

PHYSICIAN STRATEGIES SUMMIT

GROWTH STRATEGIES & TACTICS



FEBRUARY 25 – 27, 2007

OMNI ORLANDO RESORT AT CHAMPIONSGATE • ORLANDO, FL



FORUM FOR HEALTHCARE STRATEGISTS

in cooperation with

HealthLeaders Media

Bremner-Duke Healthcare Real Estate • ECG Management Consultants, Inc.
Health Directions, LLC • Professional Research Consultants, Inc.

PHYSICIAN STRATEGIES SUMMIT

ATTEND THIS SUMMIT AND...

- Evaluate the prognosis for collaborative hospital and physician relationships.
- Identify innovative approaches to looking at traditional services and issues.
- Define the cutting-edge transaction models being employed in the marketplace, and when those models make sense.
- Identify the steps needed to assess, strengthen, and track your organization's physician relations efforts.
- Evaluate the needs of the medical staff and referring physicians.
- Examine strategies for leadership development.
- Explore new concepts for engaging physician support.
- Learn how to create a sales-focused organization.
- Identify proven approaches to increase physician satisfaction.
- Examine how to champion change.

WHO SHOULD ATTEND

The development of a comprehensive strategy for successful hospital/physician relationships is a joint effort of executives throughout a health-care organization. Therefore, team attendance is encouraged. The Summit will benefit leadership teams from hospitals, academic medical centers, healthcare systems, and medical group practices including the following individuals:

- CEOs/COOs
- Chief Medical Officers
- Physician Leaders
- Board Members
- Chief Strategy Officers
- Network and Business Development Executives
- Physician Relations Directors
- Sales Executives

AN UNPARALLELED OPPORTUNITY

- **Two and one-half days** dedicated to helping you pinpoint the strategies and solutions for effective hospital and physician relationships.
- **Three General Sessions** lead you to consider the changing dynamics of healthcare, as well as the evolving role of physicians as key partners in success.
- **Two Pre-Summit Strategy Sessions** allow you time to examine issues in-depth.
- **Case studies** from leading healthcare organizations show you how to design and implement winning strategies.
- **Special Track on Sales** focused on the emergence of sales in hospitals as a growth strategy.
- **Networking opportunities** allow you to connect with your peers.



GROWTH STRATEGIES & TACTICS

NOW is the time to take a good hard look at your organization's attitude toward physicians and its approach to physician strategy.

How has the organization reacted to competition from physicians, particularly those who were once allies? If physicians are receptive to collaborative efforts, how will you decide with whom to collaborate, and which business model will best achieve desired objectives? Do you understand the needs and concerns of the physicians with whom you work, and are you rewarding them for their contributions? What are you doing to ensure that the supply of physicians in your market is sufficient to meet patient demand?

This year, a knowledgeable faculty with in-depth experience in the development and implementation of sound collaborative strategies will examine these issues and more. Through practical case studies and thought-provoking general sessions, your peers and colleagues will help you sort through the opportunities for collaborative growth, the challenges that lie therein, and the tactics for overcoming those challenges.

Join us in an examination of today's best practices.



FORUM FOR HEALTHCARE STRATEGISTS

The Forum for Healthcare Strategists was established in 1996 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. Headquartered in Chicago, Illinois, the Forum is widely regarded as a leader in educational programming.

For membership information, or to find out how to become involved in Forum activities, please visit www.healthcarestrategy.com.

Featuring Case Studies Including:

- Carle Clinic Association (Urbana, IL)
- CHRISTUS Schumpert Health System (Shreveport, LA)
- Columbus Children's Hospital (Columbus, OH)
- Eastern Idaho Regional Medical Center (Idaho Falls, ID)
- FirstHealth of the Carolinas (Pinehurst, NC)
- Florida Hospital (Orlando, FL)
- Gundersen Lutheran Medical Center (La Crosse, WI)
- Holy Spirit Hospital (Camp Hill, PA)
- Norton Cancer Care (Louisville, KY)
- Oakwood Healthcare System (Dearborn, MI)
- OhioHealth (Columbus, OH)
- OU Physicians (Oklahoma City, OK)
- Providence St. Peter Hospital (Olympia, WA)
- Regence BlueShield of Washington (Seattle, WA)
- St. David's Healthcare Partnership (Austin, TX)
- The Children's Hospital (Denver, CO)
- ThedaCare (Appleton, WI)
- WellStar Health System (Marietta, GA)
- Wheaton Franciscan Medical Group (Racine, WI)

