



HealthTech
Management Services

RISING TO THE CHALLENGE



*25th Annual Trustee and
Physician Conference*

April 25-28, 2012

Eldorado Hotel & Spa • Santa Fe, New Mexico

2012 Trustee & Physician Conference

Rising to the Challenge

This year, HealthTech will celebrate its **25th annual Trustee and Physician Conference** in Santa Fe, New Mexico. The landscape of healthcare has changed dramatically within that time frame. In the past few years alone, there has been a huge shift driven by technology that effects everything from bedside care to back-end billing.

What better time than now to take a good look at how you can improve your hospital's strategy? What resources and tools can you use to drive profitable growth? How will you respond to the changes within the industry?

The 2012 Trustee and Physician Conference is your opportunity to learn about strategies and tactics for addressing these issues and more. With industry-leading keynote speakers, thought-provoking breakout sessions, and networking opportunities, this conference will help your hospital prepare and succeed for the challenges ahead.

Learning Objectives

- Understand the financial and marketplace risks of health reform to hospitals
- Increased understanding of the workings of the capital markets & capital financing process
- Appreciate more fully your responsibilities as a member of the board of trustees and to the community you serve
- Learn simple data techniques for better decision making and authentic improvement
- Discover specific skills that will help you be a better leader to the entire organization

Wednesday, April 25	
1:00-7:00 p.m.	Registration
3:00-4:00 p.m.	CEO Business Meeting
6:00-7:00 p.m.	Welcome Reception for attendees and guests
Thursday, April 26	
8:00-9:30 a.m.	President's breakfast for board chairs <i>(or another representative if board chair is not in attendance)</i>
10:00-10:15 a.m.	Conference opening session
10:15-11:45 a.m.	General session
11:45 a.m.-1:00 p.m.	Lunch
1:00-2:15 p.m.	General Session
2:15-2:30 p.m.	Break
2:30-3:30 p.m.	General session
3:30-4:30 p.m.	General session
4:30 p.m.	Adjourn for the day
6:00-9:00 p.m.	Conference dinner
Friday, April 27	
7:30-8:30 a.m.	Breakfast
8:30-9:45 a.m.	Breakout session I
9:45-10:15 a.m.	Break
10:15-11:30 a.m.	Breakout session II
11:30 a.m.	Adjourn for the day (Lunch on your own)
1:00 p.m.	Chimayo Tour
2:00 p.m.	Walking Tour of the Historic Santa Fe Plaza
5:00-8:00 p.m.	Evening on your own
Saturday, April 28	
7:15-8:00 a.m.	Breakfast
8:00-9:30 a.m.	General session
9:30-10:00 a.m.	Break
10:00-11:30 a.m.	Closing session
11:30 a.m.	Conference adjourn

CONFERENCE SPONSORS



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General Session Speakers

DAVIS BALESTRACCI

Data Sanity-Making Lasting Improvements

Davis Balestracci, M.S. Statistics, has an international reputation for his passionate, provocative, challenging, yet humorous and down-to-earth public speaking style. More than one “math phobe” has confessed to him, “Wow... this actually makes sense. I FINALLY get it!”



He has developed a unique synthesis of the left-brain (analytical) and right-brain (psychological) approaches to improvement through organizational transformation in his book *Data Sanity: A Quantum Leap to Unprecedented Results*, published by the Medical Group Management Association (January 2009) with a Foreword by Dr. Donald Berwick. Davis is a senior member of the American Society for Quality and a former chair of its Statistics Division.

J.D. KLEINKE

Risky Hospital Business 2: Remake of the 1990s Managed Care Classic

J.D. Kleinke is a Resident Fellow at the American Enterprise Institute. He is a pioneering healthcare information entrepreneur, medical economist, author, and business strategist. Kleinke developed and managed the nation's first provider-based, managed mental health program, helped establish HealthGrades, and was a founding executive of Solucient, the nation's first pure-play healthcare information company.



Kleinke's written work has appeared in *Health Affairs*, *JAMA*, *Barron's*, *The Wall Street Journal*, *Modern Healthcare*, and numerous other publications. His books include *Bleeding Edge: The Business of Healthcare in the New Century*; *Oxymorons: The Myth of a US Healthcare System*; and *Catching Babies*.

