THE URGENCY of NOW:

Maximizing Diversity to Accelerate Transformation

JUNE 18, 2014
The Westin Charlotte
601 South College Street
Charlotte, NC 28202
DEAR COLLEAGUES,

You are invited to attend the 12th annual Diversity Symposium hosted by Carolinas HealthCare System. This year’s signature diversity forum, themed “The Urgency of Now: Maximizing Diversity to Accelerate Transformation,” is projected to draw hundreds of teammates, physicians, senior executives and diversity practitioners, as well as community leaders, strategic partners and external guests.

This year’s agenda has been designed to immerse you in rich and meaningful learning opportunities that will reaffirm what our organization has known for some time: Diversity is one of the most important ways in which we achieve the mission of Carolinas HealthCare System and is central to how we grow the business. We believe the assets of our integrated system of care, our highly skilled and diverse workforce, our technology-enabled, evidence-based care and our noble mission will enable us to serve as a model for how the transformation of healthcare delivery should be implemented.

Year after year, the Diversity Symposium attracts some of the nation’s foremost experts in the areas of culturally competent care, diversity research, supplier diversity, multicultural marketing, workplace inclusion, strategic diversity management and other leading-edge diversity disciplines. Each of our speakers is committed to helping us leverage our considerable diversity advantage at Carolinas HealthCare System as we lead the way through accelerating healthcare transformation.

As we gather to examine innovative approaches to deliver on our System’s Diversity Agenda, we recognize “The Urgency of Now.” We extend our sincere appreciation to all who have contributed to the success of this Symposium, and we wish you a productive and memorable Symposium experience.

Please use the registration materials in this brochure to join us at this important event.

Sincerely,

Office of Diversity & Inclusion
Carolinas HealthCare System
LEARNING OBJECTIVES FOR THE SYMPOSIUM:

The 12th annual Diversity & Inclusion Symposium will support the following learning objectives:

• To provide a learning forum where national emerging and promising practices on diversity, inclusion and cultural competence can be identified to inform future healthcare policy and practice.

• To lend a perspective to the evolution of diversity in Culturally Competent Care, Workforce, Community and Diverse Customers.

• To highlight workforce and patient viewpoints to address current and emerging customer needs.

• To apply principles of diversity and inclusion in daily work life.
Please select one session from the Learning Forums below:

**WEDNESDAY, JUNE 18**
- 1. Disruptive Innovation: Return on Diversity
- 2. Organizational Culture in a Multicultural World
- 3. The Unspoken Health Stigma
- 4. Can Women Have it All?

**PLEASE COMPLETE THE REGISTRATION ONLINE AT**: [www.eventbrite.com](http://www.eventbrite.com)

For registration questions, call 704-631-0157.

**SYMPOSIUM REGISTRATION FEES**

- All Carolinas HealthCare System Teammates (Incl. Regional Teammates): no charge
- Register via [http://thecompetitiveedgechsteammates.eventbrite.com](http://thecompetitiveedgechsteammates.eventbrite.com)

- Registrants Requiring CMEs: $250.00
- Register via [https://thecompetitiveedge-cme-registrants.eventbrite.com](https://thecompetitiveedge-cme-registrants.eventbrite.com)

- Community Partners and/or Non-Carolinas HealthCare System Registrants: $250.00
- Register via [https://thecompetitiveedgenon-chsregistrants.eventbrite.com](https://thecompetitiveedgenon-chsregistrants.eventbrite.com)

**PAYMENT METHODS**

To pay by credit/debit card visit [www.eventbrite.com](http://www.eventbrite.com); select Conference and choose *The Competitive Edge: The Urgency of Now: Maximizing Diversity to Accelerate Transformation.*

**CE CREDIT**

CE Credit(s) pending

**CANCELLATION POLICY**

No refunds will be given for individuals who cancel fewer than five days prior to the event.

Carolinas HealthCare System teammates who cancel fewer than five days prior to the event will incur a registration fee charged to their department budget.

