



Trustee Conference Aug. 13-15, Indianapolis

Join your peers for IHA's 2014 Trustee Conference
Renaissance Indianapolis North Hotel, Carmel

For hospital leaders, the future is now.

As health care undergoes historic changes, boards of trustees and hospital leadership teams must be prepared to engage with new challenges, cast vision and help guide their organizations into the future.

IHA's annual Trustee Conference will prepare you to understand and adapt to the wide-ranging changes defining health care today. From insurance exchanges and ACOs to new governance models and metrics for integrated care delivery, the Trustee Conference will cover emerging trends, challenges and opportunities that every hospital leader will encounter in the years to come.

After two days of networking and learning, you'll be ready to lead your organization boldly into the future.

Plan to attend the optional Trustee Orientation on Wednesday evening with IHA President Doug Leonard and John Render, IHA general counsel. Designed for new and experienced trustees, this informal orientation will give trustees a chance to discuss current hospital issues and learn more about board expectations, trustee roles and responsibilities.

AGENDA

Wednesday, August 13

5:30 – 8 p.m.

Trustee Orientation and Dinner *(optional)*

Douglas J. Leonard, IHA President

John C. Render, IHA General Counsel, Hall Render

This optional event will help both new and seasoned trustees understand the issues and expectations of hospital boards and clarify their roles and responsibilities. This informal session will cover topics including current hospital trends, new financial challenges, top trustee attributes, fiduciary responsibilities and Medicare requirements.

Note: special event fee and advance registration required



Thursday, August 14

8 – 9 a.m. **Breakfast Buffet & Registration**

9 – 9:15 a.m. **Welcome and Opening Remarks**
Douglas J. Leonard, President
Indiana Hospital Association

9:15 – 10:45 a.m. **Seeing Beyond Reform: The Emerging New Normal in Health Care**
Maureen Swan, President
MedTrend, Inc.

Insurance exchanges, ACOs and clinical integration are all evolving from the theoretical to the real world. Meanwhile, payers and employers are pushing new incentives to drive patients to the highest quality, lowest cost providers while Medicare and Medicaid become more fragile. This presentation will review the trends and reports from the field and outline these implications for health care organizations and their leaders. Further, it will look beyond the short term and outline the emerging “new normal” of health care to prepare leaders for a challenging future.

11 a.m. – 12:30 p.m. **Making a Difference for Communities: Trustees Transforming Health Care**
John R. Combes, M.D., President/COO
Center for Health Care Governance and SVP, American Hospital Association

This session is designed to highlight the skills and capabilities necessary to help trustees engage in transformational change faced by their organizations. Through the use of presentation, video and case examples, trustees will explore the governance practices boards should adopt to guide their organizations through the significant challenges of a changing system of health care delivery and payment. Topics include:

- Transformational challenges
- Board competencies and skills for effective governance and leadership
- New governance models and metrics for integrated care delivery
- Managing enterprise-wide risk in a changing environment
- New ways of assessing and improving organizational and board performance

12:30 – 1:30 p.m. **Group Lunch**

1:30 – 3 p.m. **Affiliation: The Elephant in the Board Room**
David Miller, Partner
Healthcare Strategy Group
Chad Schaefer, Senior Manager, Health Services
Plante Moran

Merger mania is dominating hospital news these days. Hospitals of all sizes are asking themselves if they have the financial strength, market position and in-house capabilities to go alone as the industry transitions from fee-for-service to value. The presentation will cover four key considerations to examine to determine your organization’s need/readiness to affiliate, the affiliation structure continuum and how your organization can use affiliation to bolster strengths and offset weaknesses as the industry wades into reform.

The session will include a dialogue with trustee panelists whose organizations have already entered into an affiliation arrangement. Success stories, lessons learned and issues such as merging cultures will be addressed.

3:15 – 4:15 p.m.

Our Fragmented, Fragile Physician Workforce - Trends in 2014 and Beyond

Kurt Mosley, Vice President of Strategic Alliances

Merritt Hawkins

What is the “state of the union” of the medical profession? How are health reform and an evolving health care market shaping who doctors are and how they practice medicine? How are physician compensation models changing and what will be the key to successful physician recruitment and retention?

This presentation will examine how the physician workforce has changed and where it is headed.

5:30 – 6 p.m.

Group Reception at the Renaissance

6 p.m.

Depart for Off-site Dinner at Clay Terrace

Friday, August 15

7:30 – 8:30 a.m.

Buffet Breakfast

8:30 – 10:30 a.m.

Fiduciary Oversight in a Complex Health Care Environment

Kathy Reep, Vice President, Financial Services

Florida Hospital Association

David Wiesman, Vice President

Indiana Hospital Association

The board’s role in fiduciary oversight is more important than ever in today’s complex health care environment. This in-depth session will provide participants with a comprehensive overview of the current and emerging financial marketplace. Challenges of budgeting hospital revenue, identification of key payers and payment methodologies and the movement from volume to value will be addressed.

Learn what boards need to know to exercise the necessary level of care and prudence to develop an effective governance approach in an environment which expands beyond the traditional “hospital walls.”

