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
11:30 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

Conference – Wednesday, April 14, 2010
7:00 am – 9:00 am Registration and Continental Breakfast
9:00 am – 5:15 pm Conference, Including Lunch and Exhibit Hall Breaks
5:15 pm – 7:00 pm Reception, Cash Raffles, Exhibit Hall

Tuesday, April 13, 2010

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, BrenmerDuke, 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

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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

10:45 am – 11:15 am
B – The Best Ideas for Hospital CFOs Now
Faye Deich, Chief Operating Officer, Sacred Heart Hospital, Regional Director, Hospital Sisters Health System

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

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

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, Aimerinet

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

5:15 – 7:00 pm
Cocktail Reception

Stephan Houff, MD, President, Hospitalists Management Group

B – 4 Key Ideas and Concepts to Improve Cardiovascular Program Profitability
Ted Winslow, MD, SG

C – Key Tips for Successful Physician Hospital Joint Ventures
Larry Taylor, President, Practice Partners in Healthcare

B – 4 Core Ideas and Concepts to Improve Oncology Program Profitability
Lisa Slama, PhD, Director, Sg2

C – Developing Hospital Physician GI Joint Ventures
John Poisson, Senior Vice President, Physicians Endoscopy

11:20 am – 11:50 am
A – The Best Ideas for Hospital Spine Programs
Ted Michalke, Managing Partner, NeuStrategy, Inc.

B – 4 Best Practices for Hospital Spine Programs
Ted Michalke, Managing Partner, NeuStrategy, Inc.

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

1:30 pm – 1:50 pm
A – Ancillary Facilities Financing Challenges
Peter Myhre, Senior Vice President, Wells Fargo Equipment Finance

4:00 pm – 4:35 pm
A – Best Practices for Retaining Senior Level Leadership
Doug Smith, CEO, BE Smith

3:20 pm – 3:55 pm
A – How to Work With Physician owned Companies and Hospitals
Joe Clark, EVP and Chief Development Officer, Surgical Care Affiliates

4:40 pm – 5:15 pm
A – How to Work With Physician Owned Hospitals
Tom Michaud, Chairman/CEO, Foundation Surgical Hospital Affiliates

5:15 – 7:00 pm
Cocktail Reception
## CONFERENCE SPEAKERS

| Scott Becker, JD, CPA, Partner, McGuireWoods, LLP | Chris Karam, President/CEO, CHRISTUS St. Michael Health System | Alex Rintoul, CEO, Medical Center at St. Elizabeth Place |
| Angela L. Blankinship, Director of Surgery Services, San Luis Valley Regional Center | Marc E. Koch, MD, MBA, President & CEO, Somnia Anesthesia | Scott Safriet, MBA, AVA, Principal, Healthcare Appraisers |
| Joseph Bosco, MD, Vice Chairman Clinical Affairs, Dept of Orthopedic Surgery NYU | Greg Koonsman, Senior Partner, VMG Health | Gary D. Samson, Partner, McGuireWoods, LLC |
| Donna Bowers, JD, RHIA, Vice President, Baylor University Medical Center | Benjamin Krevsky, MD, MPH Director of GI Endoscopy | Jim Shannon, Executive Vice President, LHP Hospital Group, Inc. |
| Ron Brownstein, Political Director, Atlantic Media Company | Gastroenterology Section Temple University School of Medicine | Brian Silverstein, Senior Vice President, The Camden Group |
| Michael Bryant, President & CEO, Methodist Health Services Corporation | Mary Beth Lang, Senior Vice President, Amerinet | Lisa Slama, Director, Sg2 |
| Joe Clark, EVP and Chief Development Officer, Surgical Care Affiliates | Jeff Leland, Managing Director, Blue Chip Surgical Center Partners | Doug Smith, CEO, BE Smith |
| Faye Deich, Chief Operating Officer, Sacred Heart Hospital, Regional Director, Hospital Sisters Health System | John Marshall, Executive Director, Business Development Midwest, BremnerDuke | Gordon Soderland, SVP Strategic Relationships, DASCO Companies |
| Joan Dentler, MBA, Managing Partner, ASC Strategies | Theodore W. Michalke, Managing Partner, NeuStrategy, Inc. | Bill Southwick, President & CEO, Healthmark Partners |
| David Felsenthal, Co-Founder, Principle Valuation | Tom Michaud, CEO, Foundation Surgical Hospital Affiliates | Paul R. Summerside, MD, Chairman of the Board, Aurora BayCare Medical Center |
| Claudia Stone Gourdon, SVP, National Marketing Manager, Healthcare Finance Group | Dan Moen, CEO, LHP Hospital Group, Inc. | Deeni Taylor, Regional Executive Vice President, BremnerDuke |
| Zachary Hafner, VP Strategy and Financial Planning, Kaufman Hall | Steve Mombach, VP Ambulatory Services, TriHealth | Larry Taylor, President, Practice Partners in Healthcare |
| Marc Halley, President/CEO, Halley Consulting Group | Walter Morrissey, MD, Vice President, Kaufman Hall | Larry Teuber, MD, President, Medical Facilities Corporation |
| Holly Hampe, Director, Patient Safety & Quality, Amerinet | Peter S. Myhre, Senior Vice President, Wells Fargo Equipment Finance | David M. Thoene, CEO, Medical Surgical Partners, LLC |
| Nicola Hawkkinson, CEO & Founder, Spine Search | Kimberly J. Nealon, RN, BSN, Site Director, St. Vincent Medical Center Northeast | John Thomas, Executive Vice President, Healthcare REIT |
| Stephen Houff, MD, President, Hospitalists Management Group | Jon O'Sullivan, Senior Partner, VMG Health | Kristian Werling, Attorney, McGuireWoods, LLC |
| | Shane Passarelli, Senior Vice President, Healthcare Finance Group | Ted Winslow, MD, Sg2 |
| | John Poisson, Senior Vice President, Physicians Endoscopy | John R. Zell, CPA, MBA, CFO, OSF St. Joseph Medical Center |

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BECKER’S HOSPITAL REVIEW
APRIL 13-14, 2010
WESTIN HOTEL • CHICAGO, ILLINOIS

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Cancellation Policy: Written cancellation requests must be received by Sept. 1, 2009. Refunds are subject to a $100 processing fee. Refunds will not be made after this date.

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.

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