
Hospital & Physician Relations

An Executive Summit

FOCUS ON:

Value-Based Models
Physician Alignment
Medical Staff Engagement & Growth
Physician Relations

October 19 – 21, 2011

Camelback Inn
A JW Marriott Resort & Spa
Scottsdale, AZ



SPONSORED BY:



forum FOR HEALTHCARE STRATEGISTS



Postgraduate Institute
for Medicine

IN COOPERATION WITH:

AmeriMed Consulting
Barlow/McCarthy
Connect Healthcare
ECG Management Consultants, Inc.
eVariant

Health Market Science
MedCity Media
MedSynergies
Private Health News
Surgical Directions, LLC

Hospital & Physician Relations

An Executive Summit

October 19 – 21, 2011
Scottsdale, AZ

Dear Colleague:

With healthcare reform encouraging new payment approaches that reward quality, coordination, and value, hospital and physician alignment is more important than ever. Yet, competitive pressures remain, as do challenges related to a struggling economy, rising costs, and reimbursement cuts. How can healthcare executives and physicians strike the right balance and work together to improve clinical, operational, and financial performance?

Mastering the challenges and achieving long-term success will require strong leadership — and a dedication to pursuing strategies that align hospitals and physicians around mutual objectives. Integration that ensures the delivery of high-quality, cost-effective, safe, and coordinated patient experiences is the ultimate goal.

This conference will examine the critical opportunities and challenges for hospital and physician leaders, with a focus on new alignment models. We have assembled a knowledgeable faculty with practical, in-depth experience in the development, implementation, and operation of sound collaborative strategies. Through practical case studies and thought-provoking general sessions, your peers and colleagues will help you explore strategies and tactics for successful hospital and physician relations.

It is with pleasure that we extend a special invitation to you to attend the **Hospital & Physician Relations Executive Summit**.

Conference Co-Chairs



Stephanie S. McCutcheon
Principal
McCutcheon and Co.



Brian A. Nester, DO, MBA
SVP/Physician Hospital Network Development
Lehigh Valley Health Network



Barbara Walters, DO, MBA
Senior Medical Director
Dartmouth-Hitchcock Medical Center



David Young, MD
Medical Director, Pre-operative Assessment
Advocate Lutheran General Hospital

Examine the Winning Strategies

Actual case studies from leading hospitals and healthcare systems will allow you to:

- 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 models for the development of executive and physician leaders
- Identify proven approaches for retaining physicians and generating referrals
- Discuss innovative approaches to looking at traditional services
- Differentiate approaches for driving culture change to support alignment
- 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. Specifically, the Summit will benefit the following members of hospitals and health system leadership teams:

- CEOs/COOs
- Chief Medical Officers
- Physician Leaders
- Chief Financial Officers
- Board Members
- Chief Strategy Officers
- Health Attorneys
- Business Development Executives
- Physician Relations Executives
- Consultants

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 a range of strategies, structures, and legal options 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

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



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 Health Network (Allentown, PA)
Kriss Barlow, RN
 Principal, Barlow/McCarthy

1:00P Summit Commences

Value-Based Models

Sponsored by eVariant

Physician Alignment

Sponsored by MedSynergies

Medical Staff Engagement and Growth

Sponsored by AmeriMed Consulting

1:00-2:15P

The Quest for Accountability: 5 Great Ideas

Regardless of whether or not an organization applies for ACO status, there is value in pursuing an Accountable Business Model. Examine five keys to driving a successful focus on the quality, cost, and experience of care provided. Hear lessons on governance, financial discipline, physician leadership, IT infrastructure, and managing operational performance.

Joseph A. Scopelliti, MD
 President/CEO
 Guthrie Clinic (Sayre, PA)

Physician Alignment: Viewpoints & Practices of Top Performers

Today, leading organizations are aligning with physicians to reduce costs, increase quality, and revitalize business performance. Examine the role of information to drive change. A 100 Top Hospital CEO shares the value of early preparations, lessons learned from a balanced scorecard performance excellence program, and more.

