

Becker's Hospital Review Annual Meeting

ACOs, Physician-Hospital Integration, Improving Profitability and Key Specialties

- Great topics and speakers focused on ACOs, Physician-Hospital Integration, Improving Profits and Key Specialties
- The smartest people in the healthcare arena
- 53 Sessions, 79 Speakers
- Focused talks and panels on the most important subjects facing health systems today
- Keynote presentations from Charles N. Kahn III ("Chip"), President, Federation of American Hospitals and Peter Kongstvedt, Principal, P. R. Kongstvedt Company, LLC, Author, and Senior Health Policy Faculty Member in the Dept. of Health Administration and Policy at

George Mason University

- Keynote panel moderated by Charles S. Lauer, Former Publisher of Modern Healthcare Magazine, Consultant, Speaker, and featuring Thomas J. Sadvary, President & Chief Executive Officer, Scottsdale Healthcare, Michael D. Israel, President & Chief Executive Officer, Westchester Medical Center, Joseph A. Scopelitti, MD, Co-CEO, Medical Affairs, Guthrie Health, President & CEO, Guthrie Clinic
- Keynote presentation by Richard J. ("Rick") Pollack, Executive Vice President, Advocacy and Public Policy, American Hospital Association

May 19-20, 2011

Palomar Hotel

505 North State Street, Chicago, Illinois

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Becker's Hospital Review Annual Meeting –

ACOs, Physician- Hospital Integra- tion, 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 19, 2011

7:00am – 9:00am	Registration
9:00am – 5:15pm	Conference
5:15pm – 7:00pm	Reception, Cash Raffles, Exhibits

Conference – Friday, May 20, 2011

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

Thursday, May 19, 2011

7:00 – 9:00 am
Registration

9:00 – 12:00 pm
Exhibitor Set-Up

9:00 am - 9:30 am
A - ACO Partnerships - A Case Study
Bob Edmondson, Vice President,
Planning, West Penn Allegheny
Health System

**B - Achieving Success as an
Independent Hospital, A Case Study
Approach**
Darin Morgan, Manager, Healthcare
Strategy Practice, Kurt Salmon As-
sociates

**C - Orthopedics, An Overview of the
Next Five Years**
John Cherf, MD, MPH, MBA, Presi-
dent, OrthoIndex, Clinical Advisor,
Sg2, Orthopedic Surgeon, Chicago
Institute of Orthopedics

9:35 am – 10:20 am
**A - Commercial Payors and Health
Reform - Manage Payor Efforts to
Slow Costs and Drive Favorable
Outcomes**
Lawrence Nall, Vice President,
Managed Care, Quorum Health
Resources, LLC

**B - Physician Compensation - A
Review of Compensation Metrics for 5
Key Areas, Primary Care, Cardiology,
Oncology, Orthopedics and
Neurosurgery**
Steve Rice, Executive Vice President,
Integrated Healthcare Strategies

C - Replacing Revenue for a Hospital When Developing Ambulatory Businesses

Robert Zasa, MSHHA, FACMPE,
Founder, ASD Management

10:25 am – 10:55 am **A - An Overview of the Leading Investor Owned Hospital Chains, HCA, CHS, Vanguard and More**

Anu Singh, Vice President, Kaufman,
Hall & Associates

**B - Healthcare Reform and Its Impact
on Providers and the Credit Market**
Shane Passarelli, Senior Vice President,
Healthcare Finance Group, Gary D.
Samson, Partner, McGuireWoods LLP
and Carsten Beith, Managing Director,
Cain Brothers

**C - What's New, Next and Best in
Healthcare Strategy, Marketing and
Communications - How to Build
Market Share**
Rhoda Weiss, Ph.D., National Healthcare
Consultant, Speaker, Author & Editor,
Marketing Health Services Magazine

11:00 am – 11:45 am
A - The Best Ideas for Hospitals Now
Tom Hearn, Senior Vice President
Ambulatory Care, Novant Health,
Thomas J. Sadvary, President & CEO,
Scottsdale Healthcare, and Barbara
Gray, Vice President, Accountable
Care Collaboratives, Premier, Inc.
Moderated by Scott Becker, JD, CPA,
Partner, McGuireWoods LLP

