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SHAPING THE FUTURE

2026 VIRGINIA HOSPITAL AND HEALTHCARE LEADERS SUMMIT

VHHA CENTENNIAL CELEBRATION

NOVEMBER 4-6, 2026

THE OMNI HOMESTEAD RESORT

HOT SPRINGS, VIRGINIA

WELCOME

Welcome to the 2026 Virginia Hospital and Healthcare Leaders Summit at the Omni Homestead Resort. For years, this has been the site of one of the marquee annual events presented by the Virginia Hospital & Healthcare Association (VHHA). That tradition continues this year as we celebrate VHHA's 100th anniversary.

A century ago, a small group of hospital leaders came together because they believed Virginia's hospitals could accomplish more united than alone. That belief has guided our Association through a hundred years of profound change. Those years brought the expansion of modern medicine, the creation of Medicare and Medicaid, the rise of integrated health systems and the extraordinary test of the COVID-19 pandemic. Through it all, VHHA has remained a steadfast advocate, convener, and partner for the hospitals and health systems that serve every corner of the Commonwealth.

That service has never been more vital than it is today. Virginia's hospitals and health systems provide essential medical care and are open around the clock to anyone who needs them. They protect public health and respond in times of crisis. They are also major employers and economic anchors in their communities. Each day, hospital caregivers bring compassion and healing to countless Virginians.

As we mark our first century of service, the healthcare delivery system also faces future uncertainty. Shifts in federal health policy and funding threaten the financial stability that supports access to care, especially for our most vulnerable patients and rural communities. Persistent workforce shortages strain care teams. Demand for care is growing as our population ages and chronic disease is prevalent. Rapid technological advances, from artificial intelligence to new models of virtual care, are changing how care is delivered. It also challenges us to adapt thoughtfully and responsibly.

These challenges are real.

Our history shows that Virginia's hospital community has risen to the occasion time and again through the power of collaboration. During this Summit, participants are encouraged to learn from our speakers, exchange ideas with colleagues, and reconnect with the shared purpose that unites us.

Thank you for your leadership, your dedication, and your commitment to the health of Virginia. Here's to the next 100 years.



Dr. William Lunn
President, HCA Healthcare
Capital Division
Chair, VHHA Board of Directors



Sean T. Connaughton
President and CEO
Virginia Hospital & Healthcare
Association (VHHA)



Kelly Cannon
CEO
Virginia Hospital Research
& Education Foundation

AGENDA

Wednesday, November 4, 2026

VHHA Executive Committee Meeting *Stratford Room*	10-11:30 a.m.
VHHA Board Lunch, sponsored by Qualivis *Stratford Room*	11:30 a.m.-12 p.m.
VHHA Board of Directors Meeting *Stratford Room*	12-4 p.m.
Rural Health Pre-Summit Workshop *Empire Room*	12-4 p.m.
Conference Registration and Exhibit Hall Open *Grand Ballroom Foyer*	3-6:30 p.m.
Welcome Reception and Centennial Plaque Unveiling, sponsored by RCM&D *Grand Ballroom Foyer and Terrace*	5-6:30 p.m.
VHHA Board of Directors Dinner, sponsored by Qualivis *Old Course Pavilion*	6:45-9 p.m.

Thursday, November 5, 2026

Conference Registration and Exhibit Hall Open *Grand Ballroom Foyer*	7:30 a.m.
Buffet Breakfast, sponsored by WittKieffer and W.M. Jordan *Grand Ballroom Foyer*	7:30-9 a.m.
Conference Welcome Dr. William Lunn, VHHA Board of Directors Chair *Grand Ballroom West*	8:30-9 a.m.
Keynote Remarks: Health Delivery Trends, Transformation and Disruptive Innovation Marcus Whitney *Grand Ballroom West*	9-10 a.m.
Executive Panel - Meeting the Moment: Leading Through Transformation *Grand Ballroom West*	10:15-11:15 a.m.

AGENDA

VHHA Outstanding Service Awards Luncheon, sponsored by OnMed *Grand Ballroom East*	11:30-1:30 p.m
Afternoon Activities *Various Locations*	2-5 p.m.
VHHA Happy Birthday Celebration & Homestead Tea *Great Hall*	2:50-3:20 p.m.
VHHA Documentary Screening *Theater 1923*	5-6:15 p.m.
Highballs and Hill Talk, presented by HosPAC *Tower Suite*	5:30-7 p.m.
Honoring Health Care Leaders Reception *Casino Lawn*	7-9:30 p.m.

