

## Becker's Hospital Review Annual Meeting

May 17-18, 2012

Hotel Allegro - Chicago, Illinois

Great Topics and Speakers Focused on ACOs, Physician Hospital Integration, Improving Profitability, and Key Specialties – • 74 Sessions • 124 Speakers



**Coach Mike Ditka**

- **Coach Mike Ditka, Hall of Fame NFL Football Player and Coach**
- Valinda Rutledge, Director of Patient Care Models Group, Center for Medicare/Medicaid Innovation
- Teri Fontenot, CEO, Woman's Hospital
- Chris Karam, President & CEO, CHRISTUS St. Michael Health System
- Joseph Golbus, MD, President, NorthShore University HealthSystem



**Bob Woodward**

- **Bob Woodward, Author, Associate Editor, The Washington Post**
- Michael A. Kasper, CEO, DuPage Medical Group
- Henry Brown, CFO, Internal Fixation Systems
- Jason Dinger, CEO, Mission Point Health Partners
- Cathy Jacobson, President, Froedtert Hospital in Milwaukee

- Donna Katen-Bahensky, President & CEO, University of Wisconsin Hospitals and Clinics
- Michael Shabot, MD, Chief Medical Officer, Memorial Hermann
- Ken Hanover, CEO, Northeast Health System, Inc.



**Suzy Welch**

- **Suzy Welch, Author, Television Commentator, Business Journalist**
- Kevin Vermeer, EVP & CFO, Iowa Health System
- Ron Greeno, Chief Medical Officer, Cogent HMG
- Allan Fine, Senior Vice President, Chief Strategy & Operations Officer, The New York Eye & Ear Infirmary
- Leslie R. Jebson, Executive Director, University of Florida Orthopaedics and Sports Medicine Institute, Program Director, University of Florida Graduate Program in Physician Practice Integration



**Chuck Lauer**

- **Charles S. Lauer, Author, Consultant, Speaker, Former Publisher of Modern Healthcare Magazine**
- Paul R. Summerside, MD, FAAEM, FACEP, MMM, Chief Medical Officer, BayCare Clinic
- Alan Channing, President & CEO, Sinai Health System, Chairman Elect, Illinois Hospital Association
- Gary E. Weiss, CFO, NorthShore University HealthSystem
- Bob Edmondson, Vice President of Strategic Planning & Business Development, West Penn Allegheny Health System

**For more information, call Becker's Hospital Review 800-417-2035  
If you would like to sponsor or exhibit at this event, please call 800-417-2035**

# Becker's Hospital Review Annual Meeting

## Great Topics and Speakers Focused on ACOs, Physician Hospital Integration, Improving Profitability, 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.

**For a free subscription to  
Becker's Hospital Review,  
call 800-417-2035.**

## PROGRAM SCHEDULE

### Conference – Thursday, May 17, 2012

7:00am – 9:00am Registration  
9:00am – 5:00pm Conference  
5:00pm – 7:00pm Reception, Cash Raffles, Exhibits

### Conference – Friday, May 18, 2012

7:00am – 8:00am Registration and Continental Breakfast  
8:00am – 5:10pm Conference, Including Lunch and Exhibit Hall Breaks  
5:10pm – 6:30pm Reception, Cash Raffles, Exhibits

### Thursday, May 17, 2012

7:00 – 9:00 am  
Registration

9:00 – 9:45 AM

#### A. Developing a Strategy for Your Hospital and Health System

Charles "Chuck" D. Stokes, MHA, Chief Operating Officer, Memorial Hermann, M. Michael Shabot, MD, Chief Medical Officer, Memorial Hermann, moderated by Steven L. Lefar, President, Sg2

#### B. Physician Compensation - A Review of Compensation Metrics for 5 Key Areas; Primary Care, Cardiology, Oncology, Orthopedics and Neurosurgery

Timothy Reed, Physician Practice Valuations Practice Leader, Sullivan Cotter and Associates, Inc.

#### C. Exploring the Facts and Fantasies of Physician Hospital Integration: Real World Examples of What Works, What Doesn't and Why

Peggy Naas, MD, MBA, Vice President, Physician Strategies, VHA Inc., Lani Berman, MBA, Vice President, Performance Services, VHA Inc.

#### D. Key Concepts for Successful Clinical Integration

Eric T. Nielsen, MD, Vice President, The Camden Group, and Teresa Koenig, MD, The Camden Group

9:50 – 10:30 AM

#### A. Key Strategies to Align Independent and Employed Physicians

Paul Summerside, MD, MMM, Chief Medical Officer, BayCare Clinic, Chris Karam, President & CEO, CHRISTUS

St. Michael Health System, Allan Fine, SVP, Chief Strategy and Operations Officer, The New York Eye & Ear Infirmary, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

#### B. Key Thoughts on Budgeting in Times of Uncertainty

John R. Zell, VP of Finance and CFO, OSF St. Joseph, Henry Brown, CFO, Internal Fixation Systems, Joseph Guarracino, Senior Vice President & CFO, The Brooklyn Hospital Center, moderated by Holly Carnell, Associate, McGuireWoods LLP

#### C. Hospital Physician Alignment: Implications on Profits and Performance

Ronald Vance, Managing Director, Navigant, Michele M. Molden, Executive Vice President and Chief Transformation Officer, Piedmont Healthcare

