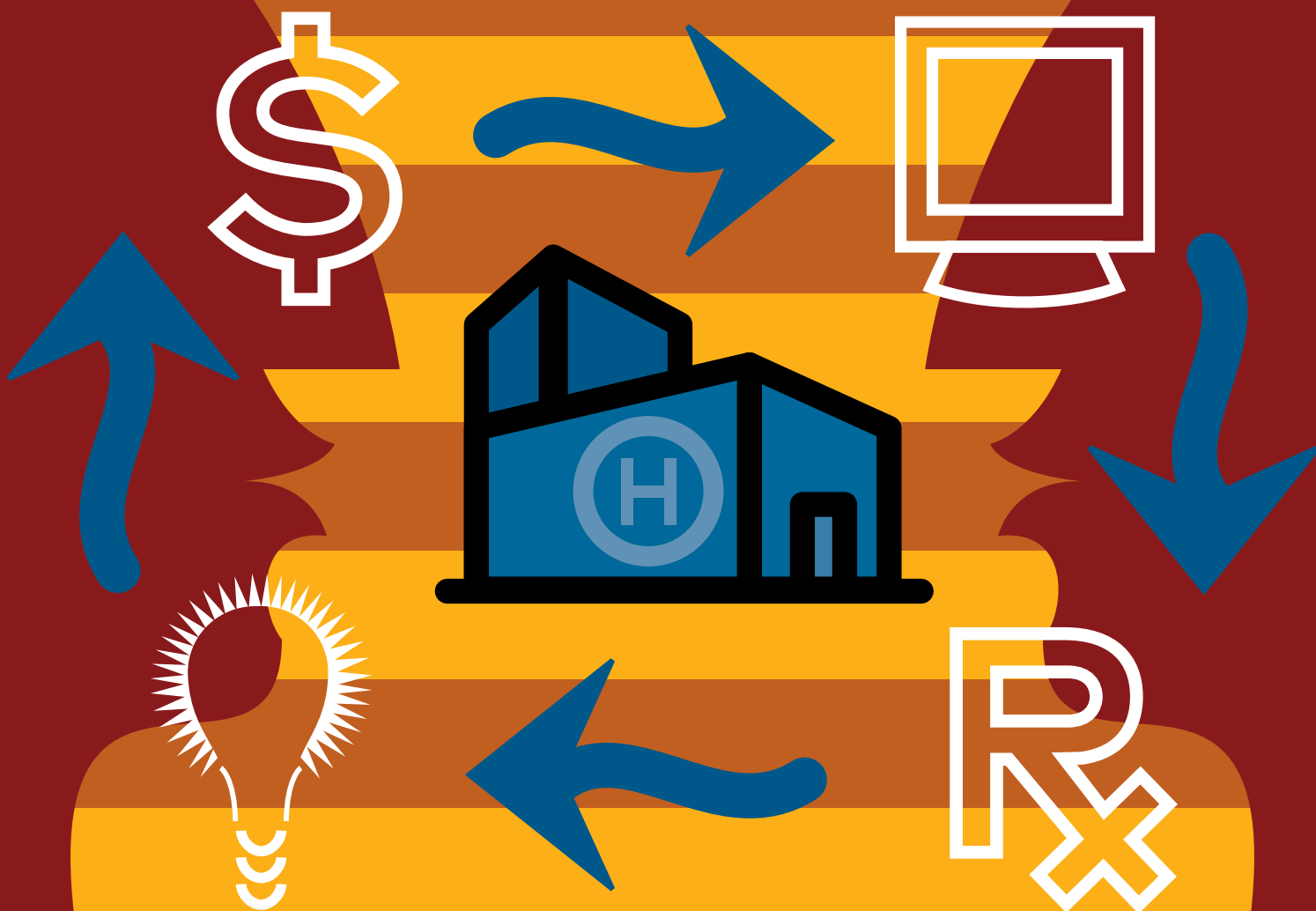


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# Physician Strategies Summit

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Results-Driven Strategies & Tactics



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**April 26–28, 2009**

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InterContinental Buckhead  
Atlanta, GA

**FOCUS ON:**

Physician Relations/Sales  
Physician Recruitment/Retention  
Physician Strategies  
Internet & Health 2.0



**forum** FOR HEALTHCARE STRATEGISTS

**IN COOPERATION WITH:**

Barlow/McCarthy  
ECG Management Consultants, Inc.  
Greystone.Net

Legacy Consulting Group  
PhotoBooks, Inc.  
Private Health News  
Surgical Directions, LLC

# Physician Strategies Summit

## Results-Driven Strategies & Tactics

April 26–28, 2009  
Atlanta, GA

### Dear Colleague:

Reimbursement pressures ... increased attention to quality and price transparency ... and now the nation's ailing economy ... all these forces heighten the need for improving clinical and operational performance. And, in fact, many healthcare executives and physicians are doing just that. They are working together to develop collaborative solutions that offer improved clinical quality, profitable growth, and bottom line results for the organization and its physicians.

