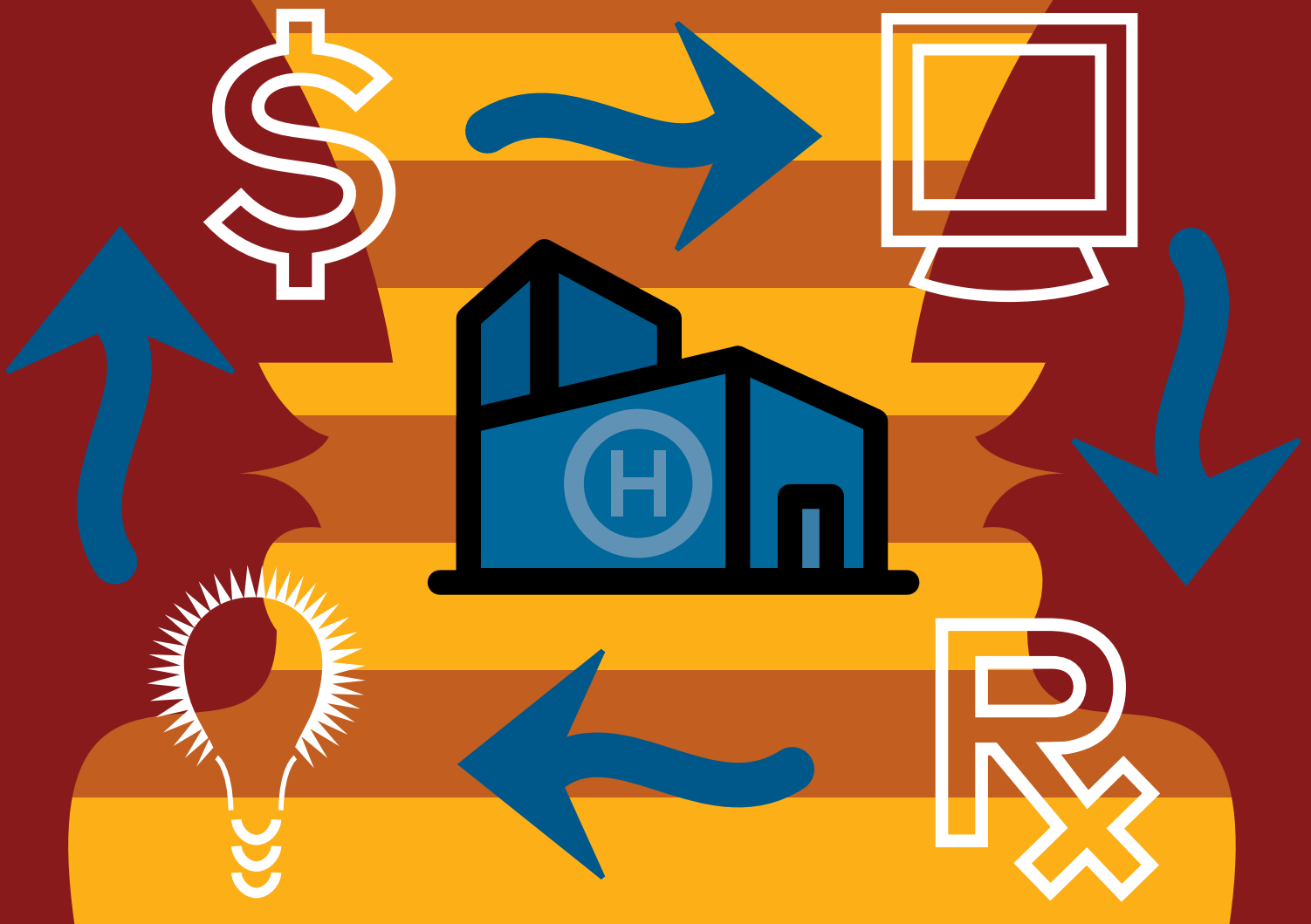

Physician Strategies Summit

Driving Performance and Value



February 27 – March 1, 2011

Camelback Inn
A JW Marriott Resort & Spa
Scottsdale, AZ

JOINTLY SPONSORED BY:



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Physician Strategies Summit

Driving Performance and Value

February 27 – March 1, 2011
Scottsdale, AZ

Dear Colleague:

The passage of health reform, with its focus on accountable care, care coordination, and value, encourages hospital/physician alignment as never before. And, healthcare executives are responding. They are increasingly exploring collaborative solutions with an eye toward enhancing clinical and operational performance, improving quality and value, and driving bottom line results — for the organization and for physicians.

How does your organization stack up? Is physician satisfaction a priority? Do you understand physicians' needs and concerns, and are you responsive to those concerns? Do you have a solid recruitment plan in place, along with a solid retention strategy? Are physicians receptive to collaborative efforts, and if so, with whom will you collaborate, and how? Have you considered how online solutions can help cement your relationships with physicians?

To examine these issues and more, we have assembled a knowledgeable faculty with practical, in-depth experience in the development, implementation, and operation of sound physician strategies. Proven case studies and thought-provoking general sessions will help you identify strategies for enhancing physician and organizational performance, strategies that will deliver positive returns NOW.

