

Becker's Hospital Review 4th Annual Meeting

May 9-11, 2013 • Westin Michigan Avenue - Chicago, Illinois

83 Great Health System Executives Speaking

Great topics and speakers Focused on Strategy, Physician Hospital Integration, Improving Profitability, ACOs, and Key Specialties - 93 Sessions - 160 Speakers

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- **Coach Lou Holtz - former college football coach, active sportscaster, author and motivational speaker**
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- Barry Arbuckle, PhD, President & Chief Executive Officer, Memorial Care Health System
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Bret Baier

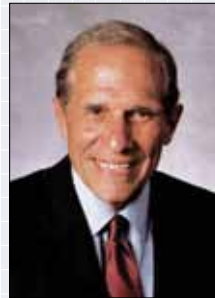
- **Bret Baier - Fox news anchor on Special Report with Bret Baier, former chief White House correspondent**
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- Steven I. Goldstein, President and Chief Executive Officer, Strong Memorial Hospital
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- Alan Channing, President & Chief Executive Officer, Sinai Health System, Chairman Elect, Illinois Hospital Association
- Michael Ugwueke, DHA, FACHE, Senior Vice President/Chief Executive Officer, Methodist Healthcare - North and South Hospitals
- Valinda Rutledge, former KentuckyOne Market Leader and President of Jewish Hospital, Director of Patient Care Models Group, Center for Medicare/Medicaid Innovation



Patrick Lencioni

- **Patrick Lencioni - founder and president of The Table Group, author of ten best selling books**
- Leslie D. Hirsch, President & Chief Executive Officer, Saint Clare's Health System
- William Gil, Chief Executive Officer, Facey Medical Foundation
- Jonathan I. Lawrence, MHA, FACHE, President & Chief Executive Officer, Lake Erie Regional Health System of New York
- Randy Oostra, DM, FACHE, President & Chief Executive Officer, ProMedica Health System



Chuck Lauer

- **Charles S. Lauer, Author, Consultant, Speaker, Former Publisher of Modern Healthcare Magazine**
- Maria Ryan, PhD, Chief Executive Officer, Cottage Health
- Andrew Racine, MD, PhD, Senior Vice President & Chief Medical Officer, Montefiore Medical Center
- Mike Williams, President and Chief Executive Officer, Community Hospital Corporation
- M. Michael Shabot, MD, Chief Medical Officer, Memorial Hermann Health System
- Stephen Mansfield, PhD, FACHE, President & Chief Executive Officer, Methodist Health System

- Paul R. Summerside, MD, MMM, Chief Medical Officer, BayCare Clinic, LLP
- Joseph J. Guarracino, Senior Vice President & Chief Financial Officer, The Brooklyn Hospital Center
- Chris Van Gorder, FACHE, President & Chief Executive Officer, Scripps Health, Past Chairman, American College of Healthcare Executives

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Becker's Hospital Review Annual Meeting

**83 Great Health System
Executives Speaking
Great topics and speakers
Focused on Strategy, Phy-
sician Hospital Integration,
Improving Profitability,
ACOs, and Key Specialties**

This exclusive conference brings together hospital business and strategy leaders to discuss how to improve your hospital and its bottom line in these challenging but opportunity-filled times.

The best minds in the hospital field will discuss opportunities for hospitals plus provide practical and immediately useful guidance on ACOs, physician-hospital integration, improving profitability and key specialties.

- 1) Benefit from the efforts of Becker's Hospital Review to attract attendees and speakers that are among the smartest people in the hospital industry today.
- 2) Take discussion and thinking to the highest levels.
- 3) Access expert views from all sides of the hospital world.

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PROGRAM SCHEDULE

Conference – Thursday, May 9, 2013

1:00 – 5:00 pm Sessions
5:00 – 7:00 pm Reception, Cash Raffles, Exhibits

Conference – Friday, May 10, 2013

7:00 – 8:00 am Continental Breakfast
8:00 – 10:30 am General Sessions
10:30 - 10:45 am Networking break and exhibits
10:45 - 12:10 pm Sessions
12:10 - 1:00 pm Networking lunch and exhibits
1:00 - 2:25 pm Sessions
2:25 - 2:55 pm Networking break and exhibits
2:55 - 5:15 pm Sessions
5:15 - 6:30 pm Networking reception and exhibits

Conference – Saturday, May 11, 2013

7:15 - 8:15 am Continental breakfast
8:15 - 12:00 pm Sessions
12:00 pm Meeting adjourns

