

Arkansas Hospital Education & Research Trust

Hospital Executive Leadership Conference



June 14-16, 2017

**Embassy Suites
Northwest Arkansas
3303 S. Pinnacle Hills Pkwy
Rogers, Arkansas**

**1.5 ACHE Face-to-Face Credit
&
3 AMA PRA Category 1 Credits™ for
Physicians Offered**

**Due to Book Orders, Please Note the
Registration Deadline is May 24, 2017!**

Featuring



Chad Williams
Former U.S. Navy Seal



**Kurt Mosley
Merritt Hawkins**

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Wednesday, June 14

7:30 a.m. – 2:30 p.m. **Golf Outing – Fayetteville Country Club**

Sponsored by: NABHOLZ CONSTRUCTION CORPORATION

Designed by renowned golf architect Perry Maxwell, and still an original Perry Maxwell, the course at Fayetteville Country Club is rich in Arkansas history. Four teeing area beckon golfers of all skill levels to traverse tree-lined fairways. Fayetteville golf course is a true shot-maker's golf course, requiring players to shape the ball off the tee. It plays just a par 70, but demands precision.

More information will be emailed to registered golfers one week prior to the conference.

3:45 p.m. – 5:30 p.m. **AHA Board Meeting (Commerce A)**

4:00 p.m. – 5:30 p.m. **Conference Registration (Commerce Foyer)**

6:00 p.m. – 8:30 p.m. **Conference Reception, Dinner & Live Music (Pinnacle Ballroom II-III)**

Sponsored by: ARKANSAS BLUECROSS BLUESHIELD

Enjoy a relaxing, fun-filled evening with leadership conference attendees – both new to AHA and those that you have known for years! This year, we are mixing things up, and a live band will perform while guests and families enjoy cocktails, hors d'oeuvres and dinner.

Thursday, June 15

7:00 a.m. – 8:00 a.m. **Buffet Breakfast**

Attendees will go through the Embassy Suites Breakfast Buffet; a separate room – Commerce C – has been set aside for privacy.

**AHEF Board and ACHE Regent's Advisory Council
Breakfast**

8:00 a.m. **Registration**

8:15 a.m. **Welcome and Introductions**

Darren Caldwell, Chairman, Arkansas Hospital Association

Bo Ryall, President and CEO, Arkansas Hospital Association

8:45 a.m.

Freedom Isn't Free

Chad Williams, Former U.S. Navy SEAL, Author and Inspirational Speaker

Days before Chad Williams was to report to military duty in Great Lakes, Illinois, he turned on a television and was greeted with the horrifying images of his mentor, U.S. Navy SEAL Scott Helvenston, being brutally murdered in a premeditated ambush on the roads of Fallujah, Iraq. Steeled in his resolve, Chad followed in Scott's footsteps and completed the U.S. military's most difficult and grueling training to become a Navy SEAL. One of only 13 from a class of 173 to make it straight through to graduation, Chad served his country on SEAL Teams One and Seven for five years, completing tours of duty in the Philippines, Saudi Arabia, Bahrain and Iraq.

Chad takes you along his journey through the grueling Naval Ops training and onto the streets of Iraq, where he witnessed the horrors of war up close. Along the way, Chad shares his own radical conversion story and talks about how he draws on his own experiences as a SEAL to help others better understand the depths of ultimate sacrifice that soldiers pay overseas for the sake of freedom and most importantly the ultimate sacrifice that Christ paid at the Cross of Calvary for the sake of freedom from the eternal consequences of sin.

Thanks to AHA Services, all registered attendees will receive Chad's book *SEAL of God*. If you would like additional books, please note the number on your registration form (additional fees apply). Chad will sign all attendee books during the 45-minute break following his session.

10:00 a.m.

Book Signing & Break

10:45 a.m.

The Problem Is Poverty: Why Poverty & Income Inequality are at the Core of America's High Health Care Spending

Kurt Mosley, VP of Strategic Alliances, Merritt Hawkins

What accounts for the high rate of health care spending in the United States? Why do we spend more on health care than the great majority of other developed nations and yet achieve outcomes that often are relatively unsatisfactory? **The problem is POVERTY.**

While waste and inefficiency clearly exist, poverty is at the core of America's high health care spending, not the greed or ineptitude of the nation's physicians, hospitals and other health care providers. This timely program takes a clear-eyed look at what really is driving health care spending in America, calling into question the efficacy of "quality-based" delivery models that do not get at the heart of what truly ails America's health care system. Examining both big picture trends and relevant data, *The Problem Is Poverty* offers an appraisal of the health care system through the lens of a profound societal problem and is designed to stimulate thought and provoke discussion.

12:00 noon

Adjournment & Free Afternoon and Evening!