**CHS Facility and Department Name:**

___________________________________________

**BU and Dept. Number:**__________________________
### AGENDA: WEDNESDAY, JUNE 18, 2014

**THEME:** The Urgency of Now: Maximizing Diversity to Accelerate Transformation

All Plenary Sessions are in the Grand Ballroom, The Westin Charlotte

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tr>
<td>7:00 – 8:00 a.m.</td>
<td>REGISTRATION/CONTINENTAL BREAKFAST</td>
<td>Promenade/Foyer, The Westin Charlotte</td>
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<tr>
<td>8:10 – 8:20 a.m.</td>
<td>WELCOME</td>
<td>James E. Taylor, PhD&lt;br&gt;Vice President and&lt;br&gt;Chief Diversity Officer&lt;br&gt;Carolinas HealthCare System</td>
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<tr>
<td>8:20 – 8:30 a.m.</td>
<td>OPENING REMARKS</td>
<td>Debra Plousha Moore&lt;br&gt;Chief Human Resources Officer and&lt;br&gt;Executive Vice President&lt;br&gt;Carolinas HealthCare System</td>
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<td>8:30 – 8:45 a.m.</td>
<td>PRESIDENT’S PERSPECTIVE – Diversity is an Asset and Our Strength</td>
<td>Joseph G. Piemont&lt;br&gt;President and&lt;br&gt;Chief Operating Officer&lt;br&gt;Carolinas HealthCare System</td>
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<tr>
<td>8:45 – 9:00 a.m.</td>
<td>2014 CAROLINAS HEALTHCARE SYSTEM EXCELLENCE IN DIVERSITY AWARD PRESENTATION</td>
<td>Rahn K. Bailey, MD&lt;br&gt;Immediate Past President&lt;br&gt;National Medical Association&lt;br&gt;Danny Fong, MD&lt;br&gt;President&lt;br&gt;Chinese American Medical Society&lt;br&gt;Elena V. Rios, MD&lt;br&gt;President &amp; CEO&lt;br&gt;National Hispanic Medical Association&lt;br&gt;Robert M. Wah, MD&lt;br&gt;President&lt;br&gt;American Medical Association&lt;br&gt;Moderator: Zeev E. Neuwirth, MD&lt;br&gt;President – Chief Clinical Executive&lt;br&gt;Carolinas HealthCare System Medical Group&lt;br&gt;Carolinas HealthCare System</td>
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<td>9:00 – 10:30 a.m.</td>
<td>ENHANCING CULTURALLY COMPETENT CARE – Medical Associations Address Health Inequities</td>
<td>Moderation: Zeev E. Neuwirth, MD&lt;br&gt;Carolinas HealthCare System Medical Group&lt;br&gt;Carolinas HealthCare System</td>
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<td>10:30 – 10:45 a.m.</td>
<td>BREAK</td>
<td>曜日</td>
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<td>10:45 a.m. – 12:15 p.m.</td>
<td>CONCURRENT LEARNING FORUMS</td>
<td>See page 4</td>
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<tr>
<td>12:15 – 12:30 p.m.</td>
<td>BREAK</td>
<td>曜日</td>
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<tr>
<td>12:30 – 1:00 p.m.</td>
<td>LUNCHEON SERVED</td>
<td>曜日</td>
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<td>1:00 – 2:00 p.m.</td>
<td>THE MINER’S CANARY – Rethinking Diversity and Inclusion</td>
<td>Lani Guinier, JD&lt;br&gt;Bennett Boskey Professor of Law&lt;br&gt;Harvard Law School</td>
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<td>2:00 – 2:15 p.m.</td>
<td>BREAK</td>
<td>曜日</td>
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<tr>
<td>3:15 p.m.</td>
<td>CLOSING REMARKS</td>
<td>James E. Taylor, PhD&lt;br&gt;Vice President and&lt;br&gt;Chief Diversity Officer&lt;br&gt;Carolinas HealthCare System</td>
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Registration Begins: 7:00 a.m.<br>Doors Open: 7:40 a.m.<br>Program Begins: 8:10 a.m.
1. Disruptive Innovation: Return on Diversity
In this session, participants will learn the core values that will define winning organizations in the future. In doing so, will understand why diversity is a critical ingredient for the creation of wealth in the coming years and how diversity can help position your organization for explosive growth despite highly negative environmental factors. Dr. Erevelles will describe the concept of the “Erevelles Innovation Engine,” and how it can help transform your “organizational DNA” from one based on replication, hierarchy and optimization to one based on diversity, imagination and transformation. Participants will be challenged to leverage diversity to make strategic change a continuously recurring phenomenon throughout their organization. You will be challenged to generate fresh perspectives, breakthrough ideas and new paradigms to create a future vision for the organization. Come prepared to be taken to new levels of excellence. Participants will engage in game changing topics, including, diversity in the age of imaginative transformation, the role of diversity in managing rapid change, incremental vs. game-changing strategy, and innovation vs. efficiency.