DEREK MORKEL

HealthTech Update

Derek Morkel serves as president and chief executive officer at HealthTech, LLC and its subsidiaries HealthTech Management Services and HealthTech Solutions Group. Previously, Morkel served as senior vice president at MedCath Corporation based in Charlotte, North Carolina. He also was chief executive officer of U.S. operations for Craneware, Inc., a leading revenue cycle software solutions company with North American headquarters in Orlando, Florida. Additionally, he served as operations chief financial officer at IASIS Healthcare located in Franklin, Tennessee.



CONNIE PODESTA

Life Would be Easy if it Weren't for Other People

Connie Podesta is a licensed professional counselor, comedienne, actress, educator, playwright, songwriter, and radio/TV talk show host with more than 25 years of experience in the corporate sector, health care, and education. She has addressed more than two million people throughout the world on key topics, including *Life Would Be Easy If It Weren't for Other People*, *How to Be the Person Successful Companies Fight to Keep*, *If We're Going to Win This Race, We Need to Run in the Same Direction*, and *Everyone Thinks They Can Do My Job, But Nobody Wants It*. She is the author of three books, including the best-selling *Life Would Be Easy If It Weren't for Other People*.



ANTHONY TADDEY

Beyond Bailouts and Healthcare Reform: Moving Forward with Capital Financings

Anthony J. Taddey is a Managing Director of Lancaster Pollard and Regional Manager of the firm's California Regional Office located in Los Angeles. His extensive public finance background extends over 25 years, including having previously served as a Managing Director and head of the Healthcare Finance Department while at Merrill Lynch in New York City. Mr. Taddey was most recently Managing Director of the Western Region for RBC Capital Markets, where he was their most senior investment banker handling large public sector relationships and accounts and managing other public finance bankers in Los Angeles and San Francisco.



GREG VOSS

Revisiting Your Role in Governance and Ethics

Greg Voss is Regional Vice President of HealthTech Management Services. He develops new programs and innovative strategies that help hospitals succeed in today's hospital management environment. With over 30 years experience, Voss has served in various executive level positions. Prior to joining the company, he was executive vice president/CEO at St. Anthony's Memorial Hospital in Effingham, Illinois. He is a Fellow of the American College of Healthcare Executives and holds a Master's degree in Business Administration from Loyola University.



Conference Agenda

Wednesday, April 25

1:00-7:00 p.m.

Registration at Zia Concourse

3:00-4:00 p.m.

CEO Business meeting

HealthTech Management Services business meeting for hospital CEOs & HealthTech staff.



6:00 – 7:00 p.m.

Welcome Reception at Eldorado Hotel (for attendees & guests) Welcome to Santa Fe and HealthTech's 25th annual conference! We will also be honoring Jon Smiley, CEO of Sunnyside Community Hospital on his retirement.

Thursday, April 26

8:00-9:30 a.m.

President's Breakfast for Board Chairs

While enjoying breakfast, you will have an opportunity to discuss with colleagues and HealthTech's president, Derek Morkel, some of the issues impacting community hospitals. If a board chair is unable to attend, one board representative is welcome to participate.

10:00-10:15 a.m.

Welcome & Introductions

Derek Morkel, President & CEO, HealthTech

Join us as we kick off the 25th annual Trustee & Physician Conference. Derek will speak about HealthTech as well as conference goals and schedule details.

10:15-11:45 a.m.

Risky Hospital Business 2: Remake of the 1990s Managed Care Classic

J.D. Kleinke, Resident Fellow at American Enterprise

Institute(AEI) & Independent Health Care Business Strategist

Buried not so deep in the health reform legislation are radical changes in provider payment methodologies. Accountable Care Organizations, Medical Homes, Electronic Medical Record-related subsidies and penalties – these are only a few of the latest attempts to correct the health system's economic, behavioral and organizational disorders a century in the making. The cost and quality problems that gave rise to the national managed care companies in the 1990s have not gone away, inspiring both the government and large health plans to simultaneously revisit many of those same managed care strategies. At the same time, the financial pressure on patients

also mounts, between the effects of both the recession and fundamental changes to health insurance coverage. Tiered co-payments and the introduction of high-deductible health insurance, coupled with Health Savings Accounts, are ushering in the inevitable decline of first-dollar coverage by health plans and the often irrational demand-inducement behavior of consumers...and the key elements of the benefit design under the reform plan promise still more of the same. This session will outline how your organization can navigate a health care system confronting the likely effects and unintended consequences of government health reform efforts - and private market turmoil - in the coming months, as the US health care system faces the greatest challenges in its bizarre, hundred year history.

