Reaching New Horizons

TRANSFORMATION | INNOVATION | LEADERSHIP | RECOGNITION

ARKANSAS HOSPITAL ASSOCIATION  86TH ANNUAL MEETING AND TRADE SHOW

OCTOBER 5-7, 2016 | LITTLE ROCK MARRIOTT AND STATEHOUSE CONVENTION CENTER
Wednesday, October 5

9:00 a.m. – 6:00 p.m.  ANNUAL MEETING REGISTRATION (Mezzanine Lobby)
9:30 a.m. – 3:30 p.m.  LEADERSHIP WORKSHOP (Salon C)

Great Leaders Help Others Act on Their Best Intentions
Susan Keane Baker, MHA, Author of Higher HCAHPS Scores: The Willing to Recommend Approach

Exceptional people do three things:
1) They don’t hesitate to help.
2) They consistently demonstrate positive attitudes and behaviors.
3) They make the kind of responsive choices that set them - and your organization - apart in terms of professionalism and reputation.

You can help your team be exceptional. You can support them in providing care and service that reflects your values and commitment to excellence. Join us for practical, ready-to-implement tools to take your team to the next level.

What you’ll get out of this program:
- Customize a peer coaching program, because you can’t be everywhere at once.
- Create an internal customer feedback survey to use as a prompt for collegial support and improved performance.
- Consider tangible approaches to fewer difficult relationships.
- Learn the three factors that influence the choices your staff members make.
- Assess the behaviors that demonstrate competency and caring.
- Learn how to incorporate the behaviors into your performance appraisal process.
- Ramp up your ability to meaningfully engage staff members with a 7-question counseling process.
- Customize a recognition preferences tool so you can target appreciation to what matters most to each member of your team.

4.7 Nursing contact hours will be awarded to nurses attending the entire workshop.

12 noon – 12:45 p.m. LEADERSHIP WORKSHOP LUNCHEON (Salon B)
1:00 p.m. – 2:30 p.m. ARKANSAS HEALTH EXECUTIVES FORUM BOARD MEETING (Peck Room)
3:45 p.m. – 5:15 p.m. AHA BOARD MEETING (Arkansas Ballroom)

5:15 p.m. – 5:30 p.m.  AHA NOMINATING COMMITTEE MEETING (Peck Room)
6:00 p.m. – 8:00 p.m.  AHA MEMBERSHIP RECEPTION (Salon C) Sponsored by Arkansas BlueCross BlueShield

Thursday, October 6

7:00 a.m. – 6:30 p.m.  ANNUAL MEETING REGISTRATION (Mezzanine Lobby)

7:30 a.m. – 9:15 a.m.  CONCURRENT EDUCATIONAL SESSIONS

ACHE/AHEF BREAKFAST (Salon C)

Update from the American College of Healthcare Executives
Chuck Stokes, FACHE, ACHE Chairman-Elect; Executive Vice President/COO, Memorial Hermann Health System, Houston, Texas

As part of the ACHE Speaker Program, ACHE Chairman-Elect Stokes will give an update on ACHE’s strategic plans and also address organizational accountability to lead high reliability organizations.

PATIENT SAFETY/QUALITY LEADERSHIP WORKSHOP (Arkansas Ballroom)

The Changing Landscape of Patient Safety
Tejal Gandhi, MD, MPH, CCPS, President and CEO, National Patient Safety Foundation, Boston, Massachusetts

This session will describe new directions in patient safety that are critical to ensure that hospitals, health systems and providers in the ambulatory care center are providing the safest care. Based on extensive experience in patient safety research and operations, Dr. Gandhi will describe these new areas (such as patient engagement, safety across the care continuum and health information technology) where significant work needs to be done to continue to move forward the safety agenda to prevent harm to patients.

At the conclusion of the session attendees will be able to:
- Describe the key areas where safety has focused since 1999.
- Identify key new areas of focus for healthcare institution patient safety.
- List strategies to implement each of the five areas.

1.5 Nursing contact hours will be awarded to nurses attending the entire workshop.
11:00 a.m. – 11:45 a.m. AHA ANNUAL MEETING HOUSE OF DELEGATES

CEOs of AHA member institutions are encouraged to attend.