SUNIL EREVELLES, PhD
Belk College of Business
University of North Carolina-Charlotte

2. Organizational Culture in a Multicultural World: Enhancing Cultural Competence through Change Management
Companies are frequently urged to rework, retool and reorganize in order to enhance competitiveness and effectiveness. Understanding an organization's culture can help determine why change may succeed or fail. Consider, for example, it is not enough to add new policies, if old systems that reinforce exclusionary practices, or the values that underlie them, are not removed. What is the culture of your organization and how has diversity influenced it? How is diversity best positioned through change management so that it is embedded into the fabric of our business operations? Participants of this breakout session will learn the elements that comprise organizational culture and the processes and techniques necessary to bring about sustainable effective change to advance diversity initiatives.

CRAIG B. CLAYTON, SR.
Founder & CEO
The Spartacus Group

3. The Unspoken Health Stigma: Exploring Mental Health Issues within Diverse Communities
Even more than other areas of health and medicine, the mental health field is plagued by disparities in the availability of and access to its services. Multiple factors often prevent diverse populations from getting the help they need – and when they do, the treatment is often inadequate or too late. Is it appropriate to tailor mental health treatment to those belonging to diverse cultures? Why is there stigma attached to mental health by some communities? Participants will leave this session with a deeper understanding of how culture affects the ways in which members from diverse backgrounds communicate and manifest symptoms of mental illness, their styles of coping, their family and community support and their willingness to seek treatment.

SHARON DENISE WISE
Certified Wellness Recovery Action Plan (WRAP) facilitator, artist, author and mental health advocate

VICTOR ARMSTRONG
Vice President, Facility Executive
Behavioral Health Randolph

JOHN SANTOPIETRO, MD
Chief Clinical Officer, Behavioral Health
Carolinas HealthCare System

4. Can Women Have it All?
Do women really experience a level playing field in the work environment? What are some perceptions of the professional image of a successful woman compared to her male counterpart? What value judgments do we place on women who choose a demanding career path? Work-life balance is a struggle for all professionals, but women in particular face harsh stereotypes when trying to create both a successful career and a fulfilling family life. The decisions made to manage life choices are often presented as a zero sum game for women, one where it is extremely difficult to excel in one area without sacrificing the other. This interactive session will profile successful strategies for women to feel empowered and validated in their quest for success in the workplace.

ANITA ROWE, PhD
Partner
Gardenswartz & Rowe

ABOUT OUR LEARNING FORUMS
LEARNING FORUM SPEAKERS

SUNIL EREVELLES, PhD
Belk College of Business
University of North Carolina-Charlotte

Dr. Erevelles is chairman of the Department of Marketing at the Belk College of Business at the University of North Carolina-Charlotte. Prior to his current role, he was on the faculty of the Marketing Department and the Marketing Area Coordinator at the Anderson School of Management, University of California-Riverside. His specialties are the future of innovation, and the creation of strategic advantage for the future. His research has been published in numerous journals. He has consulted and delivered seminars to CEOs, senior managers and government officials in almost every part of the world, including North America, Latin America, Europe, Australia, Asia and Africa. In the US, he has consulted, delivered seminars or conducted annual company retreats to executives at more than 100 organizations such as Boeing, the Compass Group, Hyundai Motor Company, Bank of America, the World President’s Organization, the Young President’s Organization and Lowes. He won teaching awards in 1991, 1993, 1996, 1997, 1998, 2000, 2001, 2002, 2006, 2009 and 2012.

