

The ASHHRA Podcast

featuring Bo & Luke from The Bo & Luke Show

Episode 8: Publish Date – February 23, 2023 • Run Time - 20:00

ashhra.org/ashhra-podcast/

Co-Host



Robert "Bo" Brabo



Jeremy Sadlier

Special Guest

Executive Director & CEO
ASHHRA

Co-Host



Luke Carignan

Episode Time Hacks

Hack #	Title	Time
1	The importance of sharing what's working.	1:49
2	The city of Charlotte.	3:41
3	How is Charlotte becoming a healthcare hub?	6:00
4	How many sessions are there for the conference?	8:07
5	What people get out of the conference.	10:36
6	Mentorship and mentorship opportunities.	12:37
7	What to expect from ASHHRA23.	17:33

Raw Transcript

00:06 - Luke

Hello ASHHRA listeners. Welcome to another episode of The ASHHRA podcast. This week Bo is actually traveling so you just get Luke. And I have an extra special guest here with us today. He is a return podcast guest who was with us on the Bo and Luke show and told us an amazing, fascinating story. But why he's awesome. You know, been in healthcare for about 20 years, worked through advocate in the Chicago area. He is the Executive Director and CEO of ASHHRA. Everyone, please welcome Jeremy Sadler. Jeremy, welcome to the show. And I'm pumped to talk about the conference that's coming up in a couple of months.

00:53 - Jeremy

Thanks. Thanks for having me back. Yeah, it was a great conversation last time, and I hope we have an equally stimulating conversation, sans Bo this time.

01:01 - Luke

I think it's gonna be great. So last year, amazing conference in Phoenix, I love the ASHHRA conference, it was my first time. I was really impressed it how many different folks came there and wanted to share information. You know, in a lot of different industries, you don't get people saying what they're doing internally, because they think it's like a competitive advantage, or, you know, whatever reason, why do you think it's not like that at ASHHRA? Because people would come in and actually share what's working, what isn't and try to help each other out.

01:36 - Jeremy

Yeah, I think a lot of it has to do with the industry. I mean, obviously, healthcare is

an industry of care. And it is not as much about corporate secrets, it's not as much about, you know, getting a leg up on your competition, or, although obviously, you know, everybody wants to maximize their revenue and turn that back into, you know, into patient care. But it really is, because it's a caring environment, because it's a caring industry. You know, I think that that extends beyond those caregivers to everybody that that chooses a career in health care. And if you're choosing a career in health care, it's because you have some propensity or some desire to help other people and, and whether that means directly by providing care, or, you know, being a support employee, and providing the environment that allows people to provide care, or, you know, in the case of professionals who still have gravitated towards an environment that is about caring for people, and when you care about people you're willing to share and you're willing to expand your knowledge, because you know, that it's not just about the people that you care for, but it's the people that other people are caring for that are just as important to you.

02:48 - Luke

Yeah, I think that's spot on. And you know, it's really apparent when you go there, you get that feeling right, when, right, when you show up just from the first day. Tell me a little bit about what you're excited for in 2023. I know you got an amazing lineup of folks going and some really good topics. What has you excited?

03:10 - Jeremy

First, the city! You know, we're in Charlotte, in April. I mean, can it get any better than that? It's a beautiful city, it's incredibly safe city. It's an incredibly clean city. You know, when we did our site visit and trying to make some decisions last year on where we would have asked for 23, we looked at a couple