It is with pleasure that we extend a special invitation to you to attend the **Eighth National Physician Strategies Summit**.

Conference Co-Chairs



Jon D. Rahman, MD
System Vice President and
Chief Medical Officer
St. Vincent Health



John M. Snyder, FACHE
Executive Vice President
and COO
Carle Foundation Hospital
and Physician Group



Mary K. Stull, RN, PhD
Vice President and COO
Physician Practice Division
Elmhurst Memorial Healthcare

Examine the Winning Strategies

- Indicate the prognosis for — and bottom-line benefits of — clinical integration, ACOs, and other value-based models
- Define the cutting-edge alignment models, and when those models make sense
- Identify the tactics for assessing, strengthening, and tracking physician relations efforts to improve revenue
- Identify basic and innovative approaches for physician recruitment and primary care network development
- Select methods to enhance volume through sales
- Identify proven approaches for increasing physician satisfaction, retaining physicians, and generating referrals
- Differentiate strategies for physician employment and integration success

Who Should Attend

The development of a comprehensive strategy for successful hospital/physician relationships is a joint effort of executives throughout a healthcare organization. Therefore, team attendance is encouraged. The Summit will benefit the following individuals from hospitals, academic medical centers, healthcare systems, and medical group practices:

- CEOs/COOs/CFOs
- Chief Medical Officers
- Physician Leaders
- Board Members
- Chief Strategy Officers
- Marketing Executives
- Network and Business Development Executives
- Physician Relations Directors
- Physician Referral/Outreach Directors
- Physician Recruitment Directors
- Sales Executives
- Consultants
- Attorneys

Pre-Summit Strategy Session I

Pre-Summit Strategy Session II

9:00A-12:00P



What's Next? Emerging Models for Hospital/Physician Alignment

Healthcare reform and the macro-economic environment are placing renewed pressure on physician organizations and health systems to come together to build scale, align incentives, and share risk. To attract and manage physicians, health systems will need to offer a variety of compelling structural options, develop high-performing physician management capabilities, integrate clinical services across the continuum of care, and effectively manage risk within shared contracts. Explore the range of strategies, structures, and legal options available, including: Physician Employment, Medical Foundations, Hospital Affiliated Group Practices, Clinically Integrated Physician Networks, Physician-Hospital Organizations, Medical Group Joint Ventures, Co-Management Agreements, Management Services Organizations, and more.

John O. Chesley
Partner, Ropes & Gray

David P. Terry
Principal, The Chartis Group



Models and Methods to Strengthen Relationship Sales

A relationship sales team is effective in generating referrals and strengthening physician relationships. Examine successful models and innovative approaches that deliver value for physician practices and results for the organization. Examine the details, including structure, clinical positioning, expansion of the sales effort, and tracking and measurement. Join in an interactive discussion of sales techniques, the impact of healthcare delivery models, and ideas for internal positioning.

Kim Marzullo, RN, MBA
Director, Physician Marketing & Liaison Program, Sutter Health (Emeryville, CA)
Brian Michels
Regional Physician Relations Manager, Provena Saint Joseph Medical Center (Joliet, IL)
Kriss Barlow, Facilitator
Principal, Barlow/McCarthy

Separate registration fees apply to the Pre-Summit Strategy Sessions. Please check the Registration Form for details.

1:00P Conference Commences

Physician Relations/Sales

Sponsored by eVariant, LLC

Medical Staff Development & Growth

Sponsored by Connect Healthcare

Maximizing Organizational Models

Sponsored by Navvis & Company

1:00-2:15P

Getting A Physician Relations Program Off the Ground

Is your physician relations program in the start-up phase? Having trouble knowing where to start? For many hospitals, getting a program up and running can be a challenge. Hear how other organizations have built programs from the ground up using a well-thought out, strategic approach. Learn how to develop a business plan that delivers results.

Kathy Lapacek
Vice President, Business Development
Advocate Health Care (Chicago, IL)

Christine Rhodes
Director, Provider Relations and Outreach
Porter Adventist Hospital – Centura Health (Denver, CO)

Physician Recruitment is Changing...Are You Prepared?

New community benefit requirements; employment of physicians and other changes in medical practice models; an expanded focus on prevention and primary care under health reform; and testing of ACOs, medical homes, and bundled payments all have implications for physician recruiting. Examine key considerations for choosing the right candidate, designing attractive recruitment packages, matching candidates to culture, and ensuring that physicians stay for the long term.

David Andrick, CMSR/FMSD
Director of Physician Recruitment/Relations
Wilson Memorial Hospital (Sidney, OH)

Value-Based Care: Real Models that Deliver

Value-based payment is increasingly viewed as the solution to bending the curve on healthcare cost growth. Join your colleagues in this interactive session and examine the keys to:

- engaging physicians and empowering them to achieve results
- developing meaningful financial incentives to drive cost efficiency and achieve clinical quality goals
- enabling seamless information exchange and coordination of care between hospitals, physician offices, and other sites of care.

