

Hospitals and Health Systems Improving Profitability and Business and Legal Issues

April 13-14, 2010

Westin Hotel • 909 North Michigan Avenue • Chicago, Illinois
Limited to 125 attendees

Improving the Profitability of Your Hospital – Thrive Now and in the Future

- Focused on Chief Executive Officers and Chief Financial Officers
- Great Speakers from CHRISTUS St. Michael Health System, NYU Medical Center, Baylor HealthCare, LHP Hospital Group, Inc., Aurora Baycare Medical Center, Medical Center at St Elizabeth Place, OSF St. Joseph Medical Center, Kaufmann Hall, Sg2, Medical Facilities Corporation, HealthCare Finance Group, Sacred Heart Hospital, Wells Fargo Equipment Finance, McGuireWoods, and more
- Improve Your Profits Monday Morning
- Great topics and speakers focused on key business, financial, and legal issues facing Hospitals and Health Systems – 37 Sessions, 45 Speakers
- Immediately useful guidance plus great keynote speakers
- Joint Venture, Business and Legal Issues
- Big Thoughts Combined with Practical Guidance
- Great Networking
- Understand the Expected Impact of Healthcare Reform
- Orthopedics, Spine, Oncology, Cardiovascular, and more
- Service Line Profitability, Cost Cutting, Revenue Growth and more
- Have an outstanding time in Chicago

For more information, call ASC Communications (800) 417-2035

If you would like to sponsor or exhibit at this event, please call (800) 417-2035

**To register, contact ASC Communications at 800-417-2035
or fax 866-678-5755 or Email: registration@beckersasc.com**

Register online: <https://www.regonline.com/hospitalandhealthsystemconference>

Improving the Profitability of Your Hospital and Health Systems – Thrive Now and in the Future

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 how to grow revenue, become dominant in key service line areas — orthopedic, oncology, neurosurgery, and cardiology. Improve reimbursement; manage, reduce and benchmark costs; introduce new specialties; work on joint-ventures and much, much more.

The Becker's Hospital Review:

- 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.

To Subscribe to Becker's Hospital Review, call 800-417-2035.

PROGRAM SCHEDULE

Conference – Tuesday, April 13, 2010

11:30am – 1:00pm Registration
 1:00pm – 5:25pm Conference
 5:25pm – 7:00pm Reception, Cash Raffles, Exhibit Hall

Conference – Wednesday, April 14, 2010

7:00am – 9:00am Registration and Continental Breakfast
 9:00am – 5:15pm Conference, Including Lunch and Exhibit Hall Breaks
 5:15pm – 7:00pm Reception, Cash Raffles, Exhibit Hall

Tuesday, April 13, 2010

11:30 am – 1:00 pm
 Registration

1:00 pm – 1:05 pm
 Introductions

1:05 pm – 1:50 pm
The Politics of Healthcare Reform
 Ron Brownstein, Political Director,
 Atlantic Media Company

1:55 pm – 2:40 pm
The Best Ideas for Hospitals Now
 Chris Karam, FACHE, President & CEO, CHRISTUS St. Michael Health System, Dan Moen, CEO, LHP Hospital Group, Inc, Paul R. Summerside, MD, Chairman of the Board, Aurora Baycare Medical Center, Alex Rintoul, CEO, Medical Center at St. Elizabeth Place
 Moderated by Scott Becker, JD, CPA, Partner, McGuireWoods, LLP

2:45 pm – 3:25 pm
A - The 5 Things Hospitals Should Look For In A Partner
 Dan Moen, CEO, LHP Hospital Group, Inc.

B – Developing a Sustainable Physician Strategy
 Walter Morrissey, MD, Vice President, Kaufman Hall

3:25 pm – 3:40 pm
 Break

3:45 pm – 4:15 pm
A - 5 Key Concepts for Growing Profits in a Challenging Economic Environment
 Chris Karam, FACHE, President & CEO, CHRISTUS St. Michael Health System

B – Hospital Transactions, Current Market Analysis and Valuations

Greg Koonsman, Senior Partner, and Jon O'Sullivan, Senior Partner, VMG Health

C - Key Trends and Ideas for Improving Hospital Performance and Aligning with Physicians

Bill Southwick, President & CEO, Healthmark Partners, Marc Halley, President/CEO, Halley Consulting Group, Marc E. Koch, MD, MBA, President & CEO, Somnia Anesthesia

4:20 pm – 4:50 pm
A – Strategies for Competing with a Dominant Hospital
 Alex Rintoul, CEO, Medical Center at St. Elizabeth Place

B – A Prescription for the Free Standing Emergency Department
 Kimberly J. Nealon, RN, BSN, Site Director, St. Vincent Medical Center Northeast, John Marshall, Executive Director, Business Development Midwest, BrennerDuke, Steve Mombach, VP Ambulatory Services, TriHealth

4:55 pm – 5:25 pm
A – Making Employed Physician Models Profitable
 Marc Halley, MBA, President & CEO, Halley Consulting Group