SUMMIT SCHEDULE AT-A-GLANCE

SUNDAY, FEBRUARY 25

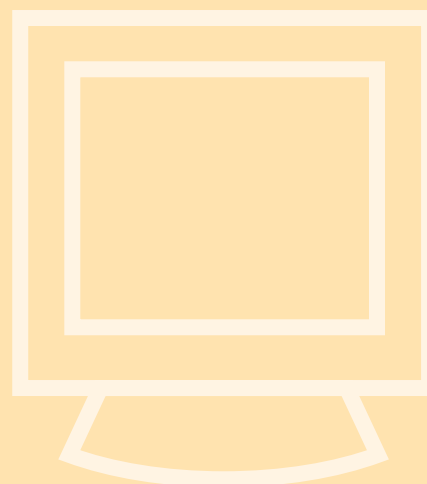
- 8:30am–5:00pm Registration
- 9:00am–12:30pm **PRE-SUMMIT STRATEGY SESSION I**
Show Me the Sale: It Starts with Behavior
- 9:00am–12:00pm **PRE-SUMMIT STRATEGY SESSION II**
Strategies and Models for Medical Staff Redesign
- 1:00pm Summit Programming Commences
- 1:00–3:45pm Concurrent Sessions
- 4:00–5:15pm **OPENING GENERAL SESSION**
Building a Bridge Between Hospitals & Physicians
M. Tray Dunaway, MD, FACS, CSP, CHCO, CHCC
- 5:15–6:15pm Opening Reception
Sponsored by Health Directions, LLC

MONDAY, FEBRUARY 26

- 7:30am–4:30pm Registration
- 7:30am Continental Breakfast
- 8:00–9:15am **GENERAL SESSION**
Physician & Hospital Relationships:
The Prognosis
Nathan Kaufman
- 9:30am–12:15pm Concurrent Sessions
- 12:15–1:15pm Networking Luncheon
- 1:30–2:45pm Concurrent Sessions
- 3:00–4:30pm **SPECIAL WORKSHOP SESSIONS**
- Physician/Hospital Relations Emerging Trends
 - Physician Recruitment Readiness

TUESDAY, FEBRUARY 27

- 7:30am–12:00pm Registration
- 7:30am Continental Breakfast
- 8:00–9:15am **GENERAL SESSION**
Turbo-Charging Quality 2007:
The New Engine of the Future
Steven Berkowitz, MD
- 9:30am–12:15pm Concurrent Sessions
- 12:15pm Summit Adjourns



SPECIAL ATTENDEE BONUS!

Complimentary CD-Rom of Session Audio and Handouts

Don't worry about missing a session! All attendees will receive a CD-Rom with the audio and handouts from each session, compliments of Professional Research Consultants, Inc.

Pre-Summit Strategy Sessions

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

9:00am–12:30pm



Show Me the Sale: It Starts with Behavior

Think about how you prefer to buy...and how you want to be sold to. Be honest and ask yourself this question: Does every physician I call on, and attempt to sell to, ask the same question, in the same way, and expect the same answer? Probably not! And, because of these differences, not all physicians can be "sold to" in the same way. Attend and you will learn: your own personal selling style; how to identify different buying styles; why some physicians rarely buy anything new or unproven, while others love to; why some physicians need lots of information to make a decision, while others do not; the driving forces for selling the different physician styles; how to blend your selling style for increased sales success...and MORE! **Special Feature: Session attendees will receive a complimentary Proception 2 Report, a \$95 value.**

Bill Schult, President, Believe & Succeed

9:00am–12:00pm



Strategies and Models for Medical Staff Redesign

An effective redesign of the Medical Staff is one of the most important issues facing healthcare executives today. Don't miss the opportunity to explore options for transcending the limitations of the classical medical staff structure to create accountable and collaborative management structures that link hospitals and their affiliated physicians in effective performance-oriented partnerships around clinical care, quality, safety, and business performance. Participants will be grouped according to their organization's performance goals, and will complete an evaluation of their institution's current state of physician-hospital relationships, assess the fundamental underpinnings of their current models, and explore new, innovative models.

Marc A. Bard, MD, Partner and Chief Executive Officer, The Bard Group

Debra A. Thompson, President, Strategy Solutions, Inc.

1:00pm

Summit Commences

PHYSICIAN RELATIONS

HOSPITAL/PHYSICIAN COLLABORATION

CREATING NEW PARTNERSHIP MODELS

1:00–2:15pm

Auditing Your Physician Relations Program: Is It Time for a Makeover?