How does your organization stack up? Do you understand physicians' needs and concerns, and are you rewarding them for their contributions? Do you have a solid recruitment plan in place, along with the right people to execute it? How have you reacted to competition from physicians, particularly those who were once allies? Are physicians receptive to collaborative efforts, and if so, with whom will you collaborate, and how? Have you considered how new Internet 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 **Sixth National Physician Strategies Summit**.

### Conference Co-Chairs



**Lori Marshall**  
Vice President,  
Physician Sales  
HCA Delta Division



**Mark J. Peters, MD**  
Chief Executive Officer/  
President  
East Jefferson General  
Hospital



**Jeffrey D. Peterson,**  
**FACHE**  
President  
Abbott Northwestern  
Hospital

### Examine the Winning Strategies

- Indicate the prognosis for—and bottom-line benefits of—collaborative hospital and physician relationships
- 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
- Select methods to enhance volume through sales
- Identify proven approaches for increasing physician satisfaction, retaining physicians, and generating referrals
- Differentiate strategies for boosting the performance of employed physicians
- Select methods to structure compensation to drive key results
- Identify basic and innovative approaches for effective physician recruitment
- Discuss the impact of Health 2.0 Internet strategies on the hospital/physician relationship

### 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
- Chief Medical Officers
- Physician Leaders
- Board Members
- Chief Strategy and Marketing Officers
- Network and Business Development Executives
- Physician Relations Directors
- Physician Recruitment Directors
- Sales Executives
- Webmasters

Pre-Summit Strategy Session I

Pre-Summit Strategy Session II

9:00A-12:00P



**Getting the Most Out of Employed Physicians: Improving ROI**

Too often, hospitals lose money on underperforming employed physician practices. The problem ... many organizations focus on recruitment and acquisition but not on practice operations. Attend this case study rich session and examine practical solutions for improving the financial performance of employed physicians. Learn how to assess your practice and quantify the financial opportunity for improvement by evaluating physician incentives and compensation, practice operations, revenue cycle and pricing, practice governance and management, IT opportunities, quality initiatives, and more!

**Steve Messinger**, Principal  
and  
**Jessica Turgon**, Senior Manager, ECG Management Consultants, Inc.



**Sales Training to Achieve Referral Volume Growth and Retention**

Increasingly, a solid sales function is the key to growing referrals and retaining physicians. Sharpen your sales skills in this interactive session. Learn the steps to effective relationship sales, and how to: identify appropriate sales approaches for target markets; develop the scripts to ask the right questions; build product and service solutions based on what the customer wants; communicate benefit, value and ROI; ask for commitment; manage customer attitudes and objections; and manage the territory.

**Lori Marshall**, Vice President, Physician Sales, HCA Delta Division (New Orleans, LA)  
**Kriss Barlow, RN, MBA**, 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 PhotoBooks, Inc.

**Physician Recruitment/Retention**

Sponsored by Barlow/McCarthy

**Physician Strategies**

Sponsored by Legacy Consulting Group

1:00-2:15P

**Tracking & Measuring Physician Relations Success: Database Strategies**

Both existing physician relations programs, as well as start-ups, need an effective tracking and measurement system to support the capture of contact profiles, activities, trends, and performance. Join your colleagues in a discussion regarding how to select and implement an effective contact manager tracking system, as well as key tools for measuring return on investment. Discuss the advantages of homegrown systems versus off-the-shelf.

**Caroline Raimy**  
Physician Liaison  
Catholic Health System (Kenmore, NY)  
**Angela Stoltz, MHSA**  
Outreach Manager  
Children's Hospitals and Clinics of Minnesota  
(Minneapolis and St. Paul, MN)

**Developing a Physician Recruitment Plan: Essential to Success**

Launching a successful Physician Recruitment effort requires a comprehensive plan. Learn how to outline your recruitment expectations based on the number of physicians, as well as the targeted specialties. Develop a timeframe, as well as a budget. Examine how to measure ROI.