Conference participants will have plenty of time to experience the many Northwest Arkansas attractions as you enjoy a free afternoon and evening. Please make sure you visit with the sponsors throughout this event – there are several sponsors inviting attendees to dinner... If you need help locating a sponsor, see Amber Estrada – she will be able to help you on-site.

Friday, June 16

7:30 a.m.

Buffet Breakfast (*Commerce C*)

Attendees will go through the Embassy Suites Breakfast Buffet; a separate room – Commerce C – has been set aside for privacy.

8:30 a.m. – 8:45 a.m. Welcome and Introductions (*Commerce A-B*)

8:45 a.m.

AHEF/ACHE Panel Discussion

Population Health: *Improving the Health Status of Your Community*

Moderator:

Kevin Hodges, FACHE, Vice President of Affiliated, MIS and Senior Services with responsibility for Population Health, St. Bernards Healthcare, Jonesboro

Panel:

Lisa Low, MD, Medical Director-Community Health, Mercy Hospital Rogers

Kourtney Matlock, MHSA, Assistant Vice President of Patient Services, Baptist Health Medical Center-Little Rock

Joseph Thompson, MD, MPH, Director, Arkansas Center for Health Improvement; Professor, University of Arkansas for Medical Sciences; General Pediatrician, Little Rock

Sally Welborn, Senior Vice President, Global Benefits, Walmart

Health care 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. Also, other companies and organizations are branching outside of their “norm” and helping to advance the health of their communities. The health of a community or geographic population has a critical impact on any organization’s planning, operations, financial sustainability, outcomes and success. Not only is a population-based focus the right thing to do, but it may prove to be the financially astute course of action.

*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** credit hours to this program. To receive credit, your name must appear on the sign-in sheet.*

10:30 a.m.

Adjournment

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 faxed in are subject to the same cancellation policy.

Faculty

Kevin Hodges, FACHE

Kevin Hodges is the vice president of affiliated, MIS and senior services for St. Bernards Healthcare. A native of Keiser in Mississippi County, he has been affiliated with St. Bernards Healthcare for 27 years.

Kevin is a licensed administrator for long-term care in Arkansas. He holds a bachelor's degree in health services administration and a master's degree in Business Administration from Arkansas State University. He was appointed by the Governor in 2000 to serve as a commissioner of the state Health Services Permit Agency, and has served as an advisor to the Division of Aging and Adult Services.

Active in community affairs, Kevin served as president of the Jonesboro Kiwanis Club, is an alumnus of Leadership Jonesboro, is a member of the Greater Jonesboro Chamber of Commerce and a deacon at Walnut Street Baptist Church. He serves as the health care representative on the City/County Public Transit Authority and was appointed to the Citizen's Advisory Committee for parks and recreation in Jonesboro. Kevin is also a board member of Foundation Care, Inc. serving with the David Puryear Center of Jonesboro.

Lisa K. Low, MD

Dr. Low graduated from the University of Arizona College of Medicine in 1992 and completed her Family Medicine Residency at the University of Arizona in 1995. She was a rural family practitioner in Safford, Arizona for four years before relocating to Northwest Arkansas. Dr. Low has been with Mercy Northwest Arkansas since 1999, working in outpatient family medicine and urgent care. In 2014, she began a Master of Public Health program which she will complete in April 2017. Her thesis project, in collaboration with UAMS Northwest, was a study of health care providers' perceptions of barriers to health faced by the Marshallese population in Northwest Arkansas. Since 2015, she has served Mercy in the role of medical director of community health, overseeing the Community Health Needs Assessment and Community Health Improvement Plan, establishing a community benefit financial reporting system and developing and implementing numerous community health programs. She is currently championing a project to scale the National Diabetes Prevention Program at Mercy.

Kourtney Matlock, MHSA

Kourtney Matlock is an Assistant Vice President of Patient Services at Baptist Health. She has been with Baptist for seven years and has executive responsibility for system-wide case management services, telehealth services, Baptist Health eICU, Baptist Health home health, Baptist Health hospice and system population health efforts. Prior to taking her current role at Baptist Health, she was a regional practice administrator for a number of Baptist Health clinics and program administrator for the Comprehensive Primary Care Initiative (CPCI). She holds a bachelor's degree in Business Administration from Henderson State University and a master's degree in Health Services Administration from the University of Arkansas for Medical Sciences. Her primary duties are focused around the coordination of care across the continuum, improved access to care via telehealth, reducing the cost of care for insurers and improved quality outcomes.