Imagine you're entering your organization today for the first time and want to assess your physician relations efforts. Examine how established physician relations programs have been integrated into their organizations in order to seize opportunities. Learn to listen to your internal voice to recognize when changes need to be made.

Michelle Park, MBA, MHP, HIA

Assistant Director for Marketing & Outreach
OU Physicians (Oklahoma City, OK)

Donna Teach

Vice President, Marketing & Public Relations
Columbus Children's Hospital (Columbus, OH)

Leadership Development: Getting MORE From Employed Physicians

A 115 physician medical group, owned by a healthcare system, used a physician leadership structure, leadership development, a balanced scorecard, feedback from physicians, and a structured incentive compensation system to drive improvement and excellence in clinical process and outcome measures, and patient and physician satisfaction. Understand how to organize physicians to enable them to "lead."

Loren Meyer, MD

President and CEO

Wheaton Franciscan Medical Group (Racine, WI)

Cutting Edge Physician/Hospital Relationship Models—An Examination of Critical Legal & Business Issues

Building or maintaining market share often comes down to who can better engage and build relationships with physicians. Examine a host of performance oriented employment, joint venture, and partnership models that will enable physician alignment in a cost effective manner. Topics will cover specific practical information including:

- The most effective and cutting-edge transaction and employment models for specialists and primary care physicians
- An analysis of the various business issues, benefits and risks attendant to those models
- Identification of key economic issues such as compensation, payments to physicians, and valuation considerations
- The array of legal issues and how they can be dealt with in a practical manner

Thomas E. Dutton

Partner

Jones Day

Steve Messinger

Principal

ECG Management Consultants, Inc.

(1/2 Day)

2:30–3:45pm

Physician Loyalty & Retention: A Strategic Approach

Ultimately, the key to success for any healthcare organization is the loyalty and retention of physicians. To be sure, developing physician leadership, enhancing patient loyalty, improving physician satisfaction, and increasing market share are traits of a successful healthcare organization. Learn the steps to create physician champions and understand how they will build loyalty. Examine how to implement physician standards.

Stephen Beeson, MD

SRS Rancho Bernardo (San Diego, CA)

Julie Kennedy-Oehlert

Coach, Studer Group

Recommitting to Physicians: A Successful Journey

When a hospital's business doesn't run according to the desires of the physicians, the outcome can be toxic. How can the organization move forward when the hospital-medical staff relationship is shaken? Eastern Idaho Regional Medical Center shares its journey to the "trust brink" and back. Hear how trust was rebuilt and frame a communication strategy for moving forward.

Doug Crabtree

Chief Executive Officer *and*

Cindy Smith-Putnam

Director, Business Development & Marketing
Eastern Idaho Regional Medical Center (Idaho Falls)

4:00–5:15pm

Opening General Session

Building a Bridge Between Hospitals and Physicians

Using physician education to change the culture of hospital/physician relations helps meet the demands of today's competitive world by transforming physicians, hospital personnel, and administrators into mutual partners of success. Exploring the different "languages of healthcare" results in improved communication and a common goal of providing patient care excellence. Changing "medical behavioral economics" makes substantial and long-term bottom line improvement.

M. Tray Dunaway, MD, FACS, CSP, CHCO, CHCC, Healthcare Value, Inc.



5:15–6:15pm

Opening Reception *Sponsored by Health Directions, LLC*

Join your colleagues and whet your appetite for the two exciting days ahead.

MONDAY, FEBRUARY 26, 2007

8:00–9:15am



Physician & Hospital Relationships: The Prognosis

It's no secret that pressures related to rising costs, declining reimbursement, and an intensely competitive market often pit hospitals and physicians against each other. With the pressures intensifying, what does the future hold? Join noted healthcare strategist Nate Kaufman, as he examines multiple physician engagement strategies and why these strategies are more important, and expensive, than before. Nate defines payors' expectations, including employers, insurers, and the government, and examines how those expectations will impact integration efforts. He'll also identify physician concerns, including those with the new employment models.

Nathan Kaufman, Managing Director, Kaufman Strategic Advisors, LLC

PHYSICIAN RELATIONS

HOSPITAL/PHYSICIAN COLLABORATION

9:30–10:45am

Strengthening Referring Physician Relations: Geography Matters

Maintaining a highly satisfied referring physician network is challenging. Research reveals how these drivers differ based on geography...the distance between the physician practice and the organization. Examine how the research results can be used to establish a physician liaison program that delivers meaningful, customized messages to referring physicians.