**B - The Evolution of Service Line
Co-Management Relationships, What
Services, What is Fair Value, How to
Pay for It**
Scott Safriet, MBA, AVA, Principal,
Healthcare Appraisers, and Krist Wer-
ling, JD, McGuireWoods LLP

C - ASCs as a Physician Alignment Tool

Christian D. Ellison, Vice President,
Health Inventures

11:45 am – 12:30 pm

Networking Lunch & Exhibits

12:30 pm – 1:15 pm

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

Joe Golbus, MD, President, NorthShore University HealthSystem, Paul R. Summerside, FAAEM, FACEP, MMM, MD, Chief Medical Officer, BayCare Clinic, Chairman of the Board, Aurora BayCare Medical Center, Moderated and led by Walter W. Morrissey, MD, Vice President, Kaufman Hall

B - Key Strategies to Maintaining A Great Independent Hospital

Sean M. Fadale MBA, FACHE, Vice President, Business Development, Nicholas H. Noyes Memorial Hospital, Virginia Tyler, M.Div, FACHE, President, Tyler Consulting, Katie Carow, MBA, Principal, Carow Consulting

C - Valuing Practices for Acquisitions - Assessing Acquisition Price and Compensation

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

1:20 pm – 1:50 pm

A - Developing a Sustainable Physician Strategy

Kenneth H. Cohn MD, MBA, FACS, CEO, Healthcare Collaboration

B - Whole Hospital Joint Ventures Between For Profit Hospital Companies and Not For Profit Hospitals

Pete Lawson, Executive Vice President Development, Health Management Associates

C - The Re-emergence of Orthopedic Surgery Employment

Leslie R. Jebson, Executive Director, University of Florida Orthopaedics and Sports Medicine Institute, Program Director, University of Florida Graduate Program in Physician Practice Integration, Mark S. Thomas, Senior Attorney, Dell Graham

1:55 pm – 2:35 pm

A - Using a PHO as the Foundation of an ACO

Eric P. Norwood, FACHE, President & CEO, DeKalb Regional Health System, Inc., Albey Wildstein, MD, Chairman, DPHO, Inc., Susan L. Helton, Executive Director, DeKalb PHO

B - Maximize OR Performance: How to Align Perioperative, Anesthesia, and Surgical Staff to Drive Efficiency in Your Largest Revenue Center

Timothy Dowd, MD, Managing Partner, North American Partners in Anesthesia

C - Physician Employment and Compensation: Develop and Implement Physician Compensation Models That Work

BJ Millar, Director Physician Services, Quorum Health Resources, LLC

2:35 pm – 2:50 pm

Networking Break & Exhibits

2:50 pm – 3:30 pm

A - The 5 Best Ideas for ACOs

Joseph A. Scopelliti, MD, Co-CEO, Medical Affairs for Guthrie Health, President & CEO, Guthrie Clinic

B - Contracting with Hospital-Based Physicians - Direct Contracting vs. Outsourcing

Alan Channing, President and CEO Sinai Health System, Chairman Elect, Illinois Hospital Association, Lynn Massingale, MD, FACEP, Executive Chairman, TeamHealth Moderated by Scott Becker, Partner, McGuireWoods LLP

C - Operational Ideas to Improve Surgical Department Efficiency

Larry Teuber, MD, President, Medical Facilities Corporation

3:35 pm – 4:25 pm

KEYNOTE PANEL - The Best Thoughts on Physician Alignment

Charles S. Lauer, Former Publisher of Modern Healthcare Magazine, Consultant, Speaker, Moderator, Thomas J. Sadvary, President & Chief Executive Officer, Scottsdale Healthcare, Michael D. Israel, President & Chief Executive Officer, Westchester Medical Center, Joseph A. Scopelliti, MD, Co-CEO, Medical Affairs, Guthrie Health, President & CEO, Guthrie Clinic