#### D. What's New, Next and Best in Healthcare Strategy, Marketing and Communications

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

10:35 – 11:10 AM

#### A. Payor Provider Integration - A Case Study

Bob Edmondson, Vice President of Strategic Planning and Business Development, West Penn Allegheny Health System and Mr. Poras Davé, MHA, PMP®, Managing Director, Apex Health Associates

**B. Managed Care Negotiation Strategies 2012**

Gregg P. Leff, Executive Vice President, Med Metrix

**C. Developing a High Reliability Organization - Learning from Other Industries**

Charles "Chuck" D. Stokes, MHA, Chief Operating Officer, and Michael Shabot, MD, Chief Medical Officer, Memorial Hermann

**D. The Evolution of Service Line Co Management Relationships, Best Practices**

Gerry Biala, SVP of Perioperative Services, Surgical Care Affiliates, and Matthew Kossman, Senior Director, Surgical Care Affiliates

11:15 – 12:00 PM

**A. Key Thoughts from Center of Medicare and Medicaid Innovation**

Valinda Rutledge, Director of Patient Care Models Group, Center for Medicare/Medicaid Innovation

**B. Sustainable Physician Compensation Model Design: Critical Success Factors for Building Productivity-Based Compensation Models**

Marc D. Halley, President & CEO, and William Reiser, VP, Product Development, Halley Consulting

**C. Core Strategies to Succeed as an Independent Hospital**

Kerry Shannon, Senior Managing Director, FTI Consulting, Alan H. Channing, President & CEO, Sinai Health System, Joseph Guarracino, Senior Vice President & CFO, The Brooklyn Hospital Center, moderated by Kate Carow, Principal, Carow Consulting

**D. Valuation Overview of Physician Practice Acquisitions and Post-Transaction Compensation**

Jon O'Sullivan, Senior Partner, Jonathan Helm, AVA, Manager, VMG Health

12:00 – 12:45 PM

Networking Lunch & Exhibits

12:50 – 1:30 PM

**A. Developing an Outstanding Group Practice, Financial Sustainability, Culture and Other Issues**

Jeff Mason, CEO, BayCare Clinic, Marc D. Halley, President & CEO, Halley Consulting, Charles "Chuck" Peck, President & CEO, Health Inventures, LLC, moderated by Holly Carnell, Associate, McGuireWoods LLP

**B. Hospital Consolidation - Strategic Thoughts for Consolidations and Independent Hospitals**

Carsten Beith, Co-Head of Tax-Exempt M&A, Cain Brothers, Anu Singh, Senior Vice President, Kaufman Hall, Victoria Poindexter, Principal, Hammond Hanlon Camp, LLC, LLC, Trey Crabb, Managing Director, Healthcare Practice, Ziegler Investment Banking moderated by Adam Lynch, Vice President, Principle Valuation

**C. Building a Leading Neurosurgery and Spine Program**

Casey Nolan, Managing Director, Healthcare Navigator

**D. Using Co-Management Effectively to Improve Results**

Jen Johnson, CFA, VMG Health, Michael Piver, Director Strategic Integration for Surgical Services, Tanner Health System

1:35 – 2:20 PM

**A. 10 Keys to Assessing the Short- and Long-Term Sustainability of Your Hospital and Running a Successful Acquisition or Joint Venture Program**

Scott Becker, JD, CPA, Partner, and Barton C. Walker, Partner, McGuireWoods LLP

**B. Transforming Hospital Operations: What Your Hospital Can Learn From Mercy St. Vincent's Journey to Peak Performance**

Imran Andrabi, MD, SVP, Chief Physician Executive Officer & SVP of Clinical Innovation Office of Operations & System Effectiveness, Mercy St. Vincent Medical Center, Samantha Platzke, Sr. Vice President Operations & Systems Effectiveness, Catholic Health Partners, and Ben Sawyer, Executive Vice President, Care Logistics

**C. Bundling Orthopedics and Other Key Concepts to Improve Orthopedic Volumes**

John D. Martin, President & CEO, OrthoIndy, Julie Fleck, RN, CNOR, BHCA, COO, Parkview Ortho Hospital, Doug Garland, MD, Medical Director, Joint Replacement Center, Long Beach Memorial Medical Center, moderated by Barton C. Walker, Partner, McGuireWoods LLP

**D. Replacing Revenue for a Hospital When Developing Ambulatory Businesses**

Robert Zasa, MSHHA, FACMPE, Founder, ASD Management

2:25 – 3:05 PM

**A. Key Concepts to Be a Great Hospital CEO - How to Succeed and Developing Fans**

Paul R. Summerside, MD, , MMM Chief Medical Officer, BayCare Clinic, Peggy Naleppa President & CEO, Peninsula Regional Medical Center, Angela Marchi, Division Division CEO, Health Management Associates, moderated by Kevin Phillips, Partner, Jarrard Phillips Cate & Hancock

**B. Key Strategies for CFOs**

Gary E. Weiss, CFO, NorthShore University HealthSystem, William T. Cusick, Executive Vice President/CFO, St. Mary's Hospital, Henry Brown, CFO, Internal Fixation Systems, moderated by Bob Herman, Writer/Reporter, Becker's Hospital Review

**C. Physician Hospital Alignment - Specialty Focused, Ortho/Spine JV Surgery Center**

Jeff Leland, CEO, Blue Chip Surgical Center Partners and Megan Perry, CEO Sentara Health System