Christine M. Rhodes, MS

Director, Physician Relations and the Pediatric Call Center
The Children's Hospital (Denver, CO)

David D. Rowlee, PhD

Vice President, Research & Development
Morehead Associates, Inc.

An Innovation Incubator: Championing Change

WellStar Health System's Institute for Better Health is an innovation incubator that has successfully mobilized physicians, employers, community leaders, and politicians around a bold idea – to revolutionize healthcare. Together, they're tackling healthcare's biggest challenges including diabetes, heart disease, cancer, and stroke – and creating new models to engage consumers, align physicians, and champion clinical excellence.

Marcia Delk, MD

Senior Vice President, Medical Affairs
WellStar Health System (Marietta, GA)

Karen Corrigan

CEO
The Strategy Group

11:00am – 12:15pm

Physician Splitter Profiling: Targeting Physician Growth

Given the strategic value of physicians to hospitals, coupled with the increasing shortage of physician supply, targeting physician growth is of critical importance. Physician strategies must target physicians who will maximize gains in strategic volumes, as well as increase profitability. Examine how to develop physician stratification strategies, determine market potential, and design measurable goals.

C. Josef Ghosn, EdD

Vice President, Strategic Planning, Physician & Market Development
and

Karilynn A. Vargas

Administrative Director of Marketing & Planning
Florida Hospital (Orlando, FL)

Physician Engagement & Leadership in Clinical Service Lines

Physicians and hospitals are joining together to develop and operate patient-centered, outcomes-focused clinical service lines that integrate patient care. Examine a development model for service lines, as well as the implications for business strategy, operations, finance, and marketing. Understand the critical role that physicians must play in the leadership, development of clinician buy-in, and programmatic design. Outline the key steps to implementation and ROI measurement.

Malcolm S. Henoeh, MD

Chief Medical Officer
Oakwood Healthcare System (Dearborn, MI)

Marc A. Bard, MD

Partner and Chief Executive Officer, The Bard Group

12:15–1:15pm NETWORKING LUNCHEON

1:30–2:45pm

Restoring Volume by Increasing Physician Satisfaction

Restore profitable hospital-based business with a service model that satisfies physician hunger for volume, throughput, elevated quality, collegial practice, recognition, recruitment, and research. Learn the essential service requirements for physicians to choose hospital-based settings before their own clinic settings. Using an academic medical center model, community hospitals can restore profitable imaging, diagnostic procedures, and outpatient visits while increasing surgical volumes. Learn how to establish this model at your hospital.

Leslie Deane

Director, Planning & Marketing
FirstHealth of the Carolinas (Pinehurst, NC)

Physician Leadership in a Cancer Care Service Line

Implementing a service line requires a great deal of coordination and communication – among service line leaders and hospital and system administrators, operations managers, top financial and information executives, board members, and medical staff and nursing leaders. Understanding this has been key to the service line success at Norton Cancer Center, where more than half of the inpatient cancer cases in Kentucky and Southern Indiana are treated. Hear how the service line model has facilitated a continuum of care.

Sandra E. Brooks, MD

Division Director, Norton Cancer Prevention Program (Louisville, KY)

Tammy McClanahan, RN, BSN, OCN

Division Director, Norton Cancer Care (Louisville, KY)

SPECIAL WORKSHOP SESSION

3:00–4:30pm

Physician/Hospital Relations Emerging Trends: Ideas Into Action

So...now what? After two days of discussions, great ideas, and buckets of handouts, we're sure you have questions.

- How can you return to your office prepared with an organized set of strategies and an action plan that will count for your organization?
- What will the future hold for you?
- And, what physician strategies should your organization prioritize for greatest competitive advantage?

Roll up your sleeves, and join your colleagues for an interactive workshop based on future scenarios that will help you organize your thinking around all that you've learned. It's fun! AND...you'll leave the session with ideas translated into action, ready to hit the ground running when you return to work.

Kim Athmann King

President & CEO
Strategy Advantage

Kriss Barlow, RN, MBA

Senior Consultant
Corporate Health Group

CREATING NEW PARTNERSHIP MODELS

HEALTHCARE SALES

9:30-10:45am

Physician & Hospital Relationships: A Boot Camp for CEOs, COOs, and Physician Leaders

For those CEOs, COOs, and physician leaders who would like to spend more time examining the operational, financial, and legal issues associated with joint ventures, this session is for you. Nate Kaufman and Michael Blau will lead an interactive discussion on the pros and cons of equity and under-arrangement joint ventures. Bring your concerns and challenges to the session or submit questions in advance.

