

Leadership Conference

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



The Grove Park Inn Resort & Spa

Asheville, North Carolina • May 6–9, 2012



May 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



Richard L. Clarke, D.H.A., FHFMA
President & CEO
Healthcare Financial Management Association



Emily Friedman
Independent Health Policy & Ethics Analyst



Pamela R. Knecht
President
ACCORD LIMITED



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



Marc Halley, M.B.A.
President & CEO
Halley Consulting Group, LLC



Richard L. Buck, M.D., M.P.H., FACPM
Independent Healthcare Strategist

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*



Conference Program

Sunday, May 6, 2012

1:00 P.M. Registration

2:30–4:00 P.M.

CONCURRENT SESSIONS

Fundamental Board Basics for Effective Governance

Kori Stanosheck, M.P.A., Research Executive
The Governance Institute

Evidence-Based Medicine: What Is It & Why Will It Become a More Important Area of Focus for Hospital Leaders & Boards?

Richard L. Buck, M.D., M.P.H., FACPM, Independent Healthcare Strategist

How to Create a High-Performance Culture

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

4:30–6:00 P.M.

KEYNOTE ADDRESS

Driving Value: A Strategic Imperative

Richard L. Clarke, D.H.A., FHFMA, President & CEO
Healthcare Financial Management Association

6:00–7:00 P.M. Reception

Monday, May 7, 2012

7:00 A.M. Continental Breakfast

8:00–9:30 A.M.

GENERAL SESSION

Ethics Challenges & Opportunities for Trustees

Emily Friedman, Independent Policy & Ethics Analyst

9:45–11:15 A.M.

GENERAL SESSION

Tackling Tough Strategic Questions: The New Board–Management Partnership

Pamela R. Knecht, President
ACCORD LIMITED

11:15 A.M. Lunch

12:15–1:45 P.M.

GENERAL SESSION

Reframing Healthcare Leadership in Today's Realities

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

2:00–3:30 P.M.

CONCURRENT SESSIONS

Conflicts of Interest on Boards

Pamela R. Knecht, President
ACCORD LIMITED

Demographic Change: Implications for Healthcare & the Health Professions

Emily Friedman, Independent Policy & Ethics Analyst

Corporate Culture: Business Imperative at Indiana University North Hospital

Jonathan R. Goble, M.H.A., FACHE, President & CEO
IU Health North Hospital



Tuesday, May 8, 2012

7:00 A.M. Continental Breakfast

8:00–9:30 A.M. **The Transformation of America's Hospitals**

GENERAL SESSION

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

9:45–11:15 A.M. **Brand Equity in Healthcare**

GENERAL SESSION

Ryan Donohue, Program Director
Ticker, National Research Corporation

11:30 A.M.–12:30 P.M. **Who Will Save Medicare?**

CONCURRENT SESSIONS

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

Hospitals–Physicians Experience & Reaction to Integration

Marie de Martinez, FACHE, Principal
SAGE Healthcare Collaborative, Inc.

Strategic Innovation: The Case for Minimizing Preventable Readmissions & Increasing HCAHPS Scores through Effective Post-Discharge Patient Outreach & Accountability

Jennifer Volland, R.N., Vice President of Program Development
Illuminate, National Research Corporation

Wednesday, May 9, 2012

7:00 A.M. Continental Breakfast

8:00–9:30 A.M. **The Perfect Storm...**

GENERAL SESSION

Marc Halley, M.B.A., President & CEO
Halley Consulting Group, LLC

9:45–11:15 A.M. **Top 10 Conference Takeaways: Implications & Strategies for Incorporating Them into Your Current & Future Operations**

GENERAL SESSION

Richard L. Buck, M.D., M.P.H., FACPM, Independent Healthcare Strategist

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 claim only the 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 15 contact hours available.



Hotel Information

About The Grove Park Inn Resort & Spa

The Grove Park Inn Resort & Spa is one of the South's most venerable and famous grand resorts. Since opening in 1913, the inn has become one of the country's most celebrated resorts, welcoming countless luminaries and multiple presidents through its doors. This luxurious property has earned numerous accolades—including a place on Fodor's list of "Top 10 Luxury Spa Resorts." The property overlooks the Asheville skyline and provides majestic views of the legendary Blue Ridge Mountains.

Contact Information

The Grove Park Inn Resort & Spa
290 Macon Avenue
Asheville, North Carolina 28804
Hotel phone: (828) 252-2711
Hotel fax: (828) 253-7053
Hotel Web site: GroveParkInn.com

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: (800) 438-5800
Reservations fax: (828) 253-7053
Web site: <https://groupres.groveparkinn.com/default.htm>
Online reservations group code: 6928DN
Check in: 4:00 p.m.
Check out: 12:00 p.m.
Room rate: \$259* (SGL/DBL occupancy)

All reservations must be made by **April 5, 2012** 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. A deposit equal to one night's stay, including tax, will be recorded at the time the reservation is made. A portion of the room rate will be used to offset catering costs.

Hotel Cancellation Policy

Deposits will be refunded if the hotel receives a notice of cancellation at least seven days prior to scheduled arrival. In the event a cancellation is received less than seven days prior to scheduled arrival, the individual is responsible for the full stay plus applicable taxes. A valid credit card is required at time of booking.

Optional Activities

While at the conference, you will be provided with some free time to schedule team meetings, 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.

Explore the possibilities with The Grove Park Inn Resort & Spa and discover the treasures that await. At The Grove Park Inn Resort & Spa, experience 512 unique guest rooms and suites, a wide selection of restaurants and lounges, one of the world's finest spas, the newly restored Donald Ross golf course, tennis, swimming pools, and a state-of-the-art sports complex.

More information about the resort's activities can be found at
GovernanceInstitute.com/GrovePark2012.



2012 Leadership Conferences

The Phoenician

Scottsdale, Arizona
April 15–18, 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

System Invitational

The Fairmont Washington, D.C.

(invitation-only event)

Washington, D.C.
March 4–6, 2012

2012 Chairperson, CEO, & Physician Leader Conference

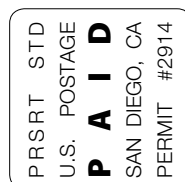
The Broadmoor (members-only event)

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



The Grove Park Inn Resort & Spa

Asheville, North Carolina • May 6–9, 2012

