Arkansas Hospital
Education & Research Trust
Hospital Executive Leadership Conference

Due to Book Orders, Please Note the Registration Deadline is May 24, 2019!

June 12-14, 2019
The Hu. Hotel
79 Madison Avenue
Memphis, Tennessee

1.5 ACHE Face-to-Face Credit

Photos for this program were received through the Memphis Convention & Visitors Bureau (MCVB). Photographer credit listed if available.
Hospital Executive Leadership Conference
June 12-14, 2019
The Hu. Hotel - 79 Madison Avenue - Memphis, TN

Wednesday, June 12

3:15 p.m. - 5:00 p.m. AHA Board Meeting *(Ballroom)*

4:00 p.m. - 5:15 p.m. Conference Registration *(Ballroom Prefunction)*
*Make Sure You Pick Up Your Hospitality/Welcome Bag*
*Sponsored by: AHA Services, Inc.*

5:30 p.m. - 6:30 p.m. Conference Reception with Hors D’oeuvres *(Rooftop Bar and Patio)*
Everyone is invited - including children - to the reception to welcome everyone to the Leadership Conference, before heading to dinner!

7:15 p.m. Dinner at Rendezvous
*Sponsored by: Qualivis*
Leave your wallets behind and join us for a barbeque dinner and drinks at Charlie Vergos’ Rendezvous. Within walking distance from the hotel, the famous eatery has been around since 1948.

Everyone is Welcome!

Thursday, June 13

7:45 a.m. Registration *(Ballroom Prefunction)*

8:00 a.m. Breakfast *(provided)*
*Meeting Participants (Ballroom)*
*Families (Mezzanine Balcony)*

Meeting Participants: The breakfast buffet will be held in the ballroom; please join us for breakfast as we begin the education sessions.

Family Members: Breakfast will be provided in the Mezzanine Balcony. Please feel free to come and go as you please from 8:00 a.m. - 9:00 a.m.

8:30 a.m. Welcome and Introductions *(Ballroom)*
*Bo Ryall, President and CEO, Arkansas Hospital Association*
*Darren Caldwell, Chairman, Arkansas Hospital Association*
8:45 a.m.  **Disruptive Innovation: It’s More than an App**

*Marty Martin, PsyD, MPH, MSc, Professor, DePaul University, Chicago, IL*

This interactive session will challenge you to move confidently and competently as a leader operating in an increasingly VUCA (volatile, uncertain, complex and ambiguous) environment. Attendees will question their underlying assumptions about what industry you compete in and your underlying business model.

Dr. Martin will give attendees the tools to explain the links among change, creativity, innovation and disruptive innovation, and also apply a PESTLE analysis and other future studies tools to forecast disruptive forces seeking to threaten the health care delivery industry and their organization. Attendees will be able to describe the differences between closed and open innovation focusing upon some of the more commonly applied tools of open innovation in health care; master skills in enhancing the innovative capacity of your board, top leadership team and front-line employees; and align your current incentive, metric and accountability systems and processes to support not undermine innovation initiatives in your organization.

10:00 a.m.  **Break**

10:15 a.m.  **The Art of Perception Leadership Training: Seeing What Matters**

*Amy Herman, Founder and President, The Art of Perception, Inc.; Professional Development Instructor to the FBI, CIA, Scotland Yard, the Peace Corps, and many others, New York, NY*

Amy is a lawyer and art historian who uses works of art to systematically sharpen observation and perception skills as well as refine communication of both vision and strategy. By showing leaders how to look closely at painting, sculpture and photography, she helps them hone their visual intelligence to recognize the most pertinent and useful information. In this highly participatory session, works of art are engaged to address breakdowns in precise communication of both complex strategic planning and exchanges of critical information that can be detrimental to a company’s unified mission. The Art of Perception addresses these deficiencies by engaging leaders in dialogue and exercises that connect skills in perception and communication directly to strategic thinking as well as stakeholder relationships. Visual literacy provides an innovative vehicle to refresh participants’ sense of critical inquiry, understand biases that impede optimal decision making, and renew the skills necessary for effective leadership.

*All registered hospital attendees will receive a copy of Amy’s book Visual Intelligence. Sponsored by: Arthur J. Gallagher & Co.*
12:00 noon  The Journey to Physician Engagement: A CEO Perspective
Lunch Provided & Sponsored by: Arkansas Blue Cross Blue Shield
Marty Martin, PsyD, MPH, MSc, Professor, DePaul University, Chicago, IL

This hands-on session is designed to equip you with a perspective and set of tools to take home to increase your effectiveness in designing and delivering an experience in which physicians want to optimize their performance knowing that it meets the needs of their patients, their own needs and the needs of the organization.