4:30 pm – 5:15 pm

KEYNOTE - Perspectives on Healthcare Reform

Charles N. Kahn III ("Chip"), President, Federation of American Hospitals

5:15 pm – 7:00 pm

Networking Reception, Cash Raffles and Exhibits

Friday, May 20, 2011

7:00 am – 8:00 am

Registration

8:00 am – 8:55 am

KEYNOTE - The Impact of Healthcare Reform on Payors and The Consequences for Health Systems

Peter R. Kongstvedt, MD, FACP, Principal, P.R. Kongstvedt Company, LLC, Author, and Senior Health Policy Faculty Member in the Dept. of Health Administration and Policy at George Mason University

9:00 am – 9:35 am

KEYNOTE - An Overview of Washington DC and AHA Priorities

Richard J. ("Rick") Pollack, Executive Vice President, Advocacy and Public Policy, American Hospital Association

9:40 am – 10:20 am

A - ACOs - A Panel Discussion

Martin Manning, President, Advocate Physician Partners, Brian J. Silverstein, MD, Senior Vice President, The Camden Group, and Eric T. Nielsen, MD, Vice President, The Camden Group Moderated by Scott Becker, JD, CPA, Partner, McGuireWoods LLP

B - 10 Key Financial Questions for Healthcare Executives

Gary E. Weiss, Chief Financial Officer and Treasurer, NorthShore University HealthSystem

C - Anesthesia Relationships - Current Trends and Issues

Marc E. Koch, MD, President & CEO, Sonnia Anesthesia

10:20 am – 10:35 am

Networking Break & Exhibits

10:35 am – 11:15 am

A - Assessing Healthcare Outcomes; A Roundtable on Industry Trends

Peter R. Kongstvedt, MD, FACP,
Andrew Hayek, President and Chief
Executive Officer, Surgical Care
Affiliates, Moderated by Gordon A.
Soderlund, Senior Vice President,
Strategic Relationships, The DASCO
Companies LLC

B - Roundtable Discussion on Physician-Hospital Joint Ventures

Allan Fine, Senior Vice President, Chief
Strategy & Operations Officer, The
New York Eye & Ear Infirmary, and
Brandon Frazier, Vice President of De-
velopment & Acquisitions, Ambulatory
Surgical Centers of America

C - Key Concepts to Combine the Efforts of Great Orthopedic Groups with Hospitals to Achieve Greatness and Profits in Orthopedics

John Phillips, Regional Chief Operating
Officer, CHRISTUS St. Michael Health
System, and Bob Kahn, Chief Execu-
tive Officer, Orthopedic Specialists of
Texarkana, PLLC

11:20 am – 12:00 pm

A - A Key Concepts to Police, Improve and Measure Quality

Paul R. Summerside, FAAEM, FACEP,
MMM, MD, Chief Medical Officer,
BayCare Clinic, Chairman of the
Board, Aurora BayCare Medical Center

B - The Best Ideas to Improve Financial Performance

John A. Orsini, CPA, Executive Vice
President of Finance, Chief Financial
Officer, Resurrection Health Care,
Barbara Martin, President & Chief
Executive Officer, Vista Health System,
John R. Zell, Vice President of Finance
and Chief Financial Officer, OSF St.
Joseph, Moderated by Adam Lynch,
Vice President, Principle Valuation

C - 4 Key Ideas and Concepts to Improve Cardiovascular Program Profitability

James M. Palazzo, MBA, President,
Paragon Health and Chris Thomson,
Executive Director, Heart and Vascular
Center, The Christ Hospital

12:05 pm – 12:40 pm

A - ACOs: The Position of ASCs, Hospitals and Physicians

Andrew Hayek, President & Chief Ex-
ecutive Officer, Surgical Care Affiliates

B - The Path to Becoming an Elite Health System - Best Practices from Great Hospitals

Bill Woodson, Senior Vice President, Sg2

C - Building a World Class Oncology Program,

Nancy Bookbinder, MPH,
Founding Director and President,
Oncology Resource Consultants, Inc.