**Tammy D. Jamison**  
Director, Physician & Executive Recruiting  
Lehigh Valley Health Network (Bethlehem, PA)  
**Brett Walker**  
Director, Physician Recruitment  
Clarian Health  
ASPR- President

**Cutting Edge Hospital/Physician Relationship Models: Establishing a Systematic Approach**

Many healthcare organizations react to joint venture opportunities rather than evaluate and develop joint ventures within a well-established framework, using clear objectives. Attend this session and:

- Develop guidelines and criteria for the consideration and evaluation of joint ventures and alternatives to joint ventures
- Examine a variety of joint venture and partnership models that will lead to cost-effective physician alignment, including the business issues, benefits, and risks attendant to those models
- Identify key economic issues, such as compensation, payments to physicians, and valuation considerations, as well as an array of legal issues

**D. Louis Glaser, JD**  
Partner  
Katten Muchin Rosenman, LLP  
**Craig E. Holm, FACHE, CHE**  
Senior Vice President  
Health Strategies & Solutions, Inc.

2:30-3:45P

**Sales: A Strategy to Enhance Volumes and ROI**

Sales, along with internal databases, provides key market intelligence for building solid hospital/physician connections. Examine how to use this information to cultivate better relationships and cater to the needs of physicians, both new and existing, thereby positively influencing referral patterns. Learn the essential steps in measuring and documenting ROI.

**C. Josef Ghosn, MBA, EdD**  
Vice President for Strategic Planning  
and  
**Karilynn Vargas, MBA**  
Administrative Director of Marketing & Planning  
Florida Hospital (Maitland, FL)

**Physician Recruitment + All Those Other Duties**

Increasingly, recruiters are being asked to take on more and more duties, including managing onboarding, retention, and physician relations. Learn solid approaches for integrating these strategies for best performance through strategic assessments, priority decision-making, team maximization, and communication integration.

**Jennifer Hart**  
Director, Physician Recruitment and Relations  
Emerson Hospital (Concord, MA)  
**Allison McCarthy**  
Principal  
Barlow/McCarthy

4:00-5:15P



**Managing for Increased Performance: Today's Imperative**

Today, healthcare executives are dealing with the need to do more with less. Success depends on leadership's ability to build high-performing teams and get the most out of every employee. Bill Schult, a noted expert in personality assessment, will help you do just that. He'll examine the different traits, abilities, and personality characteristics that influence how we interact with others, as well as how we manage AND how we prefer to be managed. Bill will outline the keys to understanding your personal leadership style, as well as how you can communicate and interact effectively with others. **All Summit attendees will receive a complimentary Proception2 Report.**

**Bill Schult**, President, Believe & Succeed, Inc.

5:15-6:15P

Opening Reception

**Physician Relations/Sales**

Sponsored by PhotoBooks, Inc.

**Physician Recruitment/Retention**

Sponsored by Barlow/McCarthy

**8:00–9:15A  
General  
Session**



**Administration of Change: What's in Store for Healthcare?**

Momentum toward fundamental change in the US healthcare system is real and growing, but real reform is costly and will take time. What can hospitals and physicians expect in the near term? Comparative effectiveness, evidence-based medicine, cost reduction, performance-based payments, consumerism, safety, quality and transparency — they're all on the table as legitimate action items in the new political structure of Washington, DC. And how will the new administration address more immediate issues such as Medicare fee cuts and the moratorium on physician-owned specialty hospitals? Paul Keckley will examine what's most likely to happen based on the most current proposals from the Obama Administration and congressional leaders.

**Paul Keckley, PhD**  
Executive Director  
Deloitte Center for Health Solutions

**12:30–2:00P  
Luncheon**



**Can Primary Care Be Saved?**

To date, not enough attention has been paid to the plight of primary care physicians. Kurt Mosley reveals why the primary care workforce will make or break healthcare reform. Drawing on data from one of the largest physician surveys ever conducted in America, and 20 years in the physician recruiting field, he'll examine the availability and morale of the primary care workforce and efforts to ensure its viability, with a focus on the medical home.

**Kurt Mosley**  
Vice President of Business Development  
Merritt Hawkins & Associates

**9:45–11:00A**

**Assessing ... and Strengthening ... Your Physician Relations Program**

Gaining new business opportunities through physician relations is a target strategy for many healthcare organizations. Examine an established physician relations program, and how the work was integrated into that of the organization to position it to seize opportunities. Learn to listen to your internal voice to recognize when changes need to be made.

**Lori McLelland**  
Executive Director, Marketing & HealthConnection  
*and*  
**Una Hutton Newman**  
Chief Marketing Officer  
Emory Healthcare & Emory University (Atlanta, GA)

**11:15A–12:30P**

**Mapping Your Medical Staff: Creating Powerful Physician Strategies by Understanding Medical Staff Segments**

Traditional medical staff development planning is no longer enough. Today, organizational success demands a detailed understanding of the physician staff, including the unique needs, concerns, and aspirations of each medical staff segment. Understand how to break down physician need segments, including lifestyle, financial, and status, and outline practical strategies for working with each.