Friday, November 6, 2026

Clinical Leaders Breakfast, sponsored by Andor and Apollo MD *Mount Vernon and Stratford Rooms*	7:15-8:15 a.m.
Buffet Breakfast, sponsored by Apollo MD *Grand Ballroom East*	7:15-8:45 a.m.
Welcome Back Dr. William Lunn, VHHA Board of Directors Chair *Grand Ballroom West*	8:30-8:45 a.m.
AHA Milestones Awards Presentation Matthew Wright *Grand Ballroom West*	8:45-9 a.m.
Centennial Presentation - The Next Chapter: Reflections on a Century of Service Brent Rawlings *Grand Ballroom West*	9-9:45 a.m.
Keynote Remarks: You Are the Medicine Allison Massari *Grand Ballroom West*	9:45-10:45 a.m.
Closing Remarks and Adjournment *Grand Ballroom West*	10:45 a.m.

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SPEAKERS



Eric L. Conley

Executive Vice President and President,
Acute and Post-Acute Care
Sentara Health

Eric Conley is Executive Vice President and President, Acute and Post-Acute Care for Sentara Health. Eric began his tenure at Sentara in April 2024. Conley oversees Sentara Health's 12 hospitals in Virginia and North Carolina system-wide Pharmacy, and Sentara Enterprises which encompasses Inpatient Rehab, Home Health, and Hospice.

Eric brings 30 years of healthcare leadership and expertise to Sentara. As President of the South Region of Froedtert ThedaCare Health and President of Froedtert Hospital, he led the largest hospital in the state of Wisconsin, a Level I Trauma Center and the primary teaching hospital of the Medical College of Wisconsin.

Conley was also responsible for their Community Hospital Division, which consists of seven neighborhood and community hospitals. During his tenure, he implemented strategies to drive quality of care and operational effectiveness throughout Froedtert Hospital resulting in #10 ranking in the Vizient database for demonstrating excellence in delivering high quality care.

Eric's career has included operational leadership, service line management, program development, and strategic planning at health systems throughout the country.

As Division Vice President at KentuckyOne Health, he worked to establish service line structure system-wide. As Vice President, Operations at Doctors Community Hospital, Eric planned, negotiated, and implemented a wound care center in partnership with National Wound Healing. As Vice President, Operations of MedStar Franklin Square Medical Center, he started a pediatrics practice that cared for 400 patient visits per month in less than 9 months.

Conley leads with a passion for quality patient care, operational performance, collaboration, and teamwork. He is a Board Member with the National Association of Health Services Executives, the American Board of Orthopaedic Surgery, the Mental Health Emergency Center, and a member of the American College of Healthcare Executives.

Conley earned a bachelor's degree in Health Care Administration from Slippery Rock University and a master's degree in Hospital Administration from The Ohio State University.

SPEAKERS



Heidi Hertz

Director

Virginia Rural Health Transformation

Heidi Hertz recently joined the Secretariat of Health and Human Re sources as Director of Rural Health Transformation.

Known for her collaborative and adaptable leadership style, Heidi brings experience from both the public and private sectors, with expertise in strategic planning, policy development, and stakeholder engagement.

She previously served as Deputy Secretary of Agriculture and Forestry in the Office of Governor Ralph Northam, where she helped advance policy and budget priorities supporting rural communities.

Hertz has also worked in multiple state agencies including the Virginia Department of Health and the Virginia Foundation for Healthy Youth. She recently worked for Cozen O'Connor where she provided government relations services for a variety of clients.

Heidi is a Registered Dietitian and holds degrees from Virginia Tech and James Madison University. A native of rural Lunenburg County, she currently lives in Richmond with her family.

SPEAKERS



Dr. William Lunn

President

HCA Healthcare Capital Divsion

Dr. William Lunn, MD, serves as President of HCA Healthcare Capital Division which includes oversight of more than 17,000 healthcare professionals in sites of care, including 18 hospitals across Virginia and New Hampshire, with revenues of $4.3 billion.

William has 20 years of experience in roles leading high-profile academic medical centers and major regional health systems, in addition to private practice.

Immediately prior to becoming the Capital Division President, he was the CEO of Chippenham & Johnston-Willis Hospitals (CJW), part of HCA Virginia and the anchor for the south Richmond market. CJW's two campuses work closely with the four other HCA Virginia campuses in the Richmond market to drive growth and develop complex clinical services to serve the community.

