

# 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 and CEO, 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 Benjamin M. Cutler, Chairman & CEO, USHEALTH Group, Inc., Joseph A. Scopelliti, 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

**For more information, call Becker's Hospital Review (800) 417-2035**

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Register online: <https://www.regonline.com/beckershospitalreviewannualmeeting>**

## 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 & Innovation, West Penn  
Allegheny Health System

**B - Achieving Success as an  
Independent Hospital, A Case Study  
Approach**  
Luke Peterson, Manager,  
Healthcare Strategy Practice, Kurt  
Salmon Associates

**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**  
Howard Green, Associate  
Vice President, Managed Care,  
Quorum Health Resources, LLC

**B - Physician Compensation - A  
Review of Strategies to Pay Specialist  
Physicians in ACOs**  
James A. Rice, Ph.D., FACHE, Execu-  
tive Vice President & Practice Leader,  
Governance and Leadership, Integrat-  
ed Healthcare Strategies

### **C - Replacing Revenue for a Hospital When Developing ASC Joint Ventures and Successful Attributes of Hospital/ Physician Joint Venture**

Robert Zasa, MSHHA, FACMPE, Partner  
& Founder, ASD Management, and Harris  
Koenig, MHA, CEO, Alvarado Hospital,  
San Diego

10:25 am – 10:55 am  
**A - An Overview of the For Profit  
Hospital Investors**  
Anu Singh, Senior Vice President,  
Kaufman, Hall & Associates

**B - Strategic and Capital Alternatives/  
Opportunities for Hospitals and Other  
Providers to Prosper under Healthcare  
Reform**  
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**  
Kristopher Hoce, Administrator,  
Morton Plant Hospital, BayCare  
Health System, Tom Hearn, Senior  
Vice President Ambulatory Care,  
Novant Health, and Barbara Gray,  
Vice President, Accountable Care  
Collaboratives, Premier, Inc. Moder-  
ated by Scott Becker, JD, CPA, Partner,  
McGuireWoods LLP

**B - The Evolution of Service Line Co-Management Relationships, What Services, What is Fair Market Value, How to Pay for It**

Scott Safriet, MBA, AVA, Principal, HealthCare Appraisers, and Amber McGraw Walsh, JD, Partner, McGuireWoods LLP

**C - ASCs as a Physician Alignment Tool**

Charles "Chuck" Peck, MD, President & CEO, and 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, MD, FAAEM, FACEP, MMM, MD, Chief Medical Officer, BayCare Clinic, 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, Kate Carow, MBA, Principal, Carow Consulting

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

Vincent M. Kickirillo, CFA, AVA, Partner, VMG Health, Jonathan Helm, AVA, Manager, 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, FACS, RVT, Chairman, DeKalb PHO, 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, John Malone, President & CEO, Hamot Health, and Djamel Bayliche, VP of Perioperative Consulting, Accelerio Health

**C - 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, JD, CPA, 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, Benjamin M. Cutler, Chairman & CEO, USHEALTH Group, Inc., Joseph A. Scopelliti, MD, Co-CEO, Medical Affairs, Guthrie Health, President & CEO, Guthrie Clinic, Steven Goldstein, President & CEO, Strong Memorial Hospital

4:30 pm – 5:15 pm

**KEYNOTE - Perspectives on Healthcare Reform**

Charles N. Kahn III ("Chip"), President and CEO, 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, EVP, Chief Financial Officer and Treasurer, NorthShore University HealthSystem

## **C - Understanding Anesthesia Financial Drivers**

Hugh V. Morgan, Director, Quality Assurance, Somnia, Inc.

