



Grand Traverse Resort, Acme, MI

Tuesday, July 27 - Friday, July 30, 2021

## Keynote Speakers

Lieutenant General Rick Lynch,  
US Army (Retired)



**WEDNESDAY, JULY 28TH**

With 34 years in the U.S. Army, Lieutenant General Rick Lynch has distinguished himself as an exceptional leader and strategist through his chameleon-like ability to adapt to change despite the most challenging obstacles. After he transitioned from the Army, General Lynch became the Executive Director of the University of Texas at Arlington Research Institute, a multi-million dollar facility focused on advanced technology to help humanity and finding affordable solutions to complex problems. He is currently the CEO of R Lynch Enterprises, LLC.

Lieutenant General Lynch has constructed a disciplined and effective mantra for success, which he shares with audiences across the country today. He will be speaking to us about the Principles of Adaptive Leadership, as he powerfully illustrates his principles, from the foundation of business leadership to the need for resiliency and engagement, as found in his book, *Adapt or Die: Battle Tested Principles for Leaders*

Brad Nieder, MD, CSP



**THURSDAY, JULY 29TH**

The Healthy Humorist®—Brad Nieder, MD, CSP—is a doctor, funny speaker and clean comedian. Dr. Brad uses his health and wellness background and sense of humor to uplift and engage the audience, helping to inspire a change in perspective, lighten up and laugh more - something we can all use! More information, check out his web site at: [www.healthyhumorist.com/biography](http://www.healthyhumorist.com/biography)

## MARK YOUR CALENDAR!

Registration opens on June 1st.

The 2021 MAHP Summer Conference will be held in hybrid format. We will be in-person at the Grand Traverse Resort with a virtual option for those who can't attend in person.

Don't miss the opportunity to join Michigan health industry representatives at the 36th Annual Summer Conference. An innovative and fast-paced program has been designed to address the critical issues facing the health care industry.

### Conference Highlights

- Insightful discussions with health care and business leaders
- Conversations with key policymakers
- Partner Showcase
- Options for prime and safe networking in both the live and virtual formats

### Hotel Reservations at the Grand Traverse Resort and Spa

- Main telephone number: 231-534-6000
- Conference rates are \$197 (hotel rooms) and \$237 (Tower). Condos are also available. There is a \$16.95/night Resort fee and sales tax.
- For Online reservations: <https://www.grandtraverseresort.com/promocode?promocode=MAHP21>
- For Phone reservations: 800-968-7352 and refer to the Michigan Association of Health Plans

### For more information, including sponsor and exhibitor opportunities:

- [www.mahp.org](http://www.mahp.org)
- Diane Drago: [ddrago@dmsevents.com](mailto:ddrago@dmsevents.com) or 734-747-2746

### For information on golf sponsorships:

- Christine Sundell: [csundell@mahp.org](mailto:csundell@mahp.org) or 517-371-3181

**NOTE:** For health and safety reasons, we may still have some capacity restrictions at the hotel. Therefore, everyone must be registered in advance; no walk-ins will be accepted. Also, we may not be able to accommodate guests (family members) at the receptions this year. Details will be provided in the registration site.