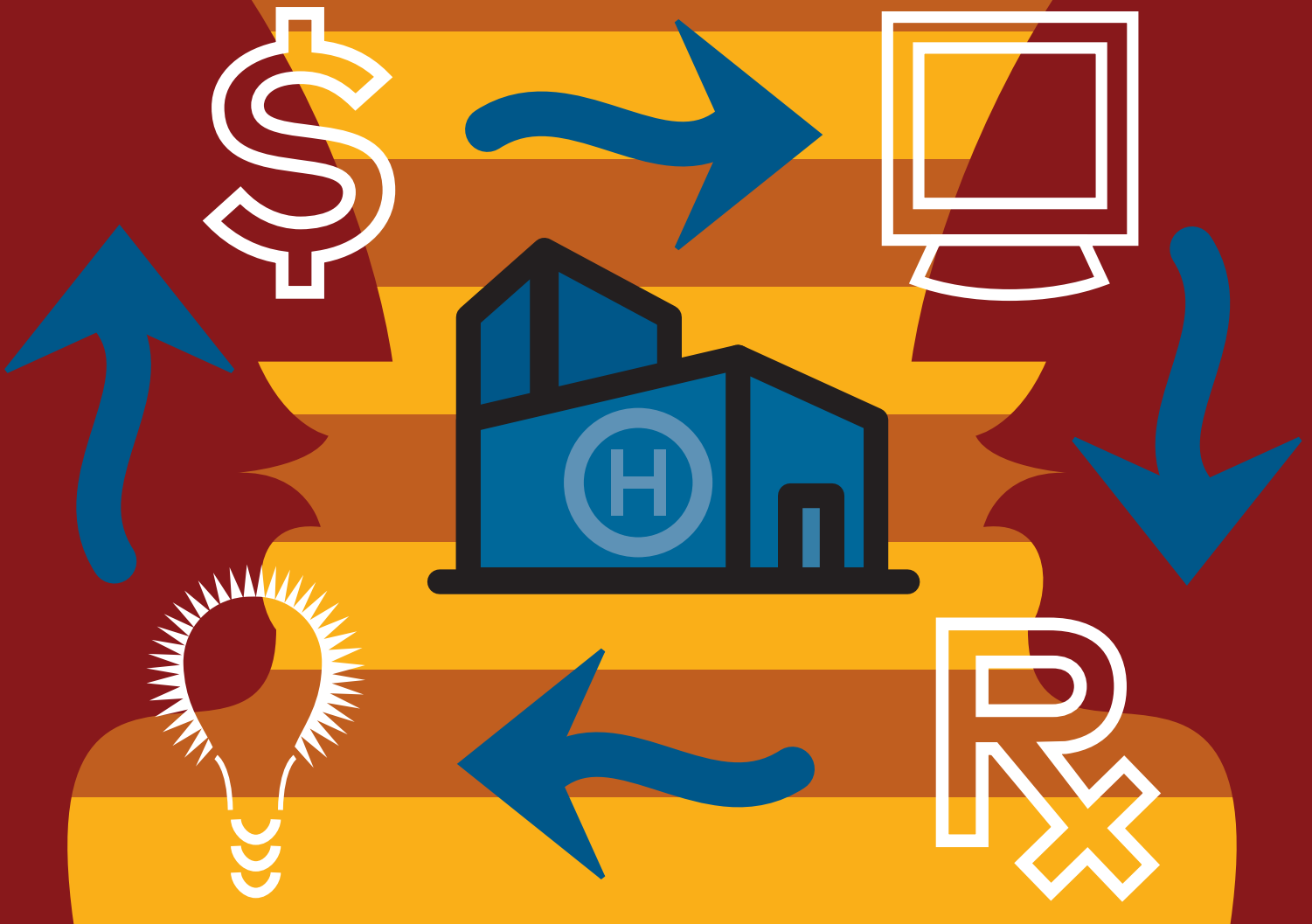


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# Physician Strategies Summit

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Driving Performance and Value



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**February 19 – 21, 2012**

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The Ritz-Carlton  
Orlando, FL

JOINTLY SPONSORED BY:



Postgraduate Institute  
for Medicine

IN COOPERATION WITH:

Barlow/McCarthy  
Connect Healthcare  
CPM HealthGrades

ECG Management Consultants, Inc.  
eVariant  
Legacy Consulting Group

# The Leading Conference on Hospital & Physician Relations

February 19 – 21, 2012  
Orlando, FL

## Dear Colleague:

As attention to value, efficiency, and new healthcare delivery and payment models increases, strong relationships between hospitals and physicians are more important than ever. So it is no surprise that healthcare executives and physicians interested in long-term success are increasingly exploring collaborative solutions — solutions aimed at aligning clinical and financial interests, improving quality and performance, and driving bottom line results.

