



CALL FOR SPEAKERS

Hospital and Physician Relations: An Executive Summit

The Leading Conference on Developing Win-Win Hospital/Physician Relationships

October 13-15, 2010 ❖ J W Marriott Camelback Inn ❖ Scottsdale, AZ

HOSPITAL AND PHYSICIAN RELATIONS: AN EXECUTIVE SUMMIT is an opportunity for top-level business and medical staff leaders, including CEOs/COOs/CFOs, Chief Strategists, Chief Medical Officers, and Physician Leaders to share “best practices” and network with colleagues from hospitals, health systems, and physician practices. For this conference, 200-225 senior level executives are expected to attend.

JOIN US IN

SHAPING HEALTHCARE'S MOST TIMELY SUMMIT ON THE DEVELOPMENT OF WINNING HOSPITAL/PHYSICIAN RELATIONSHIPS...

Now is the time to take a good hard look at your organization's attitude toward physicians and its approach to physician strategy. Certainly, the challenge of competition from physicians is real. Yet, reimbursement pressures, increased attention to quality and value, and the nation's ailing economy all heighten the need for hospitals and physicians to collaborate, with the goal of improving clinical, operational, and financial performance.

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.

❖ ABOUT THE SUMMIT 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
- Consultants are encouraged to speak with a provider co-presenter

❖ SUBMISSION DEADLINE

All proposals must be received by **5:00 p.m. on Friday, April 23, 2010**. Accepted presenters will be notified via e-mail by late June, 2010.

Sessions of Interest Include:

HOSPITAL/PHYSICIAN RELATIONS: SUCCESSFUL COLLABORATION

Joint Ventures & Employment Models
Performance Improvement
Specialty Strategies
Primary Care Strategies
Building a Culture of Collaboration
Co-Marketing/Branding
Compensation Issues/Concerns
Clinical Integration, ACOs, and Medical Homes

STRATEGIC ISSUES

Economic Credentialing
Pay-for-Performance/Value-based Payment
Governance & Management
Physician Leadership/Leadership Development
Consumer-Driven Health
Clinical Process Improvement
Addressing Call Coverage and Physician Supply Issues
Controlling Costs & Transforming Care
Retail Clinics
Service Line Issues
Integrative Health

LEVERAGING THE INTERNET & TECHNOLOGY

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

PHYSICIAN RELATIONS

Physician Recruitment Strategies
Physician Retention Strategies
Changing Physician Behavior/Conflict Resolution
Physician Satisfaction/Loyalty
Outreach Marketing

Other session suggestions are encouraged!

❖ **QUESTIONS?** Call 312-440-9080, ext. 24.

APPLICATION TO PRESENT

Hospital and Physician Relations: An Executive Summit ❖ Scottsdale, AZ ❖ October 13-15, 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 – half-day focused seminar for 40-70 attendees

Presentation Length (Please check one)

- 75 minutes
- Half-day (2.5 hours)

Presentation Category (Please check the most applicable category)

- Hospital/Physician Collaboration (Relationships)
- Strategic Issues/Innovative Approaches
- Physician Relations/Sales

To be considered, you must attach the following:

- Proposal 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 for each presenter

Handouts

All presenters are required to provide electronic handouts. Handouts **MUST** be received by **September 10, 2010** in order to be included on the flash drive that will be distributed to all attendees. Submission of handouts by this date is also necessary for CME review; sessions received after this date will not be considered eligible for CME credit.

Waived Conference Fee

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

Enclosure Check List

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: contact@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? _____