CRAIG B. CLAYTON, SR.
Founder & CEO
The Spartacus Group

Craig B. Clayton, Sr., is the founder and CEO of the Spartacus Group, based in Houston, Texas. Since 1999, Craig has also been the director and diversity strategist of the International Institute for Diversity & Cross-Cultural Management. The Institute is located in the University of Houston’s C.T. Bauer College of Business. Craig has more than 20 years of diverse business experience, including positions as a CEO, COO, board member and corporate executive. He has worked with Fortune 500 firms in a variety of capacities, from operations to sales and marketing, and from training to research. Craig has a seasoned talent for designing and facilitating executive leadership workshops and creating customized corporate cultural assessments by using focus groups, surveys and employee interviews. He has designed and developed training curricula; facilitated training sessions; mentored diversity councils, committees and board members; and designed and developed programs and services to support organizations in their efforts to create and sustain long-term change in corporate culture. To date, his global outreach has spanned 20 countries including Mexico, Brazil, China and Indonesia.

SHARON DENISE WISE
Certified Wellness Recovery Action Plan (WRAP) facilitator, artist, author and mental health advocate

Following more than thirty years of jails, institutions and hospitals, Sharon calls herself a “surviving spirit,” whose life has been riddled with tragedies that have led to laws, policies and procedures being changed all over the country. She travels nationally and abroad, sharing her personal story and lessons she has learned. She consults with federal and private organizations, including the Women’s Trade Mission in England, and most recently with International Peers in Amsterdam and Germany. Sharon is a certified whole health and peer specialist and a certified WRAP facilitator. She holds a Master’s Degree in Human Services and is a talented visual and performing artist. She is the recipient of numerous awards and recognition, including: 2008 National VOICE; 2009 Martin Luther King, Jr. Community Services; 2011 Crisis Intervention Team; and 2012 First Place National Council for Behavioral Community Healthcare Award for contributions to the arts. She has written several plays, including the award-winning hit plays “Meet Me on the Moon” and “I Wish,” and a series of eleven self-published children’s books entitled “S. Dillan Collection” about a dog who has bipolar disorder and a trauma history.

VICTOR ARMSTRONG
Vice President, Facility Executive
Behavioral Health Randolph

Victor Armstrong has responsibility for operational and strategic oversight of inpatient beds, the psychiatric emergency department, and nine provider-based outpatient behavioral health programs on Carolinas HealthCare System’s Carolinas Medical Center-Randolph campus. Prior to his role with Carolinas HealthCare System, Victor served as behavioral medicine program manager with Cone Health System. Victor is a recognized leader in behavioral health in North Carolina; currently appointed to the state Three Way Hospital Contract Work Group, the state Crisis Solutions Coalition, the Advisory Group for the Statewide Telepsychiatry Project, and serving on the North Carolina Hospital Association workgroup on Mental Health. In addition, Victor was voted 2012 Mental Health Professional of the Year by the National Alliance on Mental Illness NC for his advocacy in strengthening community mental health resources. Victor graduated Magna Cum Laude with a degree in Business Administration from NC Central University and received his graduate degree in Social Work from East Carolina University.
Panel Discussion:

RAHN K. BAILEY, MD  
Immediate Past President  
National Medical Association

Rahn K. Bailey currently serves as the Chairman of the Department of Psychiatry at Meharry Medical College in Nashville, Tennessee. He earned his MD from the University of Texas Medical Branch in Galveston in 1990. He completed his residency in Psychiatry at the University of Texas and he then went on to complete a fellowship in Forensic Psychiatry at Yale University in New Haven, Connecticut. Dr. Bailey has held Assistant Professor and Associate Professor clinical teaching positions at several distinguished institutions, including UT-Houston, Baylor, Tulane and at UAB. He is certified in General Psychiatry and Forensic Psychiatry by the American Board of Psychiatry and Neurology. He has 17 peer-reviewed articles, 12 invited articles and 1 book chapter published. He has given 27 academic Grand Round and 15 Hospital Grand Round lectures. Dr. Bailey is a member of several professional medical societies and he has received a variety of academic awards and honors.

ANITA ROWE, PhD  
Partner  
Gardenswartz & Rowe

Anita Rowe began helping organizations with diversity in 1977 when she and her partner, Lee Gardenswartz, PhD, worked with Los Angeles Unified School District to deal with its diversity challenges at the time of mandatory integration. Since that time they have specialized in Diversity and Inclusion for a variety of domestic and international clients, helping them manage change, build productive and cohesive work teams, and create inter-cultural understanding and inclusion in the workplace. In addition to direct client relationships, Lee and Anita have also helped organizations through their writing on diversity. They have co-authored a series of books, including “What It Takes: Good News from 100 of America’s Top Professional and Business Women, Managing Diversity: A Complete Desk Reference and Planning Guide, Diverse Teams at Work, Managing Diversity in Health Care,” and “Emotional Intelligence for Managing Results in a Diverse World.” Gardenswartz & Rowe’s healthcare clients include Harvard Medical School, Norton Healthcare, UCSF Medical Center, Kaiser Permanente and UCLA Medical Center.

DANNY FONG, MD  
President  
Chinese American Medical Society

Danny Fong was born and raised in New York City’s Chinatown. A first-generation Chinese-American whose parents emigrated from China in the 1950s, he attended public schools and Stuyvesant High School before completing his undergraduate studies at Amherst College in 1982. Dr. Fong received his medical degree from the University of Rochester School of Medicine. He then fulfilled his residencies and fellowships in General Surgery at New York Medical College, Plastic and Reconstructive Surgery at Albany Medical Center and Hand Surgery at the Connecticut Combined Hand Program in Hartford. Upon completion of his training, Dr. Fong returned to his roots in Chinatown in 1993 to open his own private practice specializing in plastic, reconstructive and hand surgery. In addition to a diverse patient mix from across the New York City metro area, he still serves a contingent of older Chinese patients, with whom he converses in dialects first taught to him by his grandmother. Dr. Fong currently serves on the board of the Asian American Accountable Care Organization.
PLenary Speakers

Elena V. Rios, MD  
President & CEO  
National Hispanic Medical Association

Dr. Rios serves as president & CEO of the National Hispanic Medical Association (NHMA), representing Hispanic physicians in the United States and working to improve the health of the Hispanic population. Dr. Rios earned her BA in Human Biology/Public Administration at Stanford University in 1977, MSPH at the University of California, Los Angeles (UCLA) School of Public Health in 1980, and her MD at the UCLA School of Medicine in 1987. She completed her Internal Medicine residency at the Santa Clara Valley Medical Center in San Jose and the White Memorial Medical Center in East Los Angeles in 1990, and her NRSA Primary Care Research Fellowship at UCLA Division of General Internal Medicine in 1992. Rios was presented with the honorary Doctor of Science by Lehman College in 2010. Dr. Rios has lectured, published articles and received several leadership awards, including the 2009 Top 100 Influential and Innovative Hispanics from Hispanic Business Magazine. Dr. Rios has received numerous honors, including awards from the U.S. Department of Health and Human Services, and the Congressional Black, Hispanic, Asian and Native American Caucuses.