Thursday, May 9, 2013

11:30 – 4:30 PM – Registration and Exhibitor Set up

Concurrent Sessions

1:00 – 1:40 PM

A. The Best Ideas for High Performing Hospitals Now

Pamela Stoyanoff, MBA, CPA, Executive Vice President - Chief Operating Officer, Methodist Health System, Chris Jones, Vice President, Strategy and Business Development, Catholic Health Initiatives, Leslie Hirsch, President and Chief Executive Officer, Saint Clare's Health System and Robert C. Garrett, President & Chief Executive Officer, Hackensack University Medical Center moderated by Charles S. Lauer, Author, Consultant, former publisher of Modern Healthcare Magazine

B. Key Financial and Alignment Strategies

Gary Weiss, Chief Financial Officer, NorthShore University HealthSystem, Kevin Vermeer, Chief Financial Officer, Iowa Health System, James Caillouette, MD, Surgeon in Chief, Hoag Orthopedic Institute, and Chuck Stokes, System Chief Operating Officer, Memorial Hermann Health System, moderated by Paula Lovell, President, Lovell Communications

C. How Should a System Evaluate Its Physician Alignment Strategy

Randy Oostra, DM, FACHE, President and Chief Executive Officer, ProMedica Health System

D. How Alignment Strategies Impact Quality of Care

James Stone, MD, MBA, CMI, Medical Director - Surgery/EMS/EDI/Trauma, Page County Medical Examiner/Special Investigator, Clarinda Regional Health Center and Bruce G. Pitts, MD, Chief Medical Officer, Sanford Health

E. Orthopedic Focused Co-Management and Bundled Payment Initiatives

Sean McNally, Chief Executive Officer, Moore Clinic, Larry Taylor, President & Chief Executive Officer, Practice Partners in Healthcare

F. Doctors are Different, How Doctors Think

Jeff Leland, Chief Executive Officer, Blue Chip Surgical Center Partners

G. Hospital-Physician Alignment Closing Healthcare Organizations' Capabilities Gap

Jill Schwieters, President, Pinstripe Healthcare

1:45 – 2:25 PM

A. Strategy - Thinking 5 Months and 5 Years Into the Future

Nancy Vish, President & Chief Nursing Officer, Baylor Heart and Vascular Hospital, Linda Hoff, Chief Financial Officer, Meriter Health Services, President & Chief Executive Officer, Physicians Plus Insurance Corporation, Barbara Martin, President and Chief Executive Officer, Vista Health, Javon Bea, President and Chief Executive Officer, Mercy Health System, Andrew Racine, MD, PhD, Senior Vice President & Chief Medical Officer, Montefiore Medical Center, Moderated by Scott Becker, JD, CPA, McGuireWoods LLP

B. Protecting and Preserving the Community Hospital - Immediate Action for Future Success

Mike Williams, President and Chief Executive Officer, Community Hospital Corporation

C. Physician Alignment: Working Together to Coordinate Care and Drive Value

Daniel J. DeBehnke, MD, MBA, Interim Chief Executive Officer, Medical College Physicians, Medical College of Wisconsin, Richard Ferrans, MD, ScM, System Vice President Clinical Integration and Accountable Care, Presence Health, Craig Rhyne, MD, Chief Medical Officer, Covenant Health and Michael Piver, Director Strategic Integration for Surgical Services, Tanner Health System, Moderated by Michael Glick, Senior Manager, Blue & Co., LLC

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D. Creating a Best in Class Perioperative Service Line Under Accountable Care and Value Based Purchasing

Jeff Peters, President & Chief Executive Officer, Surgical Directions

E. Evaluating the Supply and Demand of Physician Market Strategies and National Trends

Kurt Mosley, Vice President of Strategic Alliances, Merritt, Hawkins & Associates, moderated by TBD

F. Key Considerations in a Co-Management Arrangement

Dean Thomas, Vice President of Clinical Service Lines, Scottsdale Healthcare, and Robert A. Minkin, MBA, FACHE, The Camden Group, moderated by Virginia S. Tyler, Vice President, The Camden Group

G. The Impact of Health Exchanges on Revenue and Value

Bill Woodson, Senior Vice President, Sg2

2:30 – 3:10 PM

A. Physician Alignment Strategies, Co Management Joint Ventures, Employment and More

Randy Oostra, DM, FACHE, President & Chief Executive Officer, ProMedica Health System, Sally I. Nelson, Chief Executive Officer, Huntsville Memorial Hospital and Todd Mello, ASA, AVA, MBA, Partner & Founder, HealthCare Appraisers, Inc, Brian Silverstein, MD, Managing Director, GCG, Executive Product Strategist, xG Health Solutions, Geisinger Health System, moderated by Lindsey Dunn, Editor in Chief, Becker's Hospital Review

