



Leadership North Carolina

Class 31 Blue Cross and Blue Shield of North Carolina Health and Human Services Session

February 6-8, 2024
Greenville

[#LNC31]

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Class 31 Blue Cross and Blue Shield of North Carolina
Health and Human Services Session
February 6-8, 2024

Base Hotel

Hilton Greenville
207 Greenville Boulevard SW
Greenville, NC
(252) 355-5000
[Hilton Greenville Website](#)

Session Goals

1. Present an overview of the health and human services systems in North Carolina.
2. Define opportunities to improve access to resources to mitigate negative effects related to social situations.
3. Compare and contrast cost models for health.
4. Illustrate examples of community partnerships to health.
5. Explore how health and human services connects to government, education, economic development, the environment, and inclusive leadership in North Carolina.

Planning Committee

Dr. Sara Imhof, Program Chair
Senior Director
North Carolina Biotechnology Center
Wake

Dr. Bahby Banks, Co-Chair *Durham*
Chief Executive Officer
Pillar Consulting

Dr. Lisa Shock, Co-Chair *Wake*
Chief Population Health Officer - Medicaid Plan
UnitedHealthcare

Cameron Cremeens *Wake*
Director, Strategic and Business Planning
Novant Health

Chakana Fowler *Mecklenburg*
Vice President, Senior Relationship Manager
Bank of America

Kim Green *Iredell*
Manager of Retail Banking
First Citizens Bank

DJ Jones *Johnston*
Regional Director
M&C Assemblies

Jason King *Out of State*
Financial Controller
Montana Knife Company

Christina McNally *Catawba*
Chief Strategy Officer
Carolina Caring

Randy Mirador *Wake*
Director, Governance, Risk and Compliance
Blue Cross and Blue Shield of North Carolina

Mike Walker *Guilford*
Regional Director - External Affairs
AT&T

Each planning committee for the Class 31 program year is made up of members from LNC Class 30

Tuesday, February 6, 2024

Optional Activity: Conetoe Family Life Center, 204 North Railroad Street, Conetoe, NC. Casual indoor/outdoor attire that can get dirty, closed-toed shoes required.
Reception: Julep, Hilton Greenville, 207 B Greenville Boulevard SW, Greenville. Business casual attire.

1:00 – 3:30 pm	Tour and Volunteer Shift at Conetoe Family Life Center (Optional) Advance RSVP required. Casual indoor/outdoor attire, closed-toed shoes.	Rev. Richard Joyner Founder, Conetoe Family Life Center Pastor, Conetoe Chapel Missionary Baptist Church
5:30 – 7:00 pm	Session Reception at Julep (Optional) Advance RSVP required. Business casual attire.	

Wednesday, February 7, 2024

Breakfast and Meeting: East Carolina Heart Institute, 115 Heart Drive, Greenville, NC. East Carolina University® ADA Accommodation: (252) 737-1018 or ada-coordinator@ecu.edu. Business casual attire.
Class Dinner: Native Fine Diner, 907 Dickinson Avenue, Greenville. Casual attire.

8:00 – 8:30 am	Breakfast (Optional) Advance RSVP Required	
8:30 – 9:00 am	Setting the Stage	Dr. Sara Imhof Senior Director North Carolina Biotechnology Center LNC Class 30 Alumna and Class 31 Program Chair
		Dr. Bahby Banks Chief Executive Officer Pillar Consulting LNC Class 30 Alumna and HHS Session Co-Chair
		Dr. Lisa Shock Chief Population Health Officer - Medicaid Plan UnitedHealthcare LNC Class 30 Alumna and HHS Session Co-Chair
9:00 – 9:10 am	Local Welcome	Dr. Michael Waldrum Chief Executive Officer, ECU Health Dean, Brody School of Medicine at East Carolina University
9:10 – 9:30 am	Class Business: Planning Committee Overview	LNC Team
9:30 – 9:40 am	Take a Moment	HHS Session Planning Committee
9:40 – 10:00 am	Morning Break Snack and beverages will be provided	
10:00 – 10:45 am	Root Causes	Dr. Ciara Zachary Assistant Professor UNC Gillings School of Global Public Health
10:50 – 11:40 am	Pulse of the State: Human Services and Healthcare	The Honorable Kody H. Kinsley Secretary NC Department of Health and Human Services

11:40 am – 12:10 pm	A Day in the Life: Food Insecurity	Kim Green <i>Manager of Retail Banking First Citizens Bank LNC Class 31 Alumna</i>
12:10 – 12:55 pm	Lunch	
12:55 – 2:15 pm	Health: What's the Cost?	Dr. Adam Zolotor <i>Professor, Department of Family Medicine UNC School of Medicine</i>
		Paul Hendley <i>Director, Value Programs Operations and Strategy Blue Cross and Blue Shield North Carolina</i>
		Ki'Yonna Jones <i>Senior Training Associate North Carolina Institute for Public Health</i>
2:15 – 2:35 pm	Afternoon Break	
2:35 – 3:45 pm	Regional Spotlight	Sharon Goodson <i>Executive Director North Carolina Community Action Association</i>
		Kimberly Reaves <i>Chief Operating Officer Boys & Girls Clubs of the Coastal Plain</i>
		Juencio Rocha-Peralta <i>Executive Director AMEXCAN</i>
		Diane Taylor, Moderator <i>CEO, Taylor Made Publishing ECU Health Board of Directors and ECU Health Foundation Board</i>
3:45 – 3:50 pm	Move It	HHS Session Planning Committee
3:50 – 4:00 pm	Wrap Up and Adjourn	
6:30 pm	Class Dinner <i>Casual attire</i>	Native Fine Diner

Thursday, February 8, 2024

Breakfast and Meeting: East Carolina Heart Institute, 115 Heart Drive, Greenville, NC. East Carolina University® ADA Accommodation: (252) 737-1018 or ada-coordinator@ecu.edu. Business casual attire.

8:00 – 8:30 am	Breakfast (Optional) <i>Advance RSVP Required</i>	
8:30 – 8:50 am	Reflections	Dr. Sara Imhof <i>Senior Director North Carolina Biotechnology Center LNC Class 30 Alumna and Class 31 Program Chair</i>

8:50 – 9:50 am	Innovations in Health Technologies: Enhancing Access to Evidence-Based Care	Dr. Sy Atezaz Saeed <i>Professor and Chair Emeritus Department of Psychiatry and Behavioral Medicine Brody School of Medicine at East Carolina University</i>
9:50 – 10:00 am	Munchies and Mindfulness	HHS Session Planning Committee
10:00 – 10:20 am	Morning Break <i>Snack and beverages will be provided</i>	
10:20 – 10:40 am	Class Business: General	LNC Team
10:40 – 11:30 am	Leadership Profile	Dr. Michael Waldrum <i>Chief Executive Officer, ECU Health Dean, Brody School of Medicine at East Carolina University</i>
11:30 am – 12:15 pm	Lunch	
12:15 – 1:00 pm	A Day in the Life—End-of-Life Planning	Mike Mazzoni <i>Regional Sales Director OneAmerica</i>
1:00 – 1:05 pm	Step It Out	HHS Planning Committee
1:05 – 2:00 pm	A Trauma-Informed Approach to Meeting the Mental Health Needs of Children and Families in NC	Dr. Ernestine Briggs-King <i>Associate Professor, Duke University School of Medicine Director of Research, Center for Child and Family Health Director, Data and Evaluation Program, UCLA-Duke University National Center for Child Traumatic Stress</i>
2:00 – 2:20 pm	Connecting the Dots	HHS Session Planning Committee
2:20 – 2:30 pm	Wrap Up and Adjourn	LNC Team