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PHYSICIAN STRATEGIES SUMMIT: RESULTS-DRIVEN STRATEGIES & TACTICS April 26-28, 2009 ♦ InterContinental Buckhead ♦ Atlanta, GA

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GENERAL SESSIONS

Managing for Increased Performance: Today's Imperative

Bill Schult, Believe & Succeed, Inc.

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

Paul Keckley, PhD, Deloitte Center for Health Solutions

Can Primary Care Be Saved?

Kurt Mosley, Merrit Hawkins & Associates

The New Healthcare Reality: Emerging Trends

Kaveh Safavi, MD, JD, Cisco Systems, Inc.

PHYSICIAN RELATIONS/SALES

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

Caroline Raimy, Catholic Health System and Angela Stoltz, MHSa, Children's Hospitals and Clinics of Minnesota

Sales: A Strategy to Enhance Volumes and ROI

C. Josef Ghosn and Karilynn Vargas, Florida Hospital

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

Lori McLelland and Una Hutton Newman, Emory Healthcare & Emory University

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

Jeff Peters, Surgical Directions, LLC

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

Elaine Denning, MBA, Legacy Health System and David Rowlee, PhD, Morehead Associates

Creating the Right Framework to Encourage Physician Relations Success

Carrie Bennett, FACHE, LifePoint Hospitals, Inc.

Partnering with Physicians: A Call to Change

Rebecca Carl and Sue Finkam, Clarian Health

PHYSICIAN RECRUITMENT/RETENTION

Developing a Physician Recruitment Plan: Essential to Success

Tammy Jamison, Lehigh Valley Health Network and Brett Walker, Clarian Health

Physician Recruitment + All Those Other Duties

Jennifer Hart, Emerson Hospital and Allison McCarthy, Barlow/McCarthy

Performance-Based Physician Compensation

Jim Doyle and Mary Stull, RN, PhD, Elmhurst Memorial Healthcare; James Lord, ECG Management Consultants, Inc.

Informed Interviewing = A Successful Site Visit

Cynthia Bagwell, Geisinger Health System

Medical Staff Development Plan: A Hospital "Must Have"

David Andrick, CMSR/FMSD, Wilson Memorial Hospital

Physician Recruitment and Retention: Legal Issues

Roger Strode, McDermott Will & Emery LLP

Starting a Medical Practice: The Physician Signed - Now What?

Paul Horn, Capella Healthcare and Craig Hunter, Coker Group

PHYSICIAN STRATEGIES

Cutting Edge Hospital/Physician Relationship Models

D. Louis Glaser, JD, Katten Muchin Rosenman, LLP and Craig Holm, FACHE, CHE, Health Strategies & Solutions, Inc.

The Clinical Council at Abbott Northwestern Hospital

Subbarao Inampudi, MD, FACR and Jeffrey Peterson, FACHE, Abbott Northwestern Hospital; Richard Slack, nTrust

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

Mike Edbauer, DO and Dennis Horrigan, CIPA WNY IPA

Strategic Initiatives to Engage Independent Medical Staff

Mark Peters, MD and Chris Rowe, East Jefferson General Hospital

Medical Director Partnerships: Achieving Organizational Objectives

Bob Page and Tammy Peterman, University of Kansas Hospital

Aligning the Interests of 62 Cardiologists AND a Healthcare System

William Knopf, MD and Michele Molden, Piedmont Heart Institute

INTERNET & HEALTH 2.0

Developing an Internet Business Plan: Focus on Physicians

Kathy Divis and John Eudes, Greystone.Net

Connecting Physicians & Patients: A Case Study

A.J. Melaragno, NorthShore University HealthSystem

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

Kevin Robinson, Southwestern Vermont Medical Center and Matthew Dillingham, MedTouch

Leveraging the Internet: Connection Counts

John Steiner, Resurrection Health Care, Saint Joseph Hospital; Jan Rutherford, Jr., HealthGrades

PRE-SUMMIT STRATEGY SESSIONS

Get the Most Out of Employed Physicians: Improve ROI

Steve Messinger and Jessica Turgon, ECG Management Consultants, Inc.

Sales Training to Achieve Referral Volume Growth and Retention

Lori Marshall, HCA Delta Division and Kriss Barlow, RN, MBA, Barlow/McCarthy

SPECIAL WORKSHOPS: LET'S TALK

Best Practices and Trends in Physician Relations Sales

Carolyn Merriman, Corporate Health Group, LLC

Beyond Referral Development: Physicians as a Distribution Channel

Alvis Swinney, Meridian Health

A CEO's Formula for Engaging Physicians

Michael Hunn, Providence Little Company of Mary Medical Center

Enhancing Physician Relations and Referral: New Internet Physician Directory Strategies

Louis Towles, PhotoBooks, Inc.

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