During William's tenure at CJW, the organization achieved a Level 1 Trauma Center designation, opened a new Burn and Reconstructive program, launched an air ambulance program, and established new Bariatric Surgery and High-Risk Breast Surgery programs on the Chippenham campus. Finally, CJW achieved top scores in employee engagement and quality metrics under William's leadership.

William earned his undergraduate degree from Tulane University and attended University of Texas Southwestern for medical school. In 2004, after completing a fellowship in Interventional Pulmonary, William was recruited to Baylor College of Medicine where he became one of the founding members of Baylor's Complex Airway and Pleural Disease Center and served as its first Director.

William is the recipient of numerous awards including the American College of Chest Physicians' Young Investigator Award, and the Fulbright and Jaworski award for educational leadership. He has authored several book chapters and original articles published in various medical journals, and has been guest faculty at numerous courses as well as national and international meetings.

SPEAKERS



Matthew Marry

CEO

VHHA Solutions

Matthew Marry joined the Virginia Hospital & Healthcare Association (VHHA) in 2018 and is currently the Chief Executive Officer of VHHA Solutions, the organization's for-profit subsidiary.

In this role, he leads strategic initiatives that deliver innovative, cost-effective solutions to support hospitals, health systems, and healthcare providers throughout the Commonwealth.

Previously, Matthew served as VHHA's Director of Emergency Preparedness, where he managed statewide preparedness efforts, federal grant programs, and supporting health systems response during the COVID-19 pandemic and numerous other emergencies. His career spans healthcare leadership, emergency management, and clinical practice, including serving as an athletic trainer with the Detroit Lions. He holds a Doctorate of Chiropractic from Palmer College of Chiropractic and a Bachelor of Science in Athletic Training from Grand Valley State University.

SPEAKERS



Cassie Lewis, DNP, ACNP-BC

Virginia State Chief Nursing Officer

Bon Secours Mercy Health

Cassie Lewis, DNP, ACNP-BC, serves as the state chief nursing officer for Bon Secours Virginia.

Over the last 15 years, Cassie has served in a variety of clinical leadership positions as the chief quality officer within Bon Secours Mercy Health, regional director of advanced practice, lead nurse practitioner and co-medical director of St. Mary's Hospitalist Group in the Bon Secours' – Richmond market and then the Bon Secours Hampton Roads Chief Nursing and Quality Officer.

Three years ago, Cassie came back to serve as the Chief Nursing Officer for the Bon Secours Richmond Market and recently was named State Chief Nursing Officer for Bon Secours Virginia.

Lewis earned her bachelor's degree from Florida State University, her master's degree from the University of Virginia, and her doctorate degree in nursing practice from Old Dominion University.

SPEAKERS



Allison Massari
Keynote Speaker

Hailed by audiences worldwide as "life-changing," "riveting," "completely unique," "bold," and "profound," Allison Massari's spirit of courage, kindness, and resilience resonates with participants long after an event has finished.

CPAE Hall of Fame Keynote Speaker, Entrepreneur, and Visual Artist, Allison Massari has been listed as one of the Top 10 Best Speakers for "motivation" and "personal development" in the US by Meetings & Conventions Magazine, and is on the "Top 100 Iconic Business Speakers" List. Her potent message has reached audiences in more than 75 countries and is a testament to hope, relentless perseverance, and radical compassion.

Allison has been featured on PBS, ABC, FOX, NBC, MarketWatch, Morningstar, Benzinga, KTLA Los Angeles, WGN Chicago, KRON San Francisco, WPIX New York, Healthcare Business Today, and 400 more news outlets.

Allison Massari's work is a celebration of the power of the human spirit. She has dedicated her life to igniting that inner fire of passion and courage for individuals and organizations, inspiring them to reach total success, personal mastery, and fulfillment.

Her diverse client list includes: Intel, Capital One, GE Healthcare IT, Cleveland Clinic, Kaiser Permanente, LPL Financial, McKesson, Allscripts, Fresenius, Lilly, HIMSS/CHIME, Teva Pharmaceutical, Takeda Pharmaceutical Company, Siemens Medical, CVS Health, Beryl Institute, American Family Insurance Group, CBRE—Microsoft, and MDRT (Million Dollar Round Table).