11:45-1:00 p.m.

Lunch (attendees only)

1:00-2:15 p.m.

Beyond Bailouts and Healthcare Reform: Moving Forward with Capital Financings

Anthony J. Taddey, Managing Director, Lancaster Pollard

Tony joins the conference to examine current market conditions in the context of explaining the available capital financing options for the smaller community or rural hospital. To understand these options more fully, real case studies and their outcomes will be reviewed.

2:30-3:30 p.m.

Revisiting Your Role in Governance and Ethics

Speaker, Greg Voss, VP, HealthTech

At previous conferences, Greg provided an orientation for trustees new to their role in governance. This year's presentation is being extended to all trustees not just those new to the position. Greg will re-examine the roles and responsibilities entrusted to you by the community and discuss the importance of the board being in agreement regarding ethical practices.

3:30-4:30 p.m.

HealthTech Update

Speaker, Derek Morkel, President & CEO, HealthTech

Derek will provide an update on HealthTech's services and technology offerings, including a software demonstration of myCLAIMIQ AlphaCollector, the company's new, breakthrough collections software.

4:30 p.m.

Adjourn for the day

6:00 p.m.

Conference Dinner

Enjoy an evening of delicious southwest cuisine and catch up with old acquaintances and new friends during our annual conference dinner.



Breakout Sessions



Friday, April 27

7:30-8:30 a.m.

Breakfast (for attendees & guests)

8:30-9:45 a.m.

Breakout Sessions I: Choose one of the following four sessions:

Compliance Program Boot Camp

Brenda Phillips, General Counsel, HealthTech

Participants will take a hypothetical compliance matter through the 7 components of an effective Hospital Compliance Program in a guided, interactive learning format designed to promote group discussion of potential obstacles/resolutions to optimizing a Hospital's Compliance Program. Resources for assessing the relative strength of a Compliance Program and augmenting areas of focus will be included in the discussion.



Implementing a System to Support Safe Practice:

What every Trustee can learn about safety, quality, and high performance from Capt. Sully and the Miracle on the Hudson

Steve Harden, CEO, LifeWings Partners, LLC

After a catastrophic loss of thrust in both engines, US Airways flight 1549 under the command of Capt. "Sully" Sullenberger landed in the Hudson River in New York City. Capt. Harden will vicariously put you in both the cabin and the cockpit of the stricken airliner and reveal the culture of safety that contributed to the successful outcome of this near-tragedy. By telling the 'story behind the story' he will clearly illustrate the lessons learned from the "Miracle on the Hudson" as they relate to Board and Trustee leadership. Participants will learn how their peers have followed Capt. Sully's blueprint, led the change in their hospital's culture and provided better care for their patients.



Adirondack Region Medical Home Pilot Project - Primary Care Savior?

Chandler Ralph, CEO & William Viscardo, MD, Chief Medical Officer, Adirondack Health

Chandler Ralph and Dr. Viscardo will provide a complete description of the operations of a medical home, how it can hold down rising health care costs while delivering more coordinated and comprehensive care to the patient, and the challenges to providers in implementing the Medical Home model in their practice.



A Practical Guide for An Effective Board

Bob Brendgard, Retired Regional Vice President, HealthTech

What does it mean to be a "high performing board"? What should it mean to you? High performance boards have a clear understanding of their responsibilities....and what performance expectations the board has for each individual member. You will learn practical ideas to keep your board on track to become more efficient and effective.



10:15-11:30 a.m.

Breakout Sessions II: Choose one of the four sessions above.

11:30 a.m.

Adjourn for the day

Afternoon and evening open for tours or sightseeing on your own. Look for more information on page 5.

CONTINUING EDUCATION CREDITS

Continuing Education Credit Hours provide a standard measure of formal recognition of participation in an organized, professional learning experience. Most states accept approved contact hours for reciprocity and participants simply submit documentation of attendance and contact hours approval. Many professional organizations such as AHIMA, HFMA, SHRM and ACHE award continuing education credit with documentation of attendance. The program is also pre-approved by the California Board of Registered Nursing (Provider No. 08769) for up to 9.25 contact hours depending on the sessions attended. HealthTech maintains pre-approval status with this board. You must sign in at each session to receive credit hours.

In order to receive contact hours, you must:

1. Complete the sign in form for each educational session
2. Claim hours of contact that are actually spent in the educational session
3. Submit a certificate of attendance (provided by HealthTech) and any other necessary forms or documents to your respective professional organization.

