

Leadership Conference

for Board Chairs, Board Members, Healthcare Executives, & Physicians



The Ritz-Carlton, Naples

Naples, Florida • January 15–18, 2012



January 2012 Leadership Conference

Through our Leadership Conferences, The Governance Institute offers current information, interactive sessions, expert speakers, and the opportunity to meet others with a similar commitment to improving governance and achieving optimal board performance.

The 2012 conference sessions are based on our 2012 Education Agenda, available at GovernanceInstitute.com.

Conference Learning Objectives:

- Quality: learn quality improvement and cost-reduction strategies, and the role of the board, management, and physician leaders in this effort.
- Fundamentals: develop a strong understanding of the board's core responsibilities and fiduciary duties.
- Mission & Strategy: build critical strategic planning skills to strengthen the organization and fulfill its mission.
- Current Marketplace: analyze trends and develop a culture and business model that can meet marketplace demands.
- Healthcare Reform: learn implementation strategies to prepare for new payments, new methods of care delivery, and new leadership structures.
- Hospital-Physician Integration: learn about integration options and evolving physician governance and leadership structures.
- Finance & Capital Planning: learn how to protect the margin while moving from volume to value.
- Legal & Regulatory Issues: learn about new regulations and strengthen the organization's compliance program.
- Technology: understand the important relationship between technology and integrated care.

Featured Speakers



David B. Nash, M.D., M.B.A.
Dean, Jefferson School of
Population Health
Thomas Jefferson University



Nathan S. Kaufman
Managing Director
Kaufman Strategic Advisors, LLC



**Bernice J. Washington,
M.B.A., M.T. (ASCP), CMC**
President & CEO
BJW Consulting Group, LLC



Thomas A. Atchison, Ed.D.
President & Founder
Atchison Consulting, LLC



Kenneth Kaufman
CEO
Kaufman, Hall & Associates, Inc.



Ryan Donohue
Program Director
Ticker, National Research Corporation



Eric D. Lister, M.D.
Managing Director
Ki Associates



Timothy Cotter
Managing Director
Sullivan, Cotter & Associates, Inc.

The Governance Institute thanks Premier Partners HBE Corporation and Kaufman, Hall & Associates, Inc. for their continuing support of excellence in healthcare governance. For more information regarding partnership, please visit GovernanceInstitute.com/Partnership.



*The Nation's Leading Designer
and Builder of Hospitals*

KaufmanHall
Financial Strategies for Healthcare

Conference Program

Sunday, January 15, 2012

1:00 P.M. Registration

2:30-4:00 P.M. **Fundamental Board Basics for Effective Governance**
CONCURRENT SESSIONS Kori Stanoscheck, M.P.A., Research Executive, The Governance Institute

Straight Talk: The Implications of Healthcare Reform on Philanthropy
William C. McGinly, Ph.D., CAE, PA, President & CEO, Association for Healthcare Philanthropy

Stand Alone: Future Challenges for Community Hospitals & Medical Groups
James A. Rice, Ph.D., FACHE, Vice Chairman, The Governance Institute

4:30-6:00 P.M. **Population Health: The Key to Quality**
KEYNOTE ADDRESS David B. Nash, M.D., M.B.A., Dean, Jefferson School of Population Health, Thomas Jefferson University

6:00-7:00 P.M. Reception

Monday, January 16, 2012

7:00 A.M. Continental Breakfast

8:00-9:30 A.M. **The Perilous Journey from a Culture of Entitlement to a Culture of Accountability:
GENERAL SESSION Sure Bets, No Regrets, & the Great Unknown**
Nathan S. Kaufman, Managing Director, Kaufman Strategic Advisors, LLC

9:45-11:15 A.M. **The Importance of Philanthropy in Today's Market**
GENERAL SESSION Bernice J. Washington, M.B.A., M.T. (ASCP), CMC, President & CEO, BJW Consulting Group, LLC

11:15 A.M. Lunch

12:15-1:45 P.M. **Reframing Healthcare Leadership for Today's Realities**
GENERAL SESSION Thomas A. Atchison, Ed.D., President & Founder, Atchison Consulting, LLC

2:00-3:30 P.M. **Hot Topic Implementation Tactics Related to Key Strategies**
CONCURRENT SESSIONS Nathan S. Kaufman, Managing Director, Kaufman Strategic Advisors, LLC

Mission-Based Decision Making for Boards
John Brozovich, Principal, John Brozovich Associates, Inc.

How to Create a High-Performance Culture
Thomas A. Atchison, Ed.D., President & Founder, Atchison Consulting, LLC

ASSOCIATION FOR HEALTHCARE PHILANTHROPY

The Governance Institute has combined efforts with the Association for Healthcare Philanthropy (AHP) to provide several special sessions focused on healthcare philanthropy. A not-for-profit organization established in 1967, AHP is the source for education, networking, information, and research opportunities in healthcare philanthropy. This collaboration allows The Governance Institute and AHP to expand resources and enhance the education opportunities available to hospitals and health systems nationwide. Please see the conference program for sessions and topics.



**ASSOCIATION FOR
HEALTHCARE
PHILANTHROPY**

Connecting People • Enriching Lives



Tuesday, January 17, 2012

7:00 A.M. Continental Breakfast

8:00–9:30 A.M.
GENERAL SESSION

The Transformation of America's Hospitals: Part II

Kenneth Kaufman, CEO, Kaufman, Hall & Associates, Inc.