Allison has a fascinating history. Having triumphed over two traumatic accidents, one where she was trapped in a car, burned alive, and sustained 2nd and 3rd degree burns on over 50 percent of her body, Allison captures the hearts of her audiences with her strength, warmth, vulnerability, and honesty. She powerfully demonstrates how we can each access grace and resilience in the face of challenges and always be the light in the room.

With an exceptional blend of creativity, straight-forward guidance, and encouragement Allison provides powerful life lessons woven through her compelling, insightful, and awe-inspiring stories.

Her programs are packed with content. She teaches genuine tools to develop a mindset of self-leadership, resilience and joyful appreciation of others—unleashing an inner strength and professional enthusiasm that elevates work culture, alleviates burnout, strengthens employee retention, and transforms lives. Prepare to be taken on a journey.

SPEAKERS



Paula Masters, DrPH, MPH

Vice President, Chief Health Disparities Office

Ballad Health

Dr. Paula Masters is a distinguished leader in public health with a deep-rooted commitment to addressing health disparities and advancing community health, serving as Ballad Health's inaugural chief health disparities officer.

She leads efforts to mitigate health disparities through evidence-based programs, including the Community Health Improvement sites, Strong Starts, PEERhelp Recovery Program, Social Needs Integration, Ballad Health Centers for Early Learning, STRONG Accountable Care Community and various others across the entire Ballad Health system.

Her work focuses on creating equitable healthcare access across the health system. With a rich background in social determinants of health and rural health disparity reduction, Dr. Masters has previously enhanced the East Tennessee State University's College of Public Health as assistant dean and directed significant public health training initiatives.

Holding a doctorate in community and behavioral health, her career is marked by her involvement in key health equity boards and receipt of prestigious awards, including the Doris Spain Award for Distinguished Service.

Originating from Hancock County, Tennessee, Dr. Masters' commitment to public health is deeply influenced by Tennessee, her Appalachian roots, driving her mission to improve rural health and bridge health inequities.

SPEAKERS



R. Brent Rawlings

Senior Vice President and General Counsel

VHHA

Brent Rawlings serves as Senior Vice President & General Counsel for VHHA. In this role, he leads legal, policy, and operations functions, and oversees strategic planning and coordination among VHHA and its affiliates, VHHA Shared Services and VHHA Foundation.

Brent joined VHHA in 2013 as Vice President, assumed the role of General Counsel in 2015, and previously served as an administrative intern at VHHA while completing his graduate studies.

Brent holds a J.D. degree from the University of Richmond, an M.H.A. degree from Virginia Commonwealth University, and a B.S. degree in Health Policy and Administration from Pennsylvania State University.

Brent is a Fellow of the American College of Healthcare Executives (FACHE) and board certified in health care management. He is also a member of the Virginia State Bar and Virginia Bar Association and has been recognized among Virginia's Legal Elite by Virginia Business magazine.

Prior to joining VHHA, Brent worked in the private practice of law at McGuireWoods LLP. For over eight years, his practice focused solely on health care regulatory and transactional matters representing hospital, physician, long term care, and managed care clients.

Before attending law and graduate schools, Brent worked in the managed care industry in provider contract negotiation and network management roles.

Brent is married to his wife Alexis, a licensed speech language pathologist in private practice, and their two daughters Amelia and Marjorie are both students at Virginia Tech.

SPEAKERS



Chris Rucker, MHA

Chief Administrative Officer

Valley Health

Chris Rucker serves as the Chief Administrative Officer for Valley Health System, where he plays a pivotal role in shaping the organization's strategic direction and operational excellence.

Chris is responsible for leading the development and execution of Valley Health System's strategy, growth initiatives, marketing, government relations, information technology, human resources, ethics and compliance, risk management, and legal affairs.

Prior to his role as Chief Administrative Officer, Chris served as Chief Strategy Officer and Chief of Staff, and President of Valley Regional Enterprises, Valley Health's subsidiary responsible for ambulatory and post-acute care.

Chris holds a bachelor's degree in business administration and a master's degree in health administration.

SPEAKERS



Marcus Whitney
Keynote Speaker

From college dropout, waiter to self-taught, successful entrepreneur.

Marcus Whitney is a Founding Partner of Jumpstart Health Investors (JHI), the most active early-stage healthcare venture capital firm in America. Of JHI's funds, Marcus leads Jumpstart Nova, JHI's institutional, strategic, healthcare seed fund.

Marcus is also co-founder and minority owner of Major League Soccer Team, Nashville Soccer Club.

