

NCCHCA Annual Primary Care Conference: Moving Health Forward

Leading the Way, Capitalizing on Emerging Trends

June 4–5, 2026 • Washington Duke Inn & Golf Club (Durham, NC)



Northwest AHEC designates this activity for up to 12.0 Contact Hours

Credit Breakdown:

- June 4: 6.75 Contact Hours
- June 5: 5.25 Contact Hours

Participants must attend approved sessions and complete required evaluations. Certificates are issued electronically after verification.





Strategies for High Stakes Conditions

Leading the Way, Capitalizing on Emerging
Trends

Gary Campbell
President, Impact2Lead, LLC
CEO, Johnson Health Center
Certified “Go-Giver” National Speaker



Emerging Trends Agenda

1. **Welcome and Introduction**
2. Current State – Emerging Trends
3. AI – Embracing it Now
4. Leadership Now and Going Forward
5. The Health Center of 2030
6. Tips and Tricks to Preparation
7. Impact Transformation Model

GARY CAMPBELL **IMPACT2LEAD, LLC**

- Lynchburg, VA Native – Pittsburgh, PA Flavored
- 25 Years of Leadership Experience
- Fortune Companies and Non-Profit FQHC
- Launched Impact2Lead in 2013; currently the CEO of Johnson Health Center
- Coach, Consult and Speak on Inspirational, Leadership and Workplace Topics Nationwide
- **Architect of Culture Transformation** resulting in award winning Employer of Choice Certification
- 2023 & 2025 Non-Profit of the Year, 2024 Best in Business Large Employer Award
- Clear on my why



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The Big Question



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Traditional and New Challenges

- Already thin margins with looming cuts and uncertain funding streams
- 340B issues
- Recruitment and Retention in conjunction with workforce shortages including increased CEO exits
- Value based care pressures
- Lack of true business intelligence infrastructure in conjunction with complex reporting requirements and the increasing need to make decisions more quickly
- Limited true procurement and vendor strategy
- Others?

Emerging Trends

- The need to develop an AI and automation strategy now
- 45% of adults ages 18-29 do not have a PCP preferring urgent care, telehealth and self-scheduling; Combined Millennials and Gen Z have increased urgent care use due to convenience with Gen Z patients experiencing more depression and other behavioral disorders that is contributing to the decline in PCP pursuits
- Value Based Care, Partnerships and Quality
- Becoming operationally excellent and innovation centric
- Shorter term strategic plan focus

<https://www.physiciansweekly.com/post/understanding-why-young-adults-are-choosing-urgent-care-over-primary-care>



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AI – Transformative and Scary all at Once

“Young workers face concerns over growing use of AI” – Adam Jourdan, Reuters; May 24, 2026

- In a recent speech, former Google CEO Eric Schmidt told graduating University of Arizona students that the impact of AI would be "larger, faster, and more consequential" than anything before.
- "It will touch every profession, every classroom, every hospital, every laboratory, every person and every relationship you have," he said as boos rang out even as he addressed anxieties about job security and an uncertain future.
- An April report from Gallup showed that a rising number of Generation Z — those born between 1997 and 2012 — were anxious or angry about AI, while those who said they were hopeful or excited by it had fallen sharply compared with a year earlier.

AI – Workflow Integration and the Embrace

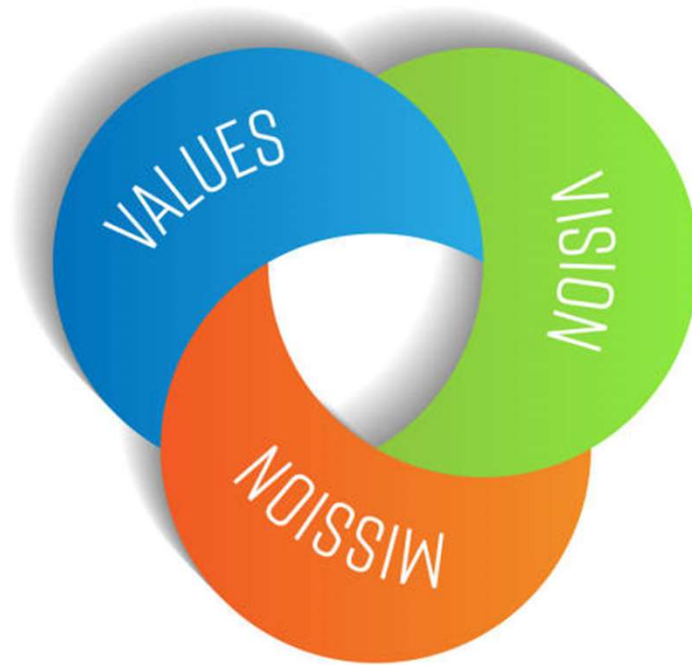
- Ambient listening and clinical documentation
- Patient scheduling
- Call center
- Care gap identification
- Prior authorization support
- Medication reconciliation
- Population risk stratification
- Revenue cycle optimization (including coding)
- Quality reporting
- Others?