Michael Blau
Chair, Health Care Ventures Practice
Foley & Lardner LLP

Nathan Kaufman
Managing Director
Kaufman Strategic Advisors, LLC

Creating a Sales-Focused Organization: A Case Study

Creating a sales-focused organization, one that embraces physician recruitment and retention relations, takes the understanding and support of the entire staff. Hear how one organization transformed itself into a customer-focused sales organization.

Lori A. Marshall
Marketing/Physician Relations
and

Charles "Joe" Paine, MD
Chief Executive Officer
CHRISTUS Schumpert Health System (Shreveport, LA)

11:00am-12:15pm

Preventing a Call Coverage Crisis

Identify key elements in the development of a successful call coverage solution, and when/how to use them during the planning process. Examine the most common approaches to paying for call coverage, including per diem stipends, reimbursement guarantees, and activation based payments. Assess non-payment based strategies such as specialty programs, hospitalist programs, dedicated OR blocks, and more.

Lori Van Zanten, RN
Assistant Administrator
Providence St. Peter Hospital

Dave Underriner
CEO-Portland Service Area
Providence Health System

Kevin P. Forster
Senior Manager
ECG Management Consultants, Inc.

Physician Loyalty CSFs & PDQs

Physicians ferociously guard their time. Learn some tips and techniques for making sure you spend their time wisely, and use your time efficiently, in order to win their respect and their business loyalty. Examine how age, specialty, and practice style impact your interaction, as well as the sale. Understand how physician values, wants, and needs will influence how likely they are to buy what you are selling, and how to successfully create genuine personal relationships that are truly win-win.

Geoff Kaufmann
Vice President, Clinical Development
Center for Diagnostic Imaging
(Minneapolis, MN)

Janet Guptill
President
KM At Work, Inc.

1:30-2:45pm

The Enterprise Model: A Freestanding Ambulatory Center

An Enterprise Model is designed to be a freestanding ambulatory center housing a variety of services that provide opportunities for partnership with physicians. The thrust...increase revenues and market share through improved patient access and outpatient services. Examine how the Enterprise can be structured and developed to meet the needs of the community, the hospital, and the medical staff.

Richard E. LaVanture
Senior Vice President of Strategic Planning and Business Development
Holy Spirit Hospital (Camp Hill, PA)

Ronald J. Schmidt
Principal
DMI Transitions

The Five Vital Keys to Successful Sales Management in Health Care

Many hospital executives intrinsically believe in the value of a physician sales effort. The question becomes: "How do we effectively manage the program and our sales staff to generate our projected results and demonstrate ROI?" Examine five keys of successful sales executives for the "hospital-to-physician" sale; what to look for when you're hiring physician sales people - 4 "must-haves"; easy-to-use tools for planning, managing, tracking, and reporting sales activity, progress, and results; setting sales performance standards that fit, yet challenge, your staff; how to recognize performance problems, and what to do about them; how to be a sales leader in your organization...and more!

Kathleen Harkins
Principal
Harkins Associates

SPECIAL WORKSHOP SESSION

3:00-4:30pm

Physician Recruitment Readiness: Critical Issues and Concerns

Begin planning today to meet the challenge of the impending physician shortage. Join us in examining:

- The business environment for physicians and what makes for a "market attractive" practice opportunity, including criteria physicians use to accept or reject an offer
- Methods for transitioning the aging private practice model to newer models that are attractive to physicians in hard to recruit specialties
- How organizations are orienting their board of directors to the physician shortage and getting consensus on new practice models that will facilitate recruitment and retention of physicians
- Success factors in moving new recruitment and retention concepts and legal constructs to implementation, including management of the existing medical staff and their reactions to these initiatives

Engage in discussions with those responsible for physician strategies and share recommendations with colleagues based on internal experience.

Michael Blau
Chair, Health Care Ventures Practice
Foley & Lardner LLP

Allison McCarthy
Consultant
Corporate Health Group-Northeast

8:00–9:15am



Turbo-Charging Quality 2007: The New Engine of the Future

Data transparency, Evidence-based medicine and Pay-for-Performance will interact together to produce a quantum increase in medical quality. If organizations do not acknowledge and embrace this phenomenon now, they may find themselves significantly behind the market in not only quality outcomes, but also market share. Best practice examples will be examined, with the goal of exploring how this “engine” works for each of the three areas.

