

Conference Agenda

WEDNESDAY, OCTOBER 7

5:30 pm – 7:00 pm

Opening Reception

We're kicking off Outpatient 100 with a casual reception. Dinner is on your own this evening.

THURSDAY, OCTOBER 8

7:00 am – 8:00 am

Breakfast

Partner: **HITACHI**
Inspire the Next

8:00 am – 9:00 am

Keynote Presentation

Innovating Patient & Physician Relationships Through Transformational Leadership

Healthcare, as we have known it, is changing. Standing at the edge of historic reform, it's clear we can't solve new challenges with the same old solutions. We must begin to approach healthcare differently in two fundamental ways:

1. By developing lasting relationships with consumers and giving them what they want and need from their healthcare. They want the Burger King promise – healthcare *their* way.
2. By partnering with our physicians. With the complexities and challenges we face, we must have our physicians as partners, firmly by our side, co-leading our organizations and embracing evidence-based medicine to offer higher quality and lower costs.

These kinds of changes require transformational leadership by people who are willing to think and act differently to usher in this new era. As the President and CEO of Alegent Health, Wayne Sensor leads the largest integrated healthcare system in its region. The not-for-profit, faith-based system has more than 9,000 employees and 1,300 physicians at more than 100 hospitals and clinics across Nebraska and southwest Iowa. It also has multiple collaborative affiliations with other healthcare providers in the region.

Wayne Sensor will discuss the innovations and initiatives he has implemented since joining Alegent in an effort to design a new generation of healthcare, including: launching the Quality Revolution which has introduced a new model of consumer-driven healthcare; pioneering a more proactive method for reporting quality data in meaningful, transparent ways that empower consumers to make better-informed health choices; developing a first-of-its kind tool called "My Cost" to share cost information transparently with the community.

Sensor has also hired one of the first Chief Innovation Officers in healthcare and created an accelerated decision making tool called Right Track, which is engaging its community and its stakeholders in designing the next generation of healthcare.



Presenter:
Wayne Sensor, President & CEO, Alegent Health

9:00 am – 9:30 am

Break

Partner:



9:30 am – 10:30 am

Concurrent Sessions

Alignment Opportunities & Pitfalls: Healthcare IT Collaboration & Acquisition of Physician Practices

This seminar will survey the major strategic considerations for two major hospital-physician alignment efforts:

1. The opportunities and pitfalls created by the Stimulus Package (HITECH ACT) funding for providers' meaningful use of healthcare IT and the Stark II exception and Anti-kickback safe harbor that permits hospitals and physicians to share costs for IT.
2. The growing propensity for hospitals to purchase physician practices in their totality with an emphasis on specialist practices, including a discussion of the upside and downside of an acquisition transaction.



Presenters (from l to r):

Robert Granger, President & CEO, Saint Francis Hospital
Michele Madison, Esq., Partner, Morris, Manning & Martin LLP
Robert Threlkeld, Esq., Partner, Morris, Manning & Martin LLP

The Retail Services Opportunity

It has been said that consumers will demand all the healthcare they don't have to pay for. While this may be true, this tendency has not precluded consumers from consciously directing their out-of-pocket expenditures to certain services they do have to pay for, specifically cash and/or retail services. These services appeal to consumers through attributes the traditional system has neglected: transparency, lifestyle orientation, and focus on wellness. Strategic pros and cons will be discussed related to: integrated medical fitness centers; complementary and alternative medicine; medical day spas; and express medical clinics.



Presenter:

Neil Sol Ph.D., Vice President Outpatient Services, Valley Care Health System

Optimizing Physician Network Performance

Hospitals and health systems have greatly expanded their employed physician networks over the past decade. Following this trend, multi-specialty medical groups have also expanded to better compete in the marketplace. The complexity of the networks, whether hospital-aligned or independent, has grown immensely: more providers, more specialties, more clinic locations, more capital and IT requirements. Given these complexities, coupled with the current economic environment, what can organizations do to optimize their performance?

Presenters will identify the key elements of high-performing physician networks and utilize case studies to detail key strategies for optimizing the financial and operating performance of an employed physician network.

Take-aways will include:

- A methodology for conducting a detailed assessment of your physician network
- A framework for identifying areas of opportunity
- Ten key areas to focus on to improve financial performance



Presenters (from l to r):

Kevin Forster, Principal, ECG Management Consultants
Michael Ondracek, Director, Physician Division, Swedish Medical Center

10:30 am – 11:00 am

Break

Partner:



≡ The Profiles Book



The Profiles Book is a one-of-a-kind resource to help you connect and reconnect with your peers.