How does your organization stack up? Have you made physician relationships a priority? Do you understand the needs and concerns of physicians, whether independent or hospital-employed, and are you attentive to those concerns? Do you have solid plans in place for medical staff development, recruitment, and retention? How are you addressing the all-important need for alignment and integration? Are you exploring online solutions for advancing physician strategies and cementing relationships?

To examine these issues and more, we have assembled a knowledgeable faculty with practical, in-depth experience in the development, implementation, and operation of sound physician strategies. Proven case studies and thought-provoking general sessions will help you identify strategies for enhancing physician and organizational performance — strategies that will deliver positive returns NOW.

It is with pleasure that we extend a special invitation to you to attend the **Ninth National Physician Strategies Summit**.

## Conference Co-Chairs



**Jeff Cowart**  
Senior Vice President,  
Growth & Sales  
Baptist Health System



**Larry Harrison, MBA, MHS**  
Chief Executive and  
Senior Vice President  
Scripps Clinic



**John M. Snyder, FACHE**  
Executive Vice President  
and COO  
Carle Foundation Hospital  
and Physician Group

## Examine the Winning Strategies

- Identify the tactics for assessing, strengthening, and tracking physician relations efforts to improve revenue
- Identify basic and innovative approaches for physician recruitment and primary care network development
- Select methods to enhance volume through sales
- Identify proven approaches for increasing physician satisfaction, retaining physicians, and generating referrals
- Differentiate strategies for physician employment and integration success
- Indicate the prognosis for — and bottom-line benefits of — clinical integration, accountable care, and other value-based models
- Define the cutting-edge alignment models, and when those models make sense

## 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. The Summit will benefit the following individuals from hospitals, academic medical centers, healthcare systems, and medical group practices:

- CEOs/COOs/CFOs
- Chief Medical Officers
- Physician Leaders
- Board Members
- Physician Relations Directors
- Physician Referral/Outreach Directors
- Physician Recruitment Directors
- Sales Executives
- Chief Strategy Officers
- Marketing Executives
- Network and Business Development Executives
- Consultants
- Attorneys

Pre-Summit Strategy Session I

Pre-Summit Strategy Session II

9:00A-12:00P



**Physician Employment: Improving Operational & Financial Performance**

Nationwide, although healthcare organizations strive to avoid losses from practice acquisitions, many are still taking a hit. Examine the financial life cycle of an employed practice, how to measure the financial and operating performance, and how long it takes to achieve profitability. Examine guidelines for determining an ideal network size, as well as the development of models for leadership, compensation, productivity, EMR implementation, and quality initiatives. Hear how to successfully address performance issues.

**Darin E. Libby**, Senior Manager  
and

**Jessica Turgon**, Senior Manager  
ECG Management Consultants, Inc.



**Redefining Physician Relations**

Today, gaining new business opportunities through physician relations is a target strategy for most healthcare organizations. This special session provides attendees with a framework for developing or growing the physician relations program. Attendees will have the opportunity to participate in one of two breakout groups. The first group will focus on structure, performance, and messaging, while the second group focuses on ROI models, advanced planning, and staff development issues. Be prepared to roll up your sleeves for this hands-on session.

**Lori McLelland**, Executive Director, Market Development  
Emory Healthcare (Decatur, GA)

**Kriss Barlow, RN**, Principal  
Barlow/McCarthy

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

1:00P Conference Commences

**Physician Relations/Sales**

Sponsored by eVariant

**Medical Staff Development & Growth**

Sponsored by Connect Healthcare

**Maximizing Organizational Models**

Sponsored by Legacy Consulting Group

1:00-2:15P

**Growing Volume for Employed Physicians: The Push/Pull**

Are you challenged with growing business for employed physicians? Learn how to use both marketing and physician relations tactics in a coordinated manner to drive volume for employed physician practices. Examine practical, real world examples; case studies; and outcomes from different healthcare settings.

**Heather Boler**, Regional Vice President of

CHRISTUS Health Southeast Texas

CHRISTUS Hospital – St. Elisabeth (Beaumont, TX)

**Christine Rhodes**, Physician Relations Manager

University of Colorado Hospital (Aurora, CO)

**Ann Maloley, MBA**, Lead Consultant, Barlow/McCarthy

**Primary Care Network Development & Growth**

After successfully growing an employed primary care base, Beth Israel Deaconess needed to assess where to expand to meet market need and identify opportunities for realignment. Hear how an evaluation of 3 distinct service area markets directed new practice development as well as the patient panel and physician productivity of existing practices.