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Mission, Vision, Values



Something to Ponder

How would you all rank leadership readiness for the quickly changing future? What are the strengths and weaknesses?



Leadership Today

- Leaders must have a vision for everything significant, i.e., the organization, strategic plan, major project(s), and how they will lead
- Able to quickly adapt, build strong emotional intelligence and lead with purpose to build the trust needed in this environment
- Inspiring hope is the top quality that followers across the globe have identified as what's needed most from their leader
- Not only up the CIO or CTO to understand the technology and automation/AI that will continue to change the way care is delivered but, on the CEO and other members of leadership as equal owners
- Communicate openly and honestly on a more visible level

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The Health Center 2030

- Regardless of AI and the technology, keep in mind that the FQHC model has long been considered the model of care; the one-stop shop. The key isn't to changing everything but to optimize it all to see these types of experiences:
 - Continuous care is provided via AI: 47-year-old patient with a history of diabetes, high-blood pressure and other cardiovascular issues is scheduled for his PCP visit in four weeks. The wearable technology he has agreed to feeds into the EMR continuously monitoring related vitals. The device determines deterioration of any of these conditions three days before they occur to which an AI agent will automatically schedule an urgent care, telehealth or hybrid visit while alerting the health center. At the visit, provider team is already alerted by AI what the likely causes are, medication adherence and recommended evidence-based interventions. Patient is then referred to on-site fitness and nutrition program, and transportation is arranged to get him there. During the patient visit, no one from the clinical team looked at the computer but rather at the oversize screen on the exam room wall that displayed in real-time the data and information that mattered including education material.

Aligned Partnership Opportunities

- Engaging tech schools, community colleges, high-schools to create education programs and fill the pipeline for Medical Assistants, Community Health Workers, Hygienists and Dental Assistants
- Partnerships with academic institutions and health systems to move from transactional to strategic in the value-based world driven by total cost of care
- Create an urgent care partnership, potentially sharing providers with other partners
- Partnership with virtual specialty care providers
- Health Center in the middle of a housing infrastructure
- Employers

In Short

- AI assisted care
- Continuous remote patient monitoring
- Increased virtual care and telehealth, especially as this evolves into more of a demand-based care option and deeper digital care offering
- Predictive care and patient analytics
- Increased value-based care where more focus on prevention, patient engagement and outcomes will be more important
- Patients will drive how they want care and when – consumer driven
- Increased behavioral and team-based integration
- Interoperability and easily shared data

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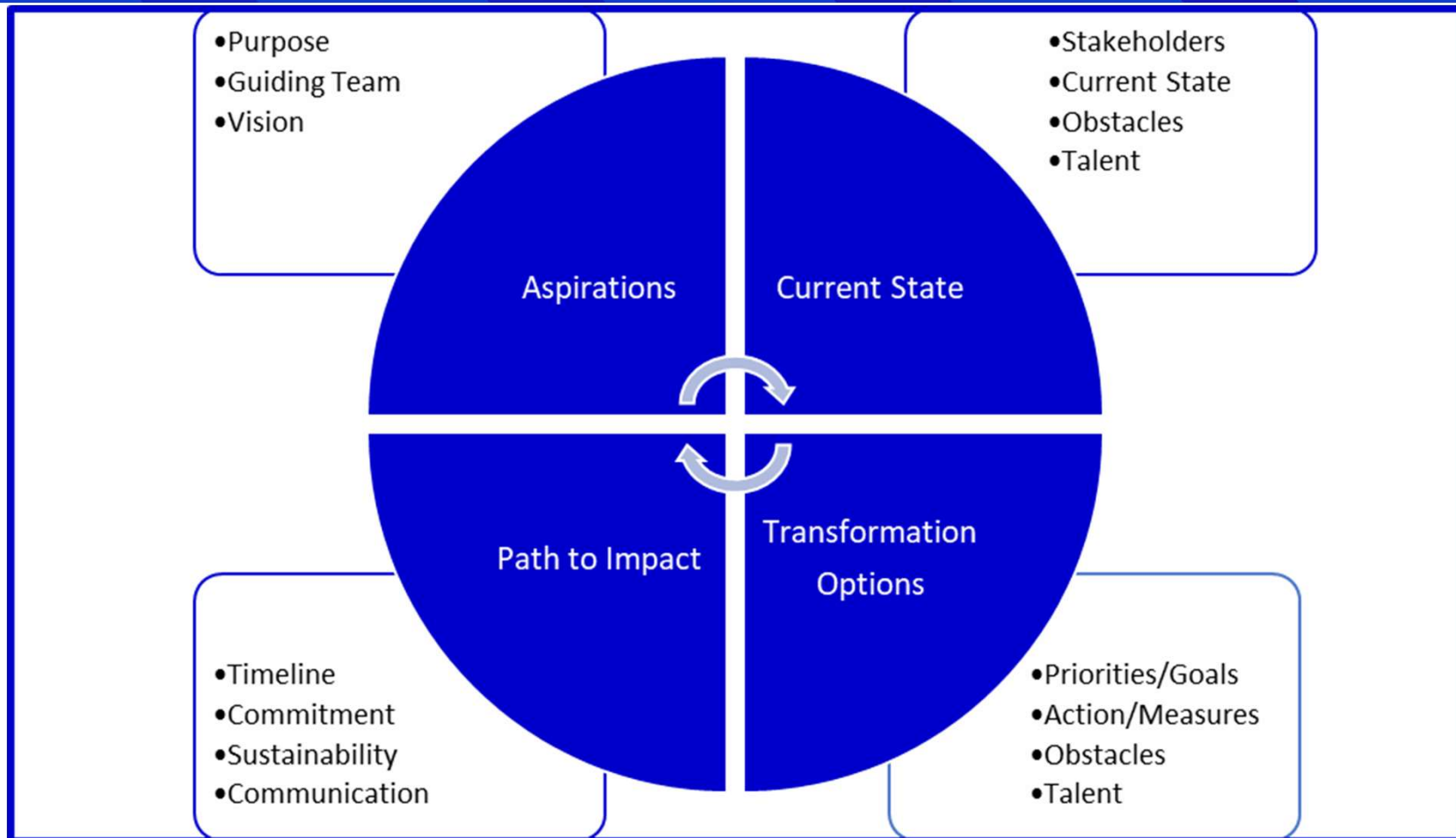
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To Get Prepared