9:45–11:15 A.M.
GENERAL SESSION

Brand Equity in Healthcare

Ryan Donohue, Program Director, Ticker, National Research Corporation

11:30 A.M.–12:30 P.M.
CONCURRENT SESSIONS

Model of Changing Payment Sources

Kenneth Kaufman, CEO, Kaufman, Hall & Associates, Inc.

Leveraging Philanthropy: The More We Know, the More We Can Raise, the More We Can Give to the Health System

Holly Duncan, CFRE, President & CEO, Morton Plant Mease Foundation

A Case Study Reflecting Strategic Innovation: Key Components of Healthcare Reform: Patient Satisfaction & Minimizing Preventable Readmission

Barbara G. MacArthur, R.N., M.N., FAAN, Vice President & Chief Nursing Officer
Tallahassee Memorial HealthCare

Wednesday, January 18, 2012

7:00 A.M. Continental Breakfast

8:00–9:30 A.M.
GENERAL SESSION

In the Brave New World, What Will It Mean to "Work with Your Physicians?"

Eric D. Lister, M.D., Managing Director, Ki Associates

9:45–11:15 A.M.
GENERAL SESSION

Successfully Addressing a New Responsibility: Compensating Physicians

Timothy Cotter, Managing Director, Sullivan, Cotter & Associates, Inc.

11:15 A.M. Adjourn

Continuing Education Credits Available



ACCME: The Governance Institute is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The Governance Institute designates this live activity for a maximum of 16 *AMA PRA Category 1 Credit(s)*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

ACHE: The Governance Institute is authorized to award 16 credits of preapproved Category II (non-ACHE) continuing education credit for this program toward advancement, or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should

indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

Nursing Accreditation:

ALLEGRA Learning Solutions, LLC is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

Accreditation refers to recognition of continuing nursing education only and does not imply ALLEGRA or ANCC Commission on Accreditation approval or endorsement of any commercial products displayed in conjunction with an activity.

A maximum of 14.5 contact hours available.



Hotel Information

About The Ritz-Carlton, Naples

Nestled on Florida's southwest coast with dazzling views of the Gulf of Mexico, warm golden sunsets, and three miles of pristine beach, The Ritz-Carlton, Naples is a naturally magnificent destination. Guests can take advantage of the resort's exclusive spa services or enjoy an inspiring round of golf at the picturesque Tiburón Golf Course located at The Ritz-Carlton Golf Resort, Naples just a few miles away. With spacious hotel rooms, luxurious suites, and impeccable service, The Ritz-Carlton, Naples offers guests an unforgettable experience in one of the world's most beautiful destinations.

Address

The Ritz-Carlton, Naples
280 Vanderbilt Beach Road
Naples, Florida 34108
Hotel phone: (239) 598-3300
Hotel fax: (239) 598-6690
Hotel Web site: RitzCarlton.com/Naples

Hotel Reservations

There are a limited number of rooms at The Governance Institute rate, so make your room reservations as early as possible. Hotel accommodations are the responsibility of each attendee; conference registration does not secure your room.

Reservations phone: (888) 856-4380
Reservations fax: (239) 598-6665
Check in: 4:00 p.m.
Check out: 12:00 p.m.
Room rate: \$389* (SGL/DBL)

All reservations must be made by **December 13, 2011** to secure this rate. Should the room block become full before this date, reservations will be accepted on rate/space availability.

*Note: All rates are subject to applicable taxes. Each reservation must be guaranteed with a major credit card.

Cancellation Policy

In order to avoid a penalty fee of the entire amount of the room and tax, reservations must be cancelled at least 14 days prior to the individual arrival date.

Optional Activities

While at the conference, you will be provided with some free time to schedule team meetings with your organization's attendees, to network with peer institutions, or to simply relax and enjoy the resort. You can even use the time for a board retreat. Bring your entire board to a Leadership Conference and The Governance Institute will assist you in planning meetings, arranging meals, and more. A governance advisor is available at each conference to answer your questions and facilitate your meetings upon request. Please contact the Conference Services Department at (877) 712-8778 for more information.

The Ritz-Carlton, Naples features a host of amenities. Take advantage of the warm, tropical climate and lush surroundings of this beautiful resort. Spend the afternoon exploring one of the most delicate and complex eco systems in the country, perfecting your tennis game, golfing, enjoying lively beach activities, or simply relaxing by the pool—with so many unique and memorable things to do in Naples, you'll enjoy many unforgettable experiences.

More information about optional activities can be found at GovernanceInstitute.com/Naples2012.



2012 Leadership Conferences

The Ritz-Carlton, Naples

Naples, Florida
January 15–18, 2012

The Breakers

Palm Beach, Florida
February 12–15, 2012

The Phoenician

Scottsdale, Arizona
April 1–4, 2012

The Grove Park Inn Resort & Spa

Asheville, North Carolina
May 6–9, 2012

The Broadmoor

Colorado Springs, Colorado
September 9–12, 2012

The Greenbrier

White Sulphur Springs, West Virginia
October 14–17, 2012

2012 Chairperson, CEO, & Physician Leader Conference

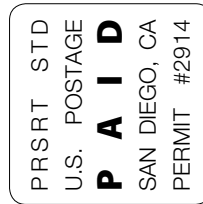
The Broadmoor (members-only event)

Colorado Springs, Colorado
June 3–5, 2012

2012 Governance Support & Medical Services Professional Conference

Fairmont Chicago, Millennium Park

Chicago, Illinois
August 12–14, 2012



The Governance Institute
9685 Via Excelencia, Suite 100
San Diego, CA 92126



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