**Jeff Peters**  
President  
Surgical Directions, LLC

**12:30–2:00P Luncheon: Can Primary Care Be Saved?**

**2:15–3:30P**

**Preventing Physician Disloyalty: Building Stability and Trust with "At-Risk" Physicians**

Most organizations fail to realize that even their most satisfied physicians are at risk for severing ties in search of new opportunities. Learn how to assess risk levels for satisfied physicians. Take steps to solidify relationships with at-risk physicians and convert this group to highly loyal partners.

**Elaine Denning, MBA**  
Vice President of Strategic Planning and Business Development  
Legacy Health System (Portland, OR)  
**David D. Rowlee, PhD**  
Vice President, Physician Research Services  
Morehead Associates

**3:45–5:15P**

**Special Workshops: Let's Talk**

**Best Practices and Trends in Physician Relations Sales: Ideas Into Action**

Managers of physician relations programs continually seek out models and approaches that will ensure successful staff management and referral volume results. Hear the results of a national survey, and examine the implications. Identify applications for your physician relations sales and service staff and program. Learn how a focus on return on investment, staff management, and training will lead to more successful physician relations.

**Carolyn Merriman**  
President  
Corporate Health Group, LLC

**Performance-Based Physician Compensation**

Effective physician strategies require compensation structures that reward the "right" behaviors and encourage implementation. Hear practical advice and case examples for developing compensation plans that attract and retain physicians, as well as incentives that turn strategy into action and deliver results.

**Jim Doyle**  
Chief Financial Officer  
*and*  
**Mary K. Stull, RN, PhD**  
Vice President, Physician Practice Division  
Elmhurst Memorial Healthcare (Elmhurst, IL)  
**James Lord, Facilitator**  
Principal  
ECG Management Consultants, Inc.

**Informed Interviewing = A Successful Site Visit**

In today's environment, it is more important than ever to recruit, and retain, the "right" physicians. Preparing your staff to conduct quality interviews is key to landing a candidate who will stay for the long term. Examine the keys to successful interviews, including how to watch for non-verbal clues from interviewees. Learn how to develop questions that dig deep to identify a fit with your organization.

**Cynthia Bagwell**  
Associate Vice President, Professional Staffing  
Geisinger Health System (Danville, PA)

**The Medical Staff Development Plan: A Hospital "Must Have"**

Hospitals are challenged with ensuring a sufficient level of physician supply and access in their local markets, demanding increased attention to the Physician Manpower Plan. Learn how to realistically assess physician need, position the Manpower Plan as a planning tool for resource allocation, and gain physician, management, staff, and board consensus for the plan. Examine implementation strategies.

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

**Beyond Referral Development: Physicians as a Distribution Channel**

Industry research indicates that physician influence is the primary driver of hospital selection (as high as 80 percent). It is time to rebalance marketing activities to reflect a greater emphasis on physician channel marketing. Examine how to move beyond referral development to explore physicians as a distribution network. Identify physician-to-physician marketing strategies and tools that can yield an immediate impact on patient volume and mix.

**Alvis R. Swinney**  
Senior Vice President, Marketing and Communications  
Meridian Health (Neptune, NJ)

**Physician Strategies**

Sponsored by Legacy Consulting Group

**The Clinical Council at Abbott Northwestern Hospital Grows Up**

Six years ago, a new model of cooperative leadership was developed at Abbott Northwestern Hospital, one that aligned the hospital's strategic interests with those of the employed and independent, community physicians. Examine lessons learned from one of the first healthcare organizations to use this model, as well as the factors critical to its success and sustainability.

**Subbarao (Subi) Inampudi, MD, FACP**  
Immediate Past Co-Chair ANW Clinical Council  
and

**Jeffrey D. Peterson, FACHE**  
President  
Abbott Northwestern Hospital (Minneapolis, MN)  
**Richard Slack**, Principal, nTrust, *Facilitator*

**Using Clinical Integration to Strengthen Clinical Performance & Hospital/Physician Relationships**

Examine how an office-based clinical improvement initiative at CIPA (a partnership between the Catholic Health System and a network of associated physicians) used disease registries to monitor care and treatment of patients with chronic health conditions and align with the system's service lines. Hear about the pay-for-performance system, as well as the electronic health record initiative.

**Mike Edbauer, DO**  
Medical Director  
and  
**Dennis R. Horrigan**  
President/CEO  
CIPA WNY IPA (Buffalo, NY)

**12:30–2:00P Luncheon: Can Primary Care Be Saved?**

**Strategic Initiatives to Engage an Independent Medical Staff**

East Jefferson General Hospital has a large medical staff that is comprised of many 1–2 person physician groups. Faced with an aging staff, and struggling with inadequate commercial payer reimbursement, the hospital committed to an ambulatory health record for its active staff physicians. Examine the investment, as well as the results, including the payback.