B. Benchmarking and Assessing the Financial Strength of a Hospital

Ben Dunford, Chief Financial Officer, Texas Regional Center at Sunnyvale, Joseph J. Guarracino, Senior Vice President & Chief Financial Officer, The Brooklyn Hospital Center, James Garvey, Director, Health Care Operational Consulting, Wipfli, Dennis P. Hesch, Executive Vice President and Chief Financial Officer, The Carle Foundation, moderated by Adam Lynch, Vice President, Principle Valuation, LLC

C. The Latest and Greatest in Pay for Performance & ACOs

Jen Johnson, CFA, Partner, VMG Health

D. One Leading Health System's Journey to High Performance and Improvements in Quality and Patient Safety

M. Michael Shabot, MD, Chief Medical Officer and Chuck Stokes, MHA, FACHE, System Chief Operating Officer, Memorial Hermann Health System

E. Supply Side and Improvements in Purchasing

Donna Worsham, Senior Vice President, National Surgical Hospitals and Doug Golwas, Senior Vice President, Medline Industries, Inc., Richard Kunnes, MD, Managing Principal & Chief Executive Officer, The Sevenex Group, Jeffrey McLaren, Managing Director, Huron Healthcare, moderated by Bob Herman, Editor, Becker's Hospital Review

F. Physician Integration

Javon Bea, President and Chief Executive

Officer, Mercy Health System, and Alice King, Senior Consultant, Towers Watson

G. Advanced Analytics and its Role in Transforming Health Care

David Costello, PhD, Chief Analytics Officer, Press Ganey

3:15 – 4:00 PM

A. The Best Ideas for ACOs, PHOs and Shared Savings Agreements

Scott Sarran, MD, MM, Chief Medical Officer, Government Programs, Health Care Service Corporation, Michael A. Kasper, Chief Executive Officer, DuPage Medical Group, Michael Englehart, President, Advocate Physician Partners, M. Michael Shabot, MD, Chief Medical Officer, Memorial Hermann Health System, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

B. The Capital Market View of the Hospital Industry

Jeff Taylor, Chief Financial Officer, St. Luke's Health System, Michael Tretina, CPA, FHFMA, FACHE, Vice President and Chief Financial Officer, Mary Greeley Medical Center, and Peter S. Myhre, Senior Vice President, Wells Fargo Equipment Finance, moderated by Claudia Gourdon, Senior Vice President, National Marketing Manager, Healthcare Finance Group

C. Physician Employment: The Best Tactics and Ideas to Improve Operational and Financial Performance

Bill Breen, Senior Vice President, Physician Alignment, Methodist Healthcare, Imran Andrabi, MD, Senior Vice President and Chief Physician Executive Officer, Mercy Health Partners, moderated by Kate Carow, MB, FACHE, Principal, Carow Consulting

D. Engaging Physicians in the Patient Experience

Nancy Vish, President & Chief Nursing Officer, Baylor Heart and Vascular Hospital

E. Orthopedics and Spine - The Best Opportunities and Biggest Threats

Jeff Leland, Chief Executive Officer, Blue Chip Surgical, Bill Munley, Vice President Orthopedics and Professional Services, and Allen Marsh, FACHE, Ortho/Neuroscience/Surgery Service Line Director, CaroMont Health, Bon Secours St. Francis Health System, moderated by Helen Suh, Associate, McGuireWoods LLP

F. Key Strategies for Improving Revenue Cycle Performance

Russell Gardner, Director of Revenue Cycle, Mary Free Bed Rehabilitation Hospital, and Kelly Utley, Chief Financial Officer, Sidney Regional Health Center, moderated by Peter Cunningham, Chief Executive Officer, CCO Partners

4:00 – 5:00 PM – KEYNOTE

The Advantage: Why Organizational Health Trumps Everything Else in Business

Patrick Lencioni, Founder and President of The Table Group, Author of Ten Best Selling Books

5:00 – 7:00 PM

Networking Reception, Cash Raffles and Exhibits

Friday, May 10, 2013

7:00 – 7:50 AM – Registration and Continental Breakfast

7:50 – 8:00 AM – Introductions

8:00 – 8:50 AM – KEYNOTE

Winning Every Day – A Game Plan for Success

Lou Holtz - former College Football Coach, Active Sportscaster, Author and Motivational Speaker

8:55 – 9:40 AM – KEYNOTE PANEL

Hospitals and The Next Four Years, Where Should Leadership Focus Their Energies?