Kurt Mosley

Kurt Mosley serves as VP of strategic alliances for Merritt Hawkins a company of AMN Healthcare, the largest health care staffing organization in the United States. With over 25 years of health care industry experience, Mr. Mosley is one of the nation's leading authorities on the evolving health care system, particularly the way physician supply, demand and access are changing. Mr. Mosley has been cited for his expertise in numerous publications, including *USA Today*, *U.S. News & World Report*, *Modern Healthcare*, *Hospitals & Health Networks*, *HealthLeaders*, *Medical Economics* and has been heard on XM Radio's "Reach M.D." program. Mr. Mosley served on The Council on Physician and Nurse Supply, a group of health care experts based at the University of Pennsylvania dedicated to finding solutions to the shortage of nurses and physicians. Mr. Mosley served as contributing editor to Merritt Hawkins' highly regarded book *Will the Last Physician in America Please Turn off the Lights*, and was an expert adviser to the Health Care Advisory Board's white paper "Transforming Primary Care." In addition, he has keynoted health care staffing roundtables for the U.S. Army, the American Society of Healthcare Journalists and the prestigious "Let My Doctor Practice" conference. A nationally noted speaker and a member of the globally recognized Executive Speakers Bureau, Mr. Mosley has addressed over 90 health care professional organizations over the last two years reaching over 6,500 industry leaders. A graduate of California State University, Fullerton, Mr. Mosley spent several years in professional baseball and now resides in Dallas, Texas.

Joseph Thompson, MD, MPH

Dr. Thompson is responsible for developing research activities, health policy and collaborative programs that promote better health and health care in Arkansas. His work is centered at the intersection of clinical care, public health and health policy. Dr. Thompson has led vanguard efforts in planning and implementing health care financing reform, tobacco- and obesity-related health promotion and disease prevention programs. He has worked with Arkansas' executive and legislative leadership and the U.S. Department of Health and Human Services to develop a creative alternative to Medicaid expansion under the Patient Protection and Affordable Care Act. In addition, Dr. Thompson is guiding Arkansas' innovative initiatives to improve health system access, quality and cost including a systematic, multi-payer overhaul of Arkansas's health care payment system.

From 2005 to 2015, Dr. Thompson served as Surgeon General for the State of Arkansas in the administrations of Governor Mike Huckabee and Governor Mike Beebe. As Surgeon General, he worked closely with and often served as a bridge between the Governor's office, the Arkansas legislature and public and private organizations across the state to develop relevant health policy initiatives.

Nationally, Dr. Thompson serves on the board of the Campaign to End Obesity and he is a member of the Arkansas Medical Society Board of Trustees and Delta Dental of Arkansas Board of Directors. Dr. Thompson earned his medical degree from the University of Arkansas for Medical Sciences and Master of Public Health from the University of North Carolina at Chapel Hill. He served as the RWJF Clinical Scholar at the University of North Carolina at Chapel Hill, the Luther Terry Fellow in Preventive Medicine advising the U.S. Assistant Secretary of Health in Washington, D.C. and the assistant vice president and director of research at the National Committee for Quality Assurance in Washington, DC. In 1997, he served as the First Child and Adolescent Health Scholar of the U.S. Agency for Healthcare Research and Quality (then the U.S. Agency for Health Care Policy and Research) before returning to Arkansas.

Chad Williams

Having been a featured guest on Fox News Channel, CNN News Room, Anderson Cooper 360 and more, former U.S. Navy SEAL Chad Williams draws from his experience in the SEAL Teams to communicate an instructive perspective on teamwork, resilience, leadership and self-motivation.

Just days prior to entering SEAL training Chad's motivation and mental toughness would be tested as he turned on a television one morning to see unexpected graphic video footage of his mentor and training partner Navy SEAL Scott Helvenston brutally killed, mutilated and dragged through the streets of Fallujah, Iraq. Hung upside-down from the Euphrates River Bridge while an incensed Iraqi mob repeatedly celebrated and chanted in Arabic, "Fallujah is the graveyard of Americans." Helvenston's body was set ablaze as Chad witnessed and learned an unwelcome firsthand lesson in what it was to be forged by adversity.

Steeled in his resolve to follow in Helvenston's footsteps and complete SEAL Training in honor and memory of his good friend, Chad entered the military's most difficult and grueling training known as BUD/S. As a member of Class 254 Chad and 172 other sailors vowed that they would die before ever giving up and quitting the military's most rigorous training. Those that would quit, were required to "ring out" which entailed ringing a large hanging brass bell three times and surrendering their class helmet on the Naval Special Warfare Center's asphalt grinder. Exercising mental-toughness, leadership and teamwork Chad climbed the mountain and completed SEAL Training alongside 12 of the original number of 173 sailors that vowed their dedication to completing the program.