**Mark J. Peters, MD**  
CEO/President  
and  
**Chris Rowe**  
Vice President of Business Development  
East Jefferson General Hospital (Metairie, LA)

**A CEO's Formula for Engaging Physicians**

Let's talk about a simple, evidence-based, "how-to" formula for CEOs and Executive Teams to develop successful relationships with the Medical Staff. Examine how to create systems and structures that allow Administration to surrender Unilateral Decision Making. Learn how to mend long-standing feuds and what it will take to create renewed relationships with physicians. Examine the war stories, and the payback.

**Michael Hunn**  
Chief Executive  
Providence Little Company of Mary Medical Center (Torrance, CA)

**Internet & Health 2.0**

Sponsored by Greystone.Net

**Developing an Internet Business Plan: Focus on Physicians**

Hospitals and healthcare systems are facing an increasingly complex environment with an array of Web-based needs for and from physicians associated with their organizations. Attend this interactive session and learn how to develop an Internet Business Plan that meets the needs of current medical staff members, referring physicians, and the physicians you're recruiting. Hear how Web strategies build stronger relationships with all physicians. Examine:

- The use and growth of online physician portals, including referring physician portals
- Hospital support of physician practice Web sites, interactive physician marketing techniques, and interactive physician relations programs
- Interactive tools for recruiting and retaining physicians
- The uses and benefits of physician support of social networks; Web/Call Center integration; and podcasts, online videos, and blogs

**Kathy Divis**  
President  
and  
**John Eudes**  
Co-Founder & Executive Vice President  
Greystone.Net

**Connecting Physicians & Patients: A Case Study**

NorthShore University HealthSystem made it easier for patients to connect with physicians and take a more interactive role in care. Through MyChart, patients can schedule appointments, view lab results and prescription information, talk with a care team, and more! Hear how NorthShore works with physicians and nurses to explain the benefits, including improved office workflow, communication, and patient loyalty. Examine quantifiable results.

**A.J. Melaragno**  
Assistant Vice President, Interactive Marketing  
NorthShore University HealthSystem (Evanston, IL)

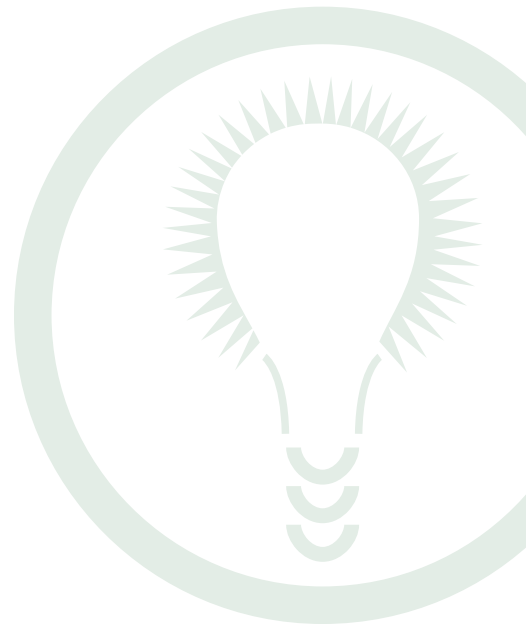
**Enhancing Physician Relations and Referral: New Internet Physician Directory Strategies**

Learn how major healthcare organizations have embraced sophisticated Internet physician directory strategies to enhance physician relations and stimulate patient referrals. Hear about online communication with physicians, distribution of physician directory data to the physician's PDA, optimizing online directories for viewing on "smart phones," new tools to aid physician relations, and Internet strategies to easily create up-to-date print directories.

**Bucky Rudolph**, Director, Public Relations  
The Reading Hospital and Medical Center (Reading, PA)  
**Louis Towles**, Director of Operations  
PhotoBooks, Inc.

*"Great plenary speakers, plus highly relevant workshops and small groups, made for an outstanding conference."*

— **Frank Claudy, MD, MBA, CPE, FAFP**  
VP, Medical Staff Affairs  
Genesis Health System



*"The Summit featured a great variety of topics on physician strategies. I am going to use all that I have learned in our operational and physician strategies."*

— **Bob Sarkar**  
Regional VP, Business Development & PHO  
Provena

8:00–9:15A  
General Session



**The New Healthcare Reality: Emerging Trends**

What's the reality of healthcare services today? Have earlier forecasts held up? What do we know about successful organizations? How will technology impact care delivery? Join futurist Kaveh Safavi as he examines how demographics, demand on resources, medical and information technology, and consumer attitudes are affecting healthcare services, and what these trends mean as healthcare organizations adapt to a changing marketplace. Examine the attributes of high-performing organizations, how hospitals are improving clinical care, and how the new retail attitude impacts the healthcare consumer. Safavi will draw insights from the most current global information.