B – How Doctors Think, Why Doctors Are Different – Suggestions, Ideas and Tips for Partnering with Physicians
 Jeff Leland, Managing Director, Blue Chip Surgical Center Partners

5:25 pm – 7:00 pm
 Cocktail Reception

Wednesday, April 14, 2010

7:00 am – 9:00 am

Registration and Continental Breakfast

9:00 am – 9:40 am

Physician Hospital Relationships – A Review of Evolving Problems and Opportunities

Paul Summerside, MD, Chairman of the Board, Aurora BayCare Medical Center

9:45 am – 10:15 am

A - Using Metrics to Analyze Hospital Financial Performance

Zach Hafner, Vice President Strategy and Financial Planning, Kaufman Hall

B – The Evolution of Service Line Co-Management Relationships with Physicians – Key Observations on Relationships and Fair Market Value

Scott Safriet, MBA, AVA, Principal, Healthcare Appraisers, Kristian Werling, JD, Attorney, McGuireWoods, LLP

C – An Analysis of What Works, What Doesn't – Key Thoughts from 10 Great Partnerships with Management Companies and Hospitals

Joe Clark, EVP and Chief Development Officer, Surgical Care Affiliates

10:45 am – 11:15 am

A – The Best Ideas for Hospital CFOs Now

Faye Deich, Chief Operating Officer, Sacred Heart Hospital, John R. Zell, CPA, MBA, CFO, OSF St. Joseph Medical Center, David Felsenthal, Senior Partner, Principle Valuation, John Thomas, EVP Healthcare REIT, Moderated by Claudia Gourdon, Senior Vice President, National Marketing Manager, Healthcare Finance Group

B – Running Your Hospital's Orthopedic Program Smarter – Benchmarking – Improving Revenues per Case, Reducing Hours Per Case, Supply Costs per Case, Staffing and More

Larry Teuber, MD, President, Medical Facilities Corporation

C – Core Stark and Anti Kickback Issues - 5 Recent Kickback and Stark Settlements

Scott Becker, JD, Partner, McGuireWoods, LLP

11:20 am – 11:50 am

A – The Cost Benefit Case for Utilizing Hospitalists

Stephen Houff, MD, President, Hospitalists Management Group

B – 4 Key Ideas and Concepts to Improve Cardiovascular Program Profitability

Ted Winslow, MD, Sg2

C – Key Tips for Successful Physician Hospital Joint Ventures

Larry Taylor, President, Practice Partners in Healthcare

12:00 pm – 12:30 pm

A – Key Steps to Contain Costs

Faye Deich, Chief Operating Officer, Sacred Heart Hospital, Regional Director, Hospital Sisters Health System

B – Clinical Integration Models and How to Affiliate for Managed Care Contracting

Brian Silverstein, MD, Senior Vice President, The Camden Group

C – Ancillary Facilities Financing Challenges

Peter Myhre, Senior Vice President, Wells Fargo Equipment Finance

12:30 pm – 1:30 pm

Lunch Break

1:30 pm – 2:05 pm

A - Monetization of Non Core Assets and Outsourcing Facility Development

Michael Bryant, CEO, Methodist Medical Center and Gordon Soderland, SVP, Strategic Relationships, DASCO Companies

B – A New Model in Cancer Care

John Marshall, Executive Director, Business Development Midwest and Deeni Taylor, Regional Executive Vice President, BremnerDuke, Donna Bowers, JD, RHIA, VP, Baylor University Medical Center

C – Distressed Hospital Financing Issues

Shane Passarelli, Senior Vice President, Healthcare Finance Group, and Gary Samson, Partner, McGuireWoods, LLP

2:10 pm – 2:45 pm

A – How to Work With Physician Owned Hospitals

Tom Michaud, Chairman/CEO, Foundation Surgical Hospital Affiliates

B – 4 Best Practices for Hospital Spine Programs

Ted Michalke, Managing Partner, NeuStrategy, Inc.

C – Developing Hospital Physician GI Joint Ventures

John Poisson, Senior Vice President, Physicians Endoscopy

3:20 pm – 3:55 pm

A – Data Transparency and Quality in Healthcare

Holly Hampe, Director, Patient Safety and Quality, and Mary Beth Lang, Senior Vice President, Amerinet

B – Moving Outpatient Surgery Out of the Hospital

Joseph Bosco, MD, Vice Chair, Clinical Affairs, Department of Orthopaedic Surgery, NYU Hospital for Joint Diseases, Moderated by Joan Dentler, MBA, Managing Partner, ASC Strategies

C – ASCs as a Physician Engagement Tool for Hospitals and Health Systems – How Does a Hospital Assess the Financial Impact? How Do You Ensure Physician Engagement? How Should You Measure Hospital Success?

