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PHYSICIAN STRATEGIES SUMMIT: DRIVING PERFORMANCE AND RESULTS
February 28 – March 2, 2010 ♦ Camelback Inn ♦ Scottsdale, AZ

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GENERAL SESSIONS

ACO's: Oxymoron or Real Value

Martin Hickey, MD, Alegent Health and Steve Messinger, ECG Management Consultants, Inc.

Health Reform: Off and Running

Kevin Fickenscher, MD, Dell Perot Systems - Healthcare

Transforming Healthcare: New Models, New Solutions

David Hefner, AAMC

PHYSICIAN RELATIONS/SALES

Referral Readiness: Let's Talk

Douglas Backous, MD, Virginia Mason Medical Center; Edward Dougherty, Lehigh Valley Health Network; Carol Fellin Hemker, Christian Hospital/BJC

Sales: Enhancing Volumes and ROI

Jeffrey Carr and Jeff Cowart, Inova Health System

Managing a Successful Outpatient Sales Function in an Unpredictable Market

Michelle Kruger, BayCare Health System and Laurie Slater, Corporate Health Group

Sales Management: Successful Strategies

Sean Duffy, Geisinger Health System and Lyle Green, The University of Texas M. D. Anderson Cancer Center

Ratings and Rankings: A Strategic Approach to Improving Position

Donna Teach, Nationwide Children's Hospital

The Brand Called You

(from Customer Based Marketing Strategies Forum, 2009)

Geoff Kaufmann, American Red Cross & Janet Guptill, Witt/Kieffer

Primary Care Physicians: Building Relationships

(from Hospital & Physician Relations Executive Summit, 2009)

Joann Anderson, Southeastern Regional Medical Center and Marc Halley, Hally Consulting Group

PHYSICIAN STRATEGIES

Connecting Online to Add Value and Generate Revenue

Beverly Rigsby, Loma Linda University Medical Center and Amanda Vande Brake, Earthbound Media Group

Transitioning to Physician Employment

(from Hospital & Physician Relations Executive Summit, 2009)

Kevin Barr, Bon Secours HealthSource and James Daniel, Jr., Hancock, Daniel, Johnson & Nagle, PC

Physician Employment: Getting it Right

Allen Kram, Health Quest and Craig Holm, Health Strategies & Solutions, Inc.

Maximizing Physician Recruitment and Retention Strategies

Steve Lewandowski, HealthPartners and Steve Muellerleile, Hudson Hospital and Clinics

The Physician Signed – Now What?

Paul Horn, Capella Healthcare and Craig Hunter, Coker Group

Supercharge Physician Relationships with EMRs

Daniel Marino, Health Directions, LLC

Medical Staff Development: Planning for Hospital & Community Needs

Michael Arvin, Methodist Health System and Phil Dalton, Medical Development Specialists

Build Referrals through Better Communication

Kathy Smith, Johns Hopkins Medicine and Doug Zarvell, REACH3

INNOVATIVE APPROACHES

Tearing Down the Silos

Hal Cates, MD and Janice McKinley, RN, Parkwest Medical Center; Marshall Steele, MD, Marshall Steele & Associates

From Clinical Integration to Accountable Care: Organizing for Value-Based Payment

Eric Nielsen, MD, Greater Rochester Independent Practice Association

Patient-centered Medical Homes

Martin Hickey, MD, Alegent Health

Specialty Practice Acquisition: The First Twelve Months

James Zito, Prairie Heart Institute of IL

Creating a Physician Leadership Structure to Integrate Patient Care

Mike Bukosky, Carle Clinic Association and Darin Libby, ECG Management Consultants, Inc.

Social Media: The Evolving Patient/Physician Connection

Michael Schneider, Greystone.Net

Enhancing Service Lines Through Physician Employment

Jeff Sanders, Intermountain Medical Center and Kevin Forster, ECG Management Consultants, Inc.

Engaging Physicians to Solve Today's Problems and Prepare for Tomorrow

Kim Miller, Beaver Dam Community Hospitals, Inc.; Amy Muchow, MD, University of Wisconsin Beaver Dam Clinic; Bob Harrington, Cambridge Management Group

PRE-SUMMIT STRATEGY SESSIONS

What's Next? Emerging Models for Hospital/Physician Alignment

Steve Messinger, ECG Management Consultants, Inc. and Roger Strobe, Jr., McDermott Will & Emery LLP

The New Frontier: Redefining Physician Relations

Lori McLelland, Emory Healthcare and Kriss Barlow, Barlow/McCarthy

SPECIAL WORKSHOP

Sales Skills for Physician Recruitment and Relations

Teri Cardenas, CHRISTUS Health and Allison McCarthy, Barlow/McCarthy

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