12/2/2026 - 12/4/2026
Event Venue:
The Royal Palms Resort
5200 East Camelback Rd
Phoenix AZ, 85018

The Hebets Company
The Value of Voice™

AGENDA

Educational Symposium

for FQHC CEOs & executive leadership teams

Conference will be held in the Estrella East Room. Livestream available during conference.

Day 1: Wednesday, December 2, 2026

Arrival at The Royal Palms Resort – Hotel Check-in Begins at 4:00pm

4:00pm - 6:00pm — **Arrivals and Check-in**

6:00pm - 7:00pm — **Welcome Reception**
Location: Palmera Patio

7:00pm - 9:00pm — **Dinner**
Location: Palmera Salon

Day 2: Thursday, December 3, 2026

7:00am - 8:00am — **Breakfast**
Location: Palmera Salon

8:00am - 8:15am — **Welcome, Run of Show & Awareness Questionnaire**
Jim Hebets and Jamie Hebets - *The Hebets Company*

8:15am - 9:15am — **Retired CEO Panel**
Moderated by Jim Hebets, Chief Executive Officer - *The Hebets Company* & Jim Sinkoff, Deputy Chief Executive Officer & CFO - *Sun River Health*
Panelists:

- **Colleena Curtis** - *United Health Centers*
- **Tony Weber** - *Golden Valley Health Centers*
- **Richard Taaffe** - *Hawaii Island Community Health Center*
- **Merrill Thomas** - *Providence Community Health Centers*

9:15am - 10:00am — **Leading Through Change: The Future of Community Healthcare**
Todd LaPorte, Chief Executive Officer - *HonorHealth*
How funding pressure can open the door to health center and hospital partnerships, why prevention and community trust matter, and lessons from Todd's own succession planning.

10:00am - 10:30am — **Introduction of Attendees**
Moderated by Jim Hebets, Chief Executive Officer - *The Hebets Company*

10:30am - 10:45am — **Break**
Location: Estrella Patio

10:45am - 11:15am — **Non-Profit Supplemental Benefits 101: Crash Course on All Available Plan Types and What is Considered "In-Market"**
Jim Hebets, Founder and Chief Executive Officer - *The Hebets Company*
A high-level look at the supplemental retirement plan options for attracting, rewarding and retaining top talent: the types of plans, their pros and cons, and what is in market.

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Day 2: Thursday, December 3, 2026 (continued)

11:15am - 12:15pm

C-Suite and Provider Attract, Reward, Retain & RETIRE - Case Studies
Jamie Hebets, President - *The Hebets Company*
Real health center case studies, from CEO succession to the executive team and providers, showing how benchmarking, board alignment and supplemental retirement plan design help attract, reward, retain and retire top talent, including tax-free benefit structures where the organization recovers its costs with interest.

12:15pm - 1:15pm

Lunch
Location: Palmera Salon

1:15pm - 1:30pm

Introduction of Staff
Jim Hebets and Jamie Hebets - *The Hebets Company*

1:30pm - 2:15pm

How to Become a 5-Star Community Health Center of Choice & Grow Revenue & Retention Through an Empowered Front Line
Brian Lee, Founder and Chief Executive Officer - *Custom Learning Systems Group*
Three steps to becoming a 5-Star Community Health Center of Choice: understanding patient surveys, giving caregivers simple service tools, and building frontline ownership of the patient experience.

2:15pm - 3:00pm

Are Patients Ready? Recent Survey Research Findings on Medicaid Coverage Changes and the FQHC Readiness Gap
Mark Robledo, President & Founder - *The Crossroads Group, Inc.*
Survey results from Medicaid patients at a large health center on how aware and ready they are for coverage changes, and how that feedback can guide outreach.

From Reactive to Proactive: Managing & Protecting Coverage Under H.R. 1
Taylor Pena, VP of Revenue - *PointCare*
How automated, proactive monitoring of patient coverage helps health centers stay ahead of Medicaid redeterminations, protecting continuity of care and revenue.

3:00pm - 3:15pm

Break
Location: Estrella Patio

3:15pm - 3:45pm

From Cost Center to Competitive Advantage: Rethinking Employee Benefits for FQHCs
Monica Guinn, Vice President, Employee Benefits - *NFP*
How FQHCs can turn employee benefits from a rising expense into a strategic advantage by controlling medical and pharmacy costs and improving retention.

3:45pm - 4:30pm

Trends in Executive and Provider Total Rewards
Melinda Figeley, Principal - *The Hebets Company*
The latest trends in executive and provider total rewards, current market benchmarks, and best practices for staying competitive, from independent benchmarking and performance-based incentives to supplemental retirement plans.

Event Contact for Questions Sharon Parrish - SharonP@HebetsCo.com M: (602) 312-9658

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Day 2: Thursday, December 3, 2026 (continued)

4:30pm - 5:00pm — **Putting Supplemental Retirement Planning into Motion**
Derek Welch, JD, CLU, ChFC, CLTC, Vice President & General Counsel - *The Hebets Company*
A clear runway for taking a supplemental retirement plan from idea to implementation: starting with census data, benchmarking and a retirement income gap assessment, then setting a budget, getting the board comfortable, designing the plan and working it into your financials, finalizing the legal documents, and rolling out education and onboarding.

5:00pm - 5:15pm — **Closing Remarks & Q & A**

5:45pm — **Meet for Transportation to Dinner**
Location: Pillow Benches

6:00pm — **Cocktails and Dinner**
Avantis Restaurant
Location: 2728 E Thomas Rd, Phoenix, AZ 85016

9:00pm — **Transportation Back to Hotel**

Event Contact for Questions Sharon Parrish - SharonP@HebetsCo.com M: (602) 312-9658

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Day 3: Friday, December 4, 2026

7:00am - 8:00am	**Breakfast** *Location: Palmera Salon*
8:00am - 8:15am	**Opening Remarks** Jim Hebets, Chief Executive Officer - *The Hebets Company*
8:15am - 9:00am	**Make Their Problem THEIR Problem: Creating High-Performing Teams** Jim Coombs, Chief Executive Officer - *Grand River Hospital* Lessons from parenting applied to leadership: building accountability, empowering others to solve problems, and growing stronger leaders on your team.
9:00am - 10:00am	**Board Member & Executive Education Series & Best Practices** Jamie Hebets, President - *The Hebets Company* A preview of the Board Member Education Series, 12 short modules that give boards and executives a shared foundation on compensation: fiduciary responsibility, benchmarking, total rewards, supplemental retirement and communicating your strategy with confidence. See highlights from the series and share your feedback on how it could work for your board.
10:00am - 10:30am	**Roundtable Sessions**
10:30am - 11:15am	**Navigating a Strategic Turnaround in Challenging Times: Lessons from Legacy Community Health** Robert Palussek, Chief Executive Officer - *Legacy Community Health* An inside look at how Legacy Community Health went from losing $20 million to making $20 million two years later, including an Epic transition, and the leadership and culture lessons learned.
11:15am - 11:30am	**Closing Remarks** Jim Hebets and Jamie Hebets - *The Hebets Company*
11:30am - 12:30pm	**Working Lunch Roundtables** *Location: Estrella Patio*
12:30pm	**Conclusion of Event**
12:30pm	**Late Checkout**