Vin Capece, Jr., President & CEO, Middlesex Hospital (Middletown, CT)
Jean Chenoweth, Senior Vice President, 100 Top Hospitals & Performance Improvement and
Linda MacCracken, Vice President, Product Management Thomson Reuters

The Impact of Culture on Strategy

Understanding culture is key to successfully executing strategy. Hear how this small (87-bed) hospital applied tools and techniques to align strategy, organizational design, and culture to foster dynamic leadership, support organizational change, and achieve growth. Learn how to lead and effectively manage the cultural integration process across a multi-specialty group.

Sara Hockers, Administrative Director-Physician Services
Evelyn Sbar, MD, Physician Council Co-Chair & Family Medicine Physician, HFM Family Medicine
Amy Stockhausen, MD, Physician Council Co-Chair and Pediatrician, HFM Pediatrics
 Holy Family Memorial (Manitowoc, WI)

2:30-3:45P

The Road to Clinical Integration

Clinical integration is the first step toward an accountable care model, whether for CMS or private insurers. Examine two approaches to implementing clinical integration based on a P4P model, one from a small, progressive health system in Washington State and the other from a 5-hospital system in Greensboro, NC. Hear about the process, challenges, and lessons learned.

John Campbell, MD
 Chair, Triad Health Network, Cone Health (Greensboro, NC)
Richard Spiegel, MD
 President, Central Washington Healthcare Partners
 Yakima Valley Memorial Hospital (Yakima, WA)
David G. Anderson, PhD, Managing Director
 BDC Advisors, LLC

After Acquisition...Now What: Integrating Newly Acquired Medical Groups

The acquisition of medical groups by health systems is back. But once the deal is signed, how do you manage the transition and integrate physicians into a unified medical group? Learn how Scripps Health managed growth of its primary care group from 19 physicians in 2 sites to over 150 physicians in 19 sites. Examine approaches to governance, compensation, and engagement.

Kevin S. Hirsch, MD, FACP
 President
 Scripps Coastal Medical Group (San Diego, CA)
Darin E. Libby
 Senior Manager
 ECG Management Consultants, Inc.

Recruiting Physicians for Network Success

Achieving market growth often requires a proactive physician recruitment strategy. While healthcare systems have size advantages, they also must effectively manage their size complexities. Learn how some are re-tooling their strategy and structure to ensure success. Review the key role of the system leadership in working with internal stakeholders to forge a collaborative versus competitive approach.

Les Mathers III, MD
 Senior Vice President
 OSF Health Care (Peoria, IL)
Allison McCarthy
 Principal
 Barlow/McCarthy

4:00-5:15P



Opening General Session

To Be or Not to Be an Accountable Care Organization

As CMS fine-tunes ACO regulations, hospitals and physicians are weighing their options. Join leading health system executives and hear why their organizations will or will not be participating as Medicare ACOs. Explore what it means to be accountable, with or without being an ACO.

Marc L. Boom, MD, MBA, FACHE (Invited), Executive Vice President, The Methodist Health System (Houston, TX)
Tom Brisse, CEO, Beaumont Hospital (Troy, MI)
Steven Packer, MD, President/CEO, Community Hospital of the Monterey Peninsula (Monterey, CA)
Christine Malcolm, Facilitator, Managing Director - West Coast Leader, Healthcare, Navigant Consulting, Inc.

5:15-6:15P

Opening Reception

8:00–9:15A

General Session



The Word from Washington: Healthcare Reform Update

The Affordable Care Act 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. Although politics and legislation will continue to shape specific elements and timing, the trajectory of health reform is unlikely to change and the momentum is not likely to disappear. What's the latest word from Washington? Paul Keckley will examine the latest developments and how they will impact hospitals and physicians. Join Paul in exploring new opportunities and challenges for hospital and physician alignment in the post-reform environment.

Paul H. Keckley, PhD
Executive Director
Deloitte Center for Health Solutions

“Strong, positive working relationships between hospital executives and physicians are more important than ever in the current environment. The Summit is the place to explore new ideas and proven alignment strategies.”

– Mark Peters, MD
CEO/President
East Jefferson General Hospital

Value-Based Models

Sponsored by eVariant

9:30–11:00A

Accelerating Alignment, Integration, and Population Health Focus

By learning from one another, healthcare organizations can speed up the Hospital/Physician integration journey from delivery only to population health management. Examine lessons from physician integration strategies, provider sponsored health plans, Innovation Centers, and more.

