

Spring 2005
CONFERENCE

**Measuring Value
from IT Investments**

Information Technology is critical to improving outcomes, safety, workflow, cost and satisfaction, yet it's difficult to measure the direct impact of IT. This year, SI explores ways to not only achieve these benefits, but to also measure the return on IT investments.

**Marriott's Camelback Inn
Scottsdale, Arizona**

April 20-22, 2005



Measured Value from IT Investments

Wednesday, April 20

9:00 a.m. - 11:00 a.m. Conference Registration
(Front Circle Entrance)

9:00 a.m. - 11:00 a.m. Working Session: Benchmarking
IT Benefits (Town Hall Room)

- ◆ **Doug Thompson**, Chair, *HIMSS Clinical Information Systems Benefits Task Force*

11:00 a.m. – 12:30 p.m. Welcome Luncheon
(Garden Pool) Spouses and Guests Welcome

1:00 p.m. – 5:00 p.m. Executive Presentations

1:00 p.m. – 2:00 p.m.

**“A National Econometric Model for Healthcare IT:
The Community Cost of Inaction”** (Mesa Room)

- ◆ **Bill Dwyer**, SVP, Strategic Partnerships, *Cerner Corporation*

“e-ICU: A Prospective, Controlled Study”
(Payson Room)

- ◆ **Ed Septimus**, MD, Medical Director, *Memorial Hermann Healthcare System*, and **Lisa Weavind**, MD, Medical Director, *Memorial Hermann e-ICU Advantage*

“The NMH Story: Measuring our Benefits”
(Cholla Room)

- ◆ **Timothy R. Zoph**, VP and CIO, and **Julie L. Creamer**, VP Operations and Quality, *Northwestern Memorial Hospital*

2:30 p.m. – 3:30 p.m.

“The IT Business Case: ROI Model, Use and Impact”
(Cholla Room)

- ◆ **Dwayne Paul**, VP, ITS Business Services, and **Yvonne Garcia**, Manager, ITS Business Operations, *Catholic Healthcare West*

**“Supply Chain as a Source of Savings: Measuring
and Analyzing ROI on Supply Management”**
(Mesa Room)

- ◆ **Mike Peterson**, Director, *Evanston Northwestern Healthcare*, and **Leanne Paine**, Director, Supply Chain Management, *Neoforma*

**“Building World-Class Leadership: Successful
Profiles of Thinking and Leadership Styles,
Emotional Competence and Career Motivation”**
(Payson Room)

- ◆ **Nona Footz**, Client Partner, and **Tom Giella**, Health Care Practice Leader, *Korn / Ferry International*

4:00 p.m. – 5:00 p.m.

**“The Impact of Clinical Decision Support and CPOE
on Quality of Care and Outcomes at UPHS”**
(Cholla Room)

- ◆ **George Brenckle**, PhD, CIO, and **Eric Pifer**, MD, CMIO, *University of Pennsylvania Health System*

**“Delivering Throughput to Meet Customer
Expectations for both Physicians and Patients”**
(Mesa Room)

- ◆ **Gary J. Strong**, President, *Fairview Southdale Hospital*

**“Innovating Healthcare to Improve Wellness:
Using IT to Drive the Value Chain”** (Payson Room)

- ◆ **Jeffrey D. Miller**, VP, Worldwide Health Industry, *Hewlett-Packard*

5:30 p.m. – 7:30 p.m. Reception (South Patio)
Spouses and Guests Welcome

Thursday, April 21

7:00 a.m. – 7:45 a.m. Continental Breakfast
(Peace Pipe Patio)

7:45 a.m. – 8:00 a.m. Five Minute Report to Members
and Introduction (Peace Pipe Room)

- **Stanley R. Nelson**, Chairman, *Scottsdale Institute*

8:00 a.m. – 9:30 a.m. **“Leveraging Information
Technology to Enable Systemness”**
(Peace Pipe Room)

- **Douglas D. Hawthorne**, FACHE, President and CEO, *Texas Health Resources*

Executive Panel:

- ◆ **Donald C. Wegmiller**, Chairman, *Clark Consulting - Healthcare Group*, and Vice-Chairman, *Scottsdale Institute*, Moderator
- ◆ **William Kreykes**, Chairman of the Board, *Trinity Health*, and retired CEO, *Lifespan Corporation*
- ◆ **Thomas J. Sadvary**, FACHE, CEO Designate, *Scottsdale Healthcare*
- ◆ **Timothy Stack**, President and CEO, *Piedmont Healthcare*

9:30 a.m. – 10:00 a.m. Break (Peace Pipe Patio)

10:00 a.m. – 11:30 a.m. **“Leading the Clinical
Revolution”** (Peace Pipe Room)

- **Richard R. Pettingill**, President and CEO, *Allina Health System*



Executive Panel:

- ◆ **Steve Heck**, President, *FCG*, Moderator
- ◆ **John W. Bluford**, President and CEO, *Truman Medical Centers*
- ◆ **Frank D. Byrne**, MD, President, *St. Marys Hospital Medical Center*
- ◆ **Matt Van Vranken**, President, *Spectrum Health Hospitals*

11:30 a.m. – 1:30 p.m. Attendee Luncheon
(North Garden)

11:00 a.m. – 2:00 p.m. Luncheon for Spouses and Guests — Hosted by **Rif Nelson** and **Janet Wegmiller**: Spouses and guests will enjoy lunch at the *Wrigley Mansion*. (Meet at Circle Drive Entrance)

1:30 p.m. – 2:30 p