11:30 a.m. – 1:00 p.m. ARKANSAS ORGANIZATION FOR NURSE EXECUTIVES (ArONE) LUNCHEON (Arkansas Ballroom)

Update from the Arkansas State Board of Nursing

Sue Tedford, MNSc, APN, RN, Executive Director, Arkansas State Board of Nursing, Little Rock

Always popular with ArONE members, Sue Tedford, executive director of the Arkansas State Board of Nursing, will discuss important issues and updates from the Board, as well as national trends regarding the nursing profession.

1.0 Nursing contact hour will be awarded to nurses attending the entire workshop.

11:30 a.m. – 1:00 p.m. ARKANSAS SOCIETY FOR HEALTHCARE MARKETING AND PUBLIC RELATIONS (ASHMPR) LUNCHEON (Hoffman Room)

Social Media Checkup: How Healthy Is Your Hospital’s Plan?

Alexandria Cantrell, Account and Social Media Manager, EXIT Marketing, Little Rock

Emily Raine, Social Media Specialist, EXIT Marketing, Little Rock

Designed for marketing and public relations professionals, this session will address the importance of patient testimonials, turning complaints into customer service opportunities, utilizing social media as an educational outlet and the importance of transparency. Best practices for engaging, influencing and educating target audiences, and addressing common industry concerns in social media will be discussed.

12 noon – 1:00 p.m. EXECUTIVE LEADERSHIP LUNCHEON (Salon C)

Update from the Arkansas Department of Human Services

Cindy Gillespie, Director, Arkansas Department of Human Services, Little Rock

1:00 p.m. – 2:00 p.m. ACHE ADVANCEMENT (to Fellow) SESSION (Manning Room)

Michael Givens, FACHE, Administrator, St. Bernards Medical Center, Jonesboro

1:00 p.m. – 3:30 p.m. AHA TRADE SHOW (Governor’s Halls I-II)

Don’t miss the opportunity to experience some of the latest innovations in healthcare products and services — all under one roof. The AHA Trade Show is the perfect place to visit with vendors, see and compare products and services, discover new technologies — and save time by visiting numerous suppliers in one convenient location. Exhibitor participation in the Trade Show is very important to the annual meeting and helps YOU enjoy a low registration fee. Please include the Trade Show in your Thursday afternoon plans.

6:00 p.m. – 6:45 p.m. AHA MEMBERSHIP RECEPTION (Salon C)

HONORING CHAIRMAN DARREN CALDWELL

Sponsored by Nabholz Construction Corporation

MARKETING AND PR WORKSHOP (Hoffman Room)

10 Tips for Becoming a Better Content Strategist TODAY!

Amy S. VanStee, Editorial Director, StayWell, Chicago, Illinois

Learn how to build a healthy content strategy in this session focused on content marketing — the technique of creating and distributing relevant content to attract, acquire and engage your audience and drive them to action. In this age of content overload, a carefully honed strategy is key. We’ll discuss ways to position your brand as a leader — a credible source for health and wellness information and the right solution to address customers’ healthcare needs. Learn how to build a strategy, get the right players on board, create the right content to attract your audience and make the most of the content you already have.

9:30 a.m. – 11:00 a.m. AHA/AHAA OPENING SESSION (Salons A-B)

Bo Ryall, AHA President and CEO
Darren Caldwell, AHA Chairman
Dorothy Berley, AHAA President

KEYNOTE ADDRESS

High Velocity Leadership: Leadership, People and Innovation

Brian Muirhead, Chief Engineer for the Mars Science Laboratory at Caltech/Jet Propulsion Laboratory, NASA

Brian Muirhead has worked on numerous spacecraft and technology projects since joining NASA’s Jet Propulsion Laboratory (JPL) in 1978, including the Galileo mission to Jupiter and the Shuttle Imaging Radar-C. He has been a group supervisor and section manager in the Mechanical Systems Division, and was responsible for the design, development, test and launch of the Mars Pathfinder spacecraft that landed successfully on Mars on July 4, 1997. Following this successful landing he was named project manager and served in this capacity on the Deep Impact comet impact project from formulation through the critical design review in 2002.

He worked as the chief engineer of the Mars Science Laboratory until August 2004 when he became chief engineer of JPL. In February 2007, Brian was named chief architect and program systems engineer for the Constellation Program, which included responsibility for the architecture for a new human exploration spaceflight system to the Moon and beyond. He returned to JPL as the chief engineer at the Executive Council level in December 2009.