By the end of this pragmatic, tool-based session, attendees will be able to:
- Describe how the socialization process and value structure of physicians and clinicians is distinct from managers and business professionals
- Differentiate disengagement, apathy, high performance and high performing engagement
- Identify the stages of engagement from disengagement to high performing engagement
- Apply models of leading without authority to move toward high performing physician engagement
- Leverage your existing organizational culture, organizational structure and incentive structure in achieving a higher proportion of high performing, engaged physicians

1:30 p.m.  Adjournment for Afternoon of Fun!
6:00 p.m.  Meet in the Lobby to Walk/Catch a Ride to AutoZone Park
6:30 p.m.  A Night at The Ballpark: Memphis Redbirds vs. Salt Lake Bees
Sponsored by: Nabholz

Join us for a night out at AutoZone Park to watch the Memphis Redbirds take on the Salt Lake Bees. Suites have been reserved for everyone to enjoy a fun-filled, relaxing evening.

*Kids will be able to stand on the field with players for the National Anthem and receive a signed Redbirds baseball.

*Attendees will be able to participate in between inning fun and games.

Game Tickets, Food and Drinks are Included!
*To participate in pre-game and between inning fun, you MUST designate your participation on the registration form.
Friday, June 14

8:15 a.m. Buffet Breakfast
Meeting Participants (Ballroom)
Families (Mezzanine Balcony)

Meeting Participants: Please go through the breakfast buffet and join us in the ballroom.

Family Members: Breakfast will be provided in the Mezzanine Balcony. Please feel free to come and go as you please from 8:15 a.m. - 9:30 a.m.

8:30 a.m. AHEF/ACHE Panel Discussion - Patient and Family Advisory Councils: Integrating Principles of Patient-Centered Care

Moderator:
Pamela Brown, RN, BSN, CPHQ, CPPS, Vice President of Quality and Patient Safety, Arkansas Hospital Association, Little Rock

Panel:
Michael Givens, FACHE, Administrator, St. Bernards Medical Center, Jonesboro
Erin Gray, Director of Patient & Family Centered Care, University of Arkansas for Medical Sciences, Little Rock
Jodie McGinley, Parent Partner, Arkansas Children’s Hospital, Little Rock
John W. Thompson, MEd, Patient Family Advisory Council, Conway Regional Health System

Patient and Family Advisory Councils consist of a group of strongly motivated family members, patients and health care staff who apply first-hand knowledge to improving the experiences of other patients and caregivers. Patient-Centered Care has emerged as an approach for health care organizations to consider the patients’ cultural traditions, their personal preferences and values, their family situations and their lifestyles. It makes the patient and their loved ones an integral part of the care team who collaborate with health care professionals in making clinical decisions and ensures that transitions between providers, departments and health care settings are respectful, coordinated and efficient. A truly patient-centered health care system may provide higher quality health care, improve patients’ experiences and increase efficiency.

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
FACULTY
Pam Brown, RN, BSN, CPHQ, CPPS
Pam is the vice president of quality and patient safety with the Arkansas Hospital Association. Her primary duties include leading the development, coordination and implementation of the goals and work plan of the AHA’s patient safety and quality program. Pam also serves AHA and its members as the lead nurse planner for AHA’s CNE provider unit. Prior to joining AHA, she served as vice president of quality programs for the Arkansas Foundation for Medical Care, the state’s QIO. Prior to joining AFMC, she served in various hospital clinical positions such as director of clinical services, case manager, staff and charge nurse.

Michael Givens, FACHE
Mr. Givens serves as the administrator of St. Bernards Medical Center in Jonesboro and has been a part of the St. Bernards Team since 2001. St. Bernards Medical Center is a 438-bed hospital, including both an acute care campus and a behavioral health campus. Mr. Givens is a Fellow of the American College of Healthcare Executives, and presently serves as ACHE Regent for the state of Arkansas. He holds an undergraduate degree in Business Administration from the University of Arkansas in Fayetteville and a Master’s Degree in Business Administration with an emphasis in Healthcare Administration from Harding University.

Mr. Givens is a 2004 Graduate of Leadership Jonesboro. He presently serves on the boards of the Arkansas Health Executives Forum and the Jonesboro Hispanic Community Center. Mr. Givens has served on many other boards within the community, including the Jonesboro Regional Chamber of Commerce, where he also served as Chairman of the Board.

Erin Gray
Erin is the director of patient experience for UAMS Medical Center. She was born and raised in Little Rock and attended Parkview High School. She graduated from the University of Tampa with a degree in Sociology & minored in Non-Profit Management. She has over 10 years of experience working in patient experience and over 15 years’ experience in strategic planning. Erin has played a role in engaging patients and families as vital partners in care since the concept was initiated at UAMS 10 years ago. In addition to managing and supporting nine UAMS PFACs, Erin and her team maintain and analyze patient experience data and implement enterprise wide process improvement initiatives based on the feedback received with the goal of improving the overall experience and impacting value based purchasing. She served on the board of director for NCADD, Tampa and the Community Allocations Committee for United Way of Tampa Bay. In 2001, Erin was awarded the De De Grundel Speaker of the Year Award for her work with the United Way of Tampa Bay Annual Campaign.

