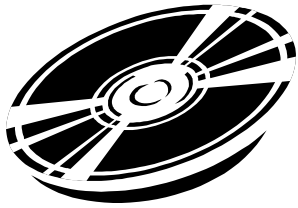


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## HOSPITAL & PHYSICIAN RELATIONS: AN EXECUTIVE SUMMIT

October 21–23, 2007 JW Marriott Desert Ridge Phoenix, AZ

### PRE-SUMMIT STRATEGY SESSIONS

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#### **Cutting Edge Hospital/Physician Relationship Models: Critical Business & Legal Issues**

*Thomas Dutton, Jones Day; Steve Messinger, ECG  
Management Consultants, Inc.*

#### **Strengthening Your Physician Relations Program: Ideas Into Action**

*Sue Pietrafesa, Sunrise Health; Amy Stevens, Sunrise Health-  
HCA/Las Vegas; Kriss Barlow, RN, MBA, Barlow/McCarthy*

### GENERAL SESSIONS

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#### **Where Are You Now Marcus Welby?**

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

#### **The Empowered Consumer: A Call to Action**

*Wayne Sensor, Alegen Health*

#### **Connecting Online to Patients and Physicians with Interactive PHRs**

*Ed Fotsch, MD, Medem*

#### **Responding Together – Or Not: Emerging Trends in Healthcare Technology and Delivery**

*Kevin Fickenschier, MD, Perot Systems Corporation; Kaveh  
Safavi, MD, JD, Thomson Healthcare*

### CREATING NEW PARTNERSHIP MODELS: EXAMINING THE VENTURE

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#### **Next Generation Model for Physician Employment**

*Sherry Dorsey, HealthPoint Medical Group; Jeffry Peters,  
Health Directions, LLC*

#### **Hospital & Physician Real Estate Collaboration**

*Lori Skora, St. Joseph Regional Medical Center; Charles Vogt,  
BremnerDuke Healthcare Real Estate*

#### **Hospital & Physician RelationShifts: Organizational Models of Collaboration**

*Andrew Epstein, MD, The Bard Group; Edward Murphy, MD,  
Carilion Health System; Irving Prengler, MD, Baylor University  
Medical Center; David Torchiana, MD, Massachusetts General  
Physicians Organization*

#### **Build Market Share AND Improve Quality through Physician/Hospital Partnerships**

*Javon Bea and Mark Goelzer, MD, Mercy Health System*

#### **Network Cancer Institute: A Successful Strategy**

*Gregory Graves, MD, Sutter Regional Medical Group; Margaret  
Mette, RN, MS, Sutter Regional Cancer Institute; Steven Elliott,  
MHA, Cenergy, LLC*

#### **Business and Legal Considerations to Entering the Retail Clinic Market**

*Scott Edelstein, JD, MPA, Squire, Sanders & Dempsey LLP;  
Ron Schmidt, DMI Transitions*

### HOSPITAL/PHYSICIAN COLLABORATION

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#### **Identifying, Understanding, and Working with the “Entrepreneurial” Physician**

*Scott Rifkin, MD, Healthsouth Tustin Rehabilitation Hospital*

#### **Physician Alignment: Strategy, Leadership & Marketing**

*Michael Eesley and Susan Milford, Centegra Health System*

#### **Secrets to a Successful Hospitalist Program: Aligning Physician/Hospital Objectives**

*John Nelson, MD, Overlake Hospital Medical Center; Darin  
Libby, ECG Management Consultants, Inc.*

#### **Cardiovascular Transformation**

*Drew Rector, Tampa Bay Heart Institute-HCA West Florida; Ray  
Brown, Legacy Consulting Group*

#### **A Woman’s Health Success Story: Navigating Medical Workforce Alignment**

*Jeri Garison, Baylor Regional Medical Center at Plano; Lisa  
Slama, Sg2*

#### **Improving ROI with Targeted Physician Action Planning**

*Karen Yacobucci, MBA, OTR/L, Community Health Partners*

#### **Leadership in Healthcare: The Impact**

*Linda Hunt, St. Joseph’s Hospital & Medical Center; Jean  
Chenoweth, Thomson Healthcare*

#### **Proactively Addressing Call Coverage Concerns**

*Lori Van Zanten, RN, MS, Providence St. Peter Hospital; Kevin  
Forster, ECG Management Consultants, Inc.*

### HOSPITAL/PHYSICIAN RELATIONSHIPS

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#### **Physician Loyalty & Retention**

*Ed Dougherty and Brian Nester, DO, MBA, Lehigh Valley  
Hospital and Health Network*

#### **What Every Board Needs to Know About the Hospital/Physician Relationship**

*Janet Meeks, Mount Carmel St. Ann’s; Stephen Gelineau,  
Cambridge Research Institute*

#### **Interview Techniques to Identify Providers with High Patient Satisfaction Tendencies**

*Vance Brown, MD*

#### **Physician Satisfaction and Referral Patterns**

*David Rowlee, PhD, Morehead Associates*

#### **Assessing Your Physician Recruitment Readiness:**

#### **Strategic & Legal Issues**

*Callen Northam, Portneuf Medical Center; Michael Blau, Foley  
& Lardner LLP; Allison McCarthy, Barlow/McCarthy*

#### **GME: A Strategy for Physician Alignment**

*Frannie Kronenberg, MD, MSc, East Jefferson General  
Hospital; Franklin Campbell, ECG Management Consultants*

#### **Easing the Transition from Private Practice to Employment**

*Leslie Garson, MD, St. Vincent Regional Medical Center;  
Howard Gershon, New Heights Group*

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