Brian will use stories, pictures and video to communicate the power of people, innovation and leaders to produce world class results under seemingly impossible constraints. During his keynote, Brian will draw parallels between the exploration of deep space and the hospital environment. These parallels are sometimes surprising and always motivating.

1.0 Nursing contact hour will be awarded to nurses attending the entire workshop.

11:00 a.m. – 11:45 a.m. AHA ANNUAL MEETING HOUSE OF DELEGATES

CEOs of AHA member institutions are encouraged to attend.
6:45 p.m. – 9:00 p.m.  2016 AHA AWARDS DINNER (Salon A-B)
Join us to honor recipients of the 2016 A. Allen Weintraub Memorial Award, the AHA’s highest honor; the Distinguished Service Award; Statesmanship Awards; and the C. E. Melville Young Administrator of the Year Award. The Awards Dinner will also feature presentation of the annual 2016 Diamond Awards honoring work by marketing and public relations professionals.

Friday, October 7

7:30 a.m. – 9:30 a.m.  ANNUAL MEETING REGISTRATION  (Salon A Foyer)
7:30 a.m. – 9:00 a.m.  SPECIAL MEMBERSHIP BREAKFAST  (AHA Members Only) (Salon B)
Politics, Economics and Health Policy: 2017 and Beyond
Len Nichols, PhD, Director of the Center for Health Policy Research and Ethics; Professor of Health Policy, George Mason University, Fairfax, Virginia
Join us as Dr. Nichols goes behind the scenes of Capitol Hill, gives insights into the 2016 Presidential election and addresses what will be on the agenda for the New Congress.

9:00 a.m. – 12 noon  ACHE FACE-TO-FACE WORKSHOP  (Salon A)
Sharpening Your Communication Skills
Jamie Haeuser, Principal, Haeuser Health Strategies, Robert, Louisiana; Adjunct Faculty, Tulane School of Public Health and Tropical Medicine, New Orleans, Louisiana
Effective communication is an essential element in achieving goals, engaging others and in your success as a healthcare leader. In this program, participants will assess their own communication skills across a spectrum of audiences, learn effective techniques of communication and practice key skills. Each participant will leave the session with a practical plan to improve individual communication effectiveness.

3.0 Nursing contact hours will be awarded to nurses attending the entire workshop.
12 noon  ANNUAL MEETING ADJOURNS

CONTINUING EDUCATION INFORMATION

AHA Annual Meeting Educational Sessions, October 5-7

American College of Healthcare Executives (ACHE) Qualified Education
The Arkansas Hospital Association is authorized to award 8.7 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.

Nursing Home Administrators
The Arkansas Hospital Association has applied for contact hours through the Arkansas Department of Health and Human Services Division of Medical Services Office of Long Term Care.

Quality
Approval is pending for continuing education hours for CPHQ recertification by the Healthcare Quality Certification Board.

Nursing
Nursing contact hours will be awarded to nurses attending designated “approved” sessions. Nurses must attend each session in its entirety and sign-in at each session.

The Arkansas Hospital Association is an approved provider of continuing nursing education by the Midwest Multistate Division, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation.

American College of Healthcare Executives Workshop (Friday, October 7)
This workshop is presented locally by the Arkansas Hospital Association and the Arkansas Health Executives Forum. The American College of Healthcare Executives has awarded 3 Face-to-Face Education credit hours to this program. To receive credit, participants’ names MUST appear on the sign-in sheet and appropriate registration fees must be paid.
Reaching New Horizons

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CORPORATE SPONSORS AND TRADE SHOW EXHIBITORS

Diamond Sponsor
Arkansas BlueCross BlueShield

Platinum Sponsors
AHA Services, Inc.
Merritt Hawkins an AMN Healthcare Company
Nabholz Construction Corporation

Gold Sponsors
Arkansas Regional Organ Recovery Agency
Arthur J. Gallagher & Co. formerly Hagan Newkirk Financial Services
BancorpSouth Insurance Services, Inc.

Silver Sponsors
Arkansas Blood Institute
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BKD, LLP
Correct Care, Inc.
EmCare, Inc.
The Diamond Agency
Friday, Eldredge & Clark, LLP
Image Works Commercial Interiors
Meridian Leasing Corporation
Patient Matters, LLC
Soderquist Leadership
TEG Architects
Vizient, Inc.
Webster University

Bronze Sponsors
Arkansas Health Executives Forum
TeamHealth

Copper Sponsors
Arkansas Association of Hospital Trustees
Engelkes Felts & Barnhardt, LTD
Harness Roofing, Inc.

