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TO REGISTER, CALL 800/753-0131 OR VISIT WWW.TOPLEADERSHPTEAMS.NET.
The annual HealthLeaders Media Top Leadership Teams in Healthcare Conference is a focused, strategic forum of healthcare leaders tackling today’s most urgent business challenges. Join some of the industry’s best October 16 and 17 at The Drake Hotel in Chicago for this essential education and networking event. More than 40 innovative senior-level healthcare leaders, including 20 CEOs representing the nation’s top-performing hospitals, health plans, and medical groups, will share their challenges, successes, and pioneering approaches.

CONFERENCE HIGHLIGHTS

> Peer-based panel discussions allowing for a dynamic, interactive experience
> CEOs from the nation’s top healthcare organizations
> Senior leadership teams share proven strategies to improve quality, physician relations, and financial strategy
> This year’s Top Leadership Teams in Healthcare share their stories
> TWO NEW PANELS: CEO roundtable on growth and reinvention and a “hot topic” panel on technologies that will radically change healthcare delivery

THURSDAY, OCTOBER 16

8 A.M.–9 A.M.  Registration & Continental Breakfast
9 A.M.–10:30 A.M.  Lay Waste to Waste: How to cut the cost of doing business
10:30 A.M.–10:45 A.M.  Break & Sponsors
10:45 A.M.–12 P.M.  CEO Roundtable: Reinvent now
12 P.M.–12:30 P.M.  Break & Sponsors
12:30 P.M.–2 P.M.  KEYNOTE LUNCH
Al Stubblefield, President & CEO Baptist Health Care Corporation
2 P.M.–3:30 P.M.  New Medical Staff Models for Strategic Growth
3:30 P.M.–4:30 P.M.  New Technologies That Will Change Healthcare
4:30 P.M.–5:30 P.M.  Networking Reception

FRIDAY, OCTOBER 17

8:30 A.M.–9:30 A.M.  Continental Breakfast
9:30 A.M.–11 A.M.  Survive and Thrive with Transparency
11 A.M.–11:30 A.M.  Break & Sponsors
11:30 A.M.–12 P.M.  Where is the Self-governed Medical Staff Going?
Richard A. Sheff, MD, Chairman & Executive Director of The Greeley Company
12 P.M.–1:30 P.M.  Awards Luncheon
Learn from the 2008 Top Leadership Teams in Healthcare

To register, call HealthLeaders at 800/753-0131, or visit www.topleadershipteams.net. SEND A TEAM AND SAVE! For group pricing discounts, please call 800/753-0131.
CONFERENCE SPEAKERS

THURSDAY | OCTOBER 16 | 12:30 P.M. — KEYNOTE LUNCH

AL STUBBLEFIELD
PRESIDENT & CEO, BAPTIST HEALTH CARE CORPORATION

Al Stubblefield is president and CEO of Baptist Health Care Corporation and the author of *The Baptist Health Care Journey to Excellence: Creating a Culture that WOWs!* Since he became president and CEO of Baptist Health Care in 1999, northwest Florida’s largest health system has received numerous accolades. In 2003, Baptist Hospital, Inc, was awarded the prestigious Malcolm Baldrige National Quality Award. For six consecutive years, Baptist Health Care has been named one of the 100 Best Places to Work in America by *Fortune* magazine. *Training* magazine has named Baptist Health Care in 2003, 2004, 2005, and 2006 to its prestigious Top 100 List in recognition of the organization’s commitment to workforce development. Stubblefield was highlighted by *Training* magazine as one of the 11 “CEO’s that Get It” because of his organization’s unrelenting commitment to training, and in 2004 he was named one of the 100 Most Powerful People in Health Care.

Stubblefield’s book, *The Baptist Health Care Journey to Excellence: Creating a Culture that WOWs!* shares the steps taken and the tools used to turn Baptist into a world-class organization. During his tenure as COO of Baptist Health Care, Stubblefield realized that change was necessary for the organization to succeed in its highly competitive marketplace. This book details how he established a common vision that would alter the culture of the organization. Stubblefield provides a case study of the improvement process used to become an Employer of Choice™, a Malcolm Baldrige National Quality Award winner, and the recipient of other accolades.