Paul R. Summerside, MD, MMM, Chief Medical Officer, BayCare Clinic, LLP, Stephen Mansfield, PhD, President and Chief Executive Officer, Methodist Health System, Ruth W. Brinkey, FACHE, Chief Executive Officer, KentuckyOne Health, JP Gallagher, FACHE, Chief Operating Officer, NorthShore University HealthSystem, moderated by Bret Baier, Fox News anchor on Special Report with Bret Baier, former chief White House correspondent

9:45 – 10:30 AM – KEYNOTE PANEL

The Best Opportunities and Biggest Threats to Hospitals and Health Systems

Barry Arbuckle, PhD, President & Chief Executive Officer, MemorialCare Health System, Daniel Slipkovich, Chief Executive Officer, Capella Healthcare, and Sandra Bruce, President and Chief Financial Officer, Presence Health and moderated by Brett Baier, Fox News anchor on Special Report with Bret Baier, former chief White House correspondent

10:30 – 10:45 AM - Networking Break and Exhibits

10:45 – 11:25 AM

A. Redesigning Healthcare to Meet New Expectations

Michael Tarwater, Chief Executive Officer, Carolinas HealthCare System

B. Key Issues in Hospital and Health system Consolidation and Affiliation

Tim Rice, Chief Executive Officer, Cone Health, Daniel M. Cain, Co-Founder, New York, Cain Brothers & Company and Joseph R. Lupica, Chairman, Newpoint Health, moderated by Barton C. Walker, Partner, McGuireWoods LLP

C. Best Practices for Designing ACO Financial Systems

Daniel J. Marino, President & Chief Executive Officer, Health Directions, LLC

D. Implementing ERM in Alignment with Strategic Planning Process

Charles Kolodkin, Executive Director, Enterprise Risk and Insurance, The Cleveland Clinic, Kreg Weigand, Partner, KPMG LLP, Tom Twinem, CPA, CIA, CHC, CFE, Director Corporate Compliance, Children's Hospital and Health System, moderated by Matthew Slife, Senior Project Manager, Financial Planning-Performance Improvement, The Cleveland Clinic

E. Improving Revenue Cycle Performance at Intermountain During an Era of Change

Carol Conley, Director, Audit and Compliance, CoxHealth

F. Commonly Overlooked Revenue Sources: How to Identify, Prioritize and Collect with the Least Amount of Risk

Bruce Shapiro, Senior Vice President of Operations, CCS Revenue Cycle Management, Vince Pryor, Chief Financial Officer, Edward Hospital, Tyler Dunlap, Vice President, Business Development, Managed Care Advisory Group, moderated by Scott Christiansen, President, CCO Healthcare Partners

G. Case Studies in Physician Integration Success

Lani Berman, MBA, Vice President, Performance Services and Donald L. Hicks, Senior Principal, Physician Strategies and Services, VHA, Inc.

11:30 – 12:10 PM

A. The Key Financial and Physician Alignment Issues Facing Large Health Systems and Hospitals

Steven I. Goldstein, President and Chief Executive Officer, Strong Memorial Hospital, Chris Van Gorder, FACHE, President & Chief Executive Officer, Scripps Health, Past Chairman, American College of Healthcare Executives, moderated by Charles S. Lauer, Author, Consultant, former publisher of Modern Healthcare Magazine

B. Key Thoughts on Planning and Budgeting in Times of Uncertainty

John Zell, CPA, Vice President of Finance and Chief Financial Officer, OSF St. Joseph Medical Center, John Vazquez, MD, Chairman, Department of Anesthesia, Chief Medical Officer, Sinai Medical Group, Janice E. Nevin, MD, MPH, Chief Medical Officer, Christiana Care Health System, Moderator, Ken Perez, Senior Vice President of Marketing and Director of Healthcare Policy, MedeAnalytics

C. Engaged Physicians Can Put You in the Top Performing Tier of Hospitals

Laura Dollison, MD, FACP, Senior Vice President, TeamHealth East

D. Physician Compensation in a Value Based World

James Slaggert, Vice President of Operations, Physician Practice Management, Catholic Health Initiatives, David A. DiLoreto, System Senior Vice President, Chief Medical Officer, Presence Health, moderated by Mary J. Witt, Senior Vice President, The Camden Group

E. Why Do Hospitals Prefer to Own 50% of an ASC Joint Venture vs. 100% of an HOPD?

Tom Mallon, Chief Executive Officer and Founder, and Jeffrey Simmons, Chief Development Officer, Regent Surgical Health