10:45 a.m. – 12:15 p.m. **Bedside to Boardroom: Creating Patient-Centered Cultures**

Jim Kinsey, Director of Member Experience

Planetree

Patient-centered care is so much more than amenities and a beautiful physical environment aimed at improving the patient experience. A patient-centered culture is characterized by inclusive decision-making and activation of all stakeholders to transform how care is delivered, which ultimately drives improved outcomes. As the stewards of the organization’s strategic priorities and resource deployment, trustees’ engagement in this effort is vital. Though once considered to be primarily a moral imperative, with the advent of value-based purchasing and other policy movements, patient-centered care has emerged into a financial necessity.

This presentation will outline a path to patient-centered success through a series of coordinated steps that identify the key levers for cultural change.

12:15 – 12:30 p.m.

Wrap-up and Adjournment



FEATURED SPEAKERS

Jim Kinsey, Planetree senior consultation services specialist, has more than 25 years of experience in health care, beginning as a nursing assistant and progressing through a variety of nursing leadership and educational roles. Jim has spent the last 10 years consulting and educating nationally with long-term care organizations for the implementation and sustainability of person-centered care. He has presented and taught for Quality Improvement Organizations, Provider Organizations and the Pioneer Network. In his role at Planetree, Jim conducts organization and progress assessments, information sessions, staff and leadership retreats, and serves as a resource for Planetree Continuing Care.

Healthcare Strategy Group Partner **David W. Miller**, FACHE, focuses on strategy development, including strategic plans for hospitals, health systems and employed physician groups, affiliation/merger strategies, physician alignment and primary care strategies and service line planning. He also provides board and medical staff education and retreat facilitation. Before co-founding Healthcare Strategy Group in 1999, David spent four years as a partner with the Galvagni-Miller Strategy Group and 15 years as an executive with Norton Healthcare in Louisville.

Kurt Mosley serves as vice president of Strategic Alliances for Merritt Hawkins, Staff Care, Inc. With more than 20 years of health care staffing experience, Mosley is one of the nation's leading authorities on medical staffing trends. A regular columnist for RecruitingTrends.com, he served on The Council on Physician and Nurse Supply, and has keynoted health care staffing roundtables for the U.S. Army and for the American Society of Healthcare Journalists. A nationally noted speaker, Mosley has addressed more than 70 health care professional organizations over the last two years, reaching over 5,000 industry leaders.

Kathy Reep, vice president of financial services at the Florida Hospital Association, has more than 30 years of experience in health care. At FHA, her responsibilities include monitoring regulatory issues related to Medicare, Medicaid, managed care, workers' compensation and TRICARE, determining their impact on Florida hospitals and educating the providers in the state about their implications. She is also responsible for compliance issues related to billing, reimbursement and HIPAA.

Maureen Swan is the president of MedTrend, Inc., a firm she founded in 1998 that specializes in strategic planning and analysis for the health care industry. Maureen has more than 25 years of sales, marketing and strategic planning management experience. Prior to her 16 years with MedTrend, Maureen was vice president of marketing operations and strategic analysis for Allina Health System. While at Allina, Maureen led efforts to understand key marketing and strategic opportunities for Allina's one million-member health plan, 18 hospitals and 60 physician clinics. Prior to joining Allina, Maureen held positions with Abbott Northwestern Hospital, HealthPartners, IBM and Eastman Kodak.

OPTIONAL SPOUSE ACTIVITIES

If you plan to bring a guest to the event, we invite them to sign up for an optional tour that we have arranged for Thursday, Aug. 14. We will plan to leave from the main lobby of the Renaissance at 8:30 a.m. and enjoy breakfast at one of the city's favorite restaurants, [Petite Chou](#). This "Getting to Know You" breakfast will be a great opportunity for guests to meet while you are attending the day's sessions. Following breakfast, guests are invited to browse the shops at [Clay Terrace](#). Our private shuttle will return guests to the Renaissance at lunchtime for a hands-on cooking demonstration with a professional chef.

REGISTRATION

Register at regonline.com/iha14trustee by **Aug. 6**. For assistance, please contact Laura Gilbert at lqilbert@IHAconnect.org or 317-423-7793.

Conference Registration Fee: Fees are outlined below.

	Basic Conference Attendee	Full Conference Attendee	Orientation ONLY	Basic Spouse Registration	Full Spouse Registration
Fee	\$525	\$600	\$150	\$175	\$225
Wed. Orientation/Dinner		Included	Included		
Thurs. Breakfast	Included	Included		Included	
Thurs. Lunch	Included	Included			Included
Thurs. Dinner	Included	Included		Included	Included
Fri. Breakfast	Included	Included		Included	Included
Thurs. Off-site Breakfast and Shopping Tour					Included
Thurs. Lunch and Cooking Demo					Included

Payment Options: Payments can be made online by credit card or a check may be mailed prior to August 14. Checks should be made payable to Indiana Hospital Association.

Attire: Business casual attire is encouraged. Room temperatures may vary; a light sweater is recommended.

LODGING

If you require hotel accommodations Aug. 13 - 14, please make your reservation directly with the Renaissance Indianapolis Hotel North. [Online booking](#) is the preferred method of reservation. Lodging reservations may also be made by calling the hotel directly at 317-816-0777. Be sure to indicate that you are with the IHA Trustee Conference (reference group code IHAIHAA). **A special rate of \$139 per night is available until July 22, based on availability.**

CANCELLATION & REFUND POLICIES

For cancellations made on or before Aug. 6, a \$75 cancellation fee will be retained. Refunds will not be issued for cancellations made after Aug. 6. Substitutions are permitted and can be made online or on-site.