**D. Keys to Successful Implementation of Physician Alignment Initiatives**

Charles "Chuck" Peck, President & CEO, and Christian D. Ellison, Vice President, Health Inventures, LLC

3:05 – 3:20 PM

Networking Break & Exhibits



3:20 – 4:10 PM

**A. Keynote Panel - The Unintended Consequences of the Affordable Care Act**

Ken Hanover, President & CEO, Northeast Health System, Andrea Price, FACHE, President & CEO, Mercy Northern Region, Ed Lovern, Executive Vice President and Chief Administrative Officer, Piedmont Healthcare, moderated by Charles S. Lauer, Author, Consultant, Speaker and Former Publisher of Modern Healthcare Magazine

**B. Panel Discussion - Key Thoughts on Hospital Restructuring and Turning Around Hospitals**

Paul Rundell, Managing Director, Alvarez & Marsal Healthcare Industry Group, Bill Baker, National Partner in Charge, US Healthcare Transactions, KPMG, LLP, moderated by Barton C. Walker, Partner, McGuireWoods LLP

**C. The Radiology Department of the Future -Maintaining Profits From Imaging as the World Evolves**

Phillip Heckendorn, CEO, and David Walker, COO, RadCare

**D. Valuing and Assessing Co Management Relationships**

Scott Safriet, MBA, AVA, Partner, Health-Care Appraisers, and Amber McGraw Walsh, Partner, McGuireWoods LLP

4:15 – 5:00 PM

**KEYNOTE – Leadership and Management in 2012**

Mike Ditka, Legendary NFL Player and Football Coach

5:00 – 7:00 PM

**Networking Reception, Cash Raffles & Exhibits****Friday, May 18, 2012**

7:00 – 8:10 AM –

Registration and Continental Breakfast

8:10 – 9:00 AM

**KEYNOTE – From Nixon to Obama**

Bob Woodward, Legendary Political Journalist & Associate Editor, The Washington Post

9:00 – 9:45 AM

**A. Keynote Panel - The Best Ideas for Health Systems and Hospitals Now**

Teri Fontenot, CEO, Woman's Hospital, Michael O. Ugwueke, DHA, FACHE, CEO, Methodist Healthcare North and South Hospitals, Charles N. "Charlie" Martin, Jr., Chairman & CEO, Vanguard Health System, moderated by Charles S. Lauer, Author, Consultant, Speaker and Former Publisher of Modern Healthcare Magazine

**B. The Current State of the Healthcare Credit Markets**

C. Christopher Smith, Senior Vice President, Healthcare Finance Group, LLC, Kevin Vermeer, EVP & CFO, Iowa Health System, Don Ensing, Partner, McGuireWoods LLP, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

**C. Healthcare Reform - Future Thoughts on Success**

Alan Sager, PhD, Professor of Health and Policy Management, Boston University School of Public Health

**D. Patients Come Second, Employees Come First**

Paul Spiegelman, CEO, The Beryl Companies, and Britt Berrett, CEO of Texas Health Presbyterian Hospital in Dallas

9:50 – 10:30 AM

**A. Developing an ACO and Alignment Strategy for Your Health System**

Dana Gilbert, Vice President of Clinical Innovation, Advocate Physicians Partners

**B. What Should a Hospital CEO and CFO be Paid?**

Paul Esselman, Executive Vice President and Managing Principal, Rebecca Kapphahn, Engagement Manager, Cejka Executive Search

**C. A Perspective on the Medical Staff of the Future**

Ron Greeno, MD, CMO, Cogent HMA

**D. Fixing Physician Hospital Joint Ventures That are Struggling**

Brent W. Lambert, MD, FACS, Principal & Founder, and Luke Lambert, CFA, CASC, CEO, Ambulatory Surgical Centers of America

10:30 – 10:45 AM

Networking Break & Exhibits

10:45 – 11:30 AM

**A. Keynote Panel - Great Leadership**

Moderated by Suzy Welch, Author, Television Commentator, Business Journalist, Panelists: Kristen Murtos, President, NorthShore University HealthSystem, Skokie Hospital, Melissa Szabad, Partner, McGuireWoods LLP, Teri Fontenot, CEO, Woman's Hospital, Pamela Stoyanoff, EVP & COO, Methodist Health System

**B. 5 Key Financial Ratios That Providers Should be Tracking**

Kate Guelich, Senior Vice President, Kaufman, Hall & Associates

**C. The Financial Return on Different Physician Alignment Strategies - How to Assess the Financial Implications of Different Alignment Strategies**

Luke C. Peterson, Partner, Strategy, and Kate Lovrien, Partner, Strategy, Health System Advisors, and Chris Jones, VP, Strategy & Business Development, Catholic Health Initiatives

**D. The Most Common Medical Staff Problems and Issues and How to Handle Them**

Tom Stallings, Partner, McGuireWoods LLP

11:35 – 12:20 PM

**A. Keynote Panel - Evolving Strategy - Thinking 10 Months and 10 Years Into the Future**

Moderated by Suzy Welch, Author, Television Commentator, Business Journalist, Panelists: Cathy Jacobson, President, Froedtert Hospital in Milwaukee, Donna Katen-Bahensky, President & CEO, University of Wisconsin Hospitals and Clinics, Tammie Brailsford, RN, COO, MemorialCare Health System, Amber McGraw Walsh, Partner, McGuireWoods LLP