Steven Berkowitz, MD, Chief Medical Officer, St. David's Healthcare Partnership (Austin, TX)

PHYSICIAN RELATIONS

HOSPITAL/PHYSICIAN COLLABORATION

9:30–10:45am

Implementation of a Medical Staff Development Plan: Lessons Learned

So, you've completed your Medical Staff Development Plan. Now what? Examine the Implementation Tool Box, as well as how to tie the Development Plan to the Relationship Enhancement Plan and other organizational initiatives. Learn how to track progress throughout the year.

Jim Wheaton

Vice President - Physician Relations & Development
OhioHealth (Columbus, OH)

Trent Green

Director
Navigant Consulting

Leveraging Your Medical Staff Marketing & Branding Efforts

Increasingly, hospitals are examining how to leverage their medical staff marketing and branding efforts. Examine the issues regarding promoting private vs. employed physicians and how to make the difficult decision regarding which services, and physicians, to promote. Hear how other healthcare organizations have tackled these difficult issues, and succeeded. Learn how to get physician buy-in and turn your marketing efforts into a win-win strategy for the hospital and physicians. Hear how the approach can generate significant revenue in specialized service lines.

Carol Koenecke-Grant

VP of Marketing & Planning
Carle Clinic Association (Urbana, IL)

Larry Margolis

President & Chief Marketing Officer
Storandt Pann Margolis

11:00am – 12:15pm

Referral Growth Strategies

With the Mayo Clinic and other tertiary hospitals in the service area, Gundersen Lutheran Health System made a strategic decision in the early 1980s to build an infrastructure, programs, and focused team to protect and grow its referral business. Today, the team works to generate referrals not only from referring physicians, but also other providers and regional hospitals. It also focuses on building sub-specialty, telemedicine, and other business channels. Gundersen Lutheran attributes a 25% to 50% shift in inpatient admissions to its Regional Services work. Hear how.

David Guggenbuehl

Director of Regional Services
Gundersen Lutheran Medical Center
(La Crosse, WI)

Kim Athmann King

President & CEO
Strategy Advantage

The EMR: Optimizing Buy-In... and Use

Assisting clinicians and providers to maximize the tools of the EMR by integrating them into their clinical practice are key to achieving a full EMR. Hear about a training program utilized for new providers, and an optimization program developed for all providers within the ThedaCare hospitals. Examine how collaboration, cultural support, resource reallocation, and process design is key to optimizing learning results. Discuss metrics used to measure the success of process changes.

Jodie Ausloos, RN, MSN

Clinical Information Systems Officer
ThedaCare (Appleton, WI)

Your Colleagues' Comments on the Summit...

“The opportunity to network with colleagues from around the country and see trends from a bigger perspective was invaluable.”

Mary Beth Eldredge, Director, Marketing & Physician Relations, Dartmouth-Hitchcock Medical Center

“Sessions and speakers planted the seed regarding high level activities that hospitals can do with physicians.”

Dan Hamman, Chief Financial Officer, Sparks Health System

“The Summit offered a chance to network with innovative healthcare executives.”

Mark C. Shields, MD, MBA, Senior Medical Director, Advocate Health Partners

“The conference was very interesting and invigorating. The sessions were all related and relevant. There were also tons of practical applications and great networking opportunities to meet new peers from across the country.”

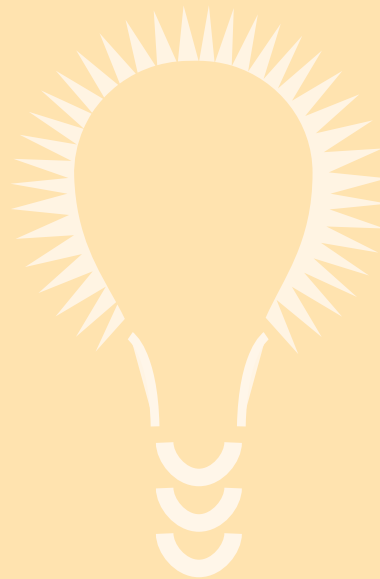
Stacy Phelps, Marketing Manager, St. Joseph Hospital

“The topics were excellent and appropriate for the group.”

Anthony Oliva, DO, Vice President, Medical Staff Services, Bayhealth Medical Center

“The variety of topics and the expertise of the presenters was outstanding, as were the networking opportunities.”