F. Cultural Transformation - How Cultural Change is Critical to making Alignment Strategies Successful

Arturo Polizzi, Chief Human Resource Officer, Promedica Health System

G. Redefining the Patient Experience

Deirdre Mylod, PhD, Executive Director, Institute for Innovation, Senior Vice President, Research & Analytics, Press Ganey

12:10 – 1:00 PM – Networking Lunch and Exhibits

1:00 – 1:40 PM

A. Key Issues for Academic Medical Centers

Eric S. Williams, MD, Executive Vice President, Academic Affairs, Director, Cardiovascular Service Line, Indiana University Health, Bryan Becker, MD, MMM, FACP, FNKF, Associate Vice-President, Hospital Operations and Chief Executive Officer, University of Illinois Hospital, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

B. Physician Employment - Current Physician Compensation Trends and Considerations for Establishing FMV

Jim D. Carr, ASA, MBA, Partner, HealthCare Appraisers, Inc.

C. Outpatient Strategies in a Competitive Market

Brent Lambert, MD, FACS, President and Founder, Ambulatory Surgical Centers of America

D. Key Practices to Improve Infection Rates and Clinical Quality

Marion Martin, Chief Operating Officer, The Center for Quality, Innovation & Patient Safety

E. GI Focused Joint Ventures - Why They Can Make Sense for Hospitals

John Poisson, Executive Vice President & Strategic Partnerships Officer, Physicians Endoscopy, and Adam Henick, Senior Vice President of Ambulatory Care, Continuum Health Partners

F. Accessing Capital in the New Normal

Steven W. Kennedy, Jr., Senior Vice President, Lancaster Pollard

G. Waste Not, Want Not - A Mandate for Reform

Michael Gallup, President & Chief Operating Officer, TeleTracking Technologies, Inc. and Dina Pilipczuk, Assistant Vice President, Nursing, Finance and Resource Management, Rush University, Amy Christenbury, MHA, ATC, Project Coordinator, Nursing Finance & Resource Management, Adjunct Faculty, Health Systems Management, Rush University, Shonda W. Morrow, MS, RN, JD, Director of Nursing Resource Management, Rush University Medical Center

1:45 – 2:25 PM

A. Core Strategies to Succeed as an Independent Hospital - Can a Hospital Stay Independent?

Sally I. Nelson, Chief Executive Officer, Huntsville Memorial Hospital, Alan Channing, President & Chief Executive Officer, Sinai Health System, and W. Terry Howell, Ed.D, Senior Vice President, MedAssets, moderated by David Jarrard, President and Chief Executive Officer, Jarrard Phillips Cate & Hancock

B. Charting a Clear Course in Rough Seas - A New Perspective on Hospital and Health System Strategy

Sanjay Saxena, MD, Vice President & Partner, North American Hospital & Health Systems Practice Co-Leader, Booz & Company (N.A.) Inc.

C. Tiered Networks, Tight Alignment: The Opportunity in Health Care Reform

Allen Marsh, FACHE, Ortho/Neuroscience/Surgery Service Line Director and Daniel Tuffy, Service Line Director - Cardiac Services, CaroMont Health

D. Key Steps to Improve and Measure Clinical Outcomes

Maria Ryan, PhD, Chief Executive Officer, Cottage Hospital

E. Hospital Acquisitions of ASCs

Luke Lambert, CFA, CASC, Chief Executive Officer, Ambulatory Surgical Centers of America

F. Evaluating the ROI of a Strong Hospitalist Program

Robert Bessler, MD, Chief Executive Officer, Sound Physicians

G. New Partnership Opportunities for Hospitals, Insurers and Physician Practices

Farzan, Bharucha, Partner and Director, Strategy Services, and Robert Langheim, Senior Manager, Kurt Salmon

2:25 – 2:55 PM

Networking Break & Exhibits

2:55 – 3:35 PM

A. Collaborations Between Nonprofit and For-profit Hospital Systems

Scott Powder, Senior Vice President Strategic Planning, Advocate Health Care, Pete Lawson, Executive Vice President, Development, Health Management Associates, James E. Burgdorfer, Principal, Juniper Advisory, moderated by J. Jordan Shields, Principal, Juniper Advisory

B. ACOs: The State of the Union

Ken Perez, Senior Vice President of Marketing and Director of Healthcare Policy, MedeAnalytics

C. Top Performing Group Practices - Best Practices and Great Ideas

Linda MacCracken, Vice President of Product Management, Truven Health Analytics, Joanne Detch, Vice President Physician Relations and Network Development, Advocate Health Care, and Elyse Forkash Cutler, President, Sage Health Strategy