**B. The Importance of Data and Analytics in a Bundled Payment Approach**

Bob Kelley, Senior Vice President, Center for Healthcare Analytics, Thomson Reuters

**C. Ideas and Concepts to Improve Cardiovascular Program Profitability**

Andrew Ziskind, MD, Managing Director, Clinical Solutions, Huron Healthcare, and James Palazzo, Managing Director, Navigant, moderated by Molly Gamble, Writer-Assistant Editor, Becker's Hospital Review

**D. Key Concepts to Police, Improve and Measure Quality**

Kathleen Crawford, MSN, MBA, FACHE, Chief Operating Officer, Ashtabula County Medical Center, HFAP Nurse Surveyor, Marion Martin, RN, MSN, MBA, COO, The Center for Quality, Innovation and Patient Safety, Roper St Francis Healthcare, moderated by Lindsey Dunn, Editor In Chief, Becker's Hospital Review

12:20 - 1:05 pm

Networking Lunch and Exhibits

1:05 - 1:45 PM

**A. ACOs in Action**

Andrew Ziskind, MD, Managing Director, Clinical Solutions, and Tim Ogonoski, Managing Director, Huron Healthcare

**B. Hospital Transaction Preparation and Process Design**

Barry Sagraves, Juniper Advisory, Rex Burgdorfer, Juniper Advisory, Martin Machowsky, SVP, Strategic Communications, McGuireWoods Consulting

**C. Generation Y - An Examination of the Mindsets in Employing the Next Generation of Orthopedic Surgeons**

Les Jebson, Executive Director, University of Florida Ortho and Sports Medicine

**D. Avoiding a Hurricane: How to Evaluate Your Anesthesia Provider and Ensure Your OR's Success**

Marc E. Koch, MD, President & CEO, Somnia, Inc.

1:50 - 2:30 PM

**A. Aetna's ACO Initiatives - Our Work With Health Systems to Pilot ACO Initiatives on Hospital Employee Populations**

Deborah Lantzy-Talpos, Head of Hospital Business Solutions, Aetna

**B. Key Developments in Medicare Reimbursement and Implications for the Delivery of Care**

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

**C. An Analysis of What Works What Doesn't - Key Thoughts for Physician Hospital ASC JVs**

Tom Mallon, CEO, Jeff Simmons, Chief Development Officer, and Nap Gary, Chief Operating Officer, Regent Surgical Health

**D. The 5 Best Ideas for ACOs, PHOs and Shared Savings Agreements**

Jason Dinger, CEO, Mission Point Health Partners, H. Scott Sarran, MD, MM, Chief Medical Officer, Blue Cross Blue Shield of IL, Michael A. Kasper, CEO, DuPage Medical Group, Moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

2:35 - 3:10 PM

**A. The Best Ideas on Physician/Hospital Integration - What Works, What Doesn't**

Robert Wilson, Managing Director, Health Care Advisory Services, Grant Thornton, I. Naya Kehayes, MPH, Managing Principal & CEO, Eveia Health Consulting & Management, Mickey Bilbrey, Vice President of Eastern Operations, Quorum Health Resources, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

**B. Optimizing Resources - Guaranteed New Savings and Revenues**

Richard Kunnes, MD, Managing Principal, CEO, Sevenex

**C. Acquiring Cardiology Practices - Key Concepts on Price and Compensation**

James M. Palazzo, MBA, Managing Director, Navigant

**D. Physician Relations: Best Practices in Leveraging QA Programs to Manage and Affect Positive Change**

John DiCapua, MD, Vice President Anesthesiology Services, North Shore-Long Island Jewish Health System, Deputy CEO, CMO, North American Partners in Anesthesia

3:15 - 3:50 PM

**A. New Types of Transactions to Deal With the Changing Environment - Payors Acquiring Providers, For-Profit and Not-For-Profit Hospital JVs and Joint Operating Agreements**

Carsten Beith, Co-Head of Tax-Exempt M&A, Cain Brothers, Casey Nolan, Managing Director, Navigant Healthcare, moderated by David Jarrard, President & CEO, Jarrard, Phillips, Cate & Hancock

**B. Building a World Class Oncology Program - A Case Study**

Gerard Nussbaum, Director of Technology, Kurt Salmon

**C. Hospital Strategies for Surviving and Thriving in the Changing Healthcare Environment**

Russ Richmond, MD, CEO, Objective Health

**D. Clinical Variation, Quality and the Role of the CMO**

Bill Mohlenbrock, MD, FACS, Chairman and CMO, Verrass

3:55 - 4:30 PM

**A. False Claims, Anti Kickback Investigations and Other Common Issues of Litigation**

Jeffrey C. Clark, Partner, Angelo M. Russo, Partner, Christina Egan, Partner, and David J. Pivnick, Associate, McGuireWoods LLP, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

**B. Hospital Acquisitions of ASCs, Imaging Facilities and Other Ancillary Businesses - How to Examine Opportunities and How to Assess Pricing and ROI**

Matt Searles, Managing Director, Merritt Healthcare

**C. 5 Core Concepts on How to Reduce Readmissions**

Jasen Gundersen, MD, MBA, CPE, SFHM, Chief Medical Officer, TeamHealth Hospital Medicine, and Eric Heckerson, RN, MA, FACHE, Vice President of Operational Performance, TeamHealth