**Elaine Monico**

Director, Network Development

Beth Israel Deaconess Medical Center (Boston, MA)

**Angela Wayne**

Chief Operating Officer

Beth Israel Deaconess HealthCare (Needham, MA)

**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 the range of strategies, structures, and legal options available, 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.

**Richard M. Cameron**

Managing Director, Healthcare

and

**Ronald L. Vance**

Managing Director, Healthcare

Navigant

2:30-3:45P

**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.

**Brian Michels**

Regional Physician Relations Manager

Provena Saint Joseph Medical Center (Joliet, IL)

**Physician On-Boarding for Practice Success**

Too often, it takes as long as 18 months for a new physician to generate enough revenue to cover expenses. Examine a process designed to reduce this “ramp-up” time to less than six months. Learn how partnerships between physicians, operations, PR & marketing, and Business Strategy can fill doctors’ templates in record time while assimilating new physicians into the system culture. Examine essential issues, including credentialing, practice expectations, and understanding financials.

**Sean Duffy**, Manager, Physician Liaison Program

and

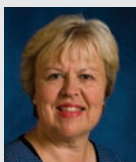
**Keri Gaito**, Director, Marketing Communications

Geisinger Health System (Danville, PA)

4:00-5:15P

**General Session**

Sponsored by  
Barlow/McCarthy



**Getting to “Better” — Innovative Practices for Improving Quality and Safety**

No one in healthcare wants to see a patient harmed, yet medical errors and safety lapses remain far too common in US hospitals. What can be done to advance evidence-based practices aimed at reducing harm and improving quality? How do you establish a culture of shared accountability that engages all physicians, administrators, and staff? How do you spread innovative practices within and across organizations? Join Chris Goeschel and explore the culture challenges inherent in evidence-based medicine, along with solutions for addressing them.

**Chris Goeschel, ScD, RN, FAAN**, Assistant Professor, Johns Hopkins School of Medicine

The Armstrong Institute for Patient Safety and Quality Director, Strategic Development and Research Initiatives

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 given constitutional challenges, calls for repeal, and the sheer complexity of the legislation, no one knows for sure how it will play out or what fixes will emerge down the road. Still, although politics and legislation will continue to shape specific elements and timing, the overall trajectory of reform is unlikely to change — the need to rein in costs is simply too high. What's the latest word from Washington? Paul Keckley will give us the inside scoop. Join Paul for an examination of the latest developments and how they will impact hospitals and physicians.

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

**Physician Relations/Sales**

Sponsored by eVariant

9:30–10:45A

**Drive Referral Volume with Integrated PRM**

Bring your physician marketing into a new realm of sophistication. Examine three approaches for integrating PRM with liaison and marketing initiatives to boost referrals, admissions, and the bottom line. Learn how to use PRM to target physician campaigns, process referrals, communicate with referring physicians, and respond to issues promptly.

**Brian P. Borchardt**, Director of Physician Relations  
Scott & White Healthcare (Temple, TX)  
**Gabrielle DeTora**, Interim Chief Marketing Officer  
Mercy Health System (Conshohocken, PA)  
**Suzanne H. Sawyer**, Chief Marketing Officer,  
Associate Vice President  
Penn Medicine (Philadelphia, PA)

11:00A–12:15P

**Keep it Coming: Advancing Splitters to Greater Loyalty**

Building robust and loyal referral relationships goes well beyond identifying and cultivating “splitters.” When is it worthwhile to cultivate a partnership approach and when is assertiveness more appropriate? Examine tools for identifying the risks and benefits of being assertive. Learn how the message changes and how leadership can support this new model of referral relationship building.

**Ellen Barron**  
Associate Vice President, Marketing & Communications  
University of Iowa Health Care (Iowa City, IA)

**Medical Staff Development & Growth**

Sponsored by Connect Healthcare

**Medical Staff Planning: A Strategic Approach**

In an era of physician shortages, intense competition for physicians, and increasing emphasis on care coordination and health management, traditional approaches to medical staff planning are no longer enough. Learn how to go beyond simple physician-to-population ratios and conduct a strategic needs assessment to determine physician requirements, by specialty, to achieve growth strategies. Examine the impact of market dynamics, alignment models, and strategic objectives.

**Craig Savage**  
Senior Principal  
Health Planning Source

**Designing Sustainable Physician Compensation Models**

Developing a reasonable and sustainable compensation model for employed physicians, along with an effective transition plan, is a key challenge for hospitals that employ physicians. Examine critical success factors for building productivity-based models, the basic questions to consider when designing physician compensation, and the positives and negatives of an RVU-structured model. Hear typical mistakes and how to avoid them.

