



MEDIA ALERT

Avantas and Penn State Hershey Medical Group to Present at Becker's Hospital Review 6th Annual Meeting

Industry Leaders to Outline Best Practices for Labor Optimization to Meet Patient Demand, Increase Savings and Improve Care Quality

WHAT: [Avantas](#), a leading provider of strategic labor management technology, services, and strategies for the healthcare industry, today announced that it was accepted to present an educational session alongside its client, [Penn State Hershey Medical Group](#), at the [Becker's Hospital Review 6th Annual Meeting on Friday, May 8th in Chicago](#). Avantas' Senior Vice President, Jackie Larson, and Penn State Hershey's Sherri Luchs, MHA, BSN, of the Center for Enterprise Innovation, will co-lead a session titled, "Rethinking Labor Management." During the presentation, Larson and Luchs will discuss key staffing metrics and describe the critical components necessary to implement a variable staffing model to better meet patient demand and allocate resources for reduced costs and enhanced patient outcomes.

The *Becker's Hospital Review* Annual Meeting will bring together hospital business and strategy leaders from across the nation. The event will offer strategies for hospitals to improve their bottom lines in the new healthcare environment. Industry leaders will discuss current and relevant trends, such as ACO development, physician-hospital integration and improving profitability in the era of value-based care.

WHO: **Jackie Larson** is the Senior Vice President at Avantas. An established thought leader in healthcare staffing and workforce optimization, Larson has been a featured speaker at several national conferences in addition to being published in *Medical Practice Insider*, *MGMA Connection*, *Executive Insight*, *HFMA's Cost Containment*, *Healthcare Finance News*, and *Becker's Hospital Review*, among other publications. Larson completed her Bachelors of Science in Business Administration from the University of Nebraska, and Executive Education at The Wharton School, University of Pennsylvania. She is a member of the following organizations: American College of Healthcare Executives (ACHE), Healthcare Financial Management Association (HFMA) and the American Organization for Nurse Executives (AONE).

Sherri Luchs, MHA, BSN, is with the Center for Enterprise Innovation at Penn State Hershey. In a 20-plus year career at Penn State Hershey she has led the day-to-day operations of its more than 60 medical group practice sites and has overseen the transition to an integrated model of care and worked to expand its geographic footprint and the regional campus to provide quality healthcare in a rural area. Luchs received her BSN from Immaculata University and earned her Master's in Health Administration from Penn State University. She is a member of the following organizations: American Organization of Nurse Executives (AONE), American College of Healthcare Executives (ACHE), Medical Group Management Association (MGMA), UHC Ambulatory & Physician Practice Council, and The Organization for the Advancement of Women.

WHEN: The "[Rethinking Labor Management](#)" session will be held on **Friday, May 8th from 3:50 – 4:30 p.m. CST.**

WHERE: Swissôtel Chicago
323 E Upper Wacker Drive
Chicago, IL 60601

HOW: To schedule a meeting with Larson and/or Luchs at the *Becker's Hospital Review* 6th Annual Meeting, please contact Katie Schur at kschur@ariamarketing.com.

To learn more about the conference, please visit

<http://www.beckershospitalreview.com/conference/general-information.html>.

To register for the conference, please email registration@beckershealthcare.com.

About Avantas

Developers of the HELM™ methodology (healthcare enterprise labor management), Avantas is devoted to serving the healthcare industry. Its proprietary approach to managing labor consists of workforce planning services and a scheduling and productivity solution, Smart Square®. This comprehensive approach provides its clients with tailored best practice labor management strategies designed to drive substantial and sustaining cost and quality improvements across the enterprise through automation. Avantas is a division of AMN Healthcare. For more information, please visit the Avantas website at www.Avantas.com.

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