Arkansas Hospital Association
Arkansas Health Executives Forum

Hospital Executive Leadership Conference

Endgame: The Bursting of the U.S. Healthcare Bubble

You’re Not Paranoid, They Really ARE After You...

Greater Expectations: Care Coordination as a Survival Tool

Improving the Health Status of Your Community: Advances in Continuous Care Management

June 11-13, 2014

Chateau on the Lake
415 North State Highway 265
Branson, MO

ACHE Face-to-Face (Category I) Credit Offered
Hospital Executive Leadership Conference
June 11-13, 2014
Chateau on the Lake
Branson, Missouri

Wednesday, June 11
7:30 a.m. – 2:30 p.m.   Golf Outing – Buffalo Ridge Golf Course
Sponsored by:
NABHOLZ CONSTRUCTION SERVICES
POLK STANLEY WILCOX ARCHITECTS

Buffalo Ridge Golf Course (formerly Branson Creek Golf Club) is located just 5 miles south of Branson, Missouri and just two miles from the Branson airport. The golf complex of two 18-hole courses (also formerly Murder Rock Golf Club) was recently purchased by Johnny Morris, the founder of Bass Pro Shops and has undergone extensive redesign by Tom Fazio to take full advantage of the rolling, wooded hills of the Ozarks as well as the numerous natural and man-made water sources.

Buffalo Ridge Golf Course recently made national golf headlines when it was announced that the PGA Tour will sanction a new event to be held on the Buffalo Ridge Springs Course in early summer – the Champions Tour’s newly-named Big Cedar Lodge Legends of Golf presented by Bass Pro Shops. This will be the first PGA TOUR–sanctioned event to visit Branson and also the first event to use a Par-3 Course in official competition.

More information will be emailed to those who register for golf one week prior to the Leadership Conference.

AHA is not offering a group fishing excursion this year; however, if you would like to set up an outing for you and/or a guest, please contact Jeremy Warren, Marina Manager at 417-243-1744. Please note that the marina is closed until April 1st.

3:45 p.m. – 5:30 p.m.   AHA Board Meeting
4:00 p.m. – 5:30 p.m.   Conference Registration
6:00 p.m. – 7:30 p.m.   Conference Reception

Leadership Conference guests and their families will enjoy cocktails and hors d’oeuvres before taking advantage of the varied opportunities in Branson. We hope you will use this time to get acquainted with hospital executives and their families new to the Arkansas Hospital Association and to get reacquainted with those you’ve known for many years. And, Branson has so much to offer – restaurants, tours, musical entertainment, shopping or relaxing around the hotel pool – that you'll have no trouble finding entertainment for the evening.

Thursday, June 12
7:00 a.m. – 8:00 a.m.   Buffet Breakfast
7:00 a.m. – 8:30 a.m.   AHEF Board and ACHE Regent’s Advisory Council Breakfast
8:00 a.m.   Registration
8:15 a.m.   Welcome and Introductions
Doug Weeks, FACHE, Chairman, Arkansas Hospital Association
Bo Ryall, President and CEO, Arkansas Hospital Association
8:30 a.m.  
**Endgame: The Bursting of the U.S. Healthcare Bubble**  
A provocative review of the macro-economic drivers that are forcing change in healthcare, this talk creates a compelling story for CEOs, medical staff, and board members around the coming changes. It covers the shifting trends of payment, provider integration, clinical care model redesign and the drive for efficiency. Highlights on lessons from the bleeding edge of payment change experiments in Minnesota are shared, and a strategic playbook is provided for those hospitals and systems positioned to take the next steps in preparation.

10:00 a.m. – 10:15 a.m.  
**Break**

10:15 a.m.  
**You’re Not Paranoid, They Really ARE After You: How to Survive the Inevitable Government Investigation**  
*Jim Kopf*, Executive Health Care Consultant, Healthcare Oversight, New Canaan, CT  
*Dan Mulholland, JD*, Senior Partner, Horty, Springer & Mattern, PC, Pittsburgh, PA  
There are two types of hospitals: those that have been investigated by the government this year, and those that will. Nothing is off limits to government scrutiny of hospital policies, procedures and protocol. We will discuss the government “hot spots” and how to protect your hospital from turning cheap molehills into expensive mountains of lost time and money.