**D. Turning Today's PHO into Tomorrow's ACO**

Elizabeth Simpkin, Vice President of Consulting Services, and Carole Black, MD, Chief Medical Officer, Valence Health

4:35 - 5:10 PM

**A. Performance Improvement Initiatives for Hospital Affiliated Practices**

John McDaniel, MHA, President & CEO, Peak Performance Physicians

**B. An EMR for the Revenue Cycle: Documenting the Business Side of Care at Saint Joseph's Medical Center**

Rebecca T. Black, Vice President, Revenue Cycle, Saint Joseph's Hospital of Atlanta

**C. Personalizing the Management of Atrial Fibrillation - How Cardiac MRI can Improve Your Outcomes and Bottom Line**

Jeremy Fotheringham, RN, MHSA, JD, Director, CARMA Center, University of Utah Healthcare

**D. 5 Basic PR Tactics That Every Health System Should Remember**

Marion Crawford, President, Crawford Strategy

5:10 - 6:30 PM

**Networking Reception, Cash Raffles & Exhibits**

# Great Topics and Speakers Focused on ACOs, Physician Hospital Integration, Improving Profitability, and Key Specialties - 74 Sessions - 124 Speakers



**Bob Woodward, Author, Associate Editor, The Washington Post** – Mr. Woodward is regarded as one of America's preeminent investigative reporters and non-fiction authors. He has worked for The Washington Post since 1971 as a reporter, and is currently associate editor of the Post.

While a young reporter for The Washington Post in 1972, Woodward was teamed up with Carl Bernstein; the two did much, but not all, of the original news reporting on the Watergate scandal that led to numerous government investigations and the eventual resignation of President Richard Nixon. Gene Robers, former managing editor of The New York Times has called the work of Woodward and Bernstein "maybe the single greatest reporting effort of all time. Woodward has authored or coauthored 16 non-fiction books in the last 36 years. All 16 have been national bestsellers and 12 of them have been #1 national non-fiction bestsellers – more #1 national non-fiction bestsellers than any contemporary author.



**Suzy Welch, Author, Popular Television Commentator, and noted Business Journalist** – Ms. Welch's New York Times bestselling book, *10-10-10: A Life Transforming Idea*, presents a powerful decision-making strategy for success at work and in parenting, love and friendship. *10-10-10*

became an instant success and is now published in 29 countries worldwide, and an updated version has been released in paperback. In addition, she has been widely featured in major media outlets including The Today Show and Time Magazine. Together with her husband Jack Welch, Suzy is also co-author of the #1 international bestseller *Winning*, its companion volume, *Winning: The Answers*, and "The Welch Way," a weekly column on business and career challenges which appeared in *BusinessWeek* magazine from 2005-2009 and was published in 45 major newspapers across the globe by *The New York Times* Syndicate. In 2010, the Welch's launched an online MBA program through Chancellor University



**Mike Ditka, Legendary Hall of Fame NFL Football Player and Coach** - Pro Football Hall of Fame player and Super Bowl-winning coach Ditka joined ESPN as an NFL analyst in 2004. With a combined 26 years of playing (12) and head

coaching (14) experience, Ditka is an analyst on Sunday NFL Countdown and Monday Night Countdown and makes regular appearances on ESPN Radio and SportsCenter. Ditka also served as a game analyst during ESPN's Monday Night Football doubleheader games in 2007 and 2008, alongside Mike Greenberg and Mike Golic. Ditka boasts a career few can match. He is only the second person to win the Super Bowl as a player (Dallas, 1972), assistant coach (Dallas, 1977) and head coach (Chicago, 1986). He was elected to the Pro Football Hall of Fame in 1988, the first tight end to receive this honor



**Valinda Rutledge, Director of Patient Care Models Group, Center for Medicare/Medicaid Innovation** – In June 2011, Ms. Rutledge was hired in a senior leadership position as Director of the Patient Care Models Group at the CMS's new Center of Medicare and Medicaid Innovation. Previously, she was the CEO of CaroMont Health in Gastonia, North Carolina. At CaroMont Health, she led the development of the 210 day bundled knee payment arrangement between CaroMont Health and North Carolina's largest health insurer, Blue Cross

and Blue Shield of North Carolina This initiative was designed to provide value based care leading to enhanced care coordination. Prior to CaroMont Health, Ms. Rutledge was CEO of Bon Secours Saint Francis Health System in Greenville, South Carolina. She was also Senior Vice President of the Bon Secours Health System with responsibility for system-wide physician alignment strategies, as well as market leader for both Kentucky and South Carolina. Rutledge holds two advanced degrees: a Master of Business Administration from Butler University in Indianapolis and a Master of Science in Nursing from Wayne State University in Detroit.



**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.

## Plus more than 40 CEOs, CFOs and COOs speaking

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Register by April 1, 2012 and SAVE!

# Becker's Hospital Review Annual Meeting

Great topics and speakers focused on ACOs, Physician-Hospital Integration, Improving Profits and Key Specialties

Thank you to our corporate sponsors!