12:40 pm – 1:30 pm

Networking Lunch and Exhibits

1:30 pm – 2:10 pm

A - Making Employed-Physician Models Profitable

Gary E. Weiss, Chief Financial Officer
and Treasurer, NorthShore University
HealthSystem, Andrew D. McDonald,
FACHE, Senior Manager, Healthcare
Consulting, LBMC Healthcare Team,
Moderated by Amber Walsh, JD, As-
sociate, McGuireWoods LLP

B - Using Lean Principles to Reduce Cost and Surplus from the Hospital

Gary Hagens, DMD, Chief Operating
Officer and Vice President of Medi-
cal Management, Advocate BroMenn
Medical Center, Advocate Eureka
Hospital

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

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

2:15 pm – 2:50 pm

A - The Future of Physician-Owned Hospitals Under Health Care Reform

Mike Russell, MD, Texas Joint and
Specialty Hospital

B - How to Have Margin Discussions with Your Physicians

Nick Sears, MD, Senior Vice President,
Chief Medical Officer, MedAssets

C - Squeezing Water Out of a Stone - How Hospitals Can Survive the Coming Reform

Anthony Sanzo, Chief Executive Officer,
TeleTracking Technologies, and Lisa
Romano, Chief Nursing Officer, Vice
President, Teletracking Technologies

2:50 – 3:05 pm

Networking Break and Exhibits

3:05 – 3:40 pm

A - Integration Vs. Competition - The Future of Hospital-Physician Relationships

George Conomikes, President & CEO,
Conomikes Associates, Inc.

B - Examining Strategic Alternatives - Should Your Hospital Sell, Affiliate or Stay The Course

Rex J. Burgdorfer, Juniper Advisory, Kris-
tian Werling, JD, McGuireWoods LLP

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

James M. Palazzo, MBA, President,
Paragon Health

3:45 pm – 4:20 pm

A - Physician-Hospital Relationships - 5 Keys Concepts For an Effective Internal Investigation and Defending False Claims Cases

Scott Becker, JD, CPA, Partner, David J.
Pivnick, JD, BBA, Associate, and Lainey
Gilmer, JD, MBA, McGuireWoods, LLP

B - 10 Key Statistics to Analyze a Hospital's Financial Performance

Zachary Hafner, Vice President,
Strategic, Financial and Capital
Planning, Kaufman, Hall & Associates

C - The Impact of Healthcare Reform on Oncology and Strategies to Succeed

Brett M. Hickman, Partner, Healthcare
Industries Advisory Practice,
PricewaterhouseCoopers LLP

4:25 – 5:00 pm

Ten Key Legal Steps for JVs and Physician-Hospital Financial Relationships

Scott Becker, JD, CPA, Partner,
McGuireWoods LLP

5:00 pm – 6:30 pm

Networking Reception

Register by April 1, 2011 and SAVE!

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Great topics and
speakers focused on key
business, clinical and legal
issues facing hospitals
and health systems –

- 53 Sessions
- 79 Speakers

Thank you to our corporate sponsors!



Charles N. Kahn III
("Chip")



Chuck Lauer

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- Lynn Massingale, MD, FACEP, Executive Chairman, TeamHealth

- Gary E. Weiss, Chief Financial Officer & Treasurer, NorthShore University HealthSystem
- Bob Kahn, Chief Executive Officer, Orthopedic Specialists of Texarkana, PLLC



Peter Kongstvedt

- Peter R. Kongstvedt, MD, FACP, Principal, P.R. Kongstvedt Company, LLC, Author, and Senior Health Policy Faculty Member in the Dept. of Health Administration and Policy at George Mason University
- Gary A. Hagens, DMD, MSD, MMM, Chief Operating Officer, Advocate BroMenn Medical Center/ Advocate Eureka Hospital
- Barbara Martin, President & CEO, Vista Health System
- Michael D. Israel, President & Chief Executive Officer, Westchester Medical Center
- 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
- Paul R. Summerside, MD FAAEM, FACEP, MMM, Chief Medical Officer, BayCare Clinic, Chairman of the Board, Aurora BayCare Medical Center
- Andrew Hayek, President & CEO, Surgical Care Affiliates
- Alan Channing, President & Chief Executive Officer, Sinai Health System, Chairman Elect, Illinois Hospital Association

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CONFERENCE SPEAKERS

Scott Becker, JD, CPA, Partner, McGuireWoods LLP

Carsten Beith, Managing Director, Cain Brothers

Nancy Bookbinder, MPH, Founding Director & President, Oncology Resource Consultants, Inc.