William Chin, MD
Executive Medical Director
HealthCare Partners (Torrance, CA)

Robert Minkin
Former CEO
Exempla Saint Joseph Hospital (Denver, CO)

Allan S. Field
Executive Director
THP TriState Health Partners (Hagerstown, MD)
Laura P. Jacobs, Facilitator
Senior Vice President
The Camden Group

2:30-3:45P

Creating a Specialized Physician Sales Force

Nationwide, healthcare organizations are beginning to organize specialized physician marketing sales forces utilizing dedicated resources, research, and marketing tools. Learn how to create a highly aligned structure to impact physician practice and hospital volumes and expand geographic reach. Examine strategies to assist stagnant practices and ramp-up new physicians to attain or exceed pro forma goals.

C. Josef Ghosn
Senior Vice President & Chief Strategy Officer and
Celle Simmons
Executive Director, Physician Relations & Physician Strategic Planning
Florida Hospital (Orlando, FL)

Prioritized Physician Planning in a Reformed Industry

Physician planning models of simply calculating community need are no longer sufficient — growth objectives and potential reform impact must also be considered. Examine a process for prioritizing recruitment needs that integrates with overall strategy and considers factors ranging from the financial impact of pending physician retirements to how the front desk staff of your referral base might be limiting referrals.

Gary Lipinski, MD, Regional Vice President/Medical Staff Services/Chief Medical Officer
Adventist Midwest Health (Hinsdale, IL)
Brian Ackerman, Managing Consultant
Health Planning Source

4:00-5:15P



General Session Sponsored by Barlow/McCarthy
Developing Great Physician and Administrative Leaders

Successful managers and clinicians possess many valuable skills and are effective in driving performance toward identified goals. But what does it take to be a *great* leader...one who can direct performance toward the unknown and engage constituents in producing outcomes they have never been asked to deliver before and may not even know how to produce? Join Kathi Becker and David Hefner in examining the key values and skills that every leader must continue to develop, including authenticity, generous listening, productively interacting with conflict, and managing ambiguity.

Kathi Becker, Managing Partner, PLB Ventures and **David Hefner**, Senior Advisor, AAMC

5:15-6:15P Opening Reception

Physician Relations/Sales

Sponsored by eVariant, LLC

Medical Staff Development & Growth

Sponsored by Connect Healthcare

8:00–9:15A

General Session

Sponsored by Aegis Health Group



A Call to Action: Patient Experience as a Top Strategic Priority

Too often, healthcare executives focus on efficiency and financial performance at the expense of the patient experience. But, with the implementation of CMS-mandated patient satisfaction surveys, public reporting, and pay for performance, patient experience has become a growing priority. Join Dr. Bridget Duffy in her examination of why the time is NOW for organizations to create a culture of caring. Hear why it is so important for the effort to be led by physicians, with the support of every member of the hospital team. Bridget will draw on her experience as the first Chief Experience Officer of Cleveland Clinic to explore the connection between quality, safety, and patient and employee experience.

M. Bridget Duffy, MD
Chief Experience Officer
ExperiaHealth

9:30–10:45A

Techniques and Tools to Measure Physician Relations Impact

Physician relationship executives are charged with measuring and reporting return on investment for their relationship sales efforts. Learn from a program that is demonstrating results through regular tracking of measures that align with organizational goals and resonate with leadership. Examine the metrics, including physician referral volumes, satisfaction, loyalty, and engagement.

Susan Boydell
Director, Business Growth Strategy
Texas Health Resources (Arlington, TX)

Redefining the Role of Primary Care

Hospitals and physician organizations are pursuing strategies to build more expansive primary care networks to ensure access and coordinate care from prevention to chronic disease management. Join your colleagues as they explore the reshaping of their markets through primary care strategies.

Larry Harrison, CEO, Scripps Clinic and Executive Vice President, Scripps Health (San Diego, CA)
John M. Snyder, FACHE, Executive Vice President and COO Carle Foundation Hospital and Physician Group (Urbana, IL)
Michael Weiss, DO, FAAP, Medical Director of Quality Management
Monarch Healthcare (Irvine, CA)
Darin Libby, Facilitator
Senior Manager, ECG Management Consultants, Inc.

11:00A–12:15P

Attract Referring Physicians and Earn their Loyalty

How do you determine what referring physicians want most in order to maintain successful referring relationships? Hear how physician research drove a 3-year journey to grow regional referrals within a mixed model of academic and private practice. Examine key strategic components, including infrastructure must-haves and culture changes to improve communication. Learn how to apply principles with your practices.

Jane Thornhill
Administrator
HFMG Referring Physician Office
Henry Ford Medical Group/Henry Ford Health System (Detroit, MI)

Performance-Based Physician Compensation

Compensation models that align physician performance with the organization's strategic business goals, mission, and vision are critical to the success of any hospital/physician partnership. Hear practical advice and case examples for designing compensation plans. Examine metrics and models that appropriately recognize physicians' contributions, attract and retain physicians, align goals, and turn strategy into action.

H. Alex Hunter
Managing Director, Healthcare
Navigant

12:15–1:15P Luncheon

1:30–2:45P

Better Referral Management with CRM/PRM

Charged with building physician referrals? Hear how Scott & White Healthcare uses its CRM platform to meet Physician Relationship Management and referral tracking needs. Learn how this platform was leveraged to transform the way Scott & White processes referrals and communicates to referring physicians. The model provides immediate feedback so that issues can be dealt with promptly. The result? Improved physician satisfaction and loyalty, and a referral increase of over 20% each year for three consecutive years.