Molly Coye, MD, MPH, Chief Innovation Officer
UCLA Health System (Los Angeles, CA)
Nancy Rizzo, Senior Vice President
Geisinger Health System (Danville, PA)
Barbara Walters, DO, MBA, Senior Medical Director
Dartmouth-Hitchcock Medical Center (Bedford, NH)
Stephanie S. McCutcheon, Principal
McCutcheon and Co.

11:15A–12:30P

Implementing Patient-Centered Medical Homes in a Hospital Employed Group

Implementing the PCMH in an employed primary care group presents opportunities and challenges for integrated delivery systems. Learn how physician social networks and “mind change science” can be used to encourage physician engagement in medical homes. Hear challenges and victories experienced in engaging employed primary care physicians in implementing the medical home model.

Donald Darst, MD
President, Midwest Regional Health Services, LLC, an affiliate of The Nebraska Medical Center (Omaha, NE)
Michael Barber, MD
Lead Consultant
Barlow/McCarthy

12:30–1:30P Luncheon

1:45–3:00P

Moving From Volume to Value: Delivering on the Triple Aim

Today, healthcare executives must seek opportunities to bend the cost curve while delivering exceptional care and service. Hear how this multispecialty delivery system is successfully moving from volume-based care to value-based care. Examine efforts to deliver on the IHI Triple Aim of improving quality, experience, and efficiency, with a focus on lessons learned and measurable results.

Jennifer Close
Vice President of Operations
Office of Medical Affairs
Dean Clinic (Madison, WI)

3:15–4:30P

Payer-Provider Integration for Accountable Care: A Case Study

Accountable care is blurring traditional roles as providers assume greater risk and payers reassess the viability of their business models. Health systems are discovering that merging with physicians and payers may be the most effective approach for building accountable care models. Hear how a large hospital system pursued cutting-edge payer collaboration, leveraging mutual advantages to streamline population health management under a single organizational structure.

Bob Edmondson
Vice President, Innovation
West Penn Allegheny Health System (Pittsburgh, PA)

Physician Alignment

Sponsored by MedSynergies

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. Explore principles for transitioning from volume-based payments to value-based payments.

H. Alex Hunter
Managing Director, Healthcare
Navigant

Strategies for Aligning Employed and Independent Physicians

Geisinger employs 860 physicians, yet a significant percentage of volume comes from non-Geisinger physicians. Examine innovative alignment strategies for both groups, including communication and engagement tactics for non-employed physicians, strategies that link market analysis to recruitment, and strategies for aligning employed physician goals and behaviors with system objectives. The results? Increased referrals, and improved productivity, satisfaction, and quality.

Albert Bothe Jr., MD, EVP and Chief Medical Officer
and
Jacquelyn Paul, SVP, Strategy and Business Development
Geisinger Health System (Danville, PA)

Integrating Care in a Fractured and Medically Underserved Market

Explore the operational challenges and solutions to integrating care in a medically underserved market with numerous independent provider entities. Examine steps for overcoming financial and political barriers to network establishment and ensuring continuity of care across the acute and subacute spectrum in a geographically isolated and financially challenging environment.

Wesley Lo
Regional CEO, Maui Region
HHSC and Maui Memorial Medical Center (Wailuku, HI)
Charles Brown
Senior Manager
ECG Management Consultants, Inc.

Sculpting the Future of Your Cardio & Vascular Program

By embracing information technology, and a commitment to capturing clinical and financial outcomes, Anne Arundel Medical Center built a sustainable vascular center of excellence that benefits practices, the hospital, and the community. Learn how quality care impacts performance; why practices should track, analyze, and use data; why it makes sense for competing physician groups to work with a hospital as a team; and how the model is being expanded to the coronary service line.

John D. Martin, MD, FACS, Medical Director of Heart and Vascular Services and Director of Surgical Quality
Anne Arundel Medical Center (Annapolis, MD)
President, Cardiology Associates, LLC (MedStar Health – Columbia, MD)

Medical Staff Engagement and Growth

Sponsored by AmeriMed Consulting

Creating a Safer Surgical Culture

A safer surgical environment benefits patients and can improve market share and the bottom line. Learn how better performing hospitals are significantly reducing post-surgical complications via crew resource management, hospitalist involvement prior to surgery, PAT protocols, multi-disciplinary daily huddles, and more.