Claudia Koransky, RN, MA, MBA, Surgical Careline Director, Physician Liaison, MultiCare Health Systems



CREATING NEW PARTNERSHIP MODELS

HEALTHCARE SALES

9:30 – 10:45am

Clinical Performance Measurement and Transparency: The Payer Perspective

Large corporate purchasers are driving health plans to measure performance and hold providers accountable. Examine how Regence BlueShield's push into claim-based performance measurement is playing out in the Washington market. Hear how payers are planning to use carrots, sticks, and transparency in their strategies to improve performance. Analyze the impact on hospitals and healthcare systems.

Joseph Gifford, MD
Chief Medical Officer
Regence BlueShield of Washington (Seattle, WA)

11:00am – 12:15pm

Centers of Excellence: A Win-Win Strategy

Examine how the development of a Neuroscience Center of Excellence responds to internal demands to improve clinical and financial performance, the competitive threat of niche players, and the growing need to improve physician relationships. With broad expertise and advanced treatment options, the Florida Hospital Neuroscience Institute attracts more stroke and neurosurgery patients than any other facility in the state.

Craig Baker
Physician Relations Representative

and
Debbie Lombardi-Hill
Assistant Vice President
Florida Hospital Neuroscience Institute (Orlando, FL)

Sizzle at Physician Sales: Get In the Door AND Get Invited Back

Many healthcare organizations have discovered, or rediscovered, the value of sales in developing and maintaining strong relationships with physicians. Attend this interactive session and:

- Identify appropriate sales approaches for target markets
- Build solutions with your products and services based on what the customer wants
- Present solutions in terms of benefit, value and ROI
- Structure a buyer-defined "close," which manages the tension when you ask for the "sale"
- Understand how to manage customer attitudes and objections.

Attendees will have the opportunity to participate in one of two breakout groups, divided by the level of experience.

Kriss Barlow, RN, MBA
Senior Consultant

and
Carolyn Merriman
President
Corporate Health Group

(1/2 Day)

Summit Hotel

The official hotel for the Summit is the **Omni Orlando Resort at ChampionsGate**. To make reservations, call the Omni directly at 800-843-6664 and identify the meeting as the "Physician Strategies Summit" to get the special rate of \$269 single/double. This rate includes transportation to Disney theme parks, use of the health club, all recreational activities, including lazy river pool, tennis, volleyball, and basketball, daily newspaper, local and 800 calls, in-room coffee, high speed internet access, and evening turndown service (upon request). Reservations must be guaranteed with a major credit card.

Be sure to make your reservation by **Tuesday, January 23, 2007**. After the deadline date, or when the room block is filled, rooms will be available on a space and rate available basis only. Call early to ensure availability!

Opened in October 2004, the Omni Orlando Resort at ChampionsGate is surrounded by 1,200 acres of well-preserved wetlands and offers refined Orlando resort accommodations, with a host of luxury amenities and modern conveniences. In addition to superb walk-out golf, consisting of 36 holes of golf designed by Greg Norman, the hotel features a 10,000 square foot European-style spa and fitness center and an 850-foot winding lazy river. The resort is just 25 minutes from Orlando International Airport, and offers easy access to (or escape from) Orlando's most famous attractions.

PLUS...the hotel is literally steps away from David Leadbetter's World Headquarters, located at ChampionsGate Golf Resort, and is an ideal setting to hone your skills and improve your game. Designed to be the world's most sophisticated golf academy, amateurs and professionals alike can practice every conceivable aspect of their game under the watchful eye of David or his highly trained staff.



Omni Orlando Resort at ChampionsGate

The Forum thanks all of the Summit Sponsors for their support.



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Bremner-Duke is one of the nation's leading healthcare facility development and management firms, offering a comprehensive array of healthcare real estate development services, \$1 billion in available capital for ownership, the most unique construction model in the industry, compliance-driven facility management and maintenance, and integrated real estate advisory group services.



Corporate Health Group (CHG) is a healthcare consulting firm developing customer driven strategies for the physician, employer, and consumer market. Partnering with the client, the consulting team provides physician strategy, strategic planning, marketing, and sales with a customized approach.



ECG is a national firm that provides a broad range of management and information technology-related consulting services to healthcare providers. ECG is particularly known for specialized expertise regarding hospital and physician relationships, strategic and business planning, information technology, and the complexities of the academic healthcare enterprise. ECG has approximately 60 consultants with offices in Seattle; Boston; Washington, D.C.; San Diego; and St. Louis. For more information, visit www.ecgmc.com.



Health Directions focuses on improving the relationship between hospitals and physicians by aligning economic, strategic and patient care interests. The firm has been able to leverage its in depth understanding of what makes physician practices successful into strategies that can be useful for hospitals as they seek to strengthen their medical staffs and employed physician groups. Key areas of expertise include medical staff development plans, physician compensation planning, revenue cycle improvements and turnarounds, information system selection and implementation and strategic planning.