It features detailed company profiles of attendees and is distributed one week before the conference.

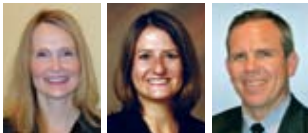
11:00 am – 12:00 pm

Concurrent Sessions

Hospital/Physician IT Strategies: Leveraging the Federal Stimulus to Connect Communities

A variety of federal initiatives are making it increasingly attractive for physicians and health systems to adopt EHRs, but the timeframe for doing so is extremely tight. Panelists will present their perspectives on the use of IT as a strategy for physician/hospital connectivity. Each panelist has addressed slightly different nuances and used different approaches in connecting their employed and community physician groups to their health system, with varying information systems and results. They will discuss their role in the process and critical success factors of each approach from their perspective, including:

- Illuminating critical considerations in the federal stimulus related to health IT (HITECH ACT/ARRA, ePrescribing, Stark and AKS)
- Implementing different strategies for linking physicians and hospitals (EHR, RHIO, MSO)
- Determining the high-level costs and benefits of various approaches
- Understanding critical timeline elements in the adoption of EHR

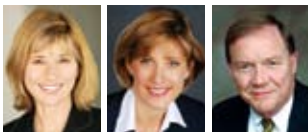


Panelists (from l to r):

Valerie Cruschiel, Director of Clinic Operations, Overlake Medical Clinics
Laura Jantos (Moderator), Principal, ECG Management Consultants
Steven Tarr, Chief Information Officer, Northwest Hospital & Medical Center

The HOPD vs. Freestanding Decision

Many hospital administrators struggle with the decision of keeping their outpatient services under the hospital provider number (where reimbursements are higher) or moving them to a freestanding model with more flexible service and physician partnering options. Employed physicians, reimbursement cuts and competition add complexity to this decision. Some organizations are using a hybrid model in an attempt to capture the best of both worlds. The panel will discuss the operational and regulatory considerations for conducting this analysis and examine successful examples of each approach.



Panelists (from l to r):

Diane Carter, Partner, Brown McCarroll LLP
Joan Dentler (Moderator), President, ASC Strategies
Bob Savage, CEO, St. Francis Hospital and Health

Professional Behavior: Cultural Transformation Journey

In 2006, after experiencing a patient fatality primarily due to miscommunication involving a blood transfusion, St. Rita's Medical Center aggressively analyzed all aspects of communication that contribute to patient safety. Disruptive behavior was identified as a major communication and patient safety concern, and a house wide professional behavior initiative began in 2007. Key steps in St. Rita's professional behavior initiative and key learnings from their successful cultural transformation will be explored.



Presenter:

James Reber, President & CEO, St. Rita's Medical Center

12:00 pm – 12:45 pm

Lunch

12:45 pm – 2:00 pm

General Session

Outpatient Services 2009-2012: What Does Reform Mean for Health Systems?

With historic policy and legislative changes afoot at the national level, this panel will consider:

- What will the new landscape look like when the first phase of reform is implemented?
- How will reform affect health system planning and decision-making?
- Which services will be affected the most?
- What new areas of opportunity are presented by the reform package?
- What will hospitals and systems need to do to promote cost effectiveness?
- How will bundling work and how will it affect delivery?
- Will evidence-based medicine and comparative effectiveness take hold?
- Will wellness be a priority and how will systems be paid to promote health?
- What role will health systems have in care coordination?



Panelists (from l to r):

Joel Allison, President & CEO, Baylor Health Care System
C. Carleton King, President, Health Care Delivery, SW & SE Regions, Aetna
Tommy Thompson, Former Secretary, Dep. of Health & Human Services
John Thomas (Moderator), Executive Vice President, Health Care REIT
Invited HHS/CMS Official To Be Announced

2:00 pm – 2:30 pm

Break



2:30 pm – 3:30 pm

Concurrent Sessions

Patient Growth Strategies for Employed Physician Networks

Employed models offer hospitals and physicians an opportunity for efficiency by integrating marketing programs and platforms. Presenters will share how a St. Louis hospital and physician organization have partnered across the marketing continuum to build the brand experience and grow patient volume. Specific campaigns and results will demonstrate how patient acquisition and retention can be improved through direct outreach.



Presenters (from l to r):
Aubrey Dirkes, VP, Strategic & Creative Services, Insights Direct
Tess Niehaus, VP, Marketing & Communications, Saint Anthony Medical

Starting a Sports Medicine Program

The OhioHealth Sports Medicine program germinated from three driven physicians and a receptive management team. Today it covers 17 high schools, two colleges, and three professional teams. The program will be reviewed from early physician interest, through the market research and program development phases, to the early success of the first three years, as well as steps for continued advancement.

