

PRESIDENT'S MESSAGE

An Exciting New Year in 2010

By Dayna Nicholson

In 2006, WHA celebrated its 25th Anniversary, which means this year we will turn 29 (...for the first time!). If you attended January's 2010 Annual Meeting, you know that we are winding up our third decade with a terrific roster of members, solid financial statements, and an ambitious two-year Strategic Plan designed to raise our public profile and help us make WHA the premier professional organization for Southern California women making their careers in health care administration.*

That we are in such good shape is due to the many women who have given their time and energy to leading the organization over the years, and I'd like to offer a special "Thank You" to our outgoing members of the Board of Directors: **Trudi Carter, M.D.** of CalOptima, **Ruthie Goldberg** of So. Cal. Permanente Medical Group, **Ling Kung** of Kaiser Permanente, and **Suzanne Yu** of Facey Medical Foundation. These ladies have provided great service to WHA, and we really appreciate their efforts over the last few years.

Looking to the future, we welcome seven returning and five new Directors to the Board for 2010. I am excited to work with this group of talented women as we implement the 2010-2011 Strategic Plan. Our Plan resulted from the Board's efforts over a number of months, beginning with a Strategic Planning Session at which WHA members participated in focus groups, sharing their preferences on topics including WHA's activities, educational programs, membership demographics and communication with members. The Objectives that came out of your comments are as follows (in order of priority):

- (1) Increase the number of senior-level members,
- (2) Enhance WHA's public profile,
- (3) Modernize our IT-system infrastructure,
- (4) Honor members for service to WHA and the health care industry, and

- Enhance members' educational opportunities (tie),
- (6) Increase participation of senior-level members, and
Enhance communication with and networking among members (tie),
- (8) Enhance the membership experience of student and entry-level members,
- (9) Improve the financial viability of the organization, and
- (10) Strategic Planning for 2012-2013.

Our 2010 Board has already rolled up its sleeves and started to work on these Objectives. We are putting more focus on the first five Objectives this year, but we are working on all of them to some degree. For example: **Membership Co-Chairs Judy Vaccaro** of Anthem Blue Cross and **April Vicchilli** of Children's Hospital Los Angeles are brainstorming ideas for increasing the number

(article continued on page 4)

PLEASE JOIN US

WHA PRESENTS A SPECIAL EVENT

2010 Woman of the Year Gala

Honoring

LESLIE MARGOLIN

PRESIDENT AND GENERAL MANAGER
ANTHEM BLUE CROSS

MONDAY, MARCH 8, 2010

PASADENA, CA

THE ROCOCO ROOM AT CAFÉ SANTORINI
6:00 – 9:00PM

Contact Michelle at mtui@ca.rr.com for more information.

JANUARY 2010 EVENT

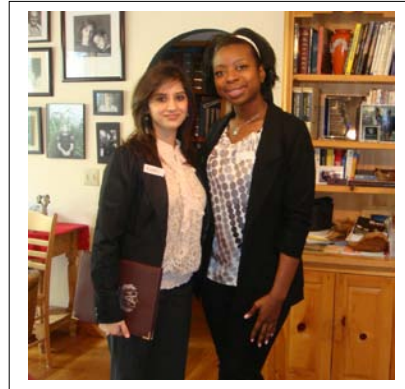
WHA Meet the Board and Annual Meeting Event

By Veronica Orrick

WHA's Annual Meeting was held on January 30th at the lovely home of board member Diana Hilberman. The new board of directors for 2010 along with 20 members enjoyed a catered lunch while networking.

After the delicious lunch, newly-elected board president Dayna Nicholson presented the official business portion of the meeting, including an introduction of the board members, review of 2009 financial performance, and announcement of the 2010-2011 strategic plan.

Events Committee Co-Chairs Kim Panzuto and Sylvia Vasquez led the group in a stimulating exercise based on Our Kitchen Table questions from The Women's Conference in Long Beach last October. We learned and shared ideas about career advice, saving money, living greener and being healthier. Many thanks go out to our gracious hostess Diana Hilberman for opening up her beautiful home to fellow WHA members! ❖



Some of the WHA Members attending the event



MEET THE BOARD

(Top row, l to r)

Nina Niu-Ok, Indu Bulbul Sanwal, Judy Vaccaro, Diane Ung, Dayna Nicholson (President), Amy Wittig

(Bottom row, l to r)

Vicky Tai, Kim Panzuto, Sylvia Vasquez, Diana Hilberman, Ada Clark, April Vicchilli

Sharing ideas in the Our Kitchen Table exercise



MARCH 2010 EVENT**Join WHA at the 2010 Woman of the Year Gala**

On March 8, 2010, WHA will be hosting an event honoring Leslie A. Margolin as WHA's 2010 Woman of the Year. Leslie Margolin is President and General Manager of Anthem Blue Cross and Chief Executive Officer of the company's Anthem Blue Cross Life & Health affiliate. Combined, the companies serve more than eight million Californians. Her career includes serving as national chief operations leader for Kaiser Permanente, as well as President and General Manager of CIGNA Corporation. Leslie is also involved in many charitable activities, including the March of Dimes and AIDS Project LA.