**Max Reiboldt, CPA**  
President/CEO  
Coker Group

**12:15–1:15P Luncheon**

1:30–2:45P

**Developing Online Physician Education Channels to Drive Referrals**

Hospitals can achieve real ROI by showcasing clinical experts and expertise set against the backdrop of physician education. Learn how to increase brand awareness and referrals with video-centric Physician Education Channels. Using existing A/V resources, lecture series, and grand rounds, the channels provide value to referring physicians while differentiating the organization in the marketplace and strengthening its institutional profile among professionals. View real world examples.

**Vicki Amalfitano**, Vice President, Marketing & Planning  
Brigham and Women's Hospital (Boston, MA)  
**Ross Joel**, CEO & Co-Founder  
BroadcastMed, Inc.

**Build Referring Physician Loyalty with Experience Mapping**

How do you understand the experience your organization provides to referring physicians, increase commitment to referrers, and ultimately improve referrer loyalty? Experience mapping research can drive action and fulfill these goals. Learn about this cost-effective, customizable approach and receive tools for building stronger referring physician relationships, both nationally and closer to home.

**Patty Branson**, Senior Director, Physician Services  
Cincinnati Children's Hospital Medical Center  
**John McKeever**, President  
Gelb Consulting Group, Inc.

**Special Workshop Sessions**

3:00–4:30P

**Physician Relations Sales: From Selling to Strategic Selling**

Challenged with the same old sales approach, frustrated with economic pressures, or worried about the forecast for referrals? Raise the bar in skills and messaging, and drive new business while successfully retaining current baselines. Sales representatives and sales managers alike will learn how to apply basic sales tactics and skills in more strategic ways to build relationships, create internal support, strengthen customer commitments, and ultimately gain new referrals.

**Libby Donathan**, Physician Relations Manager  
*and*  
**Lori Goertemiller**, Vice President, Business Development  
Miami Valley Hospital/Premier Health Partners (Dayton, OH)  
**Karen Schafer**, Director, Physician Services  
Covenant HealthCare (Saginaw, MI)  
**Jill Stratton**, Consultant  
Corporate Health Group

**“Topics were on target for the current environment.”**

– **Joseph A. Scopelitti, MD**, President/CEO  
Guthrie Clinic

## Maximizing Organizational Models

Sponsored by Legacy Consulting Group

### A Roadmap for Physician Integration

Every health system in America struggles to implement physician integration, but many make mistakes that could threaten the success of the system. Examine four potential errors in physician integration: overspending but under-investing in the physician network; training physician managers instead of physician leaders; employing instead of engaging physicians; and starting the physician-integration journey towards either the wrong destination or no destination.

**Dana S. Kellis**

Chief Medical Officer

Pinnacle Health System (Harrisburg, PA)

### Successful Growth of an Employed Medical Group

Hospitals and physicians are establishing employed groups at a rate not seen since the 1990s. Examine strategies for successfully developing and operating an employed group, including: active physician engagement, new governance models, effective physician compensation models, care teams, IT optimization, business office functions, pricing structures, and quality measurement and management.

**Todd Hammer, MD, President**

Froedtert Health Medical Group (Milwaukee, WI)

**Marc Mertz, MHA, FACMPE, Senior Manager**

The Camden Group

## 12:15–1:15P Luncheon

### From Independence to Collective Action

HCA West Florida undertook comprehensive strategic planning and implementation activities to align physician and hospital goals to position for healthcare reform. Examine the objectives, which emphasize a value-based service line, and outcome measures that transform and grow cardiovascular services in central Florida. Identify key strategies and success factors for service level and cultural transformation, market-based development planning, and service delivery.

**Linda Carter, Vice President, Cardiovascular Services**

HCA West Florida Division (Palm Harbor, FL)

**Ray N. Brown, Managing Principal**

Legacy Consulting Group

### Social Media: Physician Communication and So Much More

An estimated 80% of hospitals expect to implement a Social Media Program by 2013. But, what are the benefits? Examine best practices and assess the potential contribution of a Social Media Program for your organization. Case studies and a step-by-step workbook will help you:

- Determine whether a social media program makes sense for you
- See how social media can connect you with employed and referring physicians, reduce expenses, increase operational efficiency, and increase revenue stream
- Clarify goals and develop a strategic plan
- Learn what to measure, and how to measure it, to calculate ROI

**Russell Faust, PhD, MD, Chief, Pediatric ENT, St. John/Providence Health System,**

Ascension Health Michigan and Chief Medical Officer, Annica Media, LLC

**Dean Berg, Digital Strategist**

Anicca Media, LLC

## Alignment & Integration

Sponsored by CPM HealthGrades

### Leveraging Allied Health Providers in Patient-Centered Care Models

Learn how Carle restructured the role of Allied Health Providers (AHPs) to support primary care medical homes, improve patient access, and establish team-based care models across specialties. Hear how the changes have improved efficiency, care coordination and management, and the patient experience. Examine best practices for AHP compensation, supervision, and scope of practice.