David Thoene, CEO, Medical Surgical Partners, LLC

4:00 pm – 4:35 pm

A – Best Practices for Retaining Senior Level Leadership

Doug Smith, CEO, BE Smith

B – Best Practices to Reduce Costs

Angie Blankinship, Director of Surgery Services, San Luis Valley Regional Center

C – The 5 Most Pressing Legal and Compliance Issues Facing Hospitals Today

Scott Becker, JD, CPA, Partner, McGuireWoods, LLP

4:40 pm – 5:15 pm

A – Maintaining Profits, Containing Costs and Patient Care Success in a Recession

Nicola Hawkinson, MA, RN, RNFA, NP, CEO & Founder, Spine Search

B – 4 Core Ideas and Concepts to Improve Oncology Program Profitability

Lisa Slama, PhD, Director, Sg2

C - Automating procedure documentation, coding for reduced costs and increased profitability

Benjamin Krevsky, MD, MPH, Director of GI Endoscopy, Gastroenterology Section, Temple University School of Medicine

5:15 – 7:00 pm

Cocktail Reception

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CONFERENCE SPEAKERS

Scott Becker, JD, CPA,
Partner, McGuireWoods, LLP

Angela L. Blankinship,
Director of Surgery Services,
San Luis Valley Regional Center

Joseph Bosco, MD,
Vice Chairman Clinical Affairs, Dept of
Orthopedic Surgery NYU

Donna Bowers, JD, RHIA,
Vice President, Baylor University
Medical Center

Ron Brownstein,
Political Director,
Atlantic Media Company

Michael Bryant,
President & CEO, Methodist Health
Services Corporation

Joe Clark,
EVP and Chief Development Officer,
Surgical Care Affiliates

Faye Deich,
Chief Operating Officer,
Sacred Heart Hospital, Regional
Director, Hospital Sisters Health System

Joan Dentler, MBA,
Managing Partner, ASC Strategies

David Felsenthal,
Co-Founder, Principle Valuation

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

Zachary Hafner,
VP Strategy and Financial Planning,
Kaufman Hall

Marc Halley,
President/CEO,
Halley Consulting Group

Holly Hampe,
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Patient Safety & Quality, Amerinet

Nicola Hawkinson,
CEO & Founder, Spine Search

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Temple University School of Medicine

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Blue Chip Surgical Center Partners

John Marshall,
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Business Development Midwest,
BremnerDuke

Theodore W. Michalke,
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Steve Mombach, VP Ambulatory
Services, TriHealth

Walter Morrissey, MD,
Vice President, Kaufman Hall

Peter S. Myhre,
Senior Vice President,
Wells Fargo Equipment Finance

Kimberly J. Nealon, RN, BSN,
Site Director,
St. Vincent Medical Center Northeast

Jon O'Sullivan,
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Shane Passarelli,
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Physicians Endoscopy

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Brian Silverstein,
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The Camden Group

Lisa Slama, Director, Sg2

Doug Smith, CEO, BE Smith

Gordon Soderland,
SVP Strategic Relationships, DASCO
Companies

Bill Southwick, President & CEO,
Healthmark Partners

Paul R. Summerside, MD,
Chairman of the Board,
Aurora BayCare Medical Center

Deeni Taylor,
Regional Executive Vice President,
BremnerDuke

Larry Taylor,
President,
Practice Partners in Healthcare

Larry Teuber, MD,
President, Medical Facilities
Corporation

David M. Thoene,
CEO, Medical Surgical Partners, LLC

John Thomas,
Executive Vice President,
Healthcare REIT

Kristian Werling,
Attorney, McGuireWoods, LLC

Ted Winslow, MD, Sg2

John R. Zell, CPA, MBA, CFO,
OSF St. Joseph Medical Center

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Hospitals and Health Systems Conference
Improving Profitability and Business and Legal Issues

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APRIL 13-14, 2010
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1st Attendee	\$675	\$ _____	\$775	\$ _____
2nd Attendee	\$575	\$ _____	\$675	\$ _____
3rd Attendee	\$475	\$ _____	\$575	\$ _____
4th Attendee or more	\$450	\$ _____	\$550	\$ _____

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REGISTER ONLINE AT:
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GENERAL INFORMATION

HOTEL RESERVATIONS

Westin Hotel has set aside special group rates for conference attendees. To make a reservation, go to <http://www.starwoodmeeting.com/Book/hospital2010>

The Westin
909 N. Michigan Avenue
Chicago, IL 60611
(312) 943-7200
Group Room Rates: \$289

CONFERENCE QUESTIONS

For additional information or questions regarding the conference please contact service@myanswering.com

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Register by March 1, 2010 and SAVE!

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- Physicians Hospital Relationships - A Review of Evolving Problems and Opportunities - Paul Summerside, MD, Chairman of the Board, Aurora BayCare Medical Center
- Moving Outpatient Surgery Out of the Hospital - Joseph Bosco, MD, Vice Chairman, Clinical Affairs, Dept. of Orthopedic Surgery, NYU, David A. Dibner, Senior Vice President, Hospital Operations & Musculoskeletal Strategic Area, NYU, Joan Dentler, Managing Partner, ASC Strategies
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- Plus 30 more great sessions