Marcus is the author of the Amazon #1 best-selling book "Create and Orchestrate", about claiming your Creative Power through entrepreneurship. His work has been featured by Entrepreneur, CNBC, Inc., NPR, Fast Company, and The Atlantic.

Marcus is an Aspen Health Innovators Fellow, and a member of the board of the Healthcare Finance Management Association, Celtic Bank, the Country Music Hall of Fame and Museum, the Nashville Convention and Visitors Corporation, OZ Arts, and Scott Hamilton CARES.

Marcus actively competes in Jiu Jitsu, is a 3X IBJJF Masters World Champion, and trains on the competition team at Renzo Grazie Nashville under Shawn Williams.

He has an incredible, supportive family.

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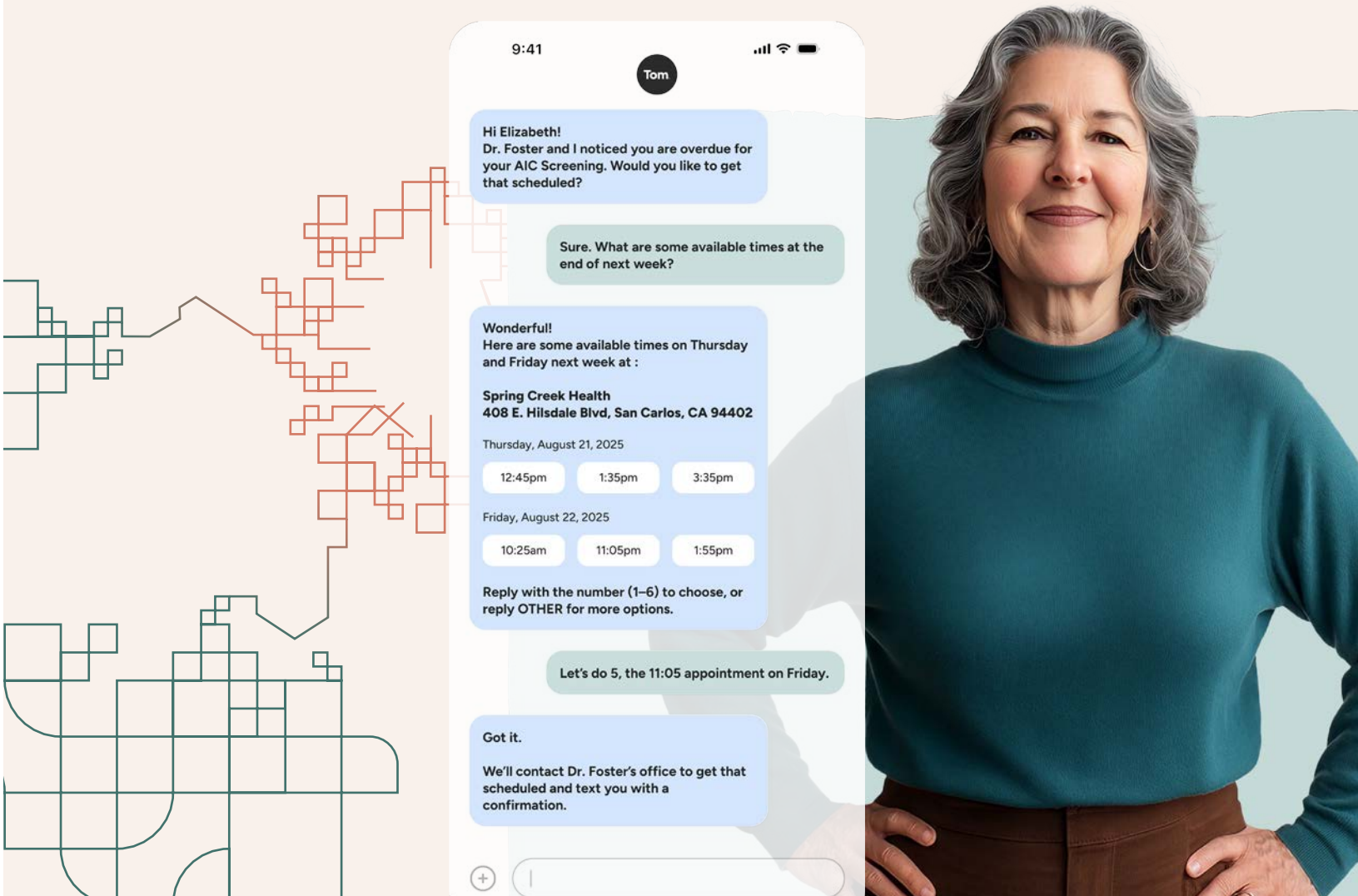
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Premier proudly celebrates VHHA's centennial and welcomes an expanded new partnership.