**John M. Snyder**

Executive Vice President and Chief Operating Officer

The Carle Foundation (Urbana, IL)

### Clinical Integration: Path to Accountable Care

How can healthcare organizations structure leadership and processes to achieve accountability? Learn how to build the foundation of an effective clinical integration program, with a focus on quality reporting via EMR, embedded care coordination in the clinical office, and a patient-centered approach. Hear from an established model as well as an organization earlier in the journey.

**Paul Hiltz, FACHE, President**

Mercy Health Select (Cincinnati, OH)

**Dennis Horrigan, President and CEO**

Catholic Medical Partners (Buffalo, NY)

**Terri Welter, Principal**

ECG Management Consultants, Inc.

### Leadership: The Key to Successful Strategies

Why do some physician/hospital strategies succeed when others fail? Extraordinary leadership is the common element in all successful strategies and organizations. Look beyond the latest “model” or legal structure and hear how hospital and physician leaders achieved sustainable improvement in quality and physician integration by leading change, focusing on results, and engaging physicians.

**Larry Harrison, MBA, MHS, Chief Executive,**

Senior Vice President, Scripps Clinic (San Diego, CA)

**Vince Oliver, Chief Executive Officer and**

**Robert Prins, MD, Chief of Quality Assurance**

Island Hospital (Anacortes, WA)

**Richard Keck, Founder, The Third Way**

### Physician Recruitment Readiness: Critical Issues and Concerns

Medical groups, hospitals, and health systems need to begin planning today to meet tomorrow's recruitment challenges. Examine lessons from those responsible for physician strategies in hospitals and health systems. Learn:

- How to move from business planning concepts and legal review to implementation, including managing existing medical staff reactions
- Key factors for success in physician recruitment, including market readiness, internal management of candidates, and the on-boarding process
- Critical strategies for retaining physicians, including a discussion of legal boundaries.

**Allison McCarthy, Consultant**

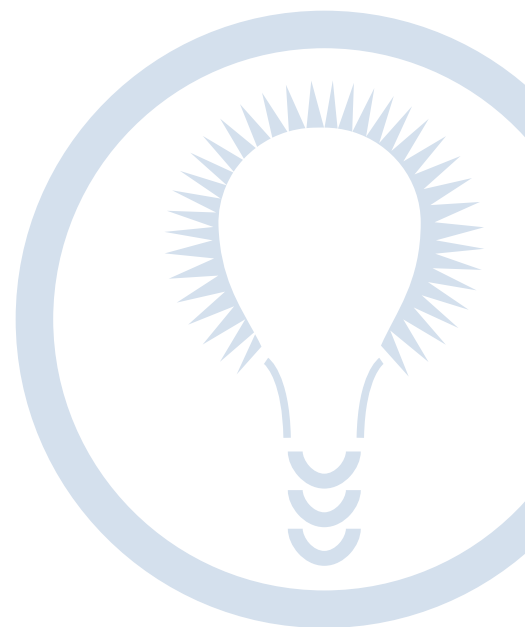
Barlow/McCarthy

**Roger Strode, Partner**

Foley + Lardner

*“I loved hearing about the innovative ways that people are approaching the issues we deal with on a daily basis. I left with a storm of ideas on how we could do our work a little better than before.”*

– **Joseph D. Sharp, Outreach Coordinator,**  
Methodist J.C. Walter Jr. Transplant Center



**Physician Relations/Sales**

Sponsored by eVariant

**Medical Staff Development & Growth**

Sponsored by Connect Healthcare

8:00–9:15A

**General Session**



**Engaging Physicians in Social Media: The Time is Now**

More and more, patients and consumers are online seeking health information — and Wendy Sue Swanson, MD, is a firm believer that physicians should be there too. Dr. Swanson, a Seattle pediatrician who blogs for Seattle Children’s Hospital, will share why it’s important for physicians to begin using social media to improve the quality of health information on the Internet and to engage patients. Join her to hear the tremendous potential blogs, Twitter, and other social media tools offer for combining scientific research with personal anecdotes to educate patients, alleviate their concerns, and foster trust.

**Wendy Sue Swanson, MD, MBE, FAAP**  
Pediatrician, Author, and Blogger

9:30–10:45A

**Techniques and Tools to Measure Physician Relations Impact**

Physician relationship executives are charged with measuring and reporting return on investment for their relationship sales efforts. Learn from two organizations — one a large Texas-based system and the other a safety net hospital in Michigan — that are demonstrating results through regular tracking of measures that align with organizational goals, including physician referral volumes, satisfaction, loyalty, and engagement. Examine the challenges, the approach, the measures, and the results.