Brian P. Borchardt
Director of Physician Relations
Scott & White Healthcare (Temple, TX)

Onboarding for Recruiting and Retention Success

What's the key to retaining the physicians you recruit? Examine approaches to onboarding that successfully — and quickly — assimilate and integrate new physicians into the hospital team and the community. Identify opportunities to connect with physicians prior to their arrival and build relationships with the medical community and the community at large. Hear tips for avoiding hurdles and delays in getting the practice up and running.

Carrie Bennett, Director, Growth and Physician Services
LifePoint Hospitals (Brentwood, TN)
Deborah Fiumedora, Director of Business Development
Winchester Hospital (Winchester, MA)
Allison McCarthy, Facilitator
Principal, Barlow/McCarthy

3:00–4:15P

Marketing the Employed Physician Practice

As more hospitals employ physicians, physician relations and marketing staff are challenged to develop effective approaches for branding and marketing employed physician practices. Examine practical, time-tested solutions and innovative approaches to streamline the practice marketing process, maximize your marketing efforts, and get practices the visibility needed for growth.

Carol Via Flynn
Corporate Director of Marketing & Communications
Sentara Healthcare (Norfolk, VA)
Susan Milford
Senior Vice President, Strategic Marketing & Planning
Centegra Health System (Crystal Lake, IL)
Karen Corrigan, Facilitator
Corrigan Partners

Becoming the Service Line of Choice

Hospitals and affiliated specialty physicians are dependent on the strength of referral relationships with primary care physicians for direct and indirect referrals. By identifying referral motivators, hospitals and specialists can work together to build and maintain referral relationships. Service lines provide an excellent forum for addressing those motivators, with the goal of becoming the specialists, hospital, and service line of choice.

Timothy L. Hobbs, MD, MBA
Chief Physician Executive
Community Health Network (Indianapolis, IN)
Marc D. Halley, MBA
President and CEO
The Halley Consulting Group, LLC

“The Summit offered a good mix of tactical sessions on physician relations, recruiting, and retention as well as topics for higher-level administrators.”

– **Michael Delgado**
Senior Manager of Business Development
Southeast Missouri Hospital

Maximizing Organizational Models

Sponsored by Navvis & Company

Building a Physician-Led, Professionally Managed Physician Enterprise

Examine one system's success in transforming over 300 primary care and specialty physicians in over 75 locations into a single physician-led multispecialty group. Hear how the group is creating an intentional physician-led culture, developing a new generation of physician leaders, and working with hospitals to redefine traditional relationships and reshape how care is delivered across the system.

John Hubert, MD

President, Mercy Multispecialty Physician Group
Mercy East Region (St. Louis, MO)

Stuart Baker, MD

President and Chief Operating Officer
Navvis and Company

Physician Employment: Improving Practice Performance

Even as hospital employment of physicians grows, underperforming practices remain a concern. Learn to shift the focus from recruitment and acquisition to practice operations — and successfully address issues related to physician culture, leadership, compensation, productivity, EMR implementation, costs, and quality initiatives. Join your colleagues for an interactive discussion.

Andrew A. Smith, MD

Vice President of Medical Affairs/Chief Medical Officer
Saint Francis Memorial Hospital – CHW (San Francisco, CA)

Jeffrey Peters

Chairman
Health Directions, LLC

12:15 – 1:15P Luncheon

When Physician Employment Isn't Working

What happens when a large specialty practice is integrated into a 500+ physician system-owned multispecialty practice? Examine how to set the framework for a mutually satisfactory relationship. Examine the options that are available for resolution, especially when the parties view success differently. Evaluate motivations in decision making and how they can impact the outcome.

Michael V. Gentry

Corporate Vice President, Southside
Sentara Healthcare (Norfolk, VA)

Creating a Physician Leadership Structure to Integrate Patient Care

St. Vincent Health, part of Ascension Health System, developed a physician leadership program, with over 90 physicians graduating to date. Hear about program objectives, workshop sessions and their structure, faculty, the physician selection process, investment in the program, and physician feedback. Examine the lessons learned and refinements made, as well as the proposed future expansion of the program.

Jon D. Rahman, MD

System Vice President and Chief Medical Officer
St. Vincent Health (Indianapolis, IN)

Value-Based Models

Sponsored by CPM

Clinical Integration: Laying the Groundwork for an ACO

The ACO is emerging as an important model to address the challenges of rising healthcare costs and fragmented delivery. Anticipating this movement, Exempla Lutheran Health Partners resolved in 2009 to pursue a strategy of clinical integration to lay the groundwork toward becoming an ACO. Examine the strategic decision-making process, critical HIT capabilities, and lessons learned in engaging physicians.

A. Walter Hankwitz

Former Executive Director
Exempla Lutheran Health Partners (Wheat Ridge, CO)

Elizabeth Simpkin

VP Consulting Services, Valence Health

Building a High-Performing Primary Care Group for ACO Success

Montefiore Medical Center, with four hospitals and over 250 employed primary care physicians in 20+ sites, established a cohesive medical group that now cares for over 200,000 lives. Examine the three evolutionary phases: acquisition, integration, and clinical practice innovation. Learn to organize and manage care in a mixed-model reimbursement environment, setting the stage for the transition to Accountable Care.