For a century, VHHA has stood beside Virginia's hospitals and health systems, advancing care, advocacy and partnership across the Commonwealth. It's a legacy built on a simple idea: hospitals are stronger when they work together.

Premier is honored to build on that legacy as VHHA's strategic partner. We offer Virginia's hospitals and health systems the scale, data and performance improvement expertise that two-thirds of U.S. healthcare providers rely on, with a shared commitment to lower costs, stronger clinical performance and better outcomes for the communities VHHA members serve.

As VHHA marks 100 years of service, Premier is proud to join the association as Virginia's preferred GPO and performance improvement partner, ready to help write the next chapter, together.

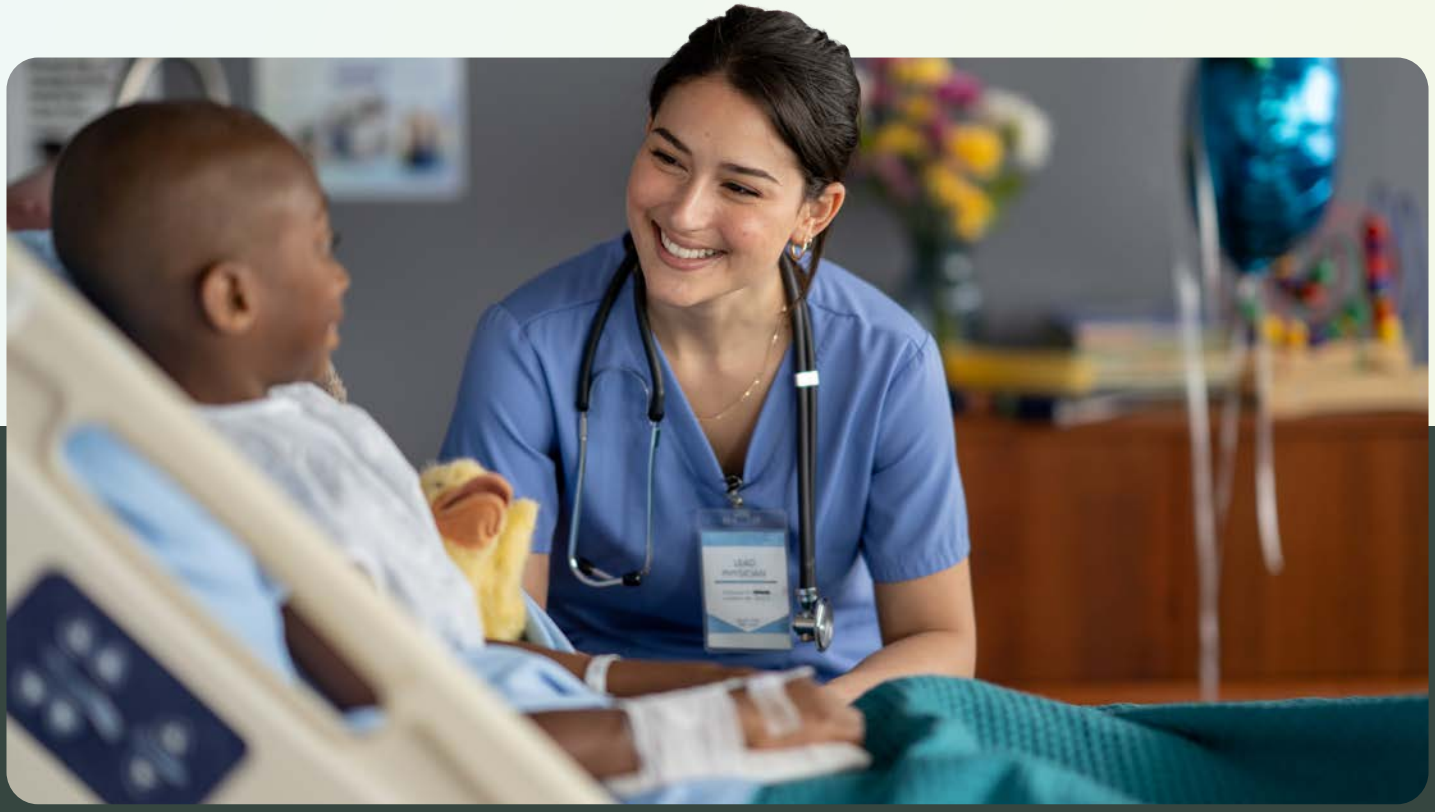
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OUR HEALTHCARE VOICE