Robert M. Wah, MD  
President  
American Medical Association

Robert M. Wah, MD, is a board certified reproductive endocrinologist and OB/GYN. He practices and teaches at the Walter Reed National Military Center in Bethesda, MD, and the National Institutes of Health. A nationally recognized expert in health information technology, Dr. Wah is chief medical officer for Computer Sciences Corporation. In 2012, he was voted No. 10 in “Modern Healthcare magazine’s” “50 Most Influential Physician Executives” and featured on the cover of “Washington Technology.” In 2008, Dr. Wah graduated from the Advanced Management Program at Harvard Business School. Born and raised in Oregon, Dr. Wah graduated Phi Beta Kappa from the University of Oregon with a bachelor’s degree in chemistry and received his MD from the Oregon Health Sciences University. He did his OB/GYN residency at the National Naval Medical Center in Bethesda and reproductive endocrinology fellowship at Harvard in the Brigham and Women’s Hospital in Boston. Dr. Wah served more than 23 years on active duty as a captain in the U.S. Navy Medical Corps.

Zeev E. Neuwirth, MD  
President – Chief Clinical Executive  
Carolinas HealthCare System Medical Group  
Carolinas HealthCare System

As president and chief clinical executive for Carolinas HealthCare System Medical Group, Dr. Neuwirth focuses on quality process improvement to ensure patients receive the highest quality care and are heard in the process. Dr. Neuwirth attended Tufts University and graduated from the University of Pennsylvania School of Medicine, completing an internship and residency in internal medicine at the Mount Sinai Hospital in Manhattan. He is board certified in internal medicine and holds a master’s degree in healthcare management from the Harvard School of Public Health. He currently teaches healthcare strategy and innovation at the Harvard School of Public Health in Boston and is an innovation advisor within the Center for Medicare and Medicaid’s Innovation Center. Dr. Neuwirth’s articles on humanism in healthcare have been published in medical journals as well as in “The New York Times” and “Newsweek.” His efforts to change the culture of healthcare have been featured in “Forbes,” “Fast Company,” “WebMD,” the “Yale School of Management Journal” and “The Boston Globe.” Dr. Neuwirth has developed nationally recognized programs in physician leadership development, and he lectures nationally on both innovation and the use of Lean process improvement.
Keynote Speakers:

LANI GUINIER, JD
Bennett Boskey Professor of Law
Harvard Law School

In 1998, Lani Guinier became the first African-American woman to be appointed to a tenured professorship at Harvard Law School. Before joining the faculty at Harvard, she was a tenured professor for ten years at the University of Pennsylvania Law School. Guinier came to public attention when she was nominated by President Bill Clinton in 1993 to head the Civil Rights Division of the Department of Justice, only to have her name withdrawn without a confirmation hearing. Guinier turned that incident into a powerful personal and political memoir, “Lift Every Voice: Turning a Civil Rights Setback into a New Vision of Social Justice.” The author of many articles and op-ed pieces on democratic theory, political representation, educational equity, and issues of race and gender, Guinier’s writings include “The Miner’s Canary,” written with Gerald Torres, about the experience of people of color as a warning or “canary,” signaling larger institutional inequities. A graduate of Radcliffe College of Harvard University and Yale Law School, Guinier has received numerous awards and is the recipient of 11 honorary degrees.

JOHN QUIÑONES
Host of “Primetime: What Would You Do?”
ABC News

John Quiñones is the Emmy Award-winning co-anchor of ABC newsmagazine “Primetime” and has been with the network nearly 30 years. He is the sole anchor of the “Primetime” series “What Would You Do?,” one of the highest-rated news magazine franchises in recent years. During his tenure, he has reported extensively for ABC News, predominantly serving as a correspondent for “Primetime” and “20/20.” His work for “What Would You Do?,” ABC’s hidden camera, ethical dilemma series, captures the way people react when confronted with dilemmas that compel them to either take action or walk away. Having grown up in a poor family of migrant workers and eventually becoming ABC’s first Latino correspondent and a seven-time Emmy Award winner, Quiñones shares his powerful story, encouraging people to pursue their dreams regardless of socioeconomic barriers.
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