Take-aways will include:

- Market evaluation techniques
- Physician relations strategies
- Goal development suggestions
- Model component minimums
- Growth timeline for the first five years
- Strategies for future years
- ROI calculation



Presenter:
Michael Sean Huffman, VP Clinical Operations, OhioHealth Ambulatory Services

3:30 pm – 4:00 pm

Break



4:00 pm – 5:00 pm

Concurrent Sessions

Scripps Living Green Team

The Scripps Living Green Team began in October 2007 in an effort to scale-down consumer appetites, reduce waste, and save energy and money. Since then, the hospital has instituted more than a dozen earth-friendly projects, and green ideas have a permanent place in the organization's operations plan. From clinicians to cafeteria crew members, hear how the Living Green Team has inspired participants from diverse departments within the hospital and campus.



Presenter:
Rebecca Cofinas, VP Operations, Scripps Green Hospital

Leveraging the Balance Sheet of a JV Partner

For years, hospitals have used joint venturing with ASC management companies and physicians to create efficient delivery systems in their communities. With credit at a premium today, these types of relationships can now bring another critical element - capital - by leveraging the balance sheet of your venture partner. This presentation will highlight various venture models being utilized and the services being leveraged.



Presenter:
Clete Walker, VP Development, Surgical Care Affiliates

6:00 pm – 9:00 pm

Reception & Dinner

Join us for a casual reception and dinner.

7:00 am – 8:00 am

Breakfast

8:00 am – 9:15 am

General Session**A New Era of Hospital/Physician Partnering**

Healthcare market dynamics have forever changed the traditional relationship between hospitals and physicians. Now more than ever, hospital executives and physician leaders must clearly define their alignment strategies in order to survive the new market realities. CEOs from leading healthcare organizations will discuss and debate their strategies for physician alignment. How did they design and implement focused initiatives for employment, alignment, collaboration – or outright competition? What are the new expectations for physicians in terms of compensation, leadership and behavior? Can hospitals and physicians achieve their respective goals in unison?



Panelists (from l to r):

Dick Hanley, President & CEO, Health Ventures
 Kevin Locke (Moderator), Partner, Charis Healthcare
 David White, Chairman & CEO, IASIS Healthcare
 Hayes Woollen, President, Novant Medical Group
 Additional Panelists To Be Announced

9:15 am – 9:45 am

Break

9:45 am – 10:45 am

Concurrent Sessions**Integrating Retail Clinics into a Local System of Care**

Access to primary care is a national problem. However, efforts by health systems to establish retail clinics are often met with physician, financial and operational resistance, all while non-affiliated clinics continue to proliferate. Learn how competing, physician-led systems overcame this resistance to collaborate on the establishment of retail clinics in local supermarkets and what they did to shore up the community care continuum.



Presenters (from l to r):

Joseph Habig II, MD, Careworks Medical Liaison, Lehigh Valley Health Network
 Dean Lin, CEO, CareWorks, a Geisinger Health System Business

Hospital Financing Update

This presentation will discuss the state of hospital and ambulatory financing markets:

- Has credit loosened up?
- What impact have the credit markets had on financing hospitals and ambulatory projects?
- How have credit costs and terms changed?
- What strategies can be used to finance projects right now?



Presenters (from l to r):

Winston Abbott, Vice President, Siemens Financial Services (photo unavailable)
 Mike Coiro (Moderator), Managing Partner, Capital Hospital Finance Group
 John Thomas, Executive Vice President, Health Care REIT
 Michelle Trammell, President, The Securities Group

10:45 am – 11:15 am

Break

11:15 am – 12:30 pm

Closing Session**Evidence-Based Medicine & Comparative Effectiveness: Implications for Health Systems**

Intense scrutiny of health care quality, cost and value has raised the level of interest in evidence-based medicine (EBM) and comparative effectiveness research (CER).

This panel will discuss:

- What does evidence-based medicine mean?
- What is the status of the government's CER program?
- What are the implications of EBM and CER for facility operators such as health systems?
- Can EBM and CER help lower costs?
- Will technology acquisition by health systems be affected by the use of EBM/CER?
- How are evidence-based guidelines being deployed?
- How will evidence-based guidelines be enforced?



Presenters (from l to r):

Carl Couch, MD, Co-Chair, BHCS Best Care Committee, Baylor Health Care
 Jonathan Friedman (Moderator), COO, Somnia Inc.
 Karen Schoelles, MD, Director, Evidence-Based Practice Center, ECRI Institute
 Additional Panelist To Be Announced