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, P.R. Kongstvedt Company, LLC, Andrew Hayek, President and Chief Executive Officer, Surgical Care Affiliates and Chairman of the ASC Advocacy Committee, Moderated by Gordon A. Soderlund, Senior Vice President, Business Development, Lend Lease DASCO

## **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 Development & 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 Executive Officer, Orthopedic Specialists of Texarkana, PLLC

11:20 am – 12:00 pm

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

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

## **B - The Best Ideas to Improve Financial Performance**

John A. Orsini, CPA, Executive Vice President of Finance, Chief Financial Officer, Resurrection Health Care, Barbara J. Martin, President & Chief Executive Officer, Vista Health System, 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: Three Way Joint Ventures between physicians, ASCs and hospitals**

Andrew Hayek, President & Chief Executive Officer, Surgical Care Affiliates and Chairman of the ASC Advocacy Committee

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

Bill Woodson, Senior Vice President, Sg2

## **C - Best Practices in Successful Oncology Program Development and Integration**

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, EVP, Chief Financial Officer and Treasurer, NorthShore University HealthSystem, Andrew D. McDonald, FACHE, Practice Leader, Healthcare Consulting, LBMC, Moderated by Krist Werling, JD, Associate, McGuireWoods LLP

## **B - Key Strategic and Tactical Steps to Excel as a Community Hospital**

Betty Herbert, Director of Managed Care, and Jan Mathews, AVP, Quality Management, CaroMont Health

## **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**

Michael E. Russell, II, MD, President, Physician Hospitals of America, Texas Spine and Joint Hospital, Azalea Orthopedics

## **B - How to Have Margin Discussions with Your Physicians**

Nick Sears, MD, FACS, Chief Medical Officer, MedAssets, Executive Vice President, Aspen Healthcare Metrics, a MedAssets Company

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

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 Ownership Alternatives in the Acute Care Hospital Industry**

Rex J. Burgdorfer, Juniper Advisory, Kristian 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 Key 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

## **A - 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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- John Cherf, MD, MPH, President OrthoIndex, Clinical Advisor, Sg2, Orthopedic Surgeon
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Peter Kongstvedt

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- Kristopher Hoce, Chief Operating Officer, Morton Plant Hospital, BayCare Health System
- Benjamin M. Cutler, Chairman & CEO, USHEALTH Group, Inc.
- 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
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# CONFERENCE SPEAKERS

Djamel Bayliche, VP of Perioperative Consulting, Accelero Health

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

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Hugh V. Morgan, Director, Quality Assurance, Somnia, Inc.

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

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

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James A. Rice, Ph.D., FACHE, Executive Vice President & Practice Leader, Governance and Leadership

Lisa Romano, Chief Nursing Officer, Vice President, TeleTracking Technologies

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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, EVP, Treasurer & Chief Financial Officer, NorthShore University HealthSystem

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

Kristian Werling, JD, Associate, McGuireWoods LLP

Albert Wildstein, MD, Chairman, DeKalb PHO

Bill Woodson, Senior Vice President, Sg2

Robert Zasa, MSHHA FACMPE Founder, ASD Management



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**GENERAL INFORMATION**

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Palomar Hotel has set aside special group rates for conference attendees. To make a reservation, go to  
<http://www.hospitalreviewmagazine.com/conferencehotel2010>

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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, MD, FAAEM, FACHE, MMM, MD, Chief Medical Officer, BayCare Clinic, Moderated and led by Walter W. Morrissey, MD, Vice President, Kaufman, Hall & Associates
- The Best Ideas for Hospitals Now - Tom Hearn, Senior Vice President Ambulatory Care, Novant Health, Barbara Gray, Vice President, Accountable Care Collaboratives, Premier, Inc., Moderated by Scott Becker, JD, CPA, Partner, McGuireWoods, LLP
- Using a PHO as the Foundation of an ACO - Eric P. Norwood, FACHE, President & CEO, DeKalb Regional Health System, Inc., Albert Wildstein, MD, Chairman, DeKalb PHO, 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
- An Overview of Washington DC and AHA Priorities - Richard J. ("Rick") Pollack, Executive Vice President, Advocacy and Public Policy, American Hospital Association
- Assessing Healthcare Outcomes: A Roundtable on Industry Trends - Peter R. Kongstvedt, MD, FACP, Andrew Hayek, President & Chief Executive Officer, Surgical Care Affiliates and Chairman of the ASC Advocacy Committee, Moderated by Gordon Soderlund, Senior Vice President, Business Development, Lend Lease DASCO
- Making Employed-Physician Models Profitable - Gary E. Weiss, Chief Financial Officer and Treasurer, Northshore University HealthSystem, Andrew D. McDonald, FACHE, Practice Leader, Healthcare Consulting, LBMC
- 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