Before coming to Baptist Hospital, he worked in hospitals in Mississippi and Tennessee. Stubblefield has served multiple roles for the American Hospital Association, including being a member of the Board of Directors and Executive Committee, Chairman of the Operations Committee and Chairman of the Regional Policy Board 4. He also serves on the Board and Executive Committee of VHA Southeast, the Hospital Research and Educational Trust, the CEO Advisory Board of the Governance Institute, and the Institute of Healthcare Executives and Suppliers.

FRIDAY | OCTOBER 17 | 11:30 P.M.

RICHARD A. SHEFF, MD, CMSL
CHAIRMAN & EXECUTIVE DIRECTOR, THE GREELEY COMPANY, A DIVISION OF HCPRO

Dr. Sheff is the chairman and executive director of The Greeley Company with over 25 years of healthcare management and leadership experience. With a distinctive combination of medical, healthcare and management acumen, Sheff develops tailored and valued solutions to the unique needs of physicians and hospitals. He has consulted, authored, and lectured on a wide-range of healthcare management and leadership issues and topics including governance, hospital and medical staff performance improvement, managing poor quality and disruptive physicians, patient safety and error reduction, credentialing, medical staff effectiveness and redesign, medical staff leadership development, strategic planning, and regulatory compliance.
LAY WASTE TO WASTE

How to cut the cost of doing business

Healthcare administration makes up 30 cents of every dollar spent on care, in large part because healthcare has been slow to adopt techniques that can cut the cost of doing business. But the time for change is now. Future revenue gains for providers will come from being able to compete on price and quality—not from exploiting reimbursement loopholes. Providers that thrive will reduce administrative costs and complexity and transfer those savings to the consumer through lower prices. Our panelists—from three diverse health systems in different parts of the country—are leaders in cutting administrative waste while improving quality. In this 90-minute panel, you will learn:

- How other successful healthcare organizations have cut administrative waste
- How to build a measurement process that conveys your value proposition to patients and payers
- New models of care delivery that make your low-cost case versus your competitors
- How to develop a value proposition among an array of service offerings

GEISINGER HEALTH SYSTEM

Danville, PA

RONALD A. PAULUS, MD
CHIEF TECHNOLOGY & INNOVATION OFFICER

KEVIN BRENNAN
CFO & EXECUTIVE VP OF FINANCE

Geisinger Health System serves 40 counties and 2.5 million people through hospitals, clinics and a 212,000-member health plan. Paulus, the system’s chief technology and innovation officer, has teamed with chief financial officer Brennan to bring value to patients and payers through its ProvenCare program, a comprehensive heart care program that offers one price for a continuum of care—a goal that has been elusive for other healthcare providers. In a capacity constrained world, where capital expenditures rise at an unaffordable rate, Geisinger is pioneering a new model of care delivery not only by working to reduce length of stay for its patients but also reducing admissions themselves—directing patients to lower acuity care.

FIRELANDS REGIONAL MEDICAL CENTER

Sandusky, OH

CHARLES STARK
CEO & PRESIDENT

DANIEL MONCHER
CIO & EXECUTIVE VP

Stark and Moncher bring a community hospital system’s perspective to the panel. A combination of two hospitals that merged in 1985, followed by an acquisition of a third in 2001, Firelands has embarked on enhancements in reimbursement, cost savings and efficiency management that have resulted in nearly quadrupling the organization’s EBIDA earnings over five years. Firelands is working on providing value to its community by decreasing its charges and developing a more diversified set of service offerings that include a $146-million expansion project and a place in the top 5% nationally in surgery center operating margin.

GUNDERSEN LUTHERAN HEALTH SYSTEM

La Crosse, WI

JEFFREY THOMPSON, MD
CEO

JERRY ARNDT
SENIOR VP OF BUSINESS SERVICES

Though Gundersen’s mission “has nothing to do with making money,” according to CEO Thompson, he recognizes that money is a primary tool to help the system meet its mission of caring for patients. One of the key tenets for Thompson and his second in command, Arndt, is that the lower Gundersen’s prices, the better the health of its community. To that end, Gundersen has embarked on major cost-saving initiatives such as cutting its energy costs by 20 percent over the next three years. Arndt has led several major process reengineering initiatives that have demonstrated cost savings, as well as a reorganization of construction management discipline that has saved Gundersen more than 20% over previous construction contracts. The Dartmouth Atlas Project identifies Gundersen as providing the highest quality healthcare at the lowest cost.
It’s getting harder to make a margin in healthcare. Despite an unfavorable reimbursement climate and rising costs, the four CEOs on this panel have managed to reinvent their healthcare organizations and grow despite the tide. Representing a multi-specialty medical group, an urban not-for-profit health system, an investor-owned healthcare system and an academic faculty practice, these dynamic leaders will share their insights on growth and reinvention, from what got them to where they are today to the new strategies to keep growing in the future. In this 60-minute panel, our four CEOs will discuss:

- Creating urgency for the hospital and physicians
- Exploring physician ownership
- Identifying new revenue opportunities
- Driving intolerance of inefficiency

IASIS HEALTHCARE CORPORATION
Franklin, TN

DAVID WHITE
CEO & CHAIRMAN

IASIS Healthcare Corporation owns and operates medium-sized acute care hospitals in high-growth urban and suburban markets. IASIS Healthcare’s revenues grew 13.8% in 2007, while profits grew 5.2%. IASIS owns or leases 16 acute care hospital facilities and one behavioral health hospital with a total of 2,691 beds in service and has total annual net revenue of approximately $1.8 billion.

HOLSTON MEDICAL GROUP
Kingsport, TN

JERRY MILLER, MD
FOUNDER & PRESIDENT

Founded in 1977, Holston Medical Group is a multi-specialty practice of more than 100 physicians. The practice has been among the leaders in advancing the use of EMR technology across its practice areas. Holston Medical Group created the first regional women’s health group in 2007 and has been out front in regional prevention programs for cardiac disease and smoking cessation. HMG participates in more than 100 ongoing clinical trials as an additional revenue stream.

BATON ROUGE GENERAL MEDICAL CENTER
Baton Rouge, LA

WILLIAM HOLMAN
PRESIDENT & CEO

Baton Rouge General is a 544-bed not-for-profit community hospital with two locations and more than 3,000 employees. When Holman took over in 2000, the system had been losing money for five years. By reorganizing and creating a nimble leadership cabinet, Baton Rouge General managed a $14.1 million surplus in two short years, an accomplishment that earned the hospital the first HealthLeaders Media Top Leadership Teams in Healthcare designation for large hospitals in 2004. Baton Rouge General has been named Louisiana’s Hospital of the Year for nurse excellence by the Louisiana State Nurses Association four times. In 2008, Baton Rouge General became the first and only hospital in the country to install the latest-generation adaptive radiation therapy technology to fight cancer.

THE GEORGE WASHINGTON UNIVERSITY MEDICAL FACULTY ASSOCIATES
Washington, DC

STEPHEN BADGER
CEO & TREASURER

George Washington Medical Faculty Associates is a physician-governed 501 (c)(3) organization with more than 270 doctors in 41 medical specialties. In 1999, the practice was facing $9.6 million in annual losses as well as years of institutional atrophy. Under Badger’s direction, the practice broke down organizational barriers to performance. As a result of the turnaround, the practice has enjoyed six straight years of profitability. George Washington Medical Faculty Associates is responsible for the medical education of nearly 700 medical students, more than 400 interns, residents and fellows while treating an average of 1,500 patients a day. Badger was recognized as the medical practice executive of the year in 2006 by Medical Group Management Association for his work in encouraging the staff to work toward common goals.
NEW MEDICAL STAFF MODELS FOR STRATEGIC GROWTH

Like it or not, the traditional medical staff model is broken. Today’s physicians are losing interest and incentive to participate in vital hospital functions. Progressive health systems are acting now to ensure ongoing physician leadership, and in the process, they are rewriting the old rules of medical staff management. In this 90-minute panel, representing both the administrative and medical side of care delivery, our expert panelists will explain how to:

> Develop sustainable physician leadership
> Lead physicians and administrators through change
> Overcome barriers between hospitals and physicians
> And improve quality outcomes along the way

While any healthcare CEO might point to the virtues of adapting to change, Murphy and his leadership team are in the midst of converting the sprawling Virginia health system into a clinic model, which is characterized by a team approach of salaried physicians and caregivers focusing on the care of the patient to provide a system-wide continuum of care. Murphy describes this evolution as “turning ourselves upside-down” to become physician led so that the hospitals are ancillaries to the medical staff. Howell Agee is guiding the team of administrators through a dramatic transition that is beginning to show substantial quality improvements.

