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PHYSICIAN STRATEGIES SUMMIT: DRIVING PERFORMANCE AND VALUE
February 27 – March 1, 2011 ♦ Camelback Inn ♦ Scottsdale, AZ

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GENERAL SESSIONS

Developing Great Physician and Administrative Leaders

Kathi Becker, PLB Ventures & Consulting; David Hefner, AAMC
A Call to Action: Patient Experience as a Top Strategic Priority
M. Bridget Duffy, MD, ExperiaHealth

Physician & Hospital Relationships: Getting Your Team in Shape for the 2016 Healthcare Games

Nathan Kaufman, Kaufman Strategic Advisors, LLC

PHYSICIAN RELATIONS/SALES (SPONSORED BY eVARIANT)

Getting a Physician Relations Program Off the Ground

Kathy Lapacek, Advocate Health Care; Christine Rhodes, University of Colorado Hospital

Creating a Specialized Physician Sales Force

C. Josef Ghosn and Chelle Simmons, Florida Hospital

Techniques and Tools to Measure Physician Relations Impact

Susan Boydell, Texas Health Resources

Attract Referring Physicians and Earn Their Loyalty

Jane Thornhill, Henry Ford Medical Group/Henry Ford Health System

Better Referral Management with CRM/PRM

Brian Borchardt, Scott & White Healthcare

Marketing the Employed Physician Practice

Carol Via Flynn, Sentara Healthcare; Susan Milford, Centegra Health System; Karen Corrigan, Corrigan Partners

Physician Referral Leakage: Strategies for the New Reality

Edward Dougherty and Brian Nester, DO, Lehigh Valley Health Network

Social Media: The Evolving Patient/Physician Connection

Stephanie Cannon, Nationwide Children's Hospital; Elizabeth Scott, Raven New Media & Marketing, LLC

MEDICAL STAFF DEVELOPMENT & GROWTH

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Physician Recruitment is Changing...Are Your Prepared?

David Andrick, CMSR/FMSD, Wilson Memorial Hospital

Prioritized Physician Planning in a Reformed Industry

Rick Mace, Adventist Bolingbrook Hospital; Brian Ackerman, Health Planning Source

Redefining the Role of Primary Care

Larry Harrison, Scripps Clinic and Scripps Health; John Snyder, FACHE, Carle Foundation Hospital & Physician Group; Michael Weiss, DO, Monarch Healthcare; Darin Libby, ECG Management Consultants, Inc.

Performance-Based Physician Compensation

H. Alex Hunter, Navigant

Onboarding for Recruiting and Retention Success

Carrie Bennett, LifePoint Hospitals; Deborah Fiumedora, Winchester Hospital; Allison McCarthy, Barlow/McCarthy

Becoming the Service Line of Choice

Timothy Hobbs, MD, Community Health Network; Marc Halley, The Halley Consulting Group, LLC

Physician Portals: Let's Talk

Lyle Green, The University of Texas M. D. Anderson Cancer Center; John Rodis, MD, Stamford Hospital; Daniel Ansel, Private Health News

Establishing Physician Recruitment Priorities and Ensuring their Success

Armen Gallucci and Brian Smith, Rush University Medical Center

MAXIMIZING ORGANIZATIONAL MODELS

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Value-Based Care: Real Models that Deliver

William Chin, MD, HealthCare Partners; Allan Field, THP TriState Health Partners; Robert Minkin and Laura Jacobs, Camden Group
Building a Physician-Led, Professionally Managed Physician Enterprise

John Hubert, MD, Mercy East Region; Stuart Baker, MD, Navvis and Company

Physician Employment: Improving Practice Performance

Matthew Davis, Spectrum Health Medical Group; Jeffry Peters, Health Directions, LLC

When Physician Employment Isn't Working

Michael Gentry, Sentara Healthcare

Creating a Physician Leadership Structure to Integrate Patient Care

John Rahman, MD, St. Vincent Health

A Nurse Practitioner Led Primary Care Practice

Karen Canter-Koester, BJC Medical Group; Carol Fellin Hemker, Christian Hospital, BJC Healthcare

Ambulatory Care Partnerships as a Revenue Enhancer

Robin Meter, Wake Forest University Physicians; Benjamin Colton, ECG Management Consultants, Inc.

PRE-SUMMIT STRATEGY SESSIONS

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

John Chesley, Ropes & Gray; David Terry, The Chartis Group

Models and Methods to Strengthen Relationship Sales

Kim Marzullo, Sutter Health; Brian Michels, Provena St. Joseph Medical Center; Barbara Wilson, Nemours/Alfred I. duPont Hospital for Children; Kriss Barlow, Barlow/McCarthy

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