- 74 Sessions, 124 Speakers
- 40 Plus CEOs, CFOs and COOs speaking
- Great topics and speakers focused on ACOs, Physician-Hospital Integration, Improving Profits and Key Specialties
- The smartest people in the healthcare arena
- Focused talks and panels on the most important subjects facing health systems today
- Keynote presentations from Mike Ditka, NFL Hall of Fame Football Player and Coach
- Keynote presentation from Bob Woodward, Author and Associate Editor of the Washington Post
- Keynote panels led by Suzy Welch, Author Television Commentator and Business Journalist
- Listen to key strategies for CFOs and the current state of the healthcare credit markets
- Co-chaired and panels led by Charles S. Lauer, Consultant, Author and Former Publisher of Modern Healthcare Magazine
- A case study on Payor Provider Integration by Bob Edmondson, Vice President of Strategic Planning and Business Development, West Penn Allegheny Health System
- Key Thoughts from The Center of Medicare/Medicaid Innovation, Valinda Rutledge, Director of Patient Care Models Group
- Key Thoughts on Budgeting in Times of Uncertainty - John R. Zell, VP of Finance and CFO, OSF St. Joseph, Henry Brown, CFO, Internal Fixation Systems, Joseph Guarracino, Senior Vice President & CFO at The Brooklyn Hospital Center, moderated by Scott Becker, JD, CPA, Partner, McGuire-Woods LLP
- Key Strategies to Align Independent and Employed Physicians - Paul Summerside, MD, MMM, Chief Medical Officer BayCare Clinic, Chris Karam, President & CEO, CHRISTUS St. Michael Health System, Allan Fine, SVP, Chief Strategy and Operations Officer, The New York Eye & Ear Infirmary, moderated by Kristian A. Werling, Partner, McGuireWoods LLP
- Hospital Strategies for Surviving and Thriving in the Changing Healthcare Environment - Russ Richmond, MD, McKinsey Hospital Institute

## Hotel Allegro

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Register online:

[www.beckershospitalreview.com/2012meeting](http://www.beckershospitalreview.com/2012meeting)

# SCHEDULE-AT-A-GLANCE

## Becker's Hospital Review Annual Meeting

### Thursday | May 17

7:00 - 9:00 AM

Registration and Exhibitor Set Up - Green Room and Walnut Foyer

WALNUT BALLROOM

SCREENING ROOM 1

#### CONCURRENT TRACKS

9:00 AM- 4:10 PM

**CEOs, ACOs and Physician  
Hospital Integration**

**Improving Profitability -  
CFOs, and Business and Legal Issues**

12:00 - 12:45 PM

**NETWORKING LUNCH AND EXHIBITS IN GREEN ROOM**

3:05 - 3:20 PM

**NETWORKING BREAK AND EXHIBITS IN GREEN ROOM**

3:20 - 4:10 PM



**Keynote Panel - The Unintended Consequences of the Affordable Care Act -**

4:15 -5:15 PM



**Keynote - Leadership and Management in 2012 - Mike Ditka, Legendary**

5:15-7:00 PM

**Coctail Reception, Raffles and Exhibits Open in Green Room and Walnut Foyer**

### Friday | May 18

7:00-8:00 AM

Registration and Continental Breakfast in Green Room

General Session - Walnut Room

8:10-8:45 am



**From Nixon to Obama - Bob Woodward, Legendary Political Journalist**

WALNUT BALLROOM

SCREENING ROOM 1

#### CONCURRENT TRACKS

9:00 AM- 5:10 PM

**ACOs and Physician  
Hospital Integration**

**Improving Profitability -  
CFOs, and Business and Legal Issues**

9:00 - 9:45 AM



**Keynote Panel - The Best Thoughts on Physician Alignment - moderated**

10:30-10:45 am

**NETWORKING BREAK AND EXHIBITS**

10:45 - 11:30 AM



**Keynote Panel - Great Leadership - Moderated by Suzy Welch, Author,**

11:35 - 12:20 PM



**Keynote Panel - Evolving Strategy - Thinking 10 Months and 10 Years**

12:20 - 1:05 pm

**NETWORKING LUNCH AND EXHIBITS**

5:10 - 6:30 pm

**Coctail Reception, Raffles and Exhibits Open in Green Room and Walnut Foyer**



CINEMA ROOM 1

**Key Specialties and Related Issues -  
Orthopedics, Neurosurgery, Cardiology,  
Oncology and Radiology**

PRESS ROOM

**Co-Management, Clinical Integration,  
ACOs and Quality**

**moderated by Charles S. Lauer, Author, Consultant, Speaker, Former Publisher of Modern Healthcare Magazine**

**NFL Player and Football Coach**

**& Associate Editor, The Washington Post**

CINEMA ROOM 1

**Key Specialties and Related Issues -  
Orthopedics, Cardiovascular**

PRESS ROOM

**Physician/Hospital Joint Ventures,  
Quality and Anesthesia**

**by Charles S. Lauer, Former Publisher of Modern Healthcare Magazine, Consultant, Speaker**

**Television Commentator, Business Journalist**

**Into the Future - Moderated by Suzy Welch, Author, Television Commentator, Business Journalist**

# CONFERENCE SPEAKERS

Great Topics and Speakers Focused on ACOs, Physician Hospital Integration, Improving Profitability, and Key Specialties - 74 Sessions - 124 Speakers

Imran Andrabi, MD, SVP, Chief Physician Executive Officer & SVP of Clinical Innovation Office of Operations & System Effectiveness, Mercy St. Vincent Medical Center  
Bill Baker, National Partner in Charge, US Healthcare Transactions, KPMG, LLP