VHHA
VIRGINIA HOSPITAL POLITICAL ACTION COMMITTEE



What is HosPAC?
HosPAC is a nonpartisan, independent political action committee that supports candidates who understand and advocate for Virginia hospitals, health systems, and the patients they serve. Guided by hospital leaders across the Commonwealth, HosPAC helps advance policies that protect access to high-quality healthcare in Virginia. By participating in the annual campaign, you join a unified network of healthcare advocates working to strengthen hospitals and support the communities they serve.

Who can Contribute?
HosPAC welcomes support from employees of VHHA member hospitals and health systems, healthcare professionals, and trustees serving on hospital and health system boards. Contributions are also encouraged from individuals and community partners who value and support the critical role Virginia hospitals play in delivering care across the Commonwealth.

Why Contribute?

- Support candidates who champion Virginia hospitals and healthcare.
- Advance policies that strengthen the healthcare workforce and protect access to care.
- Ensure hospitals have a strong, unified voice in the policymaking process.

Suggested Contribution Levels

TITLE/POSITION	RANGE
CEO	$2500-$5000
Presidents/VPs/Physicians	$1000-$2500
Directors	$500-$1000
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Each year, the HosPAC Board of Directors establishes an annual fundraising goal, with individual health system goals based on hospital revenue. HosPAC Board members then work to encourage support from eligible contributors across the Commonwealth.

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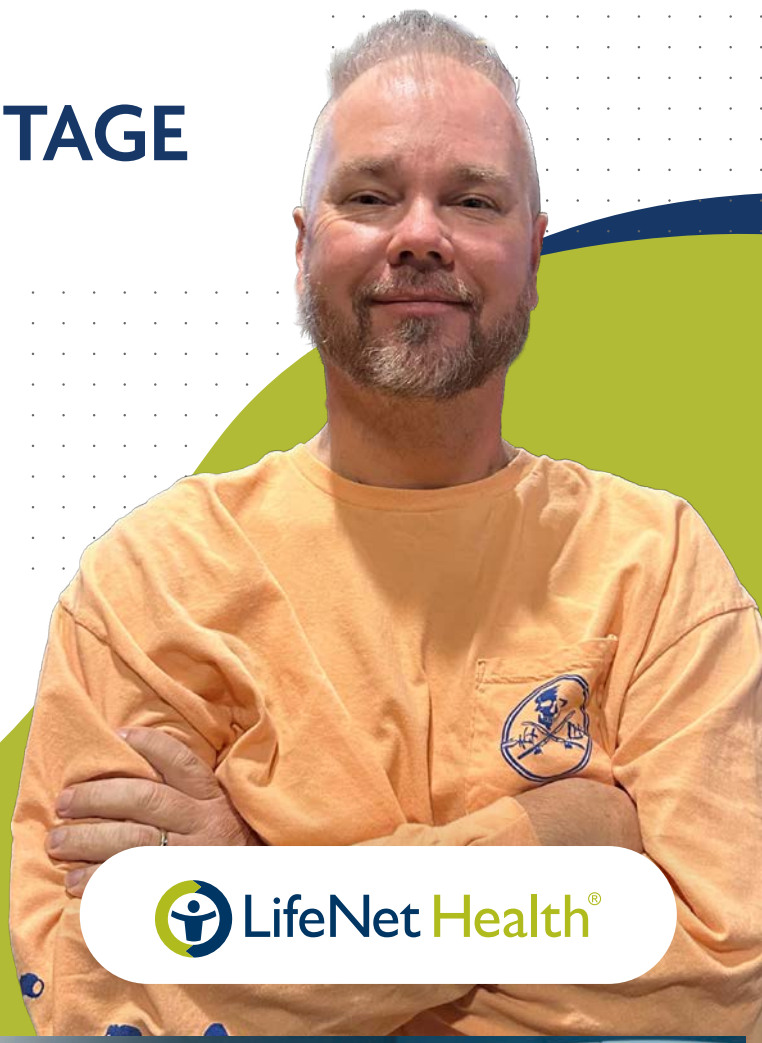
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Every successful transplant story starts long before the operating room. For Brian Campbell, a donated heart and kidney meant a second chance at life, family, and future milestones.