Erin serves as an advocate outside of work for her daughter, Camryn, who is 12 years old and living with intractable epilepsy. Her son Turner is 10 years old and addicted to baseball. Most weekends you will find Erin and her family on a dirt field somewhere cheering in the stands.

Amy Herman
Amy Herman is a lawyer and art historian who uses works of art to sharpen observation, analysis and communication skills. By showing people how to look closely at painting, sculpture and photography, she helps them hone their visual intelligence to recognize the most pertinent and useful information as well as recognize biases that impede decision making. She developed her Art of Perception seminar in 2000 to improve medical students’ observation and communication skills with their patients when she was the Head of Education at The Frick Collection in New York City. She subsequently adapted the program for a wide range of professionals and leads sessions internationally for the New York City Police Department, the FBI, the French National Police, the Department of Defense, Interpol, the State Department, Fortune 500 companies, first responders, the military and the intelligence community. In her highly participatory presentation, she demonstrates the relevance of visual literacy across the professional spectrum and how the analysis of works of art affords participants in her program an innovative way to refresh their sense of critical inquiry and reconsider the skills necessary for improved performance and effective leadership. The program has been featured in The New York Times, The Wall Street Journal, The CBS Evening News, and Smithsonian Magazine, among others. Her TED talk, A Lesson in Looking, went live in December 2018. Ms. Herman holds an A.B., a J.D., and an M.A. in art history. Her book, Visual Intelligence, was published in May 2016 and was on both the New York Times and Washington Post best sellers’ lists.
Marty Martin, PsyD, MPH, MSc

Marty is currently a full professor at DePaul University in Chicago, IL, where he directs a portfolio of graduate degree programs ranging from a MBA/MS with Rush University to a MS in Health Informatics. Dr. Martin has published over 100 referenced articles in a range of journals including the Journal of Health Care Finance. He also is an author of two books including Taming Disruptive Behavior. His scholarly work has been featured in Wall Street Journal, Washington Post and USA Today.

He is trained as a clinical psychologist with postdoctoral training in primary health care psychology. Later, he earned a MSc in behavioral sleep medicine from the University of Glasgow and a postgraduate diploma in global eHealth and now specializes in telehealth focusing on patients with insomnia, parasomnias and circadian rhythm disorders. This work has resulted in Dr. Martin consulting with health care organizations on innovation and virtual health services. Marty has served in numerous leadership roles including director of marketing and director of human resources at the Johns Hopkins Hospital. He currently serves on the board of the Center for Healthcare Innovation and a malpractice insurance carrier which also offers other insurance lines.

Marty is familiar with Arkansas because he served as one of the early faculty while at Tulane University where faculty from Tulane University taught UAMS students who were earning their MPH degree before UAMS began their own MPH. He also did some consulting work with the Department of Health of the State of Arkansas.

Jodie McGinley

Jodie McGinley serves as the parent on staff for Arkansas Children’s Hospital (ACH). She received her Bachelor of Arts in Education at Arkansas State University and The University of Arkansas at Little Rock and is a teacher by trade. Her family’s story began after the birth of their twin boys, Eli and Walker. They were separated by hospitals after their birth due to Eli’s complications. It was quickly determined that Eli’s condition was much worse than initially realized, and due to the intentional actions of a very Patient and Family Centered Care (PFCC) minded Neonatologist who was committed to excellence in those last hours, the twin brothers were reunited before the passing of Eli.

Today, Jodie serves as a state-wide advocate for the importance of PFCC. Her family established the ELI Award: Excellence in Patient & Family Centered Care at UAMS in 2015. At Arkansas Children’s, she currently serves on the PFCC Steering Committee, Acute Care Committee, Family Advisory Board, Peri-Op Council and Radiology PFCC Committee to name a few. She also works directly with all patient and family advisors for the ACH system. She is dedicated to educating the team about PFCC, patient experience, engaging patients and families in safety and more.

In her free time, she and her family serve as public speakers for Donate Life Arkansas, The American Association of Tissue Banks, and she is also a six-year volunteer for Molly Bears, a national nonprofit serving families of infant loss. Jodie is also the Worship Leader for Springlake Church. Jodie and her husband, Jesse, have 3 surviving children: Walker (9), Ellie (7), Charlee Kate (3). And let us not forget Eli’s two heart valve recipients: Cambrie (6) of Maine and Louis (13) of The Dominican Republic.