Conference Schedule

Friday Afternoon Activities

You must make a reservation to participate in one of the following activities:

1:00 p.m.

Chimayo Tour

Enjoy a drive through the beautiful sandstone formations into the lush Chimayo Valley. The tour will take us north of Santa Fe along the "High Road", passing through several small 18th and 19th century Hispanic farming communities before finally arriving at the village of Chimayo, located in a beautiful valley in the foothills of the Sangre de Cristo Mountains. Stops include the charming Santuario de Chimayo, the most important Catholic pilgrimage site in the Southwest, Centinela Weaving, and Estrella Vineyards for a Winetasting.



2:00 p.m.

Walking Tour of the Historic Santa Fe Plaza

Walk through more than 400 years of history, art, and culture. Our guide presents an extraordinary introduction to Santa Fe and provides an entertaining, humorous, and accurate portrayal of the "City Different." Visit the historic Plaza and the Palace of the Governors (whose occupants have included government and military leaders from Spain, Mexico, the Confederacy, the U.S. and Indian nations). Learn about St. Francis Cathedral, and explore the Loretto Chapel and its miraculous staircase; the oldest church; and the capitol, and other major Santa Fe historical sites. Also included on this tour is the famous Georgia O'Keeffe museum.



5:00-7:00 p.m.

Free Fridays Artwalk

Many galleries will be having openings (new shows) and the Museums are open and free to the public on Friday evenings. Locations include Canyon Road and Railyard Arts District.



Saturday, April 28

7:15-8:00 a.m.

Breakfast (for attendees & guests)

8:00-9:30 a.m.

Data Sanity-Making Lasting Improvements

Davis Balestracci, Statistician/Quality Improvement Specialist at Harmony Consulting, LLC

People don't need statistics; they need to solve their problems! True improvement needs a new mindset – not a toolset – that will drive the new, necessary conversations. This mindset, statistical thinking, underlies all of the current quality fads such as Six Sigma and Lean, but is very misunderstood. This presentation will expand peoples' concept of "variation," demonstrate the (only) two types of variation, and how mistaking one for the other increases organizational confusion, conflict, complexity, and chaos.

10:00-11:30 a.m.

Life Would Be Easy If It Weren't For Other People

Connie Podesta, Professional Speaker, Executive Career/Life Coach, Board Certified Counselor, Author, Human Behavior Expert

Reality: The number one key to success and happiness is the ability to get along with other people. Number two is the ability to adapt to change quickly and effectively. Just when we think we have life—and people—figured out...WHAM, life throws us a curveball. Successful leaders are people, regardless of title, who are committed to influencing others in a positive way. And they understand the importance of choosing to ACT, rather than REACT to difficult people and situations.

Solution: With laugh out-loud humor and her signature tell-it-like-it-is personality, Connie has the solutions you need to "decode" the mystery of human behavior so you can: Lead better. Love better. Enjoy life more. Parent more effectively. Be more productive. Feel happier. Stay healthy. And.....experience more success in your life—personally and professionally. Get ready to learn more about yourself and others that you ever thought possible.

11:30 a.m.

Conference Adjourn

Registration Form

Four Ways to Register for HealthTech's Trustee & Physician Conference — April 25-28

Mail registration form along with check:



HealthTech Management Services
Attn: Beth Davis
405 Duke Drive, Suite 210
Franklin, TN 37067

Register online:

Click on Trustee and Physician Conference button on HealthTech's website to register online:
www.ht-llc.com



Fax registration: (615) 370-2859



Give registration form to your hospital administration office



TUITION SUMMARY — Fill out all applicable blanks. Please send check payable to **HealthTech Management Services** to the address listed above.

Conference Tuition \$950/per person (due April 9) \$ _____

Guest Registration # of persons _____ X \$175 \$ _____

Grand Total: \$ _____

PARTICIPANT INFORMATION — Please print as you would like information to appear on your name badge.

Name: _____

Title: _____

Hospital: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

BREAKOUT SESSIONS, FRIDAY APRIL 27 — Check the box next to the breakout sessions you plan to attend (one per time slot).

8:30 a.m. - 9:45 a.m.

- Compliance Program Boot Camp
- Implementing a System to Support Safe Practice
- Adirondack Region Medical Home Pilot Project
- A Practical Guide for an Effective Board

10:15 - 11:30 a.m.