Cindy Mahal-van Brenk, RN, MS, CNOR

Executive Service Line Director *and*

David Young, MD, Medical Director, Pre-operative Assessment

Advocate Lutheran General Hospital (Park Ridge, IL)

Kenneth D. Stahl, MD, FACS, Triple Board Certified

Cardiothoracic Surgeon, University of Miami (Miami, FL)

Jeffrey Peters, Facilitator, Chairman, Surgical Directions, LLC

Transformation of Care: Today's Solution for Tomorrow's Challenges

Current and anticipated challenges in healthcare can't be addressed with yesterday's solutions. What's needed is transformation, and transformation requires innovation. Examine Sentara's Transformation of Care Imperative, an approach to innovation that provides the time and resources to test, pilot, and evaluate initiatives before implementing them on a larger scale. Learn why primary care and chronic disease are critical first steps.

Grace Hines, Senior Vice President, Strategy and Strategic Implementation *and*

Shane H. Peng, MD, Vice President and

Senior Medical Director/Chief Quality Officer

Sentara Healthcare (Norfolk, VA)

12:30-1:30P Luncheon

Care in the Cloud: Sustainable Models for Leveraging Healthcare Communities

Healthcare organizations are looking for better ways to communicate with patients and providers. Traditional methods such as newsletters, patient surveys, emails or letters for physicians, and pagers for day-to-day patient care are quickly becoming antiquated. Examine new solutions that leverage concepts of cloud (requiring only a browser) and community (social networking), with an emphasis on deployment strategies and business models.

Alan Pitt, MD

Physician Informaticist and Neuroradiologist

Barrow Neurological Institute/St. Joseph's Hospital and Medical Center (Phoenix, AZ)

Engaging Physicians in a Continuous Performance Improvement Journey

Over a decade ago, Seattle Children's embraced a bold vision to be the best Children's hospital, and adopted Continuous Performance Improvement (CPI) to transform pediatric healthcare delivery. Hear how to improve clinical care, design new facilities, and enhance the patient and family experience using principles of CPI, engagement, and hardwiring service. Learn how to successfully engage physician leaders in the improvement journey and transform culture in an AMC.

Stephanie S. Axelrod, Senior Director, Research CPI and Marketing/Communications

Seattle Children's Research Institute (Seattle, WA)

Patrick J. Hagan, President and COO

Seattle Children's Hospital (Seattle, WA)

Physician Relations

Sponsored by Connect Healthcare

Breaking through Walls in Hospital/Physician Communication

Whether negotiating a deal, providing feedback about quality, or dealing with disruptive behavior, healthcare executives need to know how to communicate with physicians. Hear new research on communication tools, techniques, and topics that physicians find most meaningful. Learn proven tactics for engaging the medical staff, increasing physician satisfaction, and driving referral growth through better communication.

John Antes, President

and

Barbara McLaurine, Marketing and Communications

Progress West Healthcare (St. Louis, MO)

Earning Physician Loyalty via Customer Service

Applying customer service lessons from other industries to health systems can lead to excellent physician satisfaction, increased referrals, and better retention. Examine a customer service strategy that is supported and scaled with information technology. Learn why to use it, hear results demonstrating its value, and take home a framework for reproducing its success.

Anthony B. Fiorillo, MD

Medical Director Ambulatory eRecord

University of Pittsburgh Medical Center (Pittsburgh, PA)

Robert J. Schwartz, MD, MPH

Physician Executive

Dearborn Advisors

Marketing To, With, and For Physicians

Without a doubt, physicians are a key focus of healthcare marketing efforts. Examine proven strategies and tactical tools for aligning physician initiatives within marketing. Learn how to strengthen communication with independent physicians, design winning advertising campaigns, and engage physicians in marketing campaigns. Explore case studies of effective outreach efforts.