**Jeff Cowart**  
Senior Vice President, Growth & Sales  
Baptist Health System (San Antonio, TX)  
**Andrea J. Simon, PhD**  
Interim Senior Vice President, Marketing & Planning  
Hurley Medical Center (Flint, MI)

**Brand Experience and Culture: Recruiting Physicians Online**

Hospital websites and social media platforms can be powerful tools for recruiting physicians. Examine the importance of conveying how your organization values physicians, and instilling a sense of community, connectedness, and belonging through your online presence. Hear how a 99-bed community hospital leverages social networking sites like Twitter, community-generated media through YouTube, and search engine marketing into a cost-effective recruitment strategy with solid ROI.

**Kevin Robinson**  
Communications Director  
Southwestern Vermont Medical Center (Bennington, VT)  
**Dan Dunlop**  
President & CEO  
Jennings Health

11:00A–12:15P

**Centralized Referral Management: Back to Basics in a Complex Market**

Academic Medical Centers and multispecialty physician practices are reliant on strong referring provider relationships to support continued success and growth. Emory Healthcare designed a Referral Management Department to strengthen referring provider partnerships and ensure high quality patient and family centered care. Learn about partnerships with Information Services, Physicians, Clinic & Hospital leadership, and Referral Management.

**Donald I. Brunn, MHA**  
Chief Operating Officer  
**Alison L. Douis, MHA**  
Senior Manager, Clinic Operations  
*and*  
**Bindi P. Naik, MHA, MPT**  
Manager, Patient Access  
The Emory Clinic, Inc. (Atlanta, GA)

**Communicating with Physicians: Lessons from the Pharmaceutical Industry**

Getting a busy physician’s attention is always a challenge, particularly when it comes to communicating hospital information. Whether trying to engage physicians who feel “out of the loop,” improve physician satisfaction surveys, or simply gain access to talk about more than problems, effective communication can be accomplished with key strategic principles. Examine insights from successful physician communication programs from pharmaceutical companies. Hear how to apply them.

**Daniel E. Ansel**  
President and CEO  
Private Health News  
**Barbara Corr, RN, BS**  
President  
Corr and Associates Health Consultants



*“The general sessions were remarkable. The speakers provided tangible ideas to implement along with macro looks at the healthcare environment and important trends.”*

– Kelley Hunton, Director of Marketing  
The Orthopedic Center

**Maximizing Organizational Models**

Sponsored by Legacy Consulting Group

**Workplace Medical Clinics: Collaborative Models**

Gundersen Lutheran Health System worked with multiple area companies to develop workplace clinics. Each had unique objectives, but all shared the same goal: employee wellness. Examine the different models and collaborative approaches. Learn how to assess the benefits, employer needs, operational requirements, and best fit with your organization.

**David J. Campbell, MS, MHSA**

Clinic Manager  
and

**Chuck L. Johnson**

Director, Regional Business Development  
Gundersen Lutheran Health System (La Crosse, WI)

**Charles E. Clark, MD**

Family Medicine Physician  
Gundersen Lutheran Whitehall Clinic & Ashley Wellness  
Clinic (Whitehall, WI)

**Alignment & Integration**

Sponsored by CPM HealthGrades

**Winning Approaches to Ambulatory Strategy**

Transforming the ambulatory care environment is an essential step for healthcare organizations to position themselves for success in a future accountable care environment. Examine how one organization has achieved simultaneous dramatic improvements in cost, health outcomes and patient experience through a comprehensive approach to transforming primary care.

**Beth Waterman**

Chief Improvement Officer  
HealthPartners (Bloomington, MN)

**Melissa McCain**

Principal  
The Chartis Group

*“The Summit offers an excellent learning experience, with first-rate speakers and abundant networking opportunities in a non-competitive environment.”*

– **Katia Kaiser**, Physician Liaison  
The MetroHealth System

**Build a Patient-Centered Medical Home with Data Physicians Trust**

As provider organizations transform into patient-centered medical homes and prepare for changing reimbursement models, quality data and a culture of collaboration are essential for success. Learn how Elmhurst Memorial Healthcare works closely and productively with physicians to achieve objectives and enhance revenue using automated population health approaches and physician-level data reports.

**Mary K. Stull, RN, PhD**

Vice President/COO Physician Practice Division  
Elmhurst Memorial Healthcare (Elmhurst, IL)

**Karen Handmaker**

Director of Population Health Management Services  
Phytel Inc.

**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 insights based on real, practical experience. Plus, you'll have an opportunity to provide input on how future Forum Summits can better meet your needs.