The event will take place in Café Santorin's Rococo Room in Pasadena, beginning at 6:00pm with networking and hors d'oeuvres, followed by dinner, and then the presentation of the award to the honoree.

Please join WHA as we celebrate Leslie Margolin, an amazing Woman in Health Administration! ☒

For registration & sponsorship details, please contact Michelle at mtui@cal.rr.com

**WHA RECOGNIZES OUR GALA TABLE SPONSORS***Virtuoso

Anthem Blue Cross Provider Engagement and Contracting
The Hospital Association of San Diego and Imperial Counties,
The Hospital Association of Southern California, The Hospital
Council of Northern and Central California, and The National
Health Foundation

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Diana Hilberman, DrPH

**As of publication of newsletter*

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Nicholson Fitness

PRESIDENT'S MESSAGE CONTINUED (FROM PAGE 1)**....Exciting Year in 2010**

...and participation of executive members, and **Past-President Diane Ung** of Foley & Lardner L.L.P. is working to establish an Advisory Board so that we can better tap into those ladies' knowledge and experience.

In addition, Communications Co-Chairs **Nina Niu-Ok**, an Independent Consultant, and **Indu Bulbul Sanwal** of HealthCare Partners are diligently working with an **IT Subcommittee** (led by **Special Advisor Monica Waggoner** of The Weingart Center Association) to redesign the look and functionality of our website. In the future, we hope to offer members the ability to renew their membership and register for events online, search an electronic member directory, and access other features that have become standard for organizations such as ours.

Finally, in addition to the great educational and networking events we put on each year, **Events Co-Chairs Kimberly Panzuto** of VA Desert Pacific Healthcare Network and **Sylvia Vasquez** of Honored Citizens Choice Health Plan are contemplating discipline-specific events to encourage interaction among members in specific segments of the health-care industry. These are just a few of the ambitious projects we've embarked upon this year, and our other Directors, **Secretary Ada Clark** of VA Long Beach Healthcare System, **Treasurer Vicky Tai** of Ce-

dars-Sinai Medical Center and **Members-at-Large Diana Hilberman** of the UCLA School of Public Health and **Amy Wittig** of Health Net are pitching in on these other endeavors.

While all of this activity by the Board is great, WHA exists for and because of its members. We developed the Strategic Plan with you in mind, and we'd love your feedback and assistance as we work toward these goals. Each of our Directors' email addresses are listed on the last page of this newsletter. **I encourage you to contact us with your ideas and to volunteer to help with the work of the various committees.** With your help, we can ensure that WHA is successful for each and every 29th Anniversary to come.

-Dayna Nicholson, President
(Fulbright & Jaworski L.L.P.)

**The materials we handed out at the Annual Meeting are available in the "Members Only" section of our website, www.womeninhealthadministration.com. Members who would like to access the materials but don't have the login and password information should contact Michelle Tui at mtui@ca.rr.com. ❄*

**Social Networking with WHA**

Be sure to join our groups to receive the latest events updates and to network with fellow members.

Directions to Join

Facebook: Select 'Groups' on home page → Type in 'WHA' in the 'Search box' → Select 'WHA - Women in Health Administration of Southern California' → Select 'Join This Group'

LinkedIn: Select 'Groups' on home page → Select 'Group Directory' → Type in 'WHA' in the 'Search Groups' box → Select 'WHA' → Select 'Join This Group'

NOTE: Anyone can join WHA at Facebook, but you must be a WHA member to join WHA at Linked In

WHA WOULD LOVE TO HEAR FROM YOU!

Please let us know of any important news in your lives, ideas for events and activities, book reviews, articles, etc. Better yet, get involved and lend your talent and ideas by joining one of the WHA committees!

ARTICLE: PROFESSIONAL DEVELOPMENT**Winning and Retaining Top Employees***By Marie Bouvier, WordSculpture*

The economy is finally starting to look up. As companies consider when their hiring freezes will thaw, you should be aware of two things:

1. You may be able to find talented new staff as the job market expands.
2. You might lose valuable members of your team as they also join the search for better salaries.

A smart manager will begin planning now to win and retain top employees. You don't have to break your budget to do it. These simple steps will go a long way toward ensuring employee satisfaction for both new hires and existing staff.

1. Create career plans for each of your staff. Employees want to have more than just a job; they want a career. Make your staff feel like valued team members with a future in the company. Talk to them about career goals, then work together to create career plans. Ensuring that they make and meet goals speaks well of you as a manager, and it keeps your employees motivated.

2. Hold regular staff meetings. Sounds simple, but you need to know what is going on with your staff. The best way to do that is with a regular staff meeting. Be sure that your meetings have a time for employees to raise concerns or ask questions. By creating an avenue of communication, you can avoid a lot of potential problems. Keeping input flowing—both ways—makes a better workplace for everyone.