Jon Swartz, MD, MBA, FAAFP

Medical Director, Montefiore Medical Group

Montefiore Medical Center (Bronx, NY)

Laura Etchen

Principal, The Chartis Group

Piloting the "Value" River: Guiding a System Culture from Volume to Value

Changing a fee-for-service culture to one that can manage risk and accrue shared savings is a huge transition. Hear how "learning" pilots can achieve proof of concept while not endangering the system. Included are managing employee health costs via care management tools, medical homes for high-cost chronic illness employees at large employers, and episode treatment groups/bundles for specialty care re-engineering and value generation.

Martin Hickey, MD

Consultant, Healthcare, Navigant
Former Chief Accountable Care Officer
Alegent Health (Omaha, NE)

Creating a Medical Home Using Population Health Management Technology

Elmhurst Clinic set an ambitious goal to transform into a patient-centered medical home using population health management technology. The result? A 40% improvement in patient compliance with treatment plans in just one year. Learn how combining EHRs with Web-based technology that enables centralized care coordination helps care teams improve population health and achieve medical home status.

Mary K. Stull, RN, PhD

VP/COO Physician Practice Division
Elmhurst Memorial Healthcare (Elmhurst, IL)

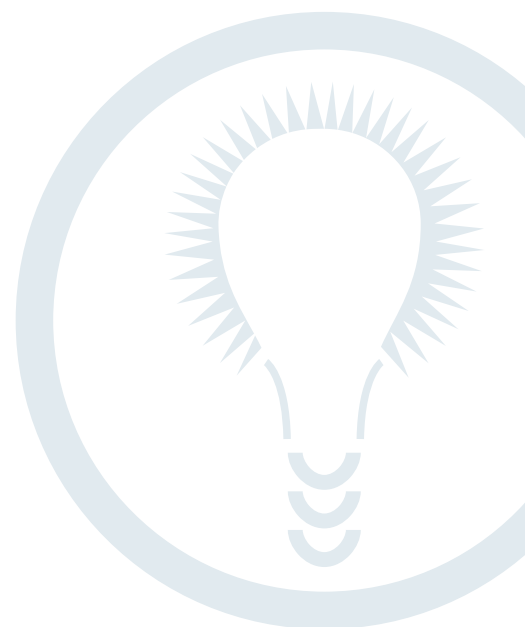
Richard Hodach, MD, MPH, PhD

Chief Medical Officer, Phytel

"The variety of topics was exceptional. With so many good talks overlapping, it was great to have the CD-ROM and flash drive with all of the power points. The conference was very well done."

– Russ Sesto

Director, Physician Relations
Affinity Health System



"The size of the conference was optimal for networking with attendees and faculty. Having speakers from multiple provider organizations within each session allowed me to gain different perspectives on the topics presented."

– Susan Boydell

Director, Business Growth
Texas Health Resources

8:00–9:15A

General Session

Sponsored by REACH3



Physician & Hospital Relationships: Getting Your Team in Shape for the 2016 Healthcare Games

This is a time of intense change in healthcare. Healthcare reform is the law of the land, but no one knows for sure how it will play out or what “fixes” will emerge down the road. At the same time, hospitals and physicians continue to contend with pressures related to rising costs, declining reimbursement, and an intensely competitive market. What does the future hold? Join noted healthcare strategist Nathan Kaufman as he examines the trends and their implications for hospital and physician alignment. Nate will help you anticipate the true consequences of reform; examine expectations from private payers, including employers and insurers; and define strategies to help your organization prepare to navigate the uncertain road ahead.

Nathan Kaufman
Managing Director and Founder
Kaufman Strategic Advisors, LLC

Physician Relations/Sales

Sponsored by eVariant, LLC

9:30–10:45A

Physician Referral Leakage: Strategies for the New Reality

Preventing “leakage” of ancillary and specialty care referrals is a key concern for today’s health systems. Successful physician relations models have cultivated relationships with business strategy leaders, as well as clinical leaders, to ensure referral continuity and maximize referral development. Examine successful strategies for cross-selling, channel management, patient hand-offs, and more.

Edward C. Dougherty, MBA (Invited)
Vice President, Physician Network Development
and

Brian A. Nester, DO, MBA (Invited)
SVP/Physician Hospital Network Development
Lehigh Valley Hospital and Health Network (Allentown, PA)

Medical Staff Development & Growth

Sponsored by Connect Healthcare

Physician Portals: Let’s Talk

Hear the perspective gathered from CEOs, CMOs, consultants, portal developers, and others as to the key success factors of Physician Portals. Examine the business drivers behind the leading Physician Portal initiatives, what physicians want from their portals, the functionality that has been developed, lessons learned, and what’s next.