**Kriss Barlow, RN**

Principal  
Barlow/McCarthy

**Richard Keck**

Founder  
The Third Way

**Linda MacCracken**

Vice President, Product Management  
Healthcare & Science, Thomson Reuters

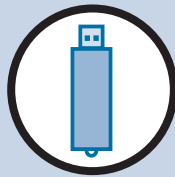


**Special Conference Features**



**Don't Miss a Session**

Attendees can purchase a CD-ROM featuring the audio and handouts from each session for the special price of \$95.



**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.

**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](mailto: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

## Sunday, February 19, 2012

8:00A–5:00P	Registration
9:00A–12:00P	<b>Pre-Summit Strategy Session I</b>
9:00A–12:00P	<b>Pre-Summit Strategy Session II</b>
1:00–3:45P	<b>Concurrent Sessions</b>
4:00–5:15P	<b>General Session</b>
5:15–6:15P	Opening Reception

## Monday, February 20, 2012

7:30A–5:00P	Registration
7:30A	Continental Breakfast
8:00–9:15A	<b>General Session</b>
9:30A–12:15P	<b>Concurrent Sessions</b>
12:15–1:15P	Lunch
1:30–2:45P	<b>Concurrent Sessions</b>
3:00–4:30P	<b>Special Workshop Sessions</b>

## Tuesday, February 21, 2012

7:30A–12:00P	Registration
7:30A	Continental Breakfast
8:00–9:15A	<b>General Session</b>
9:30A–12:15P	<b>Concurrent Sessions</b>
12:15P	Summit Adjourns

# Summit Keynotes

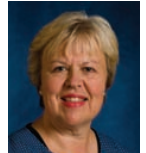
## Getting to “Better” — Innovative Practices for Improving Quality and Safety

Sunday, February 19

4:00 – 5:15P

**Chris Goeschel, ScD, RN, FAAN**

*Assistant Professor, Johns Hopkins School of Medicine  
The Armstrong Institute for Patient Safety and Quality Director,  
Strategic Development and Research Initiatives*



Join long-time quality and patient safety champion Chris Goeschel for an enlightening look at approaches for advancing evidence-based practices and accountability. Chris has a long and successful record of accomplishment in strategic and program development, project management, and education and training. She has been recognized as a national Patient Safety Leadership Fellow and her work has inspired a number of collaborative projects, both nationally and internationally.

## The Word from Washington: Healthcare Reform Update

Monday, February 20

8:00 – 9:15A

**Paul H. Keckley, PhD**

*Executive Director, Deloitte Center for Health Solutions*



Start your day right! No one is better informed about the goings-on in Washington, DC, and how they will affect hospitals and physicians than Paul Keckley. One of the country's leading experts on healthcare reform, Paul will give us an inside look at the latest developments. Paul is a health economist, policy expert, frequent keynote speaker at national healthcare conferences for a variety of industry trade groups and associations, and a regular contributor to CNN and Fox News. He shares his health reform knowledge weekly in Deloitte's popular *Monday Health Care Reform Memo*, an e-mail summary of ongoing federal legislative and regulatory activity.

## Engaging Physicians in Social Media: The Time is Now

Tuesday, February 21

8:00 – 9:15A

**Wendy Sue Swanson, MD, MBE, FAAP**

*Pediatrician, Author, and Blogger*



Dr. Wendy Sue Swanson is a blogging and tweeting pediatrician and a firm believer in the power of social media. She began blogging for Seattle Children's Hospital in 2009 and has built a loyal and diverse following of parents and medical professionals as author of "Seattle Mama Doc." As one of the first pediatricians to blog for a leading children's hospital, Dr. Swanson has gained first-hand experience on how to leverage social media platforms to provide relevant, practical, and timely guidance to patients and consumers. Join her for a compelling look at why all physicians should be online sharing their expertise.

# Sponsors



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## In cooperation with:



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.



CPM HealthGrades provides hospitals with an efficient and accountable digital media + direct relationship management platform with the unique ability to help hospitals build physician practices, grow admissions, differentiate their brands, and improve the health of their populations. CPM HealthGrades offers Market Development Solutions for both Acquisition and Retention.



ECG Management Consultants, Inc. offers a broad range of strategic, financial, operational, and technology-related consulting services to healthcare providers. With over 100 consultants, ECG is a national leader, providing specialized expertise to community hospitals, academic medical centers, health systems, and medical groups. For nearly 40 years, we have played an instrumental role in developing and implementing innovative and customized solutions that effectively address issues confronting healthcare providers.



## CRM, PRM & Healthcare Analytics

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](http://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](http://www.healthcarestrategy.com).