D. Community Hospital Opportunities & Challenges

Rajiv Chopra, Principal, The C/N Group

E. Co-Management - Successfully Improving Performance Across the Continuum of Care

Gerald Biala, Senior Vice President of Perioperative Services and Matthew Kossman, Vice President, Surgical Care Affiliates

F. Healthcare Marketing and Branding: Successful Strategies, Tactics and Techniques

Rhoda Weiss, PhD, National Healthcare Consultant, Speaker, Author and Editor, Marketing Health Services

3:40 – 4:20 PM

A. How to Develop a Regional Hospital Strategy

Michael Ugwueke, DHA, FACHE, Executive Vice President & Chief Operating Officer, Methodist LeBonheur Healthcare, Valinda Rutledge, former KentuckyOne Market Leader and President of Jewish Hospital, Director of Patient Care Models Group, Center for Medicare/Medicaid Innovation, moderated by Lindsey Dunn, Editor-in-Chief, Becker's Hospital Review

B. Strategic Cost Transformation; Making Sure Your Hospital is Fit for Growth

Timothy Curtis Bailey, Vice President and Co-Leader of the Hospital and Health System practice, Booz & Company (N.A.) Inc

C. The 6 Biggest Reasons Your Strategy Will Fail

Scott Regan, Founder and Chief Execution Officer, AchieveIt

D. Clinical Transformation: Fundamentally Changing Clinical Processes to Achieve a Sustainable Advantage

Andrew Ziskind, MD, Managing Director, Huron Healthcare and Stephen A. Mette, MD, Chief, Department of Critical Care, Maine Medical Center, Associate Professor of Medicine, Tufts University School of Medicine

E. Activity Based Costing for Endoscopy Units

Michael J. Goldberg, MD, NorthShore University HealthSystem

F. Anesthesia and Perioperative Alignment in the Age of Health Care Reform

Michael B. Simon, MD, Regional Director, North American Partners in Anesthesia, Chairman, Department of Anesthesia, UPMC Hamot Medical Center, Chairman, Department of Anesthesia, Macneal Hospital

G. New Ideas to Improve Results

Michael Gallup, President & Chief Operating Officer, TeleTracking Technologies, Inc., Robert M. Dahl, Vice President and Chief Operating Officer, Surgical Directions, LLC, Russell Hall, Vice President, Acute Care, Provista, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

4:25 – 5:10 PM

A. Accountable Care Organizations, Driving Operational Success Through Leveraging Information Technology

William Bithoney, MD, FAAP, FAANP, Bithoney and Associates ACO Group, Bob Edmondson, MPH, FACHE, Chief Strategy Office, Carroll Hospital Center

B. Key Trends in Valuing Practice Acquisitions

Kevin M. Florenz, Director of Capital Asset Valuation Services and Colin M. McDermott, Senior Manager, CFA, CPA/ABV, VMG Health

C. Employed Physician Group Performance: Moving from Aggregation to Assimilation of Practices Inside Large, Hospital Employed Physician Groups

Allen D. Kemp, MD, Chief Executive Officer, Centura Health Physician Group, Luke Peterson, Principal, Health System Advisors

D. Resource Optimization: Enhanced EBIDTA Guaranteed!

Richard Kunnes, MD, Managing Principal & Chief Executive Officer, The Sevenex Group

E. The Best Ideas for ASC Joint Ventures

Michael Stroup, Senior Vice President of Acquisitions, United Surgical Partners International and Robert Zasa, MSHHA, FACMPE, Managing Partner and Founding Partner, ASD Management, moderated by Amber McGraw Walsh, Partner, McGuireWoods LLP

F. A Tale of Two Coasts: What Hospitals and Health Systems Can Learn from California and Massachusetts

Walter W. Morrissey, MD, Senior Vice President Kauffman Hall with Dan Clarin, Assistant Vice President, Kaufman Hall

5:15 – 6:30 PM

Networking Reception, Cash Raffles & Exhibits

Saturday, May 11, 2013

7:15 – 8:15 am – Continental Breakfast

8:15 – 9:00 AM

A. 8 Key Issues Facing Hospitals 2013

Scott Becker, JD, CPA, Partner, McGuireWoods LLP

B. Orthopedic Service Line Vision for Present and Future Success

Bill Munley, Vice President Orthopedics and Professional Services, Bon Secours St. Francis Health System

C. Using the ER as a Hospital Front Door and Revenue Generator

John G. Holstein, Director, Medical Management Professionals, Mark Mackey, MD, MBA, FACEP, Vice Chairman Clinical Operations, Department of Emergency Medicine, University of Illinois at Chicago Hospital and Chief Financial Officer, and Richard Jones, Senior Vice President and Chief Financial Officer, Reading Health System