**Kaveh Safavi, MD, JD**  
Global Practice Lead, Healthcare, Internet Business Solutions  
Cisco Systems, Inc.

**Physician Relations/Sales**

Sponsored by PhotoBooks, Inc.

9:45–11:00A

**Creating the Right Framework to Encourage Physician Relations Success**

Creating a successful growth strategy requires clear understanding of the process and goals that stretch the team, and ensure results. Ultimately, there is a need to work with healthcare executives and physicians to understand the over-riding goals, as well as the impact on the organization. Attend this session and examine a winning model, one that focuses on growth and results. Stories of tactics and success will be shared.

**Carrie C. Bennett, FACHE**  
Manager, Physician Development/Constituency Satisfaction  
LifePoint Hospitals, Inc. (Brentwood, TN)

11:15A–12:30P

**Partnering with Physicians: A Call to Change**

Clarian Health successfully implemented a strategy to improve the health of Indiana citizens by identifying pre-episode patients with loose physician relationships. The mission communication strategy, A Call to Change, was a collaborative effort between administration and physician leadership to target and acquire primary care, bariatrics, cardiovascular, oncology, and orthopaedic patients. Hear how the strategy improved hospital/physician relationships, and built profitable patient volume for both entities.

**Rebecca Carl**  
Chief Marketing Officer  
and  
**Sue Finkam**  
Director, Statewide Marketing  
Clarian Health (Indianapolis, IN)

**Physician Recruitment/Retention**

Sponsored by Barlow/McCarthy

**Physician Recruitment and Retention: Legal Issues**

There's no arguing with the strategic value of a high-quality medical staff. Now, as physicians increasingly seek employment or other relationships with hospitals, physician recruitment has become a top priority for many organizations. Understanding the regulations that impact recruiting practices is essential to effective execution of the recruitment plan. Review the various laws and rules that govern the recruitment and retention of physicians by hospitals and health systems.

**Roger Strode**  
Partner-International Health Care Practice  
McDermott Will & Emery LLP

**Starting a Medical Practice: The Physician Signed—Now What?**

Helping newly recruited physicians build their practices as quickly as possible is an imperative. Examine the issues, including practice expectations, credentialing, marketing, understanding financials, developing a strong working relationship between the hospital and physician, and selecting/implementing a successful PM/EHR. Address the needs of employed as well as private practice startups.

**Paul Horn**  
Vice President, Physician Services  
Capella Healthcare (Franklin, TN)  
**Craig Hunter**  
Senior Vice President  
Coker Group

*“The variety of speakers and topics within the overall framework of the conference was exceptional. The concurrent sessions were outstanding—and featured excellent speakers.”*

— **Brandon A. Roger**  
Vice President, Market Planning  
Community Health Network



**Physician Strategies**

Sponsored by Legacy Consulting Group

**Medical Director Partnerships: Achieving Organizational Objectives**

For more than ten years, The University of Kansas has employed medical director partnerships as a successful strategy to engage physician leaders. These contractual partnerships pair a physician and hospital leader to address cross-cutting issues at a unit, department, or programmatic level. Examine the contractual and performance management tools, as well as how the strategy has increased collaboration and loyalty.

**Bob Page**

President & Chief Executive Officer  
and

**Tammy Peterman**

Executive Vice President, Chief Operating Officer  
& Chief Nursing Officer  
University of Kansas Hospital (Kansas City, KS)

**Internet & Health 2.0**

Sponsored by Greystone.Net

**Online Physician Recruitment: Cost-Effective Strategies for Generating Quality Interest**

Physicians are looking for more than a paycheck; they desire community, connectedness, and a sense of belonging. Hear how a 99-bed community hospital has tapped into those needs by leveraging social networking sites like Twitter, community-generated media through YouTube, and search engine marketing into a cost-effective recruitment strategy with solid ROI.

**Kevin Robinson**

Communications Manager  
Southwestern Vermont Medical Center  
(Bennington, VT)

**Matthew Dillingham**

Vice President  
MedTouch

*“The topics were very in-depth and applicable to physician strategies—from beginner to expert. I picked up many new ideas.”*

— Carol Koenecke-Grant  
VP, Planning and Marketing  
Carle Clinic Association

**Aligning the Interests of 62 Cardiologists AND a Healthcare System**

In 2007, three independent cardiology groups formed Piedmont Heart Institute, a physician governed and managed entity of Piedmont Healthcare. Examine the transaction motivation, timing, and communication imperatives that prompted the move. Hear about the structure and content of a physician-managed service line across a four-hospital system. Explore quality and operational outcomes.

**William Knopf, MD**

Chief Operating Officer  
and

**Michele Molden**

President & CEO  
Piedmont Heart Institute (Atlanta, GA)

**Leveraging the Internet: Connection Counts**

The first step in developing an online marketing strategy is understanding how your target market uses the Internet to make healthcare decisions. Learn how a leading health system effectively connects with patients using search. Hear how RSS feeds, podcasts, and search engine optimization have provided a value-add for physicians, attracted new patients, and increased revenues by nearly 25%.

**John Steiner**

Director, Physician Services and Growth Initiatives  
Resurrection Health Care, Saint Joseph Hospital  
(Chicago, IL)

**Jan R. Rutherford, Jr.**

Senior Vice President  
HealthGrades

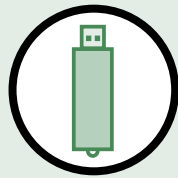


**Special Conference Features**



**Don't Miss a Session**

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



**Access Handouts 24/7**

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



**Know Thyself**

To increase your personal productivity and effectiveness, attendees will receive a **complimentary 15-page personality report** (Proception2), a \$95 value.

Visit the Forum at [www.healthcarestrategy.com](http://www.healthcarestrategy.com) to register online.

# Summit Schedule At-A-Glance

## Sunday, April 26, 2009

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

## Monday, April 27, 2009

7:30A–5:00P	Registration
7:30A	Continental Breakfast
<b>8:00–9:15A</b>	<b>General Session</b>
<b>9:45A–12:30P</b>	<b>Concurrent Sessions</b>
12:30–2:00P	Lunch
<b>2:15–3:30P</b>	<b>Concurrent Sessions</b>
<b>3:45–5:15P</b>	<b>Special Workshop Sessions</b>

## Tuesday, April 28, 2009

7:30A–12:00P	Registration
7:30A	Continental Breakfast
<b>8:00–9:15A</b>	<b>General Session</b>
<b>9:45A–12:30P</b>	<b>Concurrent Sessions</b>
12:30P	Summit Adjourns

## The Physician Strategies Summit Learning Center

The Physician Strategies Summit Learning Center offers the opportunity for hands-on experience with the newest and best technologies and services, featuring demonstrations hosted by some of the nation's leading firms in the area of physician strategies, services, and marketing. The Learning Center is designed to help you “demystify and distinguish” so that you can make informed decisions for the future. If you need a little extra encouragement, food and drink will be provided!



*“The diversity of the attendees provided a wonderful opportunity to network and openly discuss the challenges that we all face in this crazy world of healthcare!”*

— Kristina S. Choquette  
Manager, Ambulatory  
Performance Improvement  
Dartmouth-Hitchcock  
Medical Center

## Sponsors



**forum** FOR HEALTHCARE STRATEGISTS

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](http://www.healthcarestrategy.com).

In cooperation with:



**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.

**ECG**

MANAGEMENT  
CONSULTANTS

**ECG Management Consultants, Inc.** is a consulting firm that develops – and implements – innovative solutions for healthcare organizations. ECG provides a variety of strategic, operational, and financially related services, and is known for specialized expertise regarding hospital and physician relationships, strategic and business planning, and the complexities of hospitals, health systems, and the academic healthcare enterprise.

**greystone**net

**Greystone.Net** offers services for hospitals including Internet, Intranet and portal strategic planning; call center strategic planning and assessments; Web benchmarking and peer comparisons; Web site assessments; social media planning, implementation and tracking; and search engine marketing.



**Legacy Consulting Group** is a full-service healthcare consulting firm. Legacy provides independent management counsel to physicians and health systems in the areas of strategy, business and market development, financial planning, master facility planning, and regulatory services. Our strategy practice emphasizes innovative solutions to physician-hospital collaboration challenges and often involves implementation assistance. For more information, visit [www.legacyconsulting.com](http://www.legacyconsulting.com).



**PhotoBooks, Inc.** produces customized Directory and Website Solutions that emphasize easy creation and management by non-technical personnel. These services include: Print and Internet Physician Directories; Outsourced Website Solutions; Custom Website Application Development; and Custom Data Management.



mednews plus

**Private Health News'** award-winning eNewsletters and CRM/Marketing tools help providers build ongoing, targeted relationships and track measurable ROI. PHN's new physician e-relationship program, MedNews Plus, provides breaking medical news and conference coverage by specialty(s) of interest with free CME/CE to physicians/nurses, while allowing the provider to include targeted messages based on those specialties.

**SURGICAL**  
DIRECTIONS

**Surgical Directions, LLC** guides hospitals and health systems through financial, operational, and strategic performance improvements in perioperative and anesthesia services. Our teams of Anesthesiologists, OR Nurse Executives, and Perioperative Business Strategists work with clients to streamline patient throughput, enhance anesthesia service levels, increase surgeon and patient satisfaction, decrease costs, and implement perioperative strategic growth plans.



### 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
- Online access to conference handouts, as well as Attendee and Faculty Lists, to prevent the unnecessary copying of conference materials
- Drop-off bins at the Registration desk for recycling attendee name badges
- 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

## Details

### Continuing Medical Education (CME) Accreditation

*Sponsored by the Postgraduate Institute for Medicine*

This activity has been planned and implemented in accordance with the Essentials Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the Postgraduate Institute for Medicine (PIM) and the 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 13 AMA PRA Category 1 Credit(s)<sup>™</sup>. 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 13 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. Reference group number J948529.

### Special Needs

If you need assistance with special arrangements, such as dietary restrictions or accessibility, call toll-free at 866-440-9080 x 23.

### Excellence Guarantee

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

## Intercontinental Buckhead



The official hotel for the Summit is the **InterContinental Buckhead**. The InterContinental Buckhead sets new standards of luxury with international flair and southern elegance. Intercontinental Buckhead is in the heart of Buckhead's thriving business and shopping districts and provides easy access to attractions such as the Georgia Aquarium, the High Museum of Art, the New World of Coca-Cola, and the CNN Studio Tour. The hotel also features a first class fitness center and spa.

To make reservations, call the hotel directly at **877-422-8254**, and identify the meeting as the "Physician Strategies Summit" to get the special rate of \$239 single/double. Note: The sleeping room rate includes high speed Internet access.

Be sure to make your reservations by **Friday, March 27, 2009**. After the deadline date, or when the room block is filled, rooms will be available on a space available basis only.

Call early to ensure availability!

*"The conference agenda delivered up-to date information, especially on the importance of hospitals aligning with physicians."*

— **Ruth R. Sulkosky**  
Physician Liaison  
Indiana Regional Medical Center

# Physician Strategies Summit

## Results-Driven Strategies & Tactics

April 26–28, 2009

InterContinental Buckhead

Atlanta, GA

### 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 Half-Day Sessions and Special Workshops

Please check if you plan to attend any of these half-day or workshop sessions. Your assistance in indicating which sessions you plan to attend will help us make appropriate room assignments. Note: Checking a box does not obligate you to attend the session.

#### Half-Day Concurrent Sessions

- Sunday, April 26**  
Hospital/Physician Relationship Models (Glaser/Holm)
- Monday, April 27**  
Developing an Internet Business Plan (Divis/Eudes)

#### Special Workshop Sessions

- Monday, April 27**  
Trends in Physician Relations Sales (Merriman)
- Beyond Referral Development (Swinney)
- CEO's Formula for Engaging Physicians (Hunn)
- Enhancing Physician Relations and Referral (Rudolph/Towles)

#### Cancellation Policy

The Forum guarantees a refund, less a \$150 administrative fee, if written notification is received on or before March 16, 2009. Verbal cancellations are not accepted. Cancellations received after March 16, 2009 are not eligible for a refund. You may always send a substitute.

#### Confirmation of Registration

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

### 4 Registration Fees

Early rates are available if the registration form with full payment is received by Monday, March 16, 2009. 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>rec'd by 3/16</i>	Regular <i>rec'd after 3/16</i>
Forum Member	\$895 _____	\$995 _____
Non-Member*	\$1020* _____	\$1120* _____

#### 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)

Employed Physicians	\$95 _____	\$115 _____
Sales Training	\$95 _____	\$115 _____

#### CD-ROM of Audio/Handouts

\_\_\_\_\_ \$395 CD-ROM\*\* (includes shipping)

\*\* *Summit attendees receive a complimentary CD-ROM, compliments of Surgical Directions, LLC.*

**Total Due** \$ \_\_\_\_\_

### 5 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  MasterCard  
 Discover  American Express

NAME ON CARD

CARD NUMBER

EXPIRATION

BILLING STREET ADDRESS

BILLING ZIP CODE

SIGNATURE

### 6 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](http://www.healthcarestrategy.com)



**forum** FOR HEALTHCARE STRATEGISTS

980 North Michigan Avenue  
Suite 1260  
Chicago, IL 60611

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

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## Physician Strategies Summit

Results-Driven Strategies & Tactics

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### April 26-28, 2009

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InterContinental Buckhead  
Atlanta, GA

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**Act Today!**  
Early Registration  
Savings End  
March 16th



**April 26-28, 2009**  
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Featuring Presentations by Healthcare Thought Leaders

**Physician Strategies Summit**  
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