Joanne Detch

Vice President, Business Development

Advocate Physician Partners (Mount Prospect, IL)

Improving Access, Navigation, and Care Coordination

A collaborative process that engages community hospitals, academic faculty, referring physicians, nurse navigators, physician referral specialists, and patient access staff can improve the patient experience. Hear about a new patient navigation process that increases commitment to referring physicians, improves patient satisfaction and access, and enhances reputation among local providers.

Lyle D. Green, MBA, FACHE, FHIMSS

Associate Vice President, Physician Relations *and*

Kent E. Postma

Director, Business Operations: Regional Care Centers

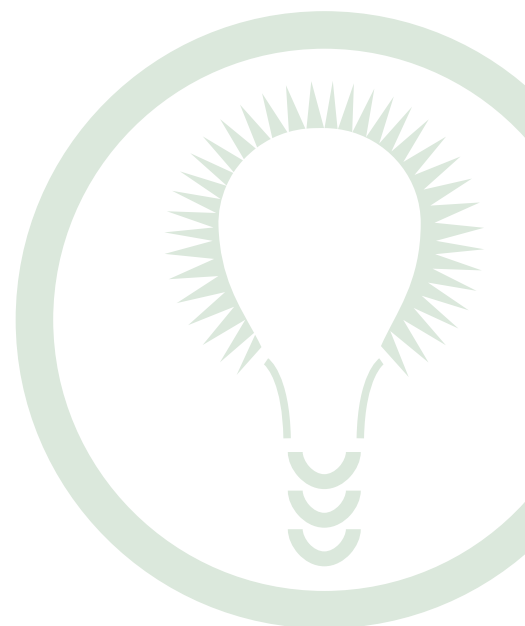
UT MD Anderson Cancer Center (Houston, TX)

“The topics presented were applicable to the ‘pains’ hospital executives experience on a daily basis. Presenters shared case-in-point examples of what they are doing to prepare for the ambiguous future. I highly recommend this Summit.”

– **Daniel J. Brywczyński**

Senior Associate

Dixon Hughes Goodman



“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

8:00–9:15A
General Session



How Technology Will Transform Care: Beyond the EMR

Successful healthcare interactions can be rendered down to three principle connections: people to people, people to information, and people to equipment and resources. The transformative role that technology will play in healthcare is not limited to EMRs alone. Futurist Kaveh Safavi examines the role technology — including advanced telemedicine, Web 2.0 and 3.0, experts on demand and more — plays in all three connections. Learn why healthcare and physician leaders must focus strategic attention on these technologies as they plan for the future.

Kaveh Safavi, MD, JD

Vice President and Global Lead,
 Healthcare Practice, Internet Business
 Solutions Group
 Cisco

Value-Based Models

Sponsored by eVariant

9:30–10:45A

Navigating the Straits Between Fee-for-Service and Value-based Payment

Explore opportunities for working with non-employed physicians while balancing the transition from fee-for-service to the fast approaching world of ACOs, Medical Homes, and pay-for-performance. Examine practical and legal aspects of recruitment, docking arrangements, and non-DHS joint ventures. Learn how to populate the EMR through physician relationships and use that information to reform patient behavior and transition care.

Kevin W. Barr

Executive Vice President
 Bon Secours Healthsource (Richmond, VA)

James M. Daniel, Jr.

Director
 Hancock Daniel Johnson & Nagle, P.C.

Physician Alignment

Sponsored by MedSynergies

Cultural Alignment in the Integrated Healthcare Enterprise

Burgeoning financial and policy pressures in healthcare are driving once disparate providers together to engage in tight coordination of care. Indeed, physician practices and service lines operate quite differently, yet these two cultures are coming together to form the new enterprise. Learn how to focus on the true end game: cultural integration. Examine best practices and methodologies for driving true integration across the enterprise.

Matthew Phillips, MD, FACC, FACP

President
 Austin Heart, PA (Austin, TX)

James Palazzo

President
 Paragon Health

11:00A–12:15P

From Silos to Integration: A Blueprint for Excellence

Examine one system's framework for delivering measurably excellent patient care in an increasingly complex and financially challenging environment. Review best practices, including system-wide clinical outcome targets, multidisciplinary clinic practice models, and an evidence-based nurse navigation program. Hear physician, administrator, and nursing viewpoints.