AAMSCO Identification Products
Arkansas Center for Health Improvement (ACHI), UAMS
ACS – Administrative Consultant Services, LLC
Advanced Cabling System, Inc.
AHA Workers’ Compensation Self-Insured Trust
ArCom Systems, Inc.
Arkansas Graphics, Inc.
Arkansas Health & Wellness Solutions
The Austin Company
Baptist Health eICU Care
Centimark Corporation
CertaPro Painters, LTD
Commerce Bank, N.A.
CoreSource, Inc.
Crews & Associates, Inc.
Critical Alert Systems, Inc.
Cromwell Architects Engineers, Inc.
Curtis Stout
DataPath Administrative Services, Inc.
The Delta Companies
DocuVoice, LLC
EMS, LLC
Evident, Inc.
Evo Business Environments
EZ Way, Inc.
Harding University MBA Program Health eCareers
Healthcare Innovative Products, LLC
Healthcare Staffing Services, LLC
Heartland Medical Sales and Services, Inc.
Hewlett Packard Enterprise Services
Arkansas Medicaid
Hill-Rom
Hillery Architectural Products
IMS – Integrated Medical Systems International, Inc.
iVantage Health Analytics
Jackson & Coker
Jeron Electronic Systems, Inc.
JTS Financial Services, LLC
LaSalle Solutions
LHC Group, Inc.
Liberty Mutual Insurance
Masimo
Medical News Inc.
MedPro Group
Mid-South Medical Imaging, LLC
Morgan Hunter HealthSearch, Inc.
Polk Stanley Wilcox Architects
Powers of Arkansas
Premier Care
ProAssurance Corp.
Professional Credit Management, Inc.
Publishing Concepts, Inc.
Quest Diagnostics
Razorback Air Filter, Inc.
Remi
Roof Connect
State Health Alliance for Research Exchange (SHARE)
School & Office Products of Arkansas, Inc.
Southeast Imaging
Staples Business Advantage - Workplace Studio
The StayWell Company, LLC, Krames Patient Education by StayWell
Tele-Health Services
ThyssenKrupp Elevator Americas
University of Arkansas, Little Rock Weekend MBA Program
USDA Rural Development
Verasuite
Vision Service Plan
WD & D Architects
Welch, Couch & Company, PA
Western Specialty Contractors

THE ARKANSAS HOSPITAL ASSOCIATION WISHES TO EXPRESS ITS APPRECIATION TO THESE CORPORATE SPONSORS AND VENDORS WHO HAVE CONTRIBUTED TO THE 2016 ANNUAL MEETING.
Each participant planning to attend the 2016 AHA Annual Meeting and Trade Show must complete and return a registration form and all fees to the AHA by 4:30 p.m., Monday, September 26, 2016. After that time, advance registration will close, and participants must register on-site (see program agenda for registration times and additional fees assessed for late registration). Confirmation letters will be sent upon receipt of registration forms.

Name badges, tickets and registration packets are to be picked up at the AHA Registration Desk located in the Mezzanine Lobby of Little Rock Marriott during designated registration times (see program agenda).

Please contact the education department at 501-224-7878 with questions about registration. Questions concerning meetings or program content should be directed to Lyndsey Dumas at 501-224-7878 or ldumas@arkhospitals.org.

Who Should Attend?
The AHA Annual Meeting is designed to meet the needs of Arkansas healthcare leaders and frontline providers including:

- CEOs, Administrators and System Executives
- COOs, CFOs
- Trustees
- Nursing and Patient Care Executives
- Compliance Officers
- Quality Leaders
- Marketing and PR Executives and Staff
- Human Resource Directors and Managers
- Department Directors and Managers

Special Event Tickets/Fees
Special event ticket fees are listed on the registration form and are in addition to the AHA member registration fees. Ticket requests are processed in the order received. Participants are encouraged to complete and return the registration form promptly. If available, unallocated tickets will be sold at the registration desk. Meal tickets are guaranteed in advance and are not refundable after September 26.

