



New Hampshire
Hospital Association



Foundation *for*
Healthy Communities

KEYNOTE

Leadership Behaviors that Drive Health Care Transformation



Tina Freese Decker, MHA, MSIE, FACHE
President and CEO, Corewell Health, and
Chair, American Hospital Association Board of Trustees

Leadership Behaviors that Drive Health Care Transformation



Tina Freese Decker

TO THE BRILLIANT DR. LI, DEAR, DEAR JOSIE,
AND YOUR AMAZING SUPPORT STAFF.

CONNIE AND I ARE WAITING THIS TO THANK
YOU ALL FOR THE MOST WONDERFUL GIFT ANY ONE
PERSON OR GROUP OF DEDICATED PEOPLE CAN
GIVE TO ANOTHER. QUALITY OF LIFE AND HOPE.

THE PROFESSION YOU HAVE CHOSEN IS TRULY A
NOBLE ONE AND I'M SURE YOU RECEIVE MANY
THANKS FOR YOUR WORK. BUT HERE ARE A COUPLE OF
THE LITTLE THINGS YOU MIGHT NOT HEAR ABOUT.
THE DAY WE GOT HOME, CONNIE'S FAMILY WHO LIVE IN
FLORIDA SENT ME FRENCH ONION SOUP FROM
OUTBACK LOCALLY WHICH I HAVEN'T BEEN ABLE TO
EAT FOR OVER 3 YEARS FOR FEAR OF THE
EMBARRASSMENT OF SPILLING IT ON MYSELF. I
ATE THAT WHOLE BOWL WITHOUT SPILLING A DROP.
A COUPLE DAYS LATER I DRANK MY FIRST CUP OF
COFFEE WITHOUT A STRAW IN OVER 3 YEARS. I WAS
ABLE TO SHAVE WITH AN ELECTRIC RAZOR USING
ONLY ONE HAND INSTEAD OF TWO. AND SO ON,
THE LITTLE STUFF. THAT MEANS SO MUCH!!

I KNOW THERE ARE DARK FORCES THAT SEEK TO
DISMANTLE THE HEALTH CARE SYSTEM AND CHIP AWAY AT
COVERAGE FOR PEOPLE LIKE ME. (IT'S ALREADY STARTING)

IF YOUR DEPARTMENT NEEDS AN ADVOCATE FOR THE
QUALITY OF LIFE ALTERING WORK THAT YOU AND YOUR TEAM
DO, I OFFER YOU MY SERVICE, IN LETTER TO WHOMEVER YOU
WISH, IN WORD, OR INTERVIEW. BY NOW YOU KNOW I'M
NOT SHY, VERY FEW FILTERS, AND I DON'T SUFFER FOOLS.

IF I CAN BE OF HELP, REACH OUT, I'LL BE THERE!

BACK TO THE GOOD STUFF! I TOLD
CONNIE GETTING MY RIGHT HAND BACK IS LIKE FRESH,
NEW, LIKE YOUR FIRST BICYCLE, YOUR FIRST PUPPY,
YOUR FIRST KISS, YOUR FIRST TRUE LOVE. THE FIRST
TIME YOU STAND ON THE BEACH AND LOOK OUT AT
THE IMMENSITY OF THE OCEAN WHERE IT TOUCHES
THE SKY AND REALIZE THAT ONE OF ME ALONE
CAN NEVER MAKE IT.

WE ALL RELY ON EACH OTHER TO DO OUR BIT.
DR. LI YOU ARE A BRILLIANT MAN AND DOCTOR AND
WILL ONLY GET BETTER. ADVICE: DON'T
EVER LET DEAR JOSIE GO. SHE ANSWERED ALL OUR
QUESTIONS NO MATTER HOW SILLY WITH CARE,
EMPATHY, AND ASSURANCE. BETWEEN THE TWO OF
YOU, YOU BOTH PAVED THE WAY FOR A RELATIVELY
PLEASANT EXPERIENCE.

CONNIE AND I WANT TO THANK YOU BOTH,
AND THE REST OF THE BEAUTIFUL SOULS ON YOUR
STAFF, TOO NUMEROUS TO MENTION.

THANK YOU WITH ALL OF OUR BEING FOR
DOING YOUR BIT SPECTACULARLY!!!

See you all in 9 months!!

P.S. I WROTE THIS ALL BY MYSELF, THANKS TO ALL
OF YOU. THE LITTLE THINGS WE TAKE FOR GRANTED!
😊

Key Strategic Insights



#1: Demand & workforce collide



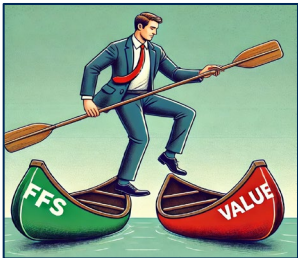
#2: Margin will be further pressured



#3: Rx innovation is accelerating



#4: Consolidation continues



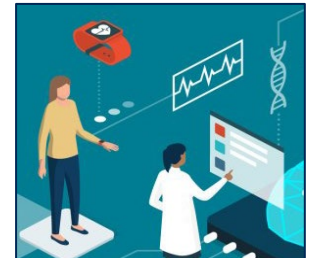
#5: FFS & Value will co-exist



#6: Consumer trust further challenged



#7: Consumer frustration grows



#8: AI has transformative potential

Moon Shots



Leadership Behaviors

- 1** Care for yourself and each other
- 2** Be clear about your purpose and mission
- 3** Be curious about the road ahead and debate which path to take
- 4** Commit and own it
- 5** Have a bias toward action, execute and celebrate

Accountability Ladder



Leadership Behaviors

- 1** Care for yourself and each other
- 2** Be clear about your purpose and mission
- 3** Be curious about the road ahead and debate which path to take
- 4** Commit and own it
- 5** Have a bias toward action, execute and celebrate



**To go fast, go
alone. To go far,
go together.**





Strength in Unity

Navigating the evolving landscape *together*.

**2025 ANNUAL
MEETING**

OCTOBER 19-21
Omni Mount Washington
Resort & Spa

Overall Annual Meeting Evaluation



@nhhospitals

@healthynh

Individual Sessions Evaluation



#strengthinunity