James Klas, MD, FACS

Surgeon and Member
 Aurora Health Care Cancer Leadership Council

Jean McDonald

System Director, Cancer Integration

William Laffey

System Director, Cancer Services

Wendy Mikkelson, MD, FACS

Administrative Director, Aurora St. Luke's
 Comprehensive Breast Health Center
 Aurora Health Care (Milwaukee, WI)

Turbo-charge Your Physician Network

As the physician market transitions from fragmented to consolidated and reimbursement moves from fee-for-service to capitation, healthcare executives want growth opportunities and better methods for managing issues that arise. Examine proven methods for recruiting new graduates as well as physician groups with full patient panels to your organization. Learn to increase referrals and lower costs using metrics on professional connections, physician performance, and motivational factors to encourage care coordination.

Timothy J. Crowley, MD

Managing Director
 Leerink Swann

Robert B. Harrington

Director
 Cambridge Management Group



“The Summit is an exceptional opportunity to learn about clinical integration and other important alignment strategies from people who have done it and are achieving results.”

— **Michael A. Slubowski**

President and CEO
 Sisters of Charity of Leavenworth Health System

Medical Staff Engagement and Growth

Sponsored by AmeriMed Consulting

Growth via TeleHealth: Moving Electrons Instead of Atoms

Most of healthcare today is delivered physically, by moving atoms. Yet huge growth opportunities — as well as care improvements — could be unlocked by moving electrons instead, through “TeleHealth.” Capturing these opportunities begins with undoing traditional mental images associated with the word “telemedicine.” Hear the latest in TeleHealth strategies and start revising that image today.

Shahram (Shez) Partovi, MD, CM

Regional CMIO

Catholic Healthcare West, Arizona (Phoenix, AZ)

Physician Relations

Sponsored by Connect Healthcare

Virtual Health: Social Media as the Emerging Force in Healthcare

The healthcare industry is only now recognizing the potential power of social media as a resource for increasing quality, enhancing service, and reducing cost related to the delivery of a host of acute and chronic healthcare conditions. Social media coupled with predictive knowledge management capabilities offers healthcare organizations the opportunity to more fully engage in population health strategies. Examine evolving trends in the use of social media as a resource for enhancing care delivery across the spectrum of healthcare services.

Kevin Fickenscher, MD

President/Founder

CREO Strategic Solutions, LLC

“Session topics were relevant and fresh. Presenters had real, significant experience to share.”

— **Rocky Fredrickson, MD**

President

INTEGRIS Physician Organization

Partnership Led Medical Practices

With increasing numbers of physicians on hospital payrolls, executives are in a quandary about how to effectively engage employed physicians in operational governance and management of hospital-owned medical practices. Some employed physicians don’t want to be involved, while willing physicians become frustrated by advisory boards with no clout. Examine best practices for Partnership Led operational governance and implementation management in hospital-owned medical practices and networks.

Thomas F. Hanrahan, MHA, FACHE

Former Regional Vice President

Intermountain Healthcare (Salt Lake City, UT)

Marc D. Halley

President and CEO

The Halley Consulting Group, LLC

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 insight based on real, practical experience. Plus, you’ll have an opportunity to provide input on how the Forum’s Hospital/Physician Relations Executive Summit can better meet your needs.

Kriss Barlow, RN

Principal

Barlow/McCarthy

Richard K. Keck, Jr.

Founder and President

The Third Way

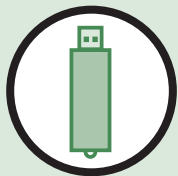


Special Conference Features



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.**



Stay Connected

Wireless Internet access will be provided in the meeting rooms, compliments of **Health Market Science**.

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

Wednesday, October 19, 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

Thursday, October 20, 2011

7:30A–4:30P	Registration
7:30A	Continental Breakfast
8:00–9:15A	General Session
9:30A–12:30P	Concurrent Sessions
12:30–1:30P	Lunch
1:45–4:30P	Concurrent Sessions

Friday, October 21, 2011

7:30A–12:15P	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:

- Online access to conference handouts, as well as Attendee, Faculty and Sponsor Lists
- An electronic Overall Summit 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:

AmeriMed Consulting™

AmeriMed Consulting is a nationally recognized strategic healthcare consulting firm specializing in medical staff development, community needs assessment, physician market inventories, surveying and focus interview/group reports for strategic planning in healthcare. We work with you to develop a specialized, strategic medical staff plan that is tailored to fit your needs. AmeriMed offers the *most comprehensive medical staff development plan* in the industry today.



