden University. She is also 6Sigma Green Belt certified, as well as a Recruiter Academy Certified Recruiter and former Fellow with the Association of Staff Physician Recruiters.

# Chris Matthew

Chief Operating Officer, The Inline Group



Chris Mathew is COO of The Inline Group and has 15 years of physician recruiting experience. Chris has served in many leadership positions throughout the healthcare recruitment industry. In his 12 years with The Inline Group, he has been involved in every aspect of the organization from business development, training, sourcing, marketing, digital marketing, strategy, and operations. His experience in all aspects of healthcare recruitment has helped shape the core mission of The Inline Group. Chris continues to be a driving force in the changes that have made The Inline Group a technology leader and market leader in Primary Care staffing.

# Matt Clancy

Sales Manager of Recruitment Solutions, NEJM Group & NEJM Career Center



Matt attended Boston College with a major in Communications and has been with the recruitment team since 2005. Matt's focus is on sharing his extensive industry knowledge to help key accounts achieve their goals, drive new business and develop and implement strategy for NEJM Group. Matt lives in South Boston and is passionate about fitness and sports.

# Michael Foley

Financial Advisor, North Star Resource Group



Michael and his team run an independent comprehensive financial advising practice based out of Scottsdale, AZ with national scope. He works with professionals to establish harmony in their lives through tailoring comprehensive financial plans, while also providing a variety of investment and insurance services. With a big picture approach, he aims to ensure that his clients' financial habits and strategies are as efficient as possible and consistent with what they are trying to do in life.

Michael has a national presence through his regular speaking engagements for various teaching hospitals and medical groups throughout the country. He has built his practice focused on training those in the medical profession on financial topics and is known for incorporating his extensive martial arts background and understanding of ancient life fulfillment wisdom into his presentations. Michael is a proponent of a life approach to financial planning and regularly speaks on topics related to living a life of harmony with the financial strategies being crafted to simply facilitate those other areas of life.

# Rachel Bus

Managing Attorney, Law Offices of Brelje and Associates, P.C.



Rachel Bus has been practicing exclusively in the area of immigration law since 2007. While working for boutique law firms in Austin, Texas, Rachel handled a variety of immigration matters, including labor and employment based immigration, family based immigration, individual petitions for victims of crime, and deportation defense. Rachel returned to her roots in the Phoenix area in 2014 and joined Law Offices of Brelje and Associates in 2015. She currently serves as the firm's Managing Attorney.

Prior to starting a career in law, Rachel served as a Volunteer with the United States Peace Corps in Ecuador, South America from 2001 to 2003. Rachel graduated cum laude from the University of Arizona in 2001 with a B.A. in Latin American Studies and earned her J.D. from the University of Arizona's James E. Rogers College of Law in 2007.

Rachel is a member of the Texas bar, the International Medical Graduate Taskforce and the American Immigration Lawyers Association (AILA). Rachel has presented on international physician immigration matters at the 3RNet Annual Conference and the Arizona Rural Health Conference. She is fluent in English and Spanish.

# Stephanie Tsang, CFP®

Financial Advisor, North Star Resource Group



Stephanie Tsang is a Partner and has been a Financial Advisor with North Star since 2006, with the majority of her clients located in Phoenix, San Diego, Las Vegas and San Francisco. As a leader in North Star's Southwest Division, Stephanie mentors young advisors and supports their growing practices. She also works with a varied client base—Medical and Dental professionals, Business Owners and 1099 Employers, in addition to other emerging professionals. Her practice focuses on Comprehensive Business and Personal Financial Strategies while incorporating a creative and holistic approach.

# Thank You to our Conference Sponsors!

## Platinum



## Gold



# Silver

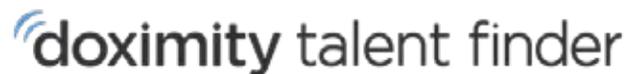
MassMutual



JAMA Career Center



# Bronze



# SWPRA

## Leadership

**President – Shonn Scranton – Banner Health**

**Vice President – Katherine McPherson – Tucson Medical Center**

**Treasurer – Bradley Swinney – Banner Health**

**Secretary – Colin Harris – Dignity Health Medical Foundation**

## Educational Committee

**Katherine McPherson – Tucson Medical Center**

**Barbara Worthington – Provider Solutions + Development**

**Kelley Hekowczyk – UC Health Medical Group**

**Shonn Scranton – Banner Health**

See you in San Diego!