3. Review your benefits package. Benefits can be the deciding factor in a job search. Even when salary won't measure up, people will choose to stay—or go—based on the benefits package. The surprising thing to note is that some benefits may not have to cost you more.

Check to see if there are wellness programs associated with your current insurance—and make sure employees know about them. Some wellness programs include gym membership reimbursement, discounted alternative health options, free books or DVDs, and more.

Your current 401(k) or retirement program provider probably offers free planning seminars for members. They can teach your staff how to plan more effectively

for retirement or ways to maximize their cafeteria plan benefits.

Employee recognition programs can be low cost or free. Even a small gift card makes a big impact when you're thanking someone for a job well done. Personal notes or emails that follow up accomplishments are a great recognition, especially when you send copies to other team members or higher management.

Offering telecommuting is a benefit that can actually save your company money while promoting job satisfaction. Flexible schedules are another win/win option, allowing employees to meet their own priorities while improving your department's coverage.

4. Make training a priority. External training may be on hold or minimized during lean budget times, but you can still make sure you are training internally. Offer your employees opportunities to learn on multiple levels. There are many options for inexpensive or free online training. Create a small corporate library where business books and publications can be shared. Or develop a staff newsletter or email that has links to relevant industry articles online.

These small changes can make a big difference in job satisfaction. Retain your best employees and win top quality new ones, and you'll be prepared for any economic climate. ❖

*Marie Bouvier is a professional business writer and editor with WordSculpture. She has extensive experience with resume writing and job searches. For more information, visit www.wordsculpture.com. **Mention WHA for a 25% discount off all services.***

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Editor:
Nina Niu-Ok
(818) 368-4917
nina@theoks.com

WHA 2010 BOARDPresidentDayna Nicholson dnicholson@fulbright.comSecretaryAda Clark mizzada@gmail.comFinance ChairVicky Tai vickytai@gmail.comMembership ChairsJudy Vaccaro judyvaccaro@socal.rr.comApril Vicchilli april.vicchilli@hotmail.comEvents ChairsKimberly Panzuto kimberly.panzuto@va.orgSylvia Vasquez svasquez@mycchp.comCommunication ChairsNina Niu-Ok nina@theoks.comIndu Bulbul Sanwal ibsanwal@gmail.comMembers-at-LargeDiana Hilberman hilberma@ucla.eduAmy Wittig amy.wittig@gmail.comImmediate Past PresidentDiane Ung diane.ung@foley.comSpecial Advisor to the Board-IT

Monica Waggoner



P.O. Box 77932
Corona, CA 92877-0131

**MEMBERS ON THE MOVE
& NEW MEMBERS****New Members****Hildegarde Aguinaldo** is a student at UCLA.**J'Vawna Bell** is a student at Loma Linda University.**McAlina Bell** is a student at Loma Linda University.**Komal Badar** is a student at Loma Linda University.**Rosario Chavez** is a Business Change Manager at Anthem Blue Cross.**Anita DeLucio** is a Health Care Compliance Specialist at Kaiser Permanente.**Yolanda Greer** is a Contract Executive at Humana Inc. and a student at CSULB.**Ilonka Grewar-Russell** is a Practice Specialist at Kaiser Permanente.**Denise Gutierrez** is an Associate at PricewaterhouseCoopers LLP.**Leeann Habte** is an Associate at Foley & Lardner LLP.**Jill Hagelganz** is a Manager & Educator at Pomona Valley Hospital Medical Center.**Jazmin Johnson** is a student at Cal State Northridge.**Gayathri Jith** is Vice President Operations at Valley Presbyterian Hospital.**Melissa Martell** is a Student at CSULB.**Kristina McBrearty** is a student at Loma Linda University.**Vanessa Nguyen** is a student at Loma Linda University.**Alexandra Palacio** is a student at CSULB.**Judy Waltz** is a Partner at Foley & Lardner LLP.**Caroline Yacoub** is a Student at CSULB and an Administrator at Yacoub Medical Group.**Lodel Saga Yerro** is a Community Services Coordinator at Torrance Memorial Medical Center.**Members on the Move****Paula Appelhans** is a Master of Laws (LLM) Student at University of Essex**Judy Beserra** is now a Vice President, Business Development at The Comp Specialists.**Yvette Chen** is now Senior Clinical Performance Analyst at Face Medical Foundation.**Kelly Hendrix** is now Manager at MDS Consulting.**Colleen Nevins, RN** is now Simulation Lab Instructor/Lecturer at Cal State University Channel Islands.**Indu Bulbul Sanwal** is now a Senior Project Manager at HealthCare Partners.**Sherri L. Thompson-Brusca** is now Clinical Program Developer Strategic Planning at Holy Cross Hospital.**Khanh Vu** is now Vice-President, Medi-Cal at SCAN Health Plan.