Krabbenhoft knows much about health system growth and transformation. His leadership has made Sanford Health a world class health organization involving a comprehensive clinical enterprise, health plan, a unique research project, multiple research centers, and a global children’s clinic initiative. Krabbenhoft has already led much change at Sanford Health since he took the reins in 1996. Under his direction, the system has quadrupled in size and grown from 50 to 400 physicians. As president of Sanford Clinic, Blue—a founding physician member of the Sanford Clinic—oversees management and leads the comprehensive multi-specialty physician organization. Sanford Health made headlines last year when the system received a $400 million dollar gift from T. Denny Sanford—the largest gift ever to a hospital or health system in America.
NEW TECHNOLOGIES THAT WILL CHANGE HEALTHCARE

Any new technology in healthcare alters or improves care in some small way. But some new technologies on the near horizon will fundamentally alter the industry. For example, in a future that is not too distant, a patient’s genetic profile will be the central piece of data in determining their care. What effect will this have on healthcare? Hospitals and medical groups have owned and guarded a patient’s health data for years, but will the growth of the personal health record alter that ownership? Technology has been largely been focused on caring for the patient in the hospital, but what are the ramifications for new technology that takes care outside the boundaries of the hospital or medical group? Our panelists share the strategies that their world-renowned institutions are using to take advantage of the new era, including:

> The revolution of genetic testing
> Movement to the personal health record
> The possibilities of home monitoring and telehealth

VANDERBILT UNIVERSITY MEDICAL CENTER
Nashville, TN

JEFFREY BALSER, MD
ASSOCIATE VICE CHANCELLOR FOR RESEARCH

Vanderbilt University Medical Center is a 633-bed academic medical center. In 2005, Vanderbilt launched a DNA databank project that hopes to eventually collect one million de-identified DNA samples as a research database to test new gene-based diagnostic tests. VUMC is ranked among the nation’s leading hospitals by U.S. News & World Report in 10 specialties ranging from kidney disease to cardiac care and oncology. Vanderbilt is among the leading hospitals and medical schools in the research of evidence-based guidelines in the practice of medicine.

GROUP HEALTH COOPERATIVE
Seattle, WA

TED EYTAN, MD
MEDICAL DIRECTOR OF HEALTH INFORMATICS AND WEB SERVICES

The Patient-Centered Health Information Technology Initiative was created to improve adoption of health information technology tools to better engage patients and families in their own care. The goal of the initiative will be to identify five partner organizations in diverse healthcare settings, and then complete a series of site visits to understand their patient populations, local landscapes, workflows, capabilities, values, and resources. The resulting report will identify tools that could either support or inhibit a model centered on the needs of patients.

UNIVERSITY OF PITTSBURGH MEDICAL CENTER
Pittsburgh, PA

JAY SRINI
CHIEF INNOVATION OFFICER, UPMC INSURANCE SERVICES DIVISION

The University of Pittsburgh Medical Center includes 20 hospitals serving 29 counties in Western Pennsylvania. UPMC has an annual budget of more than $7 billion, with 4,700 affiliated physicians and 48,000 employees. UPMC has a longstanding commitment to the research of technology that advances patient care, including the development of eRecord, UPMC’s EMR system. UPMC hosts both the UPMC Center for Quality Improvement and Innovation, and the Peter M. Winter Institute for Simulation, Education, and Research.
Government reporting requirements and increased consumer interest have led many hospitals to post information about the care offered at their facilities online, but being “transparent” doesn’t come without its challenges. Hear from three healthcare organizations that have chosen to publicly post cost, quality, or patient satisfaction data online and how overcoming these challenges has led to a changed organizational outlook, better quality care, and financial success. In this 90-minute panel, our leaders explain:

> Why it’s important for healthcare organizations to take ownership of their data
> How to make data relevant to staff, consumers, and other stakeholders
> How to react to the possible “toxic” side effects of sharing quality, patient satisfaction, and cost data
> How support from top leaders can drive a hospital or health system’s transparency success

**ALEGENT HEALTH**
Omaha, NE

Wayne Sensor
CEO

Scott Wootten
CFO & Senior VP

Alegent Health has been a leader in transparency since 2005. And while this leader has seen much success in being “transparent,” it has faced some challenges, too. In 2005, after the organization took out full-page ads in its regional newspapers advertising the availability of quality data, a member of the medical staff called Sensor demanding to know why he felt the need to advertise the inadequacies of the organization’s heart failure program. Today, Alegent’s quality scores have soared and revenues have increased. The organization is so convinced that transparency is the way to go that it now offers consumers the MyCost tool, which gives them accurate cost estimates of receiving care at Alegent hospitals.

**NORTHWEST COMMUNITY HOSPITAL**
Arlington Heights, IL

Bruce Crowther
President & CEO

Angela Stefaniu
VP Marketing & Business Development

Northwest Community Hospital was the first Chicago-area hospital to put information about quality online for public viewing. The hospital posted its patient satisfaction scores, hospital-acquired infection data, staff response rates, and other measures in fall 2007. Like most “transparent” hospitals, NCH’s first round of data showed that the organization wasn’t perfect, but Crowther vowed to push for better performance in problem areas, calling transparency a way to make changes in the way the hospital delivered healthcare.

**CHRISTUS HEALTH**
Irving, TX

Thomas C. Royer, MD
President & CEO

Linda McClung
Senior VP for Communications, Public Affairs, Philanthropy, & System Services

Transparency is about accountability at CHRISTUS Health. That’s why, in 2003, CHRISTUS was the first health system in America to offer patients a written guarantee of exemplary service, and today the health system, which is comprised of almost 350 services and facilities, continues its promise of quality healthcare by publishing its quality, patient satisfaction, pricing, community benefit, and financial information on its Web site. This transparency ensures that its patients, their families, and associates and physicians hold each other accountable to the high standards of compassion and excellence that the health system promises. Royer often writes about the organization’s quality journey on his blog, Wireside Chat with Dr. Tom (www.wiresidechatwithdrtom.blogspot.com).
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PYA’s success over the past 25 years is a direct result of its highly motivated and capable people. As a professional corporation, PYA’s team of resources is over 100 strong and continually growing. Its people have significant experience and advanced degrees in nursing, healthcare administration, public health, economics, finance, management, accounting, tax, and law, including specialized training in medicine, clinical coding, and regulatory matters. For more information, visit www.pyapc.com.

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**TOP LEADERSHIP TEAMS IN HEALTHCARE 2008**

Teamwork does not just happen—it takes a plan and hard work. During this lunchtime session, we will recognize the winners of our 2008 Top Leadership Teams in Healthcare award, and discuss with the winners how they set goals, created the team to meet those goals, and overcame many challenges along the way.

**CATEGORIES FOR 2008 INCLUDE**

- Large Hospitals and Health Systems
- Small and Rural Hospitals
- Medical Group Practices
- Community Hospitals
- Health Plans
- Global Hospitals and Health Systems

**PAST WINNERS INCLUDE**

- CHRISTUS Health
- MemorialCare Medical Centers
- Beebe Medical Center
- Radiological Associates of Sacramento
- Harvard Pilgrim Health Plan
- Medica Health Plans
- St. Mary’s Hospital & Clinics/Clearwater Valley Hospital & Clinics
- Baton Rouge General Hospital
- Ochsner Health System
- Wichita Clinic
- Erickson Advantage
- ConnectiCare
- Cabell Huntington Hospital
- Wright Medical Center

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To register, call the HealthLeaders Media seminar registration center at 800/753-0131 or fax the attached registration form to 800/738-1553. You can also register online at www.topleadershipteams.net. For group pricing discounts, please call 800/753-0131.

**REGISTRATION FEES:** $895 per individual attendee

**EARLY-BIRD RATE BY AUGUST 14:** $795

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**WHAT IS INCLUDED**

- Networking luncheon with speakers 12:30–2:00 P.M. (DAY 1)
- Awards luncheon 12:00–1:30 P.M. (DAY 2)
- Networking reception/cocktail party 4:30–5:30 P.M. (DAY 1)
- Continental breakfast 8:00–9:00 A.M. (DAY 1), 8:30–9:30 A.M. (DAY 2)

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  - Marblehead, MA 01945

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- David White, CEO, Kasis HealthCare
- Bill Holman, CEO, Baton Rouge General Medical Center
- Jerry Miller, MD, President, Holston Medical Group
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WHO’S ON YOUR TEAM?

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