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 nearly 20 years of experience in connecting institutions with consumers, patients and physicians.



ECG Management Consultants, Inc. is a specialized consulting firm that develops — and implements — innovative solutions for healthcare organizations. While we provide a variety of strategic, operational, and financially related services, we are particularly 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.



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.

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.



HEALTH MARKET SCIENCE

Founded in 1999, **Health Market Science** is the market leader for innovative solutions based on the most comprehensive and accurate provider database in the U.S. We help health systems hone in on high value physicians to maximize marketing dollars and drive optimal decision making. Our Px/Dx Targeting solution reveals high volume, high referral physicians and HCPs across regions and practice areas.



MedCity Media creates content for people who care about healthcare. It serves the everyone's-a-publisher world of modern media through three primary products: **Content services:** MedCity Media streamlines the freelance process and creates made-to-order content for all mediums. **Digital products** such as MedCityNews.com. **News syndication**, which allows publishers to syndicate select MedCity Media content for their print, broadcast or digital publications.



MedSynergies partners with health care organizations and physicians to align their operations by providing revenue cycle management, practice management, consulting services, business process analysis and software integration solutions. Leveraging its experience in hospital-physician alignment, MedSynergies improves processes, optimizes technology and builds on trusted patient relationships, enabling hospitals and physician practices to offer quality care.



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.



Surgical Directions is the nation's premier physician-driven surgical services consulting firm. Our physicians and health care professionals work alongside our clients to affect change in organizational design, strategic planning, OR scheduling, materials management, information systems, staffing, physician relations, and revenue cycle management. We have helped over 130 hospitals increase volume, improve surgeon and patient satisfaction, decrease costs, implement growth plans, and enhance overall performance.

Details

Physician Continuing Education

Accreditation Statement

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

Credit Designation

The Postgraduate Institute for Medicine designates this live activity for a maximum of 18.0 *AMA PRA Category 1 Credit(s)*[™]. Physicians should claim only the 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.

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 "Hospital & Physician Executive Summit" to get the special rate of **\$249** single/double. This rate includes high speed Internet and wireless access in guest rooms and spa fitness center access. 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 **September 19, 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.

Hospital & Physician Relations

An Executive Summit

October 19–21, 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, September 2, 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 9/2</i>	Regular <i>received after 9/2</i>
Forum Member	___ \$895	___ \$995
Non-Member*	___ \$1,020*	___ \$1,120*

Join the Forum (\$225 annual fee)

___ *Pay Non-Member Rate above plus \$100 for first year dues
(*\$125 of registration fee will be applied to Forum membership*)

Pre-Summit Strategy Sessions (for Conference Attendees Only)

Hospital/Physician	___ \$110	___ \$135
Emerging Models	___ \$110	___ \$135
Physician Referral Leakage	___ \$110	___ \$135

CD-ROM of Audio/Handouts

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

**Attendees receive a complimentary CD-ROM,
compliments of Surgical Directions**

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 September 2, 2011. Verbal cancellations are not accepted. Cancellations received after September 2, 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

Hospital & Physician Relations
An Executive Summit

October 19 – 21, 2011

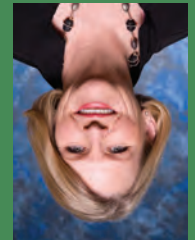
Camelback Inn
A JW Marriott Resort & Spa
Scottsdale, AZ



Scan to Visit the Conference Website

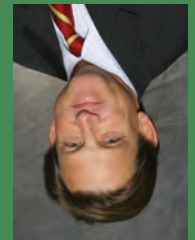
Early Registration
Savings End
September 2nd!

Act Today!



Camelback Inn
A JW Marriott Resort & Spa
Scottsdale, AZ

October 19 – 21, 2011



Featuring Presentations by
Healthcare Thought-Leaders
Including:

Hospital & Physician Relations An Executive Summit

forum FOR HEALTHCARE STRATEGISTS