- Compliance Program Boot Camp
- Implementing a System to Support Safe Practice
- Adirondack Region Medical Home Pilot Project
- A Practical Guide for an Effective Board

SPECIAL EVENTS — I will attend the following events included in my tuition:

- Wednesday Reception
- President's Breakfast (for Board Chairs Only)
- Conference Dinner
- Chimayo Tour
- Walking Tour of Santa Fe

CONFERENCE REGISTRATION DEADLINE IS MONDAY, APRIL 9

Cancellations received after April 9, 2012 will be refunded, less \$50 administrative expense. Your registration may be transferred to another member of your organization.

No refunds will be given if your registration is not canceled in writing before the conference begins on April 24.

GUEST REGISTRATION

Please print guest(s) name as you would like to appear on name badge. If more than two guests, please contact Beth Davis at 615-309-6053.

Guest Name: _____

Guest Name: _____

SPECIAL EVENTS — My guest will attend the following event(s) included in their tuition:

- Welcome Reception
- Conference Dinner
- Friday Breakfast
- Chimayo Tour
- Walking Tour of Santa Fe
- Saturday Breakfast
- Closing Speaker

Conference Information

Hotel Accommodations ([Deadline March 26, 2012](#))

Eldorado Hotel & Spa

309 West San Francisco Street
Santa Fe, New Mexico 87501
Phone: 800-955-4455

Online Reservations can be made at <http://www.ht-llc.com/events.html>. Deadline to receive HealthTech's discounted rate is March 26, 2012. A discounted room rate of \$219/night is available for all conference attendees. Please note a deposit of one night's stay is required and is completely refundable if cancelled at least seven (7) days prior to arrival date.

Weather Conditions

The weather in Santa Fe in April can vary from lower 30's at night to mid 60's by day. Evenings are much cooler than afternoons due to the aridity and elevation, with most days of the year averaging above a 30 °F (17 °C) difference between the high and low.

Elevation

Much of the city's attractiveness, from both scenic and cultural perspectives, arises from its setting in the foothills of the Sangre de Cristo Mountains. At 7,199 feet above sea level, the elevation is high enough to challenge the lungs of the visitor freshly up from sea level.

Attire

The attire for HealthTech's Trustee and Physician Conference is business casual. Plan to dress in layers, to ensure you are warm or cool enough for outdoor activities and inside meetings.

Shuttle Service/Hotel Parking

Sandia Shuttle service will offer transportation to and from the Albuquerque airport for \$20 one way or \$40 round-trip. Reservations must be made by phone (888)-775-5695 and ask for HealthTech discounted rate. More information is available on their website www.sandiashuttle.com. Parking at the Eldorado Hotel and Spa is \$22/day.

Special Accommodations

We want to ensure everyone enjoys HealthTech's Trustee and Physician Conference. If you need any services identified with the Disabilities Act or have special dietary needs, please contact Beth Davis at 615-309-6053.



ABOUT SANTA FE

Santa Fe is a renowned leisure destination known for its art, Native American and Spanish culture, relaxed pace and walkable historic districts.

Santa Fe has more than a dozen museums, more than 240 art galleries and an established reputation as a food lovers destination.



With over 200 galleries and a thriving artist community, it's easy to see why Santa Fe is the second largest art market in the U.S. Spend a day strolling along world famous Canyon Road enjoying the work of internationally renowned artists. Or, check out the new Railyard District and SITE Santa Fe to discover innovative and emerging talent. In the evening attend one of many lively gallery openings and mingle with some of the world's top artists, dealers, and collectors. Santa Fe is the perfect place to embrace your creative side. www.santafe.org

Guest Program

Wednesday, April 25

6:00-7:00 p.m.

Please join conference attendees for the Welcome reception at the Eldorado Hotel as HealthTech celebrates the beginning of its 25th annual Trustee and Physician Conference.

Thursday, April 26

6:00-9:00 p.m.

Join attendees for the annual conference dinner with a definite local flavor.

Friday, April 27

7:30-8:30 a.m.

Join attendees for breakfast

1:00-5:00 p.m.

Chimayo Tour- see page 5 for details

2:00-4:00 p.m.

Walking Tour of the Historic Santa Fe Plaza -see page 5 for details

5:00-7:00 p.m.

Free Fridays Artwalk - see page 5 for details

Saturday, April 28

7:15-8:00 a.m.

Join attendees for breakfast

10:00-11:30 a.m.

Come and hear the closing speaker, Connie Podesta