Serving his country proudly through multiple deployments as a U.S. Navy SEAL, on SEAL Teams One and Seven, Chad continued to hone the qualities and values that our nation's best adhere to. In an ironic final operation in Iraq, Chad's SEAL Team was set up on a premeditated ambush similar to the location and scenario that took the life of his mentor Scott Helvenston but on that occasion Chad and his team were able to overcome their enemy and complete the mission.

Today, Chad is a bestselling author of his book, *SEAL of God* and an in-demand keynote speaker. Drawing from his experiences as a SEAL, Chad captivates his listeners as he illustrates and instructs the SEAL mindset and ethos that involve: mental toughness, discipline, teamwork, leadership, safety and motivation.

CONTINUING EDUCATION CREDITS

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Louisiana State Medical Society through the joint providership of St. Bernards Medical Center and The Arkansas Hospital Association. St. Bernards Medical Center is accredited by The Louisiana State Medical Society to provide continuing medical education for physicians.

“St. Bernards Medical Center designates this live educational activity for a maximum of 3 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity”.



The Arkansas Hospital Association is authorized to award 2.5 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.

DRESS CODE

Casual attire is encouraged (for guests as well as speakers) for all meetings and social events during the Leadership Conference. No exceptions!

HOTEL INFORMATION

Embassy Suites Northwest Arkansas

3303 S. Pinnacle Hills Pkwy
Rogers, Arkansas 72758

Call (479) 254-8400 for room reservations.

Reservation Cutoff: May 24, 2017

Check-in time is 4:00 p.m.; Check-out time is 11:00 a.m.

Accommodations:

\$139 single/double; \$145 triple; \$159 quad

Your stay at the Northwest Arkansas Embassy Suites includes a beautifully decorated two-room suite with a private bedroom, living room and work desk area. Suites also include:

- Complimentary access to the fitness center, indoor pool, whirlpool and sauna
- Same day dry cleaning service
- Complimentary shuttle service within a 5-mile radius of the hotel
- Complimentary wifi in all guest rooms
- 32-inch LCD HDTVs in living room & bedroom with HBO® and PPV® movies & games available
- Pull-out sleeper sofas
- Connecting rooms available upon request

ACKNOWLEDGEMENTS

The Arkansas Hospital Association wishes to thank the following sponsors for their financial support of the Leadership Conference:

Platinum Sponsors

Golf



Reception



**Arkansas
BlueCross BlueShield**
An Independent Licensee of the Blue Cross and Blue Shield Association

Together. For a State of Better Health.

Entertainment



We Restore Lives

SEAL of God (Book)



Gold Sponsors

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CONFERENCE PARTICIPANT (One registration per form; photocopies accepted)

Name/ACHE Credentials _____ Title _____

Hospital/Institution _____

Address _____
(include city, state and zip)

Phone _____ Email _____

Names of Guests: (if children, please list age)

1. _____ 2. _____
3. _____ 4. _____

General Registration: \$395 Per Conference Participant

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

PART I (Conference Participant Only)

	<u>FEE</u>	<u>Indicate Attendance</u>
A. Golf Outing (Wednesday) Handicap _____	n/c	A. _____
B. Conference Reception & Dinner (Wednesday).....	n/c	B. _____
C. Breakfast Buffet (Thursday).....	n/c	C. _____
D. Breakfast Buffet (Friday).....	n/c	D. _____

Thanks to AHA Services, conference participants will receive Chad Williams' book complimentary.

We will not have additional books on-hand to sell. If you would like an additional book(s), please request here:

AMT. DUE

\$15 x _____ = _____

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

		<u># Persons</u>
A. Golf Outing (Wednesday) Handicap _____	\$90 x	A. _____
B. Conference Reception & Dinner Adult (Wednesday).....	\$20 x	B1. _____
Children.....	n/c	B2. _____
C. Breakfast Buffet (Thursday)	n/c	C. _____
D. Breakfast Buffet (Friday)	n/c	D. _____

Subtotal \$ _____
General Registration \$ 395
Total Amount Due \$ _____

PAYMENT INFORMATION

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

Card Number _____ Expiration Date _____ Cardholder Phone Number _____

Cardholder's Address _____
(include city, state and zip)

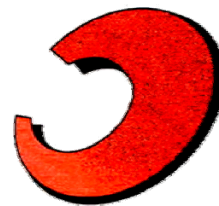
Cardholder's Name _____ Cardholder's Signature _____

Return form and payment to: AHEART, 419 Natural Resources Drive, Little Rock, AR 72205; Telephone: (501) 224-7878; Fax: (501) 224-0519. Call Lyndsey Dumas or Amber Estrada with questions regarding the conference.

Cancellation Policy on Page 4



www.ArkHospitals.org



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<http://ahef.ache.org/>