Moderator:

**Barbara Goodspeed, MHA, FACHE** Barbara is a healthcare leader with expertise in quality and safety, program development and strategy. Currently, Barbara is the Director of Quality for LHM, a group of longevity and anti-aging medical practices with headquarters in West Michigan. Previously, Barbara led strategic planning and new program development at Mary Free Bed Rehabilitation Hospital where she established a direct-to-employer care navigation service and expanded program services within the rehabilitative service lines while maintaining the organizational strategic plan. She also served as manager of Quality, Safety and Patient Experience at Corewell Health establishing the strategy for mortality prevention, readmissions reduction and leading teams responsible for quality improvement activities for all medical specialties and West Michigan-based hospitals and post-acute care. Barbara received her Master of Health Administration degree from Grand Valley State University. Barbara is involved in philanthropy and serves on regional and national community boards and committees. She is currently serving on the American College of Healthcare Executive’s national editorial board and has served at the local chapter level in chapter officer roles and continues her committee involvement in the Great Lakes Chapter of ACHE. Barbara lives in Cascade, Michigan with her husband

Panelists:

**Abby Hegstrand, RN, MSN, CPHQ** is an executive health care operations leader who brings 16 years of experience as a registered nurse. Abby graduated in 2007 with a bachelor's in nursing from Grand Valley State University and a Master's  in Nursing Education from Spring Arbor University in 2011. She currently serves as the Chief Operating Officer for Advanced Radiology Services (ARS) where she's responsible for practice operations, strategy deployment, clinical quality, practice performance and clinical service delivery for a large, privately owned radiology practice serving 12 healthcare systems across the state of Michigan.

She serves on the Michigan Insurance Professional Exchange Risk Assessment and Claims Administration Committee and participated in the Harvard TH Chan School of Public Health Emerging Executive Women in Healthcare program. Abby represents ARS operations in their partnership with Strategic Radiology, a national coalition of independent radiology practices. She is an active member of the Radiology Business Management Association (RBMA) and is also a member of CHIEF, the private membership network focused on driving women into positions of power, and keeping them there.

Abby lives in Grandville, MI with her husband and 3 kids.

**Joshua C. Richmond** is currently the Senior Director of Membership/Engagement for the Michigan State Medical Society.  A 2001 graduate of Michigan State University, Josh has spent the last 21 years working at MSMS, first as a field representative recruiting physicians to join MSMS, lobbying on behalf of physicians both in Lansing and Washington D.C. He is currently in charge of the MSMS Membership Department, staff for the Michigan Delegation to the American Medical Association, and working to maximize physician engagement in organized medicine.

**Eric Truskoski** joined Bradford White as a design engineer in 2006 after graduating with a bachelor’s degree in mechanical engineering from Michigan State University. Eric immediately demonstrated his unique talent, leveraging his expertise in product development and engineering to lead the company’s research and development lab.  His capabilities and commitment were recognized by Bradford White and led to his promotion to engineering manager, gaining increased responsibility leading their product development group.

In 2016, when Bradford White identified the critical need for an expanded presence to address local, state, and federal regulatory matters, Eric was the obvious candidate to lead this essential work. As senior director of government and regulatory affairs, Eric represented the Bradford White organization throughout North America and in select other countries. In this pivotal role, Eric kept Bradford White leadership apprised on any new legislative, regulatory, or codes and standards action that can affect Bradford White’s business or the business of its customers.

In 2023, Eric was promoted to his current role of Vice President of Administration and Government Affairs.  In addition to his government affairs responsibilities, Eric is tasked with leading Bradford White’s Administrative efforts, which includes all legal activities in the areas of intellectual property, claims, and contracts.  Eric works with industry leaders and regulators to effectively manage the drive toward electrification, which will have significant impacts on the environment, manufacturers, and consumers for generations to come.

In his role, Eric is also heavily involved in several key industry/trade organizations, such as the Air-Conditioning, Heating, and Refrigeration Institute (AHRI), the National Association of Manufacturers (NAM), American Supply Association (ASA), and the Plumbing, Heating, and Cooling Contractors Association (PHCC).  He sits on and has led many working groups and committees with these organizations.

Eric resides in Wyoming, Michigan with his wife and three children.