D. Getting Peer Review to Work

Todd Lang, MD, Medical Director of Emergency & Trauma Services, Lourdes Health Network

E. Strategies to Ease EHR Adoption and Meaningful Use Attestation in a Critical Access Hospital

Rita McDaniel, RN, Director of Nursing Informatics and Devin Carpenter, RN, Assistant Director of Nursing, Parmer Medical Center

9:05 – 9:45 AM

A. The Evolving Health Care Landscape: Envisioning 2030

Lori Schutte, MBA, President, Cejka Executive Search

B. Leveraging Lessons Learned from Medicare's Bundled Payments for Care Improvement Program

Jonathan Pearce, CPA, FHFMA, Principal, Singletrack Analytics and Kelly Price, Director, DataGen group, Hospital Association of New York State

C. Preparing for ICD-10

Deborah Grider, CCS-P, CDIP, CPC, CPMA, CPH-C, CPC-P, Senior Manager, Revenue Cycle, Blue and Co., LLC

D. New Ideas for Infection Control & Safety

Adam Boris, Chief Executive Officer, IC-Net, Nicole Gritton, MSN/MBA, Vice President of Nursing, Laser Spine Institute, and Morris Miller, Chief Executive Officer, Xenex, moderated by Katherine C. Lin, Associate, McGuireWoods LLP

E. Assessing the Impact of Your Hospitalist Scheduling Model on Physician Subsidy

Jeffrey Taylor, President and Chief Operating Officer, IPC The Hospitalist Company

9:50 – 10:30 AM

A. Creating a Meaningful Affiliation Between Health Care Organizations and Physician Partners

Jeff Wasserman, President, JW Healthcare Strategies and Valarie Jackson, Executive Director Regional Operations, UPMC Hamotk

B. Setting Up Successful Physician Compensation Models

Craig Fowler, Vice President of Recruiting, Training and Public Relations, Pinnacle Health Group and Jeffrey Freygang, FACHE, Associate Administrator, Boys Town National Research Hospital

C. Analyzing the Financial Impact of ICD 10 - Practical Considerations to Minimize Losses in Productivity, Cash Flows and Profits, and Mitigate Risk for Compliance

Laura DeBusk, Senior Director, Business Development, White Plume Technologies, and Deborah Grider, CCS-P, CDIP, CPC, CPMA, CPC-H, CPC-P, Senior Manager Revenue Cycle, Blue and Co., LLC

D. Integration Strategies for Financial Success, Financial Management: Chief Financial Officer Strategies

Keith E. Chew, Senior Strategic Consultant, McKesson

E. Codes That Matter

Fletcher Lance, Vice President, North Highland Company and Cody Schmits, Manager, North Highland Company

10:35 – 11:15 AM

A. The Changing Landscape of Chief Executive Officer and CFO Compensation

James E. Rohan, Vice President and Managing Director, Sullivan, Cotter and Associates, Inc.

B. Using Technology to Create the Ultimate Revenue Cycle

Christine Kutt, Executive Consultant, Healthcare Revenue Cycle Solutions, Vantiv

C. How Cloud-based Services Empower Clinical Integration

Stephen Kahane, MD, President, Enterprise Solutions, athenahealth

D. How to Implement Clinical Service Lines with Dyad Leadership

William K. Cors, MD, MMM, FACPE, Chief Quality Medical Officer, Pocono Health System

E. Rebuilding the Clinical Enterprise in Progressive Steps Across Payment Structures: Keys to Success

Stephen Kardon, Principal, North Highland Company

11:20 – 12:00 PM

A. The Key Legal and Risk Areas Facing Hospitals - From Anti Kickback, False Claims to Stark and Back to Anti Trust

Scott Becker, JD, CPA, Partner, Barton Walker, Partner, Gretchen Heinze Townshend, Associate, Meggan Michelle Bushee, Associate, and Holly Carnell, Associate, McGuireWoods LLP

12:00 PM – Meeting Adjourns

83 Great Health System Executives Speaking

Great topics and speakers Focused on Strategy, Physician Hospital Integration, Improving Profitability, ACOs, and Key Specialties

93 Sessions - 160 Speakers



Lou Holtz has established himself as one of the most successful college football coaches of all time.

Born Louis Leo Holtz on January 6, 1937, Holtz grew up in East Liverpool, Ohio, just up the Ohio River from his Follansbee, West Virginia, and birthplace. He graduated from East Liverpool High School, earned a Bachelor of Science degree in history from Kent State in 1959 and a master's degree from Iowa in arts and education in 1961. He played linebacker at Kent State for two seasons before an injury ended his career. He has received 4 honorary doctorate degrees.