Legacy Consulting Group is a full-service healthcare consulting firm. Legacy provides independent management counsel to physicians and health systems in the areas of strategy, business and market development, financial planning, master facility planning, and regulatory services. Our strategy practice emphasizes innovative solutions to physician-hospital collaboration challenges and often involves implementation assistance. For more information, visit [www.legacyconsulting.com](http://www.legacyconsulting.com).



MarketWare provides state of the art Physician Relationship Management solutions to hundreds of healthcare organizations across the country. Through MarketWare a physician relations program can analyze physician referral levels, improve physician liaison visits, and increase referral volume levels and physician retention rates. Visit MarketWare at [www.marketware.com](http://www.marketware.com).



MEDSEEK's ecoSmart Physician Relationship Outreach System (PROS) is a comprehensive solution proven to help hospitals and specialty care centers strategically develop new physician relationships, expand and improve existing physician relationships, provide more effective communication with physicians, and increase returns on service line investments. To learn more contact us: 888.MEDSEEK or [sales@medseek.com](mailto:sales@medseek.com).



Offering proven results, Private Health News' (PHN) physician e-relationship service, MedNews Plus, communicates targeted hospital news and information on services, programs and physicians while providing physicians/nurses Breaking Medical News and Conference Coverage by Specialty with free AMA PRA Category 1 CME/CE and online tracking. MedNews Plus also features an e-CRM component that allows the Hospital to send additional emails at any time, *all targeted to the specialty of interest of each subscriber.*

## Details

*The educational sessions are not supported by any commercial entity.*

### Physician Continuing Education

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 and The 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 16.75 AMA PRA Category 1 Credit(s)<sup>™</sup>. 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.

## The Ritz-Carlton Orlando, Grande Lakes



The official hotel for the Summit is **The Ritz-Carlton Orlando, Grande Lakes**. Marvel at the magic of Orlando, Florida, a vibrant city full of vision and variety. Take in the fun while retaining a sense of sophistication at The Ritz-Carlton Orlando, Grande Lakes. Inspired architecturally by the grand palazzos of Italy, this exceptional Orlando vacation resort's amenities provide guests with a stylish way to indulge in the playful offerings of this all-American city.

The Ritz-Carlton Orlando, Grande Lakes features 11 exceptional dining establishments and guest rooms with five-foot private balconies offering panoramic views of the lakes, pool, and gardens. Plus, guests enjoy easy access to world-famous, family-friendly attractions such as Walt Disney World (10 miles), SeaWorld, Discovery Cove, and Aquatica (two miles); complimentary transportation to SeaWorld, Aquatica, Universal Orlando, and Wet 'n Wild; and close proximity to Orlando International Airport (10 miles).

To make reservations, call the hotel directly at **(866) 763-2960**, and identify the meeting as the "Physician Strategies Summit" to get the special rate of **\$249** single/double. Note: The sleeping room rate includes high speed Internet access.

Be sure to make your reservations by Friday, January 20, 2012. After the deadline date, or when the room block is filled, rooms will be available on a space available basis only.

Call early to ensure availability!

# Physician Strategies Summit

## Driving Performance and Value

February 19 – 21, 2012

The Ritz-Carlton

Orlando, FL

### 1 Registrant Information

FULL NAME

FIRST NAME AS YOU WISH IT TO APPEAR ON BADGE

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ADDRESS

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STATE

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FAX

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### 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, January 6, 2012**. 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 1/6</i>	Regular <i>received after 1/6</i>
Forum Member	___ \$895	___ \$995
Non-Member*	___ \$1,020*	___ \$1,120*

#### Join the Forum (\$225 annual fee)

\_\_\_ \*\$100 due for Membership Dues  
(*\$125 of registration fee will be applied to Forum membership*)

#### Pre-Summit Strategy Sessions (for Summit Attendees Only)

Physician Employment	___ \$110	___ \$135
Redefining Physician Relations	___ \$110	___ \$135

#### CD-ROM of Audio/Handouts

\_\_\_ \$95 Attendees (includes shipping/handling)  
\_\_\_ \$395 Non-Attendees (includes shipping/handling)

**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

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### 5 Get This Form To Us

**Mail** registration form(s) with payment to:  
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 980 North Michigan Avenue  
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 Chicago, IL 60611

**Fax** registration form(s) with credit card information to:  
 312-440-9089

Register **online** at:  
[www.healthcarestrategy.com](http://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 January 6, 2012. Verbal cancellations are not accepted. Cancellations received after January 6, 2012 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

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**Physician Strategies Summit**  
Driving Performance and Value

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**February 19 – 21, 2012**

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# Physician Strategies Summit

Driving Performance and Value

**forum** FOR HEALTHCARE STRATEGISTS



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