- Clearly establish the vision and be ready to stretch
- Identify the current state and address barriers to 2030 readiness now
- Develop a mini-strategic plan around this if not in the entire plan
- Optimize the EHR now; clean up the workflows, assess the structured documentation fields, survey the interoperability, review the data governance, make sure cybersecurity is current, move to the cloud
- Create an AI governance team, strategy and policy (make this part of the strategic plan). Review financials of this carefully
- Assess all spend categories and drive a true procurement strategy
- Standardize first, optimize second and then automate
- Never say this is the way we have always done it
- Get the board and team on-board and communicate early/often

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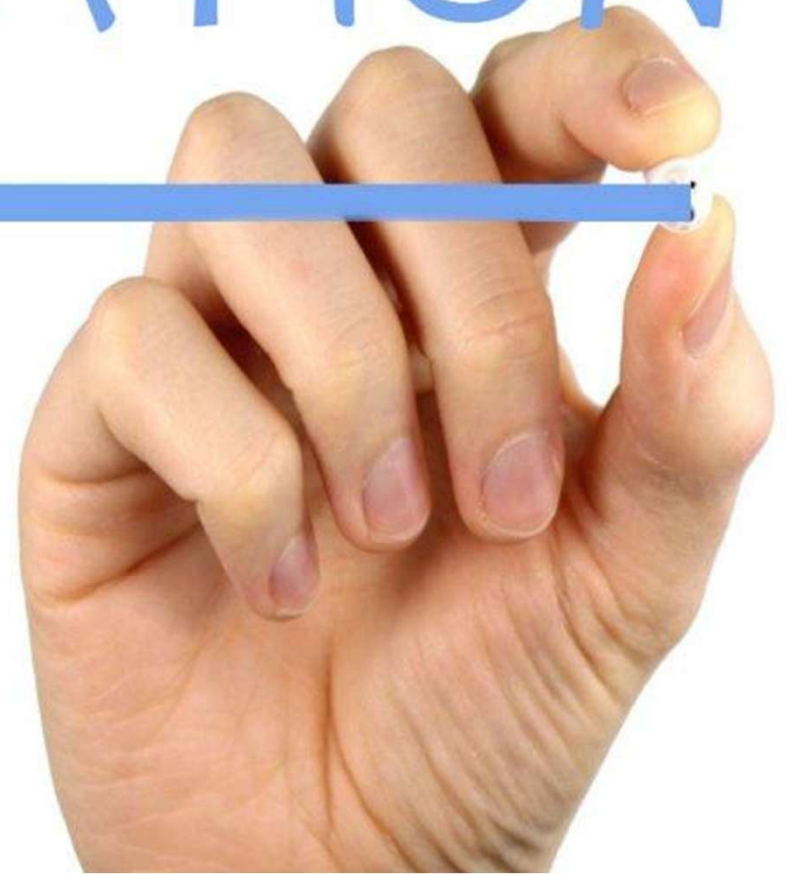


IMPACT2LEAD

THE SIX PILLARS OF IMPACT

- **I** – Inspire to Influence
 - The compelling vision that delivers on the why and purpose
- **M** – Make it Personal
 - Building strong relationships / EQ leader oriented
- **P** – Passion for Enthusiastic Participation
 - Displaying the commitment on the why to get the buy-in
- **A** – Authenticity all the Time
 - Complete transparency and suspension of egos – organization first
- **C** – Character through Communication
 - Leading with listening and empathy
- **T** – Trust for the Commitment to Excellence
 - Establishing trust at all levels so everyone knows what's in it for them – do what you say, know your business well, apologize when you need to

APPRECIATION



Embrace the Fun



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“Helping Individuals and Organizations Unleash Potential
Through Impactful Leadership”