of really beautiful cities. And literally we travel, it was the last place that we went kind of the last visit and we had our minds set on another location. And, you know, when I walked around the city of Charlotte, I saw a beautiful city, a clean city, a safe city, and I thought for our attendees, this is, you know, this is perfect. This is the place to bring, you know, bring our attendees, you know, like I said, I'll tell you a quick story. We're walking around, and, you know, kind of seeing the city and seeing the Conference Center and seeing the hotels in the area. And literally there was not a single piece of trash anywhere in the city of Charlotte, and we walked around for a couple hours. And I was just, I was mesmerized. I mean, I've been in New York City, I live in Chicago, you know, you're used to a little bit of, of sort of grunge and a little bit of dirt under your feet. And it was so incredibly clean. And literally we came around the corner in front of the NASCAR Hall of Fame where we're going to be having our social event during the conference. And literally out in front of me was a piece of trash. And I was like ah, you know what, this isn't the perfect city and literally as we're walking you know, I probably got 25 feet closer to this piece of trash, and somebody pulled up at a golf cart and picked it away, and drove off with it, and I thought to myself, oh my god, this is, you know, I finally found this tiny flaw in this city. And sure enough, somebody came in scuffed it up, like, you know, like they were on trash duty. You know, for the conference center or for the city of Charlotte, it was just amazing. I mean, literally the only piece of trash I see, and somebody comes in and grabs it before I even get to.

05:27 - Luke

That's hilarious. Charlotte is super easy to get to as well. I mean, it's like everything, you know, in the southeast United States flies through Charlotte. So it'll be nice for attendees to come have direct flights. You know, I'm

excited about it as well, I actually get to drive there this year. So I'm pretty pumped about that.

05:48 - Jeremy

Yeah, I'm excited. It's also becoming a bit of a healthcare hub. And you mentioned obviously, I spent a little over 20 years with Advocate Health and then Advocate Aurora Health, and now, you know, Advocate Health is, is back in or it's not back, but it's sort of a new name, you know, we went from Advocate Health Care to Advocate Aurora, and the Advocate Health name now is back, you know, in Charlotte, you know, Atrium between the merger of, of African Aurora and Atrium, and their new naming convention, and their Charlotte based health care system, I think Novant has, has a pretty significant presence, obviously, you know, all the universities, several medical schools, you know, in and around, you know, Charlotte and the area. So it really is becoming a bit of a healthcare hub. So, just all the more reason to bring our conference to a beautiful queen city like Charlotte.

06:40 - Luke

Yeah, this is going to be exciting. And I, you know, I've been checking out the agenda that you have here. And some of these topics are just fantastic. A lot of them, you know, obviously around talent and labor, because of what's going on in healthcare right now. But I was looking at some of these, you know, like building a more resilient organization, right, which I think is huge right now. Our staffing firms here to stay you know that I love this topic, you had one where it says travel nursing is here to stay. But will the staffing firms still be around? And you know, this was a trend last year that we were talking with folks about at the conference last year, and there's a huge buzz around, you know, folks, that'd be like, well, we're making our own internal travel pool,

and then everyone flocked to them and go, how do we how are you doing this? What successes are you seeing? And it'll be really cool this year to see what results came from that? Because they had like a year long runway.

07:38 - Jeremy

Yeah, yeah, there's no doubt I mean, we get, we get anywhere between 125 and 200 submissions and abstracts for the conference. And obviously, we need to cut that down into, you know, into a usable, 40, 45, or 50 sessions for the event, not including keynotes and some of the other events that we're putting on, you know, during the conference. So it really is, you know, it really is great content, we do get kind of the pick of, of content, I mean, again, you know, assuming we're picking one out of every five, of course, we do get a lot in certain topics, I mean, obviously workforce is on everybody's mind. So we've got a ton of those, you know, workforce related abstracts that come in, and we get to pick from the best of the best. But, you know, with volume like that, we get to have a really diverse schedule, and have great content. And, you know, with a couple of sessions going on simultaneously, you know, there's always something to pick from, and, and if you're going there, and you're just interested in talking about the workforce, you're going to have an opportunity to do that, if you're really interested in DEI, you're going to have an opportunity to do that, if you're interested in total rewards, you're gonna have an opportunity to do that, if you're interested in just kind of healthcare as a as an industry and what's going on and the changes that are taking place, you're gonna be able to do that. So it really is a really robust and diverse group of sessions. And I think I think our attendees that have already registered are going to get a ton out of it. And I hope, I hope some of the listeners that are on today and on in the future, think about whether or not this is the conference that they should be at. There's a lot of choices out there, but this is the longest