Lyle D. Green, MBA, FACHE, FHIMSS
Associate Vice President, Physician Relations
The University of Texas M. D. Anderson Cancer Center
(Houston, TX)

John Rodis, MD
Senior Vice President, Medical Affairs
Stamford Hospital (Stamford, CT)

Daniel E. Ansel
President/CEO
Private Health News

11:00A–12:15P

Social Media: The Evolving Patient/Physician Connection

Increasingly, physicians and their relationships to patients, staff, and hospitals are influencing the shape of the organizations’ social media programs. Examine how tweeters, bloggers, and social media advocates are connecting with the community and physicians. Hear how these connections reinforce a positive brand experience for healthcare consumers.

Stephanie Cannon
Director of Web Communications and eBusiness
Nationwide Children’s Hospital (Columbus, OH)

Elizabeth L. Scott
President & Principal Consultant
Raven New Media & Marketing, LLC

Establishing Physician Recruitment Priorities and Ensuring Their Success

Since 2006, Rush has followed a unique decision-support model for approval of potential recruitments, including an analysis of contribution margin, profit & loss, and fit with the organization’s mission and values. Examine the working strategies for establishing an internal decision support process for faculty recruitment. Learn the tools necessary to accomplish faculty recruitment goals.

Armen L. Gallucci
Assistant Vice President, Medical Affairs
and

Brian T. Smith
Executive Director, Rush University Medical Group and
Vice President, Medical Affairs
Rush University Medical Center (Chicago, IL)



“The Physician Strategies Summit was directly applicable to the work I do and provided many practical ideas for improving my own program.”

– Margot Kravette
Director, Physician Relations
Seattle Children’s Hospital

Maximizing Organizational Models

Sponsored by Navvis & Company

A Nurse Practitioner Led Primary Care Practice

One solution to primary care physician shortages ...a primary care practice staffed by experienced, customer-focused Nurse Practitioners, with physician oversight, but no onsite physicians. Hear about an innovative practice that provides ongoing chronic care in an affluent target community. Examine the unique pitfalls and positives of a Nurse Practitioner-led practice.

Karen Canter-Koester

Vice President, Operations and Strategy
BJC Medical Group (St. Louis, MO)

Carol Fellin Hemker

Director, Physician Services and Marketing
Christian Hospital, BJC Healthcare (St. Louis, MO)

Value-Based Models

Sponsored by CPM

The Evolving Medical Group Marketplace in Post-Reform Massachusetts

Healthcare reform in Massachusetts has had a dramatic effect on the healthcare marketplace. With state regulators pushing payors and providers into a "Value Based Purchasing" environment, creating differentiated value for patients and purchasers is a must. Hear how the largest independent medical group is responding through affiliations with other medical groups, preferred hospital partnerships, enhanced medical management capabilities, and sophisticated use of EMR and other clinical data tools.

Kathy Gardner

Vice President & Executive Director
Atrius Health (Newton, MA)

"The agenda was as up-to-date as you can get with all that is going on in healthcare and featured truly visionary subject matter."

— **A. Neil Johnson, MD**

Associate CMO Clinical Operations
William Beaumont Hospitals

Ambulatory Care Partnerships as a Revenue Enhancer

Physicians are increasingly looking to their hospital partners to develop more integrated care models and relieve financial pressures. Provider-based clinic status supports both goals. Review the benefits; challenges; and financial, operational, and strategic implications of converting to provider-based status. Hear how conversion can optimize reimbursement and enhance hospital/physician alignment.

Robin K. Meter

Vice President/ Executive Director
Wake Forest University Physicians (Winston-Salem, NC)

Nicki Nguyen-Colvin

Manager
ECG Management Consultants, Inc.

Leaders' Round Table: What's Working Out There?

Join your peers for this facilitated discussion. Share your own successes and challenges, and learn how other organizations are forging successful hospital/physician partnerships. Gain ideas and insights based on real, practical experience. Plus, you'll have an opportunity to provide input on how future Forum Summits can better meet your needs.

Richard K. Keck, Jr.

President
StratEx, LLC

Linda MacCracken

Vice President
Thomson Reuters

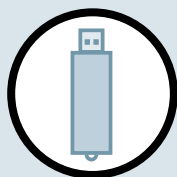


Special Conference Features



Don't Miss a Session

Attendees will receive a CD-ROM featuring the audio and handouts from each session, compliments of **Health Directions, LLC**.



Access Handouts 24/7

Receive a flash drive on-site with all of the conference handouts, compliments of **ECG Management Consultants, Inc.**



Stay Connected

Wireless Internet access will be provided in the meeting rooms.

Plan a One-on-One with Summit Faculty

The Summit offers an excellent opportunity for your leadership team to meet with select faculty in a customized retreat setting. Organize all you've heard at the Summit, and develop a plan of action, or address a specific concern that your organization is facing. Contact Judy Neiman at 312-440-9080, ext. 24, or email jneiman@healthcarestrategy.com to schedule a "one-on-one" or small group meeting with one or more of our speakers.

Summit Schedule At-A-Glance

Sunday, February 27, 2011

8:00A–5:00P	Registration
9:00A–12:00P	Pre-Summit Strategy Session I
9:00A–12:00P	Pre-Summit Strategy Session II
1:00–3:45P	Concurrent Sessions
4:00–5:15P	General Session
5:15–6:15P	Opening Reception

Monday, February 28, 2011

7:30A–4:00P	Registration
7:30A	Continental Breakfast
8:00–9:15A	General Session
9:30A–12:15P	Concurrent Sessions
12:15–1:15P	Lunch
1:30–4:15P	Concurrent Sessions

Tuesday, March 1, 2011

7:30A–12:00P	Registration
7:30A	Continental Breakfast
8:00–9:15A	General Session
9:30A–12:15P	Concurrent Sessions
12:15P	Summit Adjourns

The Forum Has Gone Green!

