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, 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, 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

• 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
• 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

TO REGISTER, CALL 800-417-2035 • FAX 866-678-5755 • EMAIL registration@beckershospital.com
www.beckershospitalreview.com/2012meeting
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

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 Dave, MHA, PMP’, Managing Director, Apex Health Associates

TO REGISTER, CALL 800-417-2035 • FAX 866-678-5755 • EMAIL registration@beckershospital.com
www.beckershospitalreview.com/2012meeting
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 Navigant

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, EVP, 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, MS/SHA, FACCME, Founder, ASD Management

2:25 – 3:05 PM
A. Key Concepts to Be a Great Hospital CEO - How to Succeed and Develop Raving 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

TO REGISTER, CALL 800-417-2035 • FAX 866-678-5755 • EMAIL registration@beckershospital.com
www.beckershospitalreview.com/2012meeting
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 – 8:10 AM</td>
<td>Registration and Continental Breakfast</td>
</tr>
<tr>
<td>8:10 – 9:00 AM</td>
<td>KEYNOTE – From Nixon to Obama Bob Woodward, Legendary Political Journalist &amp; Associate Editor, The Washington Post</td>
</tr>
<tr>
<td>9:00 – 9:45 AM</td>
<td>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 &amp; CEO, Vanguard Health System, moderated by Charles S. Lauer, Author, Consultant, Speaker and Former Publisher of Modern Healthcare Magazine</td>
</tr>
<tr>
<td>10:45 – 11:30 AM</td>
<td>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 &amp; COO, Methodist Health System</td>
</tr>
<tr>
<td>11:35 – 12:20 PM</td>
<td>B. 5 Key Financial Ratios That Providers Should be Tracking Kate Guelich, Senior Vice President, Kaufman, Hall &amp; Associates</td>
</tr>
<tr>
<td>11:35 – 12:20 PM</td>
<td>A. Developing an ACO and Alignment Strategy for Your Health System Dana Gilbert, Vice President of Clinical Innovation, Advocate Physicians Partners</td>
</tr>
<tr>
<td>11:35 – 12:20 PM</td>
<td>B. What Should a Hospital CEO and CFO be Paid? Paul Esselman, Executive Vice President and Managing Principal, Rebecca Kappahn, Engagement Manager, Gejka Executive Search</td>
</tr>
<tr>
<td>11:35 – 12:20 PM</td>
<td>C. A Perspective on the Medical Staff of the Future Ron Greeno, MD, CMO, Cogent HMA</td>
</tr>
<tr>
<td>11:35 – 12:20 PM</td>
<td>D. Fixing Physician Hospital Joint Ventures That are Struggling Brent W. Lambert, MD, FACS, Principal &amp; Founder, and Luke Lambert, CFA, CASC, CEO, Ambulatory Surgical Centers of America</td>
</tr>
<tr>
<td>11:35 – 12:20 PM</td>
<td>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</td>
</tr>
<tr>
<td>11:35 – 12:20 PM</td>
<td>B. The Importance of Data and Analytics in a Bundled Payment Approach Bob Kelley, Senior Vice President, Center for Healthcare Analytics, Thomson Reuters</td>
</tr>
<tr>
<td>5:00 – 7:00 PM</td>
<td>Networking Reception, Cash Raffles &amp; Exhibits</td>
</tr>
</tbody>
</table>
D. The 5 Best ideas for ACOs, PHOs and Hospital ASC JVs

Kathleen Crawford, MSN, MBA, FACHE, Chief Operating Officer, Ashatabula 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 Solutions, moderated by David Jarrard, President & CEO, Jarrard, Phillips, Cate & Hancock

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 Jelson, 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, L. Naya Kahayes, 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

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, McGuire-Woods 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 Searels, 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

TO REGISTER, CALL 800-417-2035 • FAX 866-678-5755 • EMAIL registration@beckershospital.com
www.beckershospitalreview.com/2012meeting
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 Robergs, 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 Welches 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 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 not 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 corporeal 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

TO REGISTER, CALL 800-417-2035 • FAX 866-678-5755 • EMAIL registration@beckershospital.com
www.beckershospitalreview.com/2012meeting
Becker’s Hospital Review Annual Meeting

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

- 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

Register by April 1, 2012 and SAVE!

Hotel Allegro
171 West Randolph Street • Chicago, Illinois

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

To register, contact Becker’s Hospital Review at 800-417-2035 or fax 866-678-5755 or Email: registration@beckershospital.com
Register online: 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
9:00 AM - 4:10 PM | CONCURRENT TRACKS
CEOs, ACOs and Physician Improvement - Specialties and Related Issues -  Co-Management, Clinical Integration, Hospital Integration
9:00 AM - 4:10 PM | Hospital Integration  CFOs, and Business and Legal Issues
CEOs, ACOs and Physician Improvement - Specialties and Related Issues -  Co-Management, Clinical Integration, Hospital Integration
9:00 AM - 4:10 PM | Hospital Integration  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 | Cocktail 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
8:10 - 8:45 am | From Nixon to Obama - Bob Woodward, Legendary Political Journalist
WALNUT BALLROOM | SCREENING ROOM 1
9:00 AM - 5:10 PM | CONCURRENT TRACKS
ACOs and Physician Hospital Integration
ACOs and Physician Hospital Integration
9:00 - 5:10 PM | Improving Profitability - CFOs, and Business and Legal Issues
ACOs and Physician Hospital Integration
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 | Cocktail Reception, Raffles and Exhibits Open in Green Room and Walnut Foyer
### Becker's Hospital Review annual meeting

**Thursday | May 17**

- **7:00 - 9:00 AM**
  - Registration and Exhibitor Set Up - Green Room and Walnut Foyer