running and largest healthcare HR conference in the country. I mean, we are 58 years and going and you know, with just a couple of couple of years offer or under a different medium obviously with COVID. So this is the second one back in person, you know, since COVID, and we're just excited to get people again back together in person having those conversations talking about, you know, talking about the staffing firms, hopefully they've put together in the last you know, the last year or so and just sharing ideas and sharing perspectives and sharing experiences, because that's really what it comes down to. You can get content in a webinar, you know, webinar contents, great reading content is great. But this is really an opportunity to rub elbows with your peers, tell stories, get a laugh, you know, cry on each other's shoulders. And, and that's what people really get out of our conference more than anything, you know, the people that are there year after year after year, they're there because of the content. And because of the experience, and probably just as much as those couple of things. They're there for their peers that they get to see only this one time a year and pick the brains and give them a big hug and talk about, you know, what they have in common and talk about what's changed in the last year.

10:49 - Luke

I couldn't agree more. And I think, you know, folks are on the fence about attending or not, I know, budgets are tight as they are, you know, across any industry. But this, I really got the feeling last year, you know, that if you're trying to move your career forward, right, and move the profession forward as well. This is where you need to be, you know, and if you're if you're trying to improve some of your skill sets in HR, or does improve the organization, ASHHRA is a great to not only get information and resources, but maybe find that next future mentor, as well. You know, and folks that have been around the industry for a while that, you know, we're kind of like the Michael Jordan's out there,

of, of HR, I had to plug my MJ from Chicago. You know, there are a lot of folks out there that are shooting stars, rising stars in their career, and it'd be awesome for you to mentor them as well. It really is a community where folks help each other out. So I'd really encourage folks just even go to try to do that. Do you see a lot of that happening Jeremy, at the conferences?

11:56 - Jeremy

Yeah, like I said, I think the relationships that are forged at the conference really are the catalyst for bringing people back. Undoubtedly, that there are mentor and mentee opportunities every single year. You know, undoubtedly, you're going to have a new crop of sort of new to the profession, folks that are looking for somebody to take them under their wing or looking for an opportunity to get into the healthcare, HR marketplace, maybe from other industries, maybe fresh out of school. And, and obviously, then we've got a lot of CA turbos and VPs of HR and seasoned professionals that are there to be able to take folks under their wing and provide them you know, not only with didactic understanding of this job, but really of the, the roles and responsibilities and, and sort of the caretaking that has to happen when you work in in such a tough environment like health care. And, you know, this is not working in HR in healthcare is not the same as in other industries, whether it's hospitality or manufacturing. You know, the folks that work in health care are stressed, and they, you know, they take their work home with them. And they, you know, they're often times unfortunately, you know, treated poorly and abused by patients and, and likely experienced some lateral violence or physical violence and, and being an HR professional in healthcare is not an easy job. And, you know, for folks that are new to the profession, being able to lean on those folks that have been, you know, in the trenches for years, is just an incredible advantage. You know, it really does provide them with, you know, with a sounding board with an

understanding and an experienced professional that can help them get through tough situations. And, and I hope that that all of the newer or new to the profession, folks that are going to show up at ASHHRA, are all going to leave with, you know, with some new names and phone numbers in their, you know, in their cell phone, so that when they're stressed when they're in a tough situation when they don't know how to react, you know, now they've got somebody to be able to call and lean on that, you know, that they wouldn't have otherwise made that connection with. So it really is it really is a great opportunity to use, you know, a great educational event to turn it into a really beneficial personal event. Yep.

14:34 - Luke

Couldn't agree more. So tell us a little bit tell everybody what the dates are and how they can get tickets. Give everyone the lowdown here.