The Forum for Healthcare Strategists wants to help keep our planet healthy and safe, so our conferences have “gone green.” Our efforts to deliver an exceptional conference while remaining friendly to the environment include:

- Electronic submission of Call for Speakers
- Flash Drives with conference handouts and materials, as well as online access
- An electronic Overall Forum Evaluation following the conference
- Large spring water coolers, rather than individual plastic bottles
- Recycling — bins for recycling bottles, cans, and paper will be located throughout the meeting space



Sponsors



forum FOR HEALTHCARE STRATEGISTS

In cooperation with:



Aegis Health Group, the leader in revenue growth strategies for hospitals, implements business development initiatives that drive market share. Aegis also helps hospitals enhance physician alignment using an issues-resolution approach that is sales-focused, accountable and measurable. For over 20 years, Aegis has been providing hospitals with proven ROI results. For more information, visit www.aegishealthgroup.com.



Barlow/McCarthy consults nationally in strategy development for physician relations, retention, medical practice development, and all elements of physician recruitment. The Barlow/McCarthy team has hands-on expertise in defining and implementing the right strategy and structure to bring hospitals and physicians in sync.



Connect Healthcare (A PhotoBooks Company) continues to provide all the same services delivered by PhotoBooks: **Total Website Solutions; Find a Doctor Applications; Social Media Platforms; Printed Physician Referral Directories.** Our enhanced services include **Web, Social Media and Operations Strategy Development** that build on our 18 years of experience in connecting institutions with consumers, patients and physicians.



CPM is a growth and business development partner for healthcare organizations. We fuel growth with smarter strategies in physician relations, CRM, hospital planning and strategic marketing. CPM's one-of-a-kind Physician Relationship Management System is designed to empower hospitals to boost referrals, maintain long-term physician relationships and increase hospital admissions and their bottom line.



ECG Management Consultants, Inc. offers a broad range of strategic, financial, operational, and technology-related consulting services to healthcare providers. With nearly 100 consultants, ECG is a national leader, providing specialized expertise to community hospitals, academic medical centers, health systems, and medical groups. For nearly 40 years, we have played an instrumental role in developing and implementing innovative and customized solutions that effectively address issues confronting healthcare providers.

The **Forum for Healthcare Strategists** was established by a distinguished group of senior healthcare strategists seeking an opportunity to collectively examine current and future strategies for the delivery of healthcare. The Forum provides networks of communication and support, as well as opportunities for professional development, with the ultimate purpose of inspiring new, more effective models of care. Call 312-440-9080 or visit www.healthcarestrategy.com.



eVariant works with healthcare marketers to **increase volume, track referral patterns** and reduce **operational costs** while enhancing collaboration through our Provider Relationship Management (**PRM**) platform, HealthConnect. HealthConnect is different than most solutions and built based on the aggregated requirements of dozens of Physician Relations teams. Please visit www.MyHealthConnect.com for more information.



Health Directions provides business solutions for healthcare organizations. Our experienced consulting team focuses on revenue cycle management, hospital/physician integration, physician practice management and health IT. We help medical groups and hospitals increase their net revenue, enhance physician satisfaction, get the most out of EMR and build a strong strategic position.



Navvis & Company™ is a management consultancy providing counsel and support for innovative, market-linked strategies to create high-performing, future-ready health systems, forge enduring physician partnerships, and create competitive advantage.



Private Health News' (PHN) award-winning, interactive e-communication solutions and CRM/Marketing tools help providers build measurable, ongoing, targeted relationships with **Consumers (My Health e-News), Physicians/Nurses (MedNews Plus)** and **Patients/Caregivers (Patient e-Prep)** based on their specific health interests, specialties and needs. PHN's powerful services create a strategic and competitive advantage while persistently promoting a provider's brand, programs, services and physicians.



REACH3 is the market leader for healthcare customer relationship management (CRM) and physician referral solutions. Partnering with hundreds of healthcare organizations across the country, REACH3 utilizes data-driven technology to optimize marketing and measure results. Headquartered in Verona, Wisconsin, REACH3 is a wholly owned subsidiary of Third Wave Research, Ltd.

Details

Continuing Medical Education (CME) Accreditation

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of Postgraduate Institute for Medicine (PIM) and Forum for Healthcare Strategists. The Postgraduate Institute for Medicine is accredited by the ACCME to provide continuing medical education for physicians.

AMA Credit Designation

The Postgraduate Institute for Medicine designates this educational activity for a maximum of 16.75 *AMA PRA Category 1 Credit(s)*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Disclosure of Conflicts of Interest

Postgraduate Institute for Medicine (PIM) requires instructors, planners, managers, and other individuals who are in a position to control the content of the activity to disclose any real or apparent conflict of interest they may have as related to the content of this activity. All identified conflicts of interest are thoroughly vetted by PIM for fair balance, scientific objectivity of studies mentioned in the materials or used as the basis for content, and appropriateness of patient care recommendations.