#### Concurrent Tracks

- **9:00 AM - 4:10 PM**
  - CEOs, ACOs and Physician Improving Profitability - Key Specialties and Related Issues - Orthopedics, Neurosurgery, Cardiology, Oncology and Radiology
  - Co-Management, Clinical Integration, ACOs and Quality

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

- **4:15 - 5:15 PM**
  - Keynote - Leadership and Management in 2012 - Mike Ditka, Legendary NFL Player and Football Coach

- **5:15 - 7:00 PM**
  - Cocktail 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 & Associate Editor, The Washington Post

#### Concurrent Tracks

- **9:00 AM - 5:10 PM**
  - ACOs and Physician Improving Profitability - Key Specialties and Related Issues - Physician/Hospital Joint Ventures, Orthopedics, Cardiovascular Quality and Anesthesia
  - Hospital Integration, CFOs, and Business and Legal Issues - Orthopedics, Neurosurgery, Cardiology, Oncology and Radiology

- **9:00 - 9:45 AM**
  - Keynote Panel - The Best Thoughts on Physician Alignment - Moderated by Charles S. Lauer, Former Publisher of Modern Healthcare Magazine, Consultant, Speaker

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

- **10:45 - 11:30 AM**
  - Keynote Panel - Great Leadership - Moderated by Suzy Welch, Author, Television Commentator, Business Journalist

- **11:35 - 12:20 PM**
  - Keynote Panel - Evolving Strategy - Thinking 10 Months and 10 Years Into the Future - Moderated by Suzy Welch, Author, Television Commentator, Business Journalist

- **12:20 - 1:05 PM**
  - Networking Lunch and Exhibits

- **5:10 - 6:30 PM**
  - Cocktail Reception, Raffles and Exhibits open in Green Room and Walnut Foyer
Becker’s Hospital Review Annual Meeting
MAY 17-18, 2012
HOTEL ALLEGRO • CHICAGO, ILLINOIS

REGISTRATION INFORMATION
First/Last Name:________________________
Degree (As you wish it to appear on your badge):________________________
Title:________________________
Facility/Company:________________________
Address:________________________
City/State/Zip:________________________
Phone:________________________ Fax:________________________
Email:________________________

REGISTRATION FEES
ANNUAL CONFERENCE & EXHIBITS
Receive multiple registrant discount(s). The more people you send, the greater discount you receive. The prices listed below are per person. Your registration includes all conference sessions, materials and the meal functions.

MAIN CONFERENCE ONLY
FEES AMOUNT FEES AMOUNT
(Before 4/1/12) (After 4/1/12)
1st Attendee $675 $___________ $775 $___________
2nd Attendee $575 $___________ $675 $___________
3rd Attendee $475 $___________ $575 $___________
4th Attendee or more $450 $___________ $550 $___________
(Ask about larger group discounts)

TOTAL ENCLOSED $___________

PAYMENT INFORMATION
☐ Enclosed is a check, payable to ASC Communications
☐ I authorize to charge my:
☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS
Credit Card Number:________________________ Expiration Date:________________________
Printed Cardholder Name:________________________ Zip Code:________________________
Cardholder Billing Address:________________________
City/State/Zip:________________________
Signature:________________________
CVV#/3-digit #:________________________

TO REGISTER
COMPLETE REGISTRATION FORM AND MAIL OR FAX AS FOLLOWS:
Mail: Make checks payable to ASC Communications
Fax: Fax registration form with credit card information to 866-678-5755
Call: Call 800-417-2035 to register by phone
Email: registration@beckershospital.com
Web site: www.BechersHospitalReview.com
Cancellation Policy: Written cancellation requests must be received by March 1, 2012. Refunds are subject to a $100 processing fee. Refunds will not be made after this date.

REGISTRATION ONLINE AT:
www.beckershospitalreview.com/2012meeting

Multi-Attendee Discount Policy: To be eligible for the discount, your hospital must be registered at one time and work at the same address. Just copy the registration form for each attendee. Employees from a 2nd location are not eligible for the discount.

GENERAL INFORMATION
HOTEL RESERVATIONS
Hotel Allegro has set aside special group rates for conference attendees. To make a reservation online please copy and paste this link into your browser: https://gc.synxis.com/sez.aspx?Hotel=26719&Chain=10179&arrive=5/16/2012&depart=5/19/2012&adult=1&child=0&group=12400203600
Hotel Allegro Chicago
Phone: 800-643-1500 - Fax 312-236-0917
171 West Randolph Street, Chicago, IL 60601
Group Name: Becker’s Hospital Review Annual Meeting
Group Rate: $219/night

CONFERENCE QUESTIONS
For additional information or questions regarding the conference please contact questions@beckershospital.com

For Becker’s Hospital Review and exhibiting and sponsorship questions contact 800-417-2035

ASC Communications, Inc.
800-417-2035

ADA REQUEST
If you require special ADA accommodations, please contact us at 800-417-2035

ONLINE REGISTRATION
www.beckershospitalreview.com/2012meeting

Register before April 1, 2012, and SAVE on registration!

For information on exhibiting and sponsorships, call 800-417-2035

Becker’s Hospital Review Annual Meeting

TO REGISTER, CALL 800-417-2035 • FAX 866-678-5755 • EMAIL registration@beckershospital.com
www.beckershospitalreview.com/2012meeting

Great topics and speakers focused on ACOs, Physician-Hospital Integration, Improving Profitability and Key Specialties - 74 Sessions - 124 Speakers

Register by April 1, 2012 and SAVE!

Thank You to Our Corporate Sponsors

Big thanks to our sponsors for their support of this event.