Scott Becker, JD, CPA, Partner, McGuireWoods LLP  
Carsten Beith, Co-Head of Tax Exempt M&A, Cain Brothers  
Britt Berrett, CEO, Texas Health Presbyterian Hospital in Dallas

Gerry Biala, SVP of Perioperative Services, Surgical Care Affiliates

Mickey Bilbrey, Vice President of Eastern Operations, Quorum Health Resources

Carole Black, MD, Chief Medical Officer, Valence Health  
Rebecca T. Black, Vice President, Revenue Cycle, Saint Joseph's Hospital of Atlanta

Tammie Brailsford, RN, COO, MemorialCare Health System  
Henry Brown, CFO, Internal Fixation Systems  
Rex Burgdorfer, Juniper Advisory

Holly Carnell, Associate, McGuireWoods LLP

Kate Carow, Principal, Carow Consulting

Alan H. Channing, President & CEO, Sinai Health System  
Jeffrey C. Clark, Partner, McGuireWoods LLP

Kathleen Crawford, MSN, MBA, FACHE, Chief Operating Officer, Ashtabula County Medical Center, HFAP Nurse Surveyor

Marion Crawford, President, Crawford Strategy

William T. Cusick, EVP & CFO, St. Mary's Hospital

John Di Capua, MD, VP Anesthesiology Services, North Shore Long Island Jewish Health System & Deputy CEO, CMO, North American Partners in Anesthesia

Mike Ditka, Former NFL Hall of Fame Football Player and Coach

Jason Dinger, CEO, Mission Point Health Partners

Bob Edmondson, VP of Strategic Planning and Business Development, West Penn Allegheny Health System

Christian D. Ellison, VP, Health Ventures, LLC

Don Ensing, Partner, McGuireWoods LLP

Paul Esselman, EVP and Managing Principal, Cejka Executive Search

Allan Fine, SVP, Chief Strategy and Operations Officer, The New York Eye and Ear Infirmary

Julie Fleck, RN, CNOR, BHCA, Chief Operating Officer, Parkview Ortho Hospital

Teri Fontenot, CEO, Woman's Hospital

Jeremy Fotheringham, RN, MHSA, JD, Director, CARMA Center, University of Utah Healthcare

Molly Gamble, Writer/Assistant Editor, Becker's Hospital Review

Doug Garland, MD, Medical Director, Joint Replacement Center, Long Beach Memorial Medical Center

Claudia Stone Gourdon, SVP & National Marketing Manager, Healthcare Finance Group, LLC

Ron Greeno, MD, Chief Medical Officer, Cogent HMA

David Grinbergs, MD, FACEP, President of Emergency Services, TeamHealth

Joseph Guarracino, SVP & CFO, The Brooklyn Hospital Center

Kate Guelich, SVP, Kaufman, Hall & Associates

Jasen Gunderson, MD, MBA, CPE, SFHM, Chief Medical Officer, TeamHealth Hospital Medicine

Marc D. Halley, President & CEO, Halley Consulting

Ken Hanover, CEO, Northeast Health System, Inc.

Phillip Heckendorn, CEO, RadCare

Eric Heckerson, RN, MA, FACHE, VP of Operational Performance, TeamHealth

Jonathan Helm, AVA, Manager, VMG Health

Cathy Jacobson, President, Froedtert Hospital in Milwaukee  
David Jarrard, President & CEO, Jarrard, Phillips, Cate & Hancock

Leslie "Les" Jebson, Executive Director, University of Florida Ortho and Sports Medicine

Jen Johnson, CFA, Managing Director, VMG Health

Rebecca Kapphahn, Engagement Manager, Cejka Executive Search

Chris Karam, President & CEO,

CHRISTUS St. Michael Health System

Michael A. Kasper, CEO, DuPage Medical Group

Donna Katen-Bahensky, President & CEO, University of Wisconsin Hospitals and Clinics

Bob Kelley, SVP, Centers for Healthcare Analytics, Thomson Reuters

I. Naya Kehayes, MPH, Managing Principal & CEO, Eveia Health Consulting & Management

Marc D. Koch, President & CEO, Somnia, Inc.

Teresa Koenig, MD, The Camden Group

Matthew Kossman, Senior Director, Surgical Care Affiliates

Richard Kunnnes, MD, Managing Principal & CEO, Sevenex

Brent Lambert, MD, FACS, Principal & Founder, Ambulatory Surgical Centers of America

Luke Lambert, CFA, CASC, CEO,

Ambulatory Surgical Centers of America

Deborah Lantzy-Talpos, Head of Hospital Business Solutions

Charles S. Lauer, Author, Consultant, Speaker, Former Publisher of Modern Healthcare Magazine

Gregg P. Leff, EVP, Med Metrix

Jeff Leland, CEO, Blue Chip Surgical Center Partners

Kate Lovrien, Partner, Strategy, Health System Advisors

Adam Lynch, Vice President, Principle Valuation, LLC

Martin Machowsky, SVP, Strategic Communications, McGuireWoods Consulting

Angela Marchi, Division CEO, Health Management Associates

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John D. Martin, CEO, OrthoIndy

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Jeff Mason, CEO, BayCare Clinic

John W. McDaniel, MHA, President & CEO, Peak Performance Physicians

Amber McGraw-Walsh, Partner, McGuireWoods LLP

Bill Mohlenbrock, MD, FACS, Chairman & Chief Medical Officer, Verras

Michele M. Molden, EVP and Chief Transformation Officer, Piedmont Healthcare

Kristen Murtos, President, NorthShore University HealthSystem, Skokie Hospital

Peggy Naleppa, President & CEO, Peninsula Regional Medical Center

Eric T. Nielsen, MD, VP, The Camden Group

Casey Nolan, Managing Director, Navigant Healthcare

Gerard Nussbaum, Director of Technology, Kurt Salmon

Tim Ogonoski, Managing Director, Huron Healthcare

Jon O'Sullivan, Senior Partner, VMG Health

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Timothy Reed, Physician Practice Valuations Practice Leader, Sullivan Cotter and Associates, Inc.