John W. Thompson, MEd

John is a member of the Patient and Family Advisory Council with Conway Regional Health System. He is retired after 28 years with IC Corporation, a manufacturer of school and commercial buses. He served as a regional sales manager and director of training. Prior to IC Corporation, he worked with other industries in Conway and Jonesboro. He has taught school in DeValls Bluff and in North Little Rock, and was school principal in West Memphis and Conway.

John received his BSE from State College of Arkansas, now the University of Central Arkansas, and his MEd from the University of Mississippi with additional hours from the University of Arkansas and the University of Mississippi. He is a member of Conway First United Methodist and has served on church council, stewardship, finance and been a lay delegate to Methodist Annual Conference. John has served on the Conway Planning Commission, Conway City Council, Senior Citizen Center board of directors, and currently volunteers at the Clinton Presidential Center one day a week.

He is married to Louise (Lulu), his wife of 49 years, and has three children – Dr. John Thompson, Jr. of Jonesboro, Michael of Little Rock and Dr. Brock Thompson of Washington D.C.
ACKNOWLEDGEMENTS
We thank all of the sponsors for their financial support of the Leadership Conference!

This year we have added some additional sponsorships, please read below so that you do not miss out on these perks!

Platinum Sponsors

Hospitality Bag
All hospital attendees will receive a Hospitality Bag at registration. This bag will be filled with goodies!

Wednesday’s Dinner
This dinner will be held Wednesday, June 12th at Rendezvous. Food and Beverages included.

A Night at the Ballpark
This event will be held Thursday, June 13th at Autozone Park. Tickets, Food and Beverages included.

Book: Visual Intelligence
All hospital attendees will receive a copy of Amy Herman’s book in their Hospitality Bag.

Thursday’s Lunch
All attendees will be provided lunch on Thursday at noon as the sessions continue.


Sponsors Continued on Next Page...
CONTINUING EDUCATION CREDITS

AHA is authorized to award 4.50 hours of pre-approved ACHE Qualified Education credit (non-ACHE) for this program toward advancement, or recertification in the ACHE. 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 ACHE 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 faxed in are subject to the same cancellation policy.
**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:** $250 Per Conference Participant

(A Discount is Offered if Another Executive, from the SAME Institution, is registered at the same time. See Next Page for Information.)

**PART I  (Conference Participant Only)  FEE  Indicate Attendance**

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<thead>
<tr>
<th>Description</th>
<th>Fee</th>
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<td>Conference Reception (Wednesday)</td>
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<td>Breakfast During Meeting (Thursday)</td>
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<td>Lunch During Meeting (Thursday)</td>
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<tr>
<td>Redbirds Baseball Game (Thursday)</td>
<td>n/c</td>
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<td>Breakfast During Meeting (Friday)</td>
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☐ I would be interested in participating in the between inning games during the Redbirds Baseball Game.

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

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☐ My child/children would like to participate in the pre-game festivities of the Redbirds Baseball Game.

Total Amount Due $ 250

**PAYMENT INFORMATION**

☐ Check payable to: Arkansas Hospital Education & Research Trust (AHERT)

☐ Credit Card:   ☐ Visa   ☐ Mastercard   *American Express and Discover NOT Accepted

Card Number __________________________ Expiration Date __________________________ Cardholder Phone Number __________________________ CVV __________________________

Cardholder’s Address __________________________________________________________________________

(Include city, state and zip)

Cardholder’s Name __________________________ Cardholder’s Signature __________________________

**Return form and payment to:**

AHERT, 419 Natural Resources Drive, Little Rock, AR 72205; Fax: (501) 224-0519. Call Lyndsey Dumas or Romeeka Taylor with questions regarding the conference.

**Cancellation Policy on Page 9**
AHERT Hospital Executive Leadership Conference

ADDITIONAL EXECUTIVE REGISTRATION FORM

This individual must be from the same organization as the conference participant on the previous page, and must be registered at the time of the 1st conference participant. This discount can only be applied to one additional individual.

If you have questions, please call Lyndsey Dumas, VP of Education, Arkansas Hospital Association, at (501) 224-7878.

### ADDITIONAL PARTICIPANT

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

1. ___________________________________________
2. ___________________________________________
3. ___________________________________________
4. ___________________________________________

General Registration: $100
(This Registration Form MUST Accompany Another Executives $250 Registration Form.)

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[ ] My child/children would like to participate in the pre-game festivities of the Redbirds Baseball Game.

Total Amount Due $ 100

If taking advantage of this discount, your total will be $350

PAYMENT INFORMATION MUST BE THE SAME AS ON THE PREVIOUS PAGE!

Cancellation Policy
The cancellation policy on page 9 applies to this registration; however, if the 1st registrant cancels, the “additional” registrant must fulfill the $250 fee.