Rex J. Burgdorfer, Juniper Advisory

Katie Carow, MBA, Carow Consulting

Alan Channing, President & Chief Executive Officer, Sinai Health System

John Cherf, MD, MPH, President, OrthoIndex, Clinical Advisor, Sg2, Orthopedic Surgeon

Kenneth H. Cohn, MD, MBA, FACS, Chief Executive Officer, Healthcare Collaboration

George Conomikes, President & Chief Executive Officer, Conomikes Associates, Inc.

Timothy Dowd, MD, Managing Partner North American Partners in Anesthesia

Bob Edmundson, Vice President Planning, West Penn Allegheny Health System

Christian D. Ellison, Vice President, Health Inventures

Sean M. Fadale, MBA, FACHE, Vice President, Business Development, Nicholas H. Noyes Memorial Hospital

Allan Fine, Senior Vice President, Chief Strategy & Operations Officer, The New York Eye & Ear Infirmary

Brandon Frazier, Vice President of Development, Ambulatory Surgical Centers of America

Nap Gary, Chief Operating Officer, Regent Surgical Health

Lainey Gilmer, JD, MBA, McGuireWoods LLP

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Lynn Massingdale, MD, FACEP, Executive Chairman, TeamHealth

Andrew D. McDonald, MD, FACHE, Senior Manager, Healthcare Consulting, LPMC Healthcare Team

BJ Millar, Director Physician Services, QHR-Quorum Health Resources, LLC

Darin Morgan, Strategy Manager, Kurt Salmon Associates

Walter D. Morrissey, MD, Vice President, Kaufman, Hall & Associates

Lawrence Nall, Vice President, Managed Care QHR – Quorum Health Resources LLC

Eric T. Nielsen, MD, Vice President, The Camden Group

Eric P. Norwood, FACHE, President & Chief Executive Officer, DeKalb Regional Health System, Inc.

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Mark S. Thomas, Senior Attorney, Dell Graham

Chris Thompson, Executive Director, Heart and Vascular Center, The Christ Hospital

Rowena Timms, Vice President Public Affairs, CaroMont Health

Virginia Tyler, M. Div, FACHE, President, Tyler Consulting

Amber Walsh, JD, Associate, McGuireWoods LLP

Gary E. Weiss, Treasurer & Chief Financial Officer, NorthShore University HealthSystem

Rhoda Weiss, PhD, National Healthcare Consultant, Marketing Health Services Magazine

Kristian Werling, JD, Associate, McGuireWoods LLP

Albey Wildstein, MD, Chairman, DPHO, Inc.

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Robert Zasa, MSHHA FACMPE Founder, ASD Management

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1st Attendee	\$675	\$ _____	\$775	\$ _____
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- Developing an Outstanding Group Practice, Financial Sustainability, Culture and Other Issues - Joe Golbus, MD, President, Northshore University HealthSystem, Paul R. Summerside, FACHE, FACP, MMM, MD, Chief Medical Officer, BayCare Clinic, Chairman of the Board, Aurora BayCare Medical Center, Moderated and led by Walter W. Morrissey, MD, Vice President, Kaufman, Hall & Associates
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- Using a PHO as the Foundation of an ACO - Eric P. Norwood, FACHE, President & CEO, DeKalb Regional Health System, Inc., Albey Wildstein, MD, Chairman, DPHO, Inc., Susan L. Helton, Executive Director, DeKalb PHO
- The 5 Best Ideas for ACOs - Joseph A. Scopelliti, MD, Co-CEO, Medical Affairs for Guthrie Health, President & CEO, Guthrie Clinic
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- Using Lean Principles to Reduce Cost and Surplus from the Hospital - Gary Hagens, DMD, Chief Operating Officer and Vice President of Medical Management, Advocate BroMenn Medical Center, Advocate Eureka Hospital
- Plus 45 more great sessions

Register by April 1, 2011 and SAVE!
Great topics and speakers focused on ACOs, Physician-Hospital Integration, Improving Profitability and Key Specialties