14:46 - Jeremy

Yeah, so it's, you know, the event again, it's in beautiful Charlotte. It's Sunday, April 23 through Tuesday, April 25. We're going to you know, we've got some pre conference and social awkwardness oddities and first-time attendee reception and, and some learning sessions on Sunday keynote on Monday, you know, full day of, of dynamite education. Keynote is this year is Steve Catagen, who, who is the VP of talent at LinkedIn. And he's going to talk about the future of work. And then on Monday, or excuse me, then on Tuesday, we've got another great keynote, Dr. Jackson, Chief VP of Population Health from common spirit. And then we're going to close out the conference with a really great social event, you know, kind of the highlight of, of everybody's ASHHRA experience is, is our great social event that we put on. And, you know, we're gonna be at the NASCAR car Hall of Fame, which is connected to, you know, to the hotels, and to the

conference center. I'm not a huge NASCAR fan. You know, I know that plenty of our attendees will probably say, I'm not a big NASCAR fan, everybody that I've spoken with, and everybody that's experienced NASCAR fan or not, have been really impressed with, you know, with the interactive displays with the things that you can do, and, and experiences you can have there. So, if you, you know, you want to be on a pit crew, you can practice that if you want to be in a simulator, you can do that, if you just want to look around it, memorabilia can do that. And of course, for everybody that you know, doesn't want to think about driving, you know, there's going to be an opportunity for mingling and food and drinks and dancing, which is what we have at every one of our social events, and, and usually is the kind of the highlight of the event when it comes to, you know, experience at ASHHRA. So we're really excited to be there. And then obviously, everybody's heading home on Wednesday with a telephone full of new contacts. And, you know, hopefully a heart full of great experiences and mindful of new ideas.

16:55 - Luke

Man, that's an amen to all of that. That sounds great. I'm not a huge NASCAR fan myself, but just hearing you talk about it. It's going to be fun. I'm pretty excited. Yeah, I think it will be in folks, Bo and I will be there. Podcasting live from the conference as well. So if you want to go in and talk about some innovative things that you're doing in this space, we'd love to hear from you. Yeah, just stop and find us out and about and we'll have our own booth set up. And Jeremy, we couldn't be more grateful to be a part of this show and to attend the conference later this year. I think it's going to be you know, it's going to be dynamite.

17:35 - Jeremy

Yeah, we're happy to have you guys on the exhibit floor. I mean, that's the other thing that I probably haven't mentioned enough yet or at all yet, which is we literally have hundreds of exhibitors that are going to be there. Talking about and, and with ideas and products and services that are beneficial to healthcare, HR professionals. So, you know, if if you need a new talent management system, there are going to be plenty of folks there. You need some training, you know, aids related to workplace violence, we're going to have folks that are there, you want to be on the podcast, talk to Bo and Luke, you know, you want you know, you want you want to take a nice couple of cool pictures with your friends, we're gonna have a photo booth, you know, all the cool stuff that's going on, related to education. There's equally cool stuff going on in the exhibit space. And, and there are going to be a lot of folks there. And to be quite honest, you know, I've got to thank all of those business partners that you know, that attend and exhibit and sponsor the event because without them, we wouldn't, we wouldn't be putting on an event like ASHHRA23. You know, they really are the backbone. And the supporters of the event as much as our attendees are and as much as the ASHHRA staff has to make an effort. You know, without those guys and gals that are our business partners, we wouldn't be able to put on an event like this. So you know, thanks to all of them.

18:57 - Luke

We really appreciate it Jeremy. Folks, go to [ASHHRA.ORG](https://www.ashhra.org). You can register there. Feel free to reach out to Jeremy or myself with any questions. We really hope to meet you in person and see your teams in Charlotte in April. But Jeremy, thanks so much for this episode, and we'll see you soon.

19:17 - Jeremy

Thanks for having me. Looking forward to seeing everybody

About The ASHHRA Podcast

Co-hosts Bo Brabo and Luke Carignan from The Bo & Luke Show bring you the latest insights and trends in the world of human resources. Whether you're looking to stay up to date on the latest news and legislation or gain valuable insights into building a better workplace, the podcast has something for everyone. So sit back, relax, and join Bo and Luke every week for fresh episodes as they explore everything healthcare HR!

ashhra.org/ashhra-podcast/