ACHE Category II Eligible

The Forum for Healthcare Strategists is authorized to award up to 18 hours of pre-approved Category II (non-ACHE) continuing education credit for this program toward advancement or recertification in the American College of Healthcare Executives. Participants of this program wishing to have the continuing education hours applied toward Category II credits should list their attendance when applying for advancement or recertification in ACHE. Please note your ACHE affiliation on the Registration Form.

Car Rental

Special meeting rates are available through Avis Rent A Car's Meeting Reservation and Information Desk at 800-331-1600. Mention group number J948529.

Special Needs

If you need assistance with special arrangements, such as dietary restrictions or accessibility, please notify us.

Excellence Guarantee

The Summit sponsors are committed to excellence in educational programming. If you are not satisfied with the Summit, you may return your conference materials while *on-site* and we will refund your registration minus a \$150 processing fee.

Camelback Inn A JW Marriott Resort & Spa



The official hotel for the Summit is the **Camelback Inn, a JW Marriott Resort & Spa**. This landmark Scottsdale resort is nestled on 125 acres of naturally landscaped desert. Guests can enjoy an authentic Southwestern experience, secluded casitas, 36-holes of championship golf, and the signature Spa at Camelback Inn. Set in the heart of Scottsdale, the Camelback has been a favorite of celebrities and U.S. presidents throughout its colorful history.

To make reservations, call the Camelback directly at **800-242-2635** and identify the meeting as the "Physician Strategies Summit" to get the special rate of **\$255** single/double. This rate includes high speed Internet and wireless access in guest rooms, spa fitness center access, and more! Reservations must be guaranteed with a major credit card.

Be sure to make your reservation as soon as possible. The room block will be released on February 1, 2011, but might be sold out before that date. Call early to ensure availability! After the deadline date, or when the room block is filled, rooms will be available at the group rate on a space available basis.

Physician Strategies Summit

Driving Performance and Value

February 27 – March 1, 2011

Camelback Inn, a JW Marriott Resort & Spa
Scottsdale, AZ

1 Registrant Information

FULL NAME

FIRST NAME AS YOU WISH IT TO APPEAR ON BADGE

TITLE

ORGANIZATION

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

E-MAIL

2 Which Category Best Describes Your Organization?

- | | |
|---|---|
| <input type="checkbox"/> Integrated Delivery System | <input type="checkbox"/> Health Plan |
| <input type="checkbox"/> Hospital | <input type="checkbox"/> Insurer |
| <input type="checkbox"/> Urban/Suburban | <input type="checkbox"/> Medical Group Practice |
| <input type="checkbox"/> Rural | <input type="checkbox"/> Consultancy |
| <input type="checkbox"/> Academic Medical Center | <input type="checkbox"/> Vendor |

3 Registration Fees

Early rates are available if the registration form with full payment is received by **Friday, January 21, 2011**. Discounts for 2 or more registrations are available. Please contact the Forum directly. All registrations for attendees from the same organization seeking discounts must be submitted together.

Summit Rates	Early <i>received by 1/21</i>	Regular <i>received after 1/21</i>
Forum Member	___ \$895	___ \$995
Non-Member*	___ \$1,020*	___ \$1,120*

Join the Forum (\$225 annual fee)

___ *\$100 due for Membership Dues
(*\$125 of registration fee will be applied to Forum membership*)

Pre-Summit Strategy Sessions (for Summit Attendees Only)

Emerging Models	___ \$110	___ \$135
Physician Sales	___ \$110	___ \$135

CD-ROM of Audio/Handouts

___ \$395 Non-Attendees (includes shipping/handling)

Summit attendees receive a complimentary CD-ROM, compliments of Health Directions, LLC

Total Due \$ _____

4 Payment Information

Your registration will be confirmed only after payment in full has been received.

- A check is enclosed, payable to Forum for Healthcare Strategists
 I authorize you to charge: VISA MC AmEx Discover

NAME ON CARD

CARD NUMBER

EXPIRATION

BILLING STREET ADDRESS

ZIP CODE

SIGNATURE

5 Get This Form To Us

Mail registration form(s) with payment to:
 Forum for Healthcare Strategists
 980 North Michigan Avenue
 Suite 1260
 Chicago, IL 60611

Fax registration form(s) with credit card information to:
 312-440-9089

Register **online** at:
www.healthcarestrategy.com

Questions? Call 866-440-9080 ext. 23.

Cancellation Policy

The Forum guarantees a refund, less a \$150 administrative fee, if written notification is received on or before January 21, 2011. Verbal cancellations are not accepted. Cancellations received after January 21, 2011 are not eligible for a refund. You may always send a substitute.

Confirmation of Registration

All registrations will be confirmed within 10 business days of receipt of the registration form and payment. If you do not receive a confirmation, please call 866-440-9080, ext. 23. Please do not mail or fax forms without payment.



forum FOR HEALTHCARE STRATEGISTS

980 North Michigan Avenue
Suite 1260
Chicago, IL 60611

Tel: 312-440-9080
www.healthcarestrategy.com

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