William T. Reiser, VP Product Development, Halley Consulting

Russ Richmond, MD, CEO, Objective Health

Paul Rundell, Managing Director, Alvarez & Marsal

Angelo M. Russo, Partner, McGuireWoods LLP

Valinda Rutledge, Director of Patient Care Models Group, Center for Medicare/Medicaid Innovation

Scott Safriet, MBA, AVA, Partner, HealthCare Appraisers, Inc.

Alan Sager, PhD, Professor of Health & Policy Management, Boston University School of Public Health

Barry Sagraves, Juniper Advisory

H. Scott Sarran, MD, MM, Chief Medical Officer, Blue Cross Blue Shield of Illinois

Ben Sawyer, EVP, Care Logistics

Matt Searles, Managing Director, Merritt Healthcare

M. Michael Shabot, MD, Chief Medical Officer, Memorial Hermann

Kerry Shannon, Senior Managing Director, FTI Consulting  
Elizabeth Simpkin, Vice President of Consulting Services, Valence Health

Anu Singh, SVP, Kaufman, Hall & Associates, Inc

Paul Spiegelman, CEO, The Beryl Companies

R. Timothy Stack, President & CEO, Piedmont Health System

Thomas J. Stallings, Partner, McGuireWoods LLP

Charles "Chuck" D. Stokes, MHA, Chief Operating Officer, Memorial Hermann

Pamela Stoyanoff, EVP & COO, Methodist Health System

Paul R. Summerside, MD, MMM, Chief Medical Officer, BayCare Clinic

Melissa Szabad, Partner, McGuireWoods LLP

Michael O. Ugwueke, DHA, FACHE, CEO, Methodist Healthcare North and South Hospitals

Ronald Vance, Managing Director, Navigant Consulting, Inc.

Kevin Vermeer, EVP & CFO, Iowa Health System

Barton C. Walker, Partner, McGuireWoods LLP

David Walker, COO, RadCare

Gary E. Weiss, Treasurer & CFO, NorthShore University HealthSystem

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

Suzy Welch, Author, Television Commentator, Business Journalist

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- St. Mary's Hospital, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP
- Key Thoughts on Budgeting in times of Uncertainty - John R. Zell, VP of Finance and Chief Financial Officer, OSF St. Joseph, Henry Brown, CFO, Internal Fixation Systems, Joseph Guarraño, Senior Vice President & Chief Financial Officer at The Brooklyn Hospital Center, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP
- Key Strategies to Align Independent and Employed Physicians - Paul Summerside, MD, MMM, BayCare Clinic, Chris Karam, President & CEO, CHRISTUS St. Michael Health System, Allan Fine, SVP, Chief Strategy and Operations Officer, The New York Eye & Ear Infirmary, moderated by Kristian A. Werling, Partner, McGuireWoods LLP
- The Best Ideas for Health Systems and Hospitals Now - R. Timothy Stack, President & CEO, Piedmont Health System, Pamela Stoyanoff, Chief Operating Officer, Methodist Health System, moderated by Charles S. Lauer, Author, Consultant, Speaker, Former Publisher of Modern Healthcare Magazine
- Healthcare Reform - Future Thoughts on Success - Alan Sager, Ph.D., Boston University School of Public Health
- Plus 65 more great sessions

- Developing a Strategy for Your Hospital and Health System - Charles "Chuck" D. Stokes, MHA, Chief Operating Officer, Memorial Hermann, moderated by Bill Woodson, Senior Vice President, Sg2
- Developing an Outstanding Group Practice, Financial Sustainability, Culture and Other Issues - Jeff Mason, CEO, BayCare Clinic, Marc D. Halley, President & CEO, Halley Consulting, Joseph Golbus, MD, President, NorthShore University HealthSystem, moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP
- Keynote Panel - The Unintended Consequences of the Affordable Care Act - Andrea Price, FACHE, President & CEO, Mercy Northeast Region, Ken Hanover, CEO, Northeast Health System, Westchester Medical Center, moderated by Charles S. Lauer, Author, Consultant, Speaker, Former Publisher of Modern Healthcare Magazine
- Great Leadership - Moderated by Suzy Welch, Author, Television Commentator, Business Journalist, with Kristine Murtos, President, Skokie Hospital, Melissa Szabad, Teri Fontenot, CEO, Women's Hospital, Pamela Stoyanoff, EVP & COO, Methodist Health System
- Key Strategies for CFOs - Gary E. Weiss, CFO NorthShore University HealthSystem, William T. Cusick, Executive Vice President/CFO,

Register by April 1, 2012 and SAVE!  
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