MedNews Plus, a program of Private Health News, is a powerful physician relationship service creating ongoing relationships with a hospital's medical staff and community physicians. The program provides breaking medical news with free CME by specialty. MedNews Plus can be positioned as: a component of a hospital's Physician Portal, the foundation of a Portal, a free-standing hospital web site, or a component of the hospital's intranet.



PhotoBooks, Inc. produces customized Print and Internet Solutions that emphasize easy creation and management by non-technical personnel. These services include: Print and Internet Physician Directories; Outsourced Website Solutions; Custom Website Application Development; and Custom Data Management.



Professional Research Consultants, Inc., is the nation's leading marketing and customer research firm dedicated to the healthcare industry. PRC has assisted over 1,800 healthcare organizations with projects including Medical Staff Perception and Referring Physician Studies. PRC also assists hospitals in determining the perceptions, awareness, and needs of their patients, employees, and communities.

Continuing Medical Education (CME) Accreditation

Sponsored by The Postgraduate Institute for Medicine

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of Postgraduate Institute for Medicine (PIM) 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 educational activity for a maximum of 14 *AMA PRA* Category 1 Credits™. Physicians should only claim 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 14 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.

United Airlines

A special discount of 5% off any applicable fare or 10% off coach is available by contacting the United Airlines Convention Desk at 800-521-4041. Reference meeting code 553SY (which is under the name of Healthcare Strategy Institute).

Note: The Forum reserves the right to cancel or reschedule the conference as well as to close registration when events are oversubscribed. For these reasons, registrants are advised against purchasing non-refundable airline tickets.

Car Rental

Special meeting rates are available through Avis Rent A Car's Meeting Reservation and Information Desk at 800-331-1600. Reference group number J948529.

Special Needs

If you need assistance with special arrangements, such as dietary restrictions or accessibility, call toll-free at 866-440-9080 x 23.

Excellence Guarantee

The Forum is committed to excellence in educational programming. If you are not satisfied with the Summit, you may return your Summit materials while on-site and we will refund your registration minus a \$150 processing fee.

REGISTRATION FORM

PHYSICIAN STRATEGIES SUMMIT: GROWTH STRATEGIES & TACTICS

FEBRUARY 25–27, 2007

OMNI ORLANDO RESORT AT CHAMPIONSGATE • ORLANDO, FL

Questions?

Call
866-440-9080,
ext. 23

Registrant Information

Full Name

First name as you wish it to appear on badge

Title

Organization

Address

City State Zip

Phone

Fax

Email

Registration Fees

Early rates are available if the registration form with full payment is received by Friday, January 5, 2007. Discounts for group registrations (3 or more) are available. Please contact the Forum directly. All registrations for attendees from the same organization seeking discounts must be submitted together.

Summit Rates	Early	Regular
	(received by 1/5/07)	(received after 1/5/07)
Forum Member	___ \$895	___ \$995
Non-Member	___ \$995*	___ \$1095*

*Join the Forum (\$195 annual fee)

___ *Apply \$100 of fee to Forum Membership
(an additional \$95 balance will be due)

___ \$95 due for Membership Dues

Pre-Summit Strategy Sessions (For Summit Attendees Only)

Show Me the Sale ___ \$150 ___ \$175

Medical Staff Redesign ___ \$150 ___ \$175

CD-Rom of Audio/Handouts

___ \$505 CD-Rom of Audio/Handouts** (includes shipping)

**Summit attendees receive a complimentary CD-Rom, compliments of Professional Research Consultants, Inc.

Total Due \$ _____

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 |

Special Workshops and Half-Day Sessions

Please check if you plan to attend any of these workshops or half-day sessions.

Sunday, February 25, 2007

- Physician/Hospital Relationship Models

Monday, February 26, 2007

- Physician/Hospital Relations Emerging Trends
 Physician Recruitment Readiness

Tuesday, February 27, 2007

- Sizzle at Physician Sales

Cancellation Policy

The Forum guarantees a refund, less a \$150 administrative fee, if written notification is received on or before January 5, 2007. Verbal cancellations are not accepted. Cancellations received after January 5, 2007 are not eligible for a refund. You may always send a substitute.

Confirmation of Registration

All registrations will be confirmed within ten 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.

For More Information

Call 866-440-9080, ext. 23, or visit www.healthcarestrategy.com.

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**
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