Dress
Business casual is appropriate for all events. Please note that meeting room temperatures often are difficult to moderate, so dressing in layers is suggested.

Parking
Annual Meeting participants are urged to allow patience and extra time to secure parking space in downtown Little Rock. The Little Rock Marriott offers valet parking ($15 per day or $22 for overnight parking). Additional parking is available at the following locations:

- Second and Main Street Parking Garage (one block south of the Little Rock Marriott); $12 per day
- Municipal Parking Garage (below the DoubleTree Hotel, a short walk from the Little Rock Marriott); $12 per day
- River Market Parking Lot (several blocks east of the Statehouse Convention Center); $12 per day

Hotel Accommodations
A room block has been reserved for October 4-6 at the Little Rock Marriott, which is located at Three Statehouse Plaza in downtown Little Rock. To take advantage of the annual meeting rate of $169 for single or double occupancy, please identify yourself as an AHA Annual Meeting registrant. The room block will expire on September 6. Reservations after that date will be subject to availability. The hotel will honor the special rate three days prior and three days following the official meeting dates on a space availability basis.

To make reservations, contact the Little Rock Marriott (toll free) at 877-236-2427, specifying the Little Rock location, or call 501-906-4000. All reservation requests/changes should be made directly with the hotel. Check-in time is 3:00 p.m. and checkout is 12:00 noon. To make reservations online, visit the AHA Annual Meeting page at www.arkhospitals.org/events/Annual-Meeting.
### REGISTRATION AND SPECIAL EVENTS

#### Wednesday, October 5

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<tr>
<th>Event</th>
<th>Fee</th>
<th># Attendees</th>
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<tr>
<td>A. Leadership Workshop (9:30 a.m.)</td>
<td>$125</td>
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<td>B. Membership Reception (6:00 p.m.)</td>
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#### Thursday, October 6

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<td>C. Registration Fee Includes Opening Session with the following events:</td>
<td>$125</td>
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<td>(1) Choose ONE of the Concurrent Sessions (7:30 a.m.):</td>
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<td>ACHE/AHEF Breakfast Meeting</td>
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<td>Marketing &amp; Public Relations Workshop</td>
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<td>Patient Safety/Quality Leadership Workshop</td>
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<td>(2) Choose ONE of the Luncheons:</td>
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<tr>
<td>Ark. Organization for Nurse Executives Luncheon (11:30 a.m.)</td>
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<td>Ark. Society for Healthcare Marketing &amp; PR Luncheon (11:30 a.m.)</td>
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<td>Executive Leadership Luncheon (12:00 noon)</td>
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<td>(3) ACHE Advancement Session (1:00 p.m.)</td>
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#### Friday, October 7

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<tr>
<td>D. AHA Annual Awards Dinner (6:45 p.m.)</td>
<td>$125</td>
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#### OTHER FEES

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<tr>
<td>G. Hospital Administration graduate students, not employed by a hospital (must pre-pay)</td>
<td>$25</td>
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<td>H. Representatives from non-exhibiting vendor companies must pay the non-exhibiting fee to attend the Annual Meeting. (You may not conduct business on the Trade Show floor if you do not have a booth.)</td>
<td>$1000</td>
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* For Registrations received after 4:30 p.m., Monday, September 26, please add $50 to the total fees due.

Note: AHA educational events are not available to persons from hospitals that are eligible for AHA membership, but choose not to become members.

**Total Due (Registration Fee and Special Event Tickets)**: $__________

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**PAYMENT**

- Enclosed is my check made payable to the Arkansas Hospital Association.
- I authorize AHA to charge my: □ MasterCard □ VISA (AmEx and Discover not accepted)
  
  **Account number** __________  **Exp. date** __________  **Phone** __________
  **Cardholder’s name** __________  **Cardholder’s signature** __________
  **Billing address** __________

**Mail form and payment to be received by the AHA no later than September 26 to:**

Arkansas Hospital Association, 419 Natural Resources Dr., Little Rock, AR 72205; or fax form with credit card payment to 501-224-0519.

**Refund policy:**

Refunds, minus a $50 processing fee, will be granted if requests are received in writing by the AHA on or before September 26. No refunds after that date. Unpaid registrants who fail to attend must pay the entire registration fee. Substitutions, however, are permitted. Registrations that are faxed in are subject to the same cancellation policy. Fax refund requests to the education department at 501-224-0519.