For donor hospitals, it is a reminder of the extraordinary impact that collaboration can have. By working together to strengthen donation processes and honor donor wishes, we can help transform tragedy into hope and make more lifesaving transplants possible.

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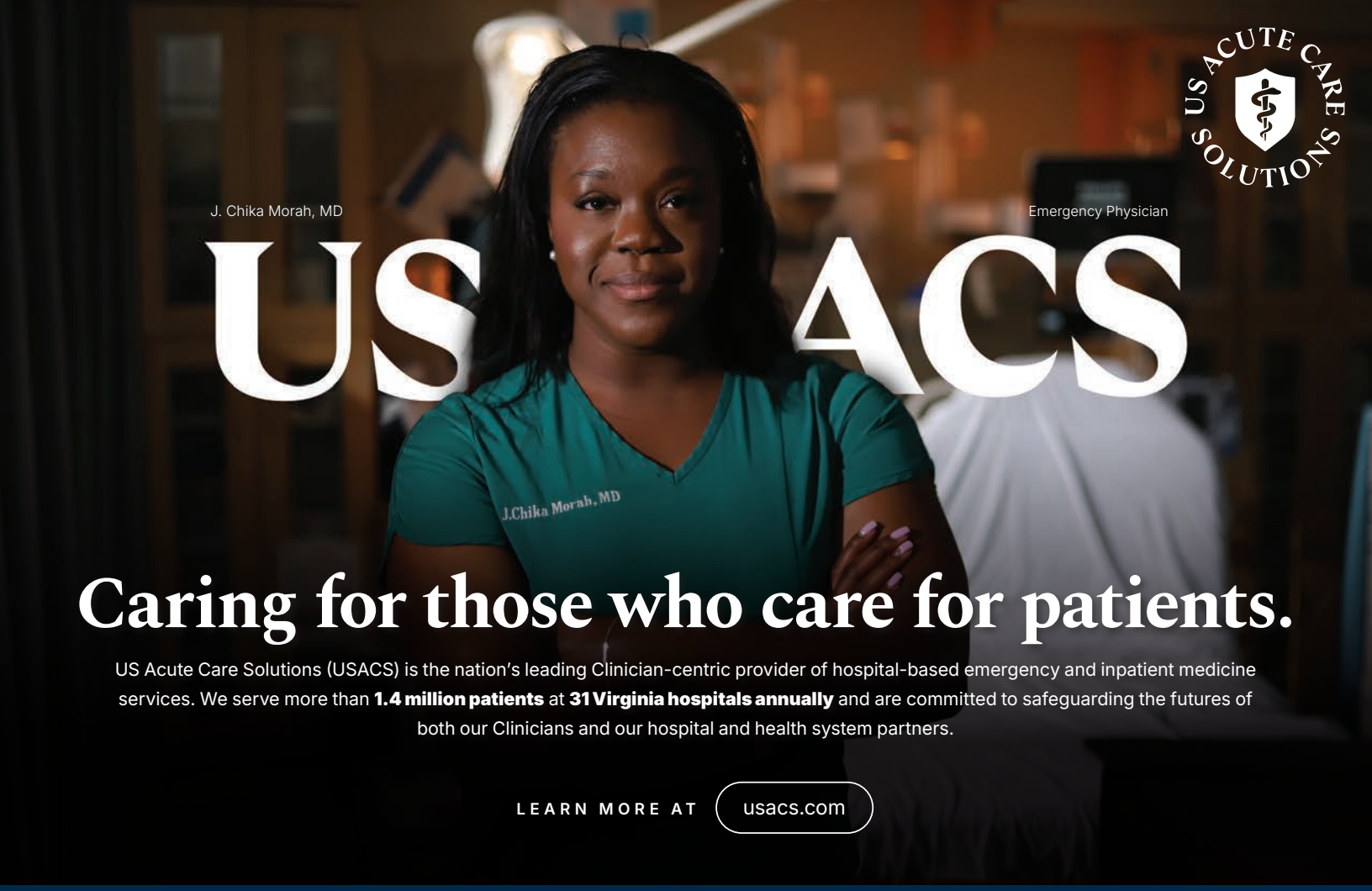
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