Holtz is the only coach in the history of college football to: 1) Take 6 different teams to a bowl game. 2) Win 5 bowl games with different teams. 3) To have 4 different college teams ranked in the final Top 20 poll.

Currently, Holtz serves as a college football studio analyst on ESPN. He appears on ESPNEWS', ESPN College GameDay programs, SportsCenter as well as serves as an on site analyst for college football games.

Holtz has authored three New York Times best-selling books The Fighting Spirit that chronicled Notre Dame's 1988 championship season and Winning Everyday: A Game Plan For Success (August 1998), which has been published in several languages. His latest book which was released August 15, 2006 is Wins, Losses and Lessons, an autobiography of his life and the lessons he has learned, and is also a best seller.

Additionally, he has produced three highly acclaimed motivational videos: Do Right, Do Right II, and If Enough People Care. The Lou Holtz Hall of Fame opened in East Liverpool.



Bret Baier serves as the anchor of Fox News Channel's (FNC) Special Report with Bret Baier, the number one cable news program in its timeslot (6-7 p.m. ET). Before assuming this role, which he took over for Brit Hume in January of 2009, Baier served as chief White House correspondent, where he reported on presidential activities on a national and international level from 2006-2009. Prior to being named chief White House correspondent, Baier served as national security correspondent and reported on

military and national security affairs, as well as on defense, military policy and the intelligence community from the Pentagon from 2001-2006.

Throughout his career, Baier has secured numerous exclusive interviews with government officials. He had the only interview with President Obama during the week leading up to the historic health care vote in the House of Representatives in March 2010. Additionally, Baier has interviewed President George W. Bush, Vice President Cheney, Secretary of Defense Donald Rumsfeld and the Chairman of the Joint Chiefs of Staff Peter Pace. He has also spoken with Israeli Prime Minister Benjamin Netanyahu in anticipation of key peace talks at the United Nations, Polish President Lech Kaczynski days after the U.S. decision to abort missile defense plans in Poland, and Georgian

President Mikheil Saakashvili after the Russian invasion of Georgia. In addition, Baier had an exclusive sit-down with General Petraeus, which was his final interview as the head of U.S. operations, live from Iraq in September 2008. A graduate of DePauw University, Baier has a bachelor's degree in Political Science and English.



Patrick Lencioni is founder and president of The Table Group, a firm dedicated to providing organizations with ideas, products and services that improve teamwork, clarity and employee engagement.

Lencioni's passion for organizations and teams is reflected in his writing, speaking and executive consulting. Pat is the author of ten best-selling books with over three million copies sold. After ten years in print, his book The Five Dysfunctions of a Team continues to be a fixture on national best-seller lists. His latest book, The Advantage: Why Organizational Health Trumps Everything Else in Business, became an immediate national best-seller.

The wide-spread appeal of Lencioni's leadership models have yielded a diverse base of speaking and consulting clients, including a mix of Fortune 500 companies, professional sports organizations, the military, non-profits, schools and churches.

Pat addresses thousands of leaders each year at world class organizations and national conferences. Consistently the top rated keynote speaker at major events, Pat shares his insights and inspires his audiences through his accessibility, humor and story-telling.

Named in Fortune magazine as one of the 'ten new gurus you should know,' Pat and his work have been featured in USA TODAY, Bloomberg Businessweek, and Harvard Business Review, to name a few.

Prior to founding his firm, he worked as a corporate executive for Sybase, Oracle and Bain & Company. Pat lives in the San Francisco Bay Area with his wife and four sons.



Charles S. Lauer – Mr. Lauer was the publisher of Modern Healthcare for more than 30 years, taking it from a monthly money-losing proposition when Crain Communications purchased the magazine in 1976 to the nation's leading healthcare news weekly. Known throughout the healthcare industry and beyond as a leader, Chuck Lauer is now a healthcare consultant, an author, public speaker and award-winning businessman who is in demand for his motivational messages to top companies nationwide.

Mr. Lauer's career includes early success as a retail representative for Life Magazine at Time, Inc., and later as a drug merchandising manager of Look. The consummate salesman, he served as Midwest Sales Manager for two McGraw-Hill trade publications and was general sales manager for the publications of the American Medical Association where he became the AMA's director of communications. He also held various positions with Family Media, Inc. and Petersen Publishing. He is a graduate of Middlebury College in Vermont, Mr. Lauer served in the United States Army as a corporal during the Korean War and continued his postgraduate education at the Northwestern University Medill School of Journalism in Evanston, Illinois.

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