

# WEBINAR

**JUNE 21, 2023**

**3:00 – 4:30PM EST**

## ***“Using Innovative Approaches to Drive Competitive Advantage for Healthcare Employers in the Labor Market”***

Nearly every discussion we have had recently with our Roundtable members about the most significant challenges facing their organizations begins with the topic of labor force issues, in general, and nurse staffing issues, in particular. CEO Healthcare Roundtable is pleased to invite you to join us for a timely presentation and discussion on innovative ways to address these challenges including sharing successful programs that some leading health systems have developed to reduce reliance on traditional staffing agencies while lowering costs without sacrificing quality.

In this online seminar **Healthcare Workforce Logistics President, Jonathan Ward, and Grady Health System Vice President of Human Resources, Sabrina Broadnax**, will share insights on the innovative contingent labor management solution implemented by Grady Health System called “Grady Works.” As a result of this program, Grady is attracting top-tier talent, maximizing operational flexibility, and significantly reducing cost. By participating in this CEO Healthcare Roundtable, participants will learn how to:

- Create their own branded internal travel staffing agency to reduce external agency staffing costs by 10%-20%
- Build compensation plans that attract the best contingent workers in the market
- Leverage technology to manage screening and onboarding
- Establish effective compliance, timekeeping, invoicing and reporting processes

## Presenters



**Jonathan W. Ward**  
President, Healthcare  
Workforce Logistics



**Sabrina C. Broadnax**  
Vice President, Human  
Resources, Grady Health System



[www.CEOHealthcareRoundtable.com](http://www.CEOHealthcareRoundtable.com)

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We would like to thank CEO Healthcare Roundtable Corporate member, **Samantha Platzke, CPA, MHA, President & CFO, CareLogistics**, for assisting us with creating this Webinar. We are pleased to be offering this program to existing CEO Healthcare Roundtable Members as well as individuals and organizations considering becoming a member of the CEO Healthcare Roundtable.

**Recognizing the importance and impact of this presentation, please feel free to invite other members of your executive team to join you for this timely presentation and discussion.**

Please contact Alexis Matic today at [alexis@healthcareroundtable.com](mailto:alexis@healthcareroundtable.com) to reserve your spot and to receive your Zoom invitation. If you have any questions, please contact Alexis at the above email.

**We hope you will be able to join us on!**

## **Marty Hauser**

Facilitator, CEO Healthcare Roundtable

## **Alexis Matic**

President, The Healthcare Roundtable

**Next Scheduled  
In-Person Meeting**

**October 4 – 6, 2023**



**The Ritz Carlton**  
1881 Curtis Street  
Denver, CO 80202

There is still time to register for the meeting and to reserve your discounted hotel room. Please contact Alexis at: [alexis@healthcareroundtable.com](mailto:alexis@healthcareroundtable.com) for more information.



**CEO Healthcare  
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