12:00 noon  
**Adjournment and Free Afternoon!**  
Conference participants will have plenty of time to enjoy the many Branson attractions: shopping at the new Branson Landing and area outlet malls; relaxing at Spa Chateau, a 14,000 sq. ft. full-service spa with many amenities for guests; fishing; boating from the nearby marina; swimming in the pool; tennis courts; and more.

5:30 p.m. – 7:00 p.m.  
**Summer Conference Reception and Dinner**  
Enjoy cocktails and a buffet dinner before a free evening in Branson.  
If you are interested in attending a Branson show following dinner, contact the Chateau Concierge at 417-243-1766 prior to Thursday, June 12. The concierge can provide schedules and pricing and will help make entertainment arrangements.

**Friday, June 13**

7:30 a.m.  
**Buffet Breakfast**

8:00 a.m. – 8:45 a.m.  
**Greater Expectations: Care Coordination as a Survival Tool**  
*Barry Bittman, MD*, Chief Innovations Officer, Meadville Medical Center, Meadville, PA; Director, Care Coordination Strategies, Allegheny Health Network, Pittsburgh, PA  
This workshop focuses on a novel comprehensive outcomes-based model for developing and sustaining a no discharge continuous care system that achieves Triple Aim objectives. Dr. Bittman provides a comprehensive update of his model that now serves as the cornerstone for care coordination in several community hospitals across America, including those in Batesville and Fayetteville.

He presents clinical as well as financial outcomes along with the results of comprehensive patient satisfaction surveys. The workshop extends the concept of a continuum of care from childhood to palliative and hospice care. This scaled disseminated strategy holds great promise as a survival tool for community hospitals.
9:00 a.m. Improving the Health Status of Your Community: Advances in Continuous Care Management (Panel Discussion)

**Moderator:**
*Barry Bittman, MD,* Chief Innovations Officer, Meadville Medical Center, Meadville, PA; Director, Care Coordination Strategies, Allegheny Health Network, Pittsburgh, PA

**Panel:**
*Gary Bebow, FACHE,* Administrator/CEO, White River Medical Center, Batesville
*Mark D. Schram, PhD,* Associate Professor of Biology, Lyon College, Batesville
*Mark Thomas, MD,* Director of Clinical Medical Affairs and Medical Director of Palliative Care, Washington Regional Medical Center, Fayetteville

Healthcare organizations exist to serve the communities in which they reside. Though community health has always been a focus for these organizations, new regulations require them to take an active role. The health of a community or geographic population has a critical impact on a healthcare organization’s planning, operations, financial sustainability, outcomes and success.

Dr. Barry Bittman, working through the Institute for Innovative Healthcare, developed a new model of care coordination discussed in the previous session. His model has been implemented in Batesville between Lyon College and White River Medical Center, and in Fayetteville between the University of Arkansas and Washington Regional Medical Center. Participants in the program will discuss their roles, what they did to set up the program and how it is working.

In addition, they will talk about the organizational alignment to community health needs; strategic and operational planning; measuring quality through community health; evaluating demographics, disease prevalence and service utilization; and financing and charity care.

This panel discussion has been developed and is presented locally by the Arkansas Hospital Association and the Arkansas Health Executives Forum. The American College of Healthcare Executives has awarded ACHE 1.5 Face-to-Face Education (formerly called Category I) credit hours to this program. To receive credit, your name must appear on the sign-in sheet.

10:30 a.m. Adjournment

**DRESS CODE**

Casual attire is encouraged (for guests as well as speakers) for all meetings and social events during the leadership conference. No exceptions!
Chateau on the Lake
Resort & Convention Center
415 North State Highway 265
Branson, MO 65616
Call 1-888-333-5253 for room reservations.

Or, you may also make reservations online by selecting link and entering the attendee login below:

http://booking.ihotelier.com/istay/istay.jsp?groupID=818229&hotelID=11529

Reservation Cutoff: May 23, 2014
Check-in time is 4:00 p.m.
Check-out time is 11:00 a.m.

Luxury, old world charm and refined amenities await you in Branson, Missouri at Chateau on the Lake Resort and Convention Center. Visitors to this grand Branson resort – known as the “Castle in the Ozarks” – experience the finest in world-class hospitality, first-class Branson lodging and the enchanting charm of the Chateau’s personal touches. Modern services and amenities blend with classic old world opulence at the Chateau on the Lake, which stands on a beautiful, forested Ozark mountaintop, overlooking the crystal waters of scenic Table Rock Lake.

What awaits you and your family? Tiled stone baths and luxurious bedding; magnificent views; exceptional cuisine; a full-service marina offering boating, para-sailing and scuba diving; hiking and cycling trails; tennis; indoor and outdoor swimming; a private movie theatre; a luxurious day spa and beauty salon; fitness center; gift shop and boutique; and the supervised Crawdaddies Kid’s Club – an experience like no other.

Accommodations:

$179 Mountain View: choice of a king bed or two double beds elegantly decorated with French-country furnishings
- or -
Lake View: enjoy the comforts of a king-size bed and sleeper sofa or two double beds decorated with elegant French-country furnishings

$215 Lake Front King: includes an oversized sitting area with a sleeper sofa and lounge chair; most feature a balcony

$245 Lake Front Ambassador King: features a private bedroom with a king bed, separate sitting area with a sleeper sofa, two 37” flat screen televisions, and wet bar with microwave and refrigerator

Most guest rooms and suites have a balcony with a lake or mountain view and are nonsmoking. All guest rooms and suites feature HD 32-inch flat screen televisions, lighted makeup mirror, hair dryer, two telephones with voicemail, ironing board and iron, coffeemaker, Serta Perfect Sleeper mattresses with triple sheeting, down comforters and feather pillows.

www.chateauonthelake.com
ACKNOWLEDGEMENTS
The Arkansas Hospital Association wishes to thank the following sponsors for their financial support of the Leadership Conference:

**Diamond Sponsors & Golf Sponsors**

**Gold Sponsors**
BancorpSouth Insurance Services, Inc.

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Arkansas Association of Hospital Trustees
Arkansas Foundation for Medical Care
Arkansas Health Executives Forum
Hagan Newkirk Financial Services
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Provista
Stroudwater Associates

CONTINUING EDUCATION CREDITS
The Arkansas Hospital Association is authorized to award 4.0 hours of pre-approved ACHE Qualified Education credit (non-ACHE) for this program toward advancement, or recertification in the American College of Healthcare Executives.

Participants in this program wishing to have the continuing education hours applied toward ACHE Qualified Education credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

Participants are responsible for maintaining a record of their ACHE Qualified Education.

CANCELLATION POLICY
If cancellations are received in writing five business days prior to the date of the conference, 50% of the registration fee is refundable. Registrants who cancel the day of the conference or fail to attend, must pay the entire fee. Substitutions, however, are permitted. Registrations that are phoned in or faxed are subject to the same cancellation policy. (Note: All cancellations must be received in writing by the registrar.)
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Arkansas Health Executives Forum
Hospital Executive Leadership Conference
June 11-13, 2014 – Chateau on the Lake, Branson

CONFERENCE PARTICIPANT  (One registration per form; photocopies accepted)

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<th>Name/ACHE Credentials</th>
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**Names of Guests: (if children, please list age)**

1. ________________________________  2. ________________________________
3. ________________________________  4. ________________________________

**General Registration: $345 Per Conference Participant**

*Fee includes faculty expenses, materials, meals, breaks and receptions for conference participant only.*

**PART I  (Conference Participant Only)**

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**PART II  (Additional Persons - Spouse, children, other guests)**

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**Subtotal**

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**PAYMENT INFORMATION**

- [ ] Check payable to: Arkansas Hospital Education and Research Trust (AHERT)
- [ ] Credit Card: [ ] Visa [ ] Mastercard  *American Express and Discover NOT Accepted.*

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**Return form and payment to:** AHERT, 419 Natural Resources Drive, Little Rock, AR 72205; Telephone: 501-224-7878; Fax: 501-224-0519. Call Beth Ingram or Lyndsey Dumas with questions about the conference.

Cancellation Policy on Page 6

REGISTRATION DEADLINE: JUNE 4, 2014