



CALL FOR SPEAKERS

The 2010 Physician Strategies Summit

The Leading Conference on Developing Winning Hospital/Physician Relationships
February 28-March 2, 2010 ❖ J W Marriott Camelback Inn ❖ Scottsdale, AZ

THE 2010 PHYSICIAN STRATEGIES SUMMIT is an opportunity for senior executives, including CEOs/COOs, physician leaders, physician relations directors, sales executives, business development executives, marketing executives, and other senior strategists, to share "best practices" and network with colleagues from hospitals, health systems, and physician practices. For the 2010 conference, 200-225 senior level executives are expected to attend.

JOIN US IN

SHAPING HEALTHCARE'S MOST TIMELY SUMMIT ON THE DEVELOPMENT OF RESULTS-DRIVEN HOSPITAL AND PHYSICIAN STRATEGIES AND TACTICS

Although hospital executives and physicians share the goal of providing better care in their communities, pressures related to declining reimbursement, rising costs, and a growing emphasis on quality comparisons often pit hospitals and physicians against each other. Now, uncertainty over health system reform is adding to the pressures.

But conflict serves neither party well. Healthcare executives and physicians interested in long-term success are working together to overcome the conflicts and develop collaborative solutions that offer improved clinical quality, profitable growth, and bottom line results for the organization and its physicians.

NOW is the time to search for opportunities to integrate organizational and physician interests, whether along economic, clinical, operational, or cultural lines. Share your success strategies with your colleagues. Be part of this exciting, cutting-edge educational event.

❖ ABOUT THE CONFERENCE SPONSOR

The Forum for Healthcare Strategists is a professional membership organization formed by a distinguished group of senior healthcare strategists seeking an opportunity to collectively examine current and future strategies for the delivery of healthcare. A leader in educational programming, the Forum continuously monitors today's critical issues and examines the strategies vital to the success of healthcare organizations.

❖ PRESENTATION CRITERIA

Presentations must meet the following general criteria to be considered:

- Targeted to a senior level audience
- Current project with **reportable results**
- Original material unencumbered by copyright, trademark, or intellectual property restrictions

Sessions of Interest Include:

HOSPITAL/PHYSICIAN RELATIONS: FOCUS ON COLLABORATION

Physician/Hospital Collaboration: New Approaches
Specialty Strategies: What's Working/What's Not/Why?
Physician Leadership: Developing Physician Leaders
Building a Culture of Collaboration: Getting Buy-In
Physician Referral
Co-Marketing/Branding
Compensation Issues/Concerns
Evidence-based Medicine
Pay-for-Performance/Value-based Payment
Physician Scorecards
Clinical Integration
Acquiring/Employing Physicians
Medical Homes and ACOs

SUCCESSFUL SALES STRATEGIES

Developing a Winning Sales Plan
Sales Management
Legal/Regulatory Issues (related to sales)
Sales Tips for "Selling" Your Hospital to Physicians
Selling the Physician through the Office Staff
Hiring and Paying the Right Sales Staff

LEVERAGING THE INTERNET & TECHNOLOGY

Online Monitoring/Measuring/Reporting Quality
Online Physician/Patient Communications
Electronic Health Record/Personal Health Record
New Media: Impact on Hospital/Physician Relationships

PHYSICIAN RELATIONS

Developing a Physician Relations Function
Developing a Medical Staff Development Plan
Physician Recruiting/Retention Strategies
Customer Relationship Management (Physician Loyalty)
Proven Techniques in Conflict Resolution
Physician Satisfaction
Outreach Marketing
Practice Marketing
Measuring ROI in Physician Liaison Efforts
Database Tracking of Activities

Other session suggestions are encouraged!

❖ **SUBMISSION DEADLINE** All proposals must be received by 5:00pm on **Friday, October 30, 2009**. Accepted presenters will be notified via e-mail by early December, 2009.

APPLICATION TO PRESENT

The 2010 Physician Strategies Summit ❖ Scottsdale, AZ ❖ February 28-March 2, 2010

PRIMARY CONTACT INFORMATION (ALL CORRESPONDENCE WILL BE SENT TO THE PRIMARY CONTACT)

Name

Title

Organization

Address

City

State

Zip

Phone

Fax

Email

CO-PRESENTERS (IF APPLICABLE)

Name

Title

Organization

City, State

Name

Title

Organization

City, State

Presentation Format (Please check one)

- Strategy Session – a focused presentation on a cutting-edge strategy
- Case Study – a project report with detailed background information and measured results
- Panel Discussion – interactive discussion on a hot topic with 3-4 panelists
- Pre-Conference Workshop – full or half-day seminar for 40-70 attendees

Presentation Length (Please check one)

- 75 minutes
- Half-day (2.5 hours)
- Full day (6.5 hours – pre-conf. workshop only)

Presentation Category (Please check the most applicable category)

- Collaboration/Competition
- Sales
- New Partnership Models
- Physician Relations
- Strategic Issues

Enclosure Check List

To be considered, you must attach the following:

- Proposal Title Page with session title and contact information for all presenters (name, title, organization, address, phone, fax, email)
- 50-75 word abstract of presentation
- 3-5 learning objectives
- Description of your employer organization(s)
- Biographical briefs (one) for all presenters, and speaker recommendations.

Handouts

All presenters are required to provide electronic handouts no later than **January 29, 2010**. Meeting this deadline date is essential in order to put the handouts on the flash drive given to attendees, as well as to get CME's.

Waived Conference Fee

Faculty will receive a waived conference fee for the regular conference. All other expenses are the responsibility of the individual.

AFFIRMATION OF COMMITMENT (SIGNATURE OF PRIMARY CONTACT REQUIRED)

If the proposal is accepted, I agree on behalf of myself and my co-presenters to meet all deadlines established by the conference sponsor, The Forum for Healthcare Strategists. **I agree not to change content or presenters without the express written consent of the Forum. I understand that I am responsible for all costs of the presentation, including travel, hotel, and per diem.** I grant the Forum the right to audiotape/videotape and distribute the presentation and handouts, for profit or otherwise.

Signature of Primary Contact

Date

Please send the application with all required enclosures to the Forum for Healthcare Strategists, 980 N. Michigan Avenue, Suite 1260, Chicago, IL 60611 OR Fax to 312-440-9089 OR email: jpanse@healthcarestrategy.com. If you have questions, please call 312-440-9080, ext. 24.

IMPORTANT: Have you given, or will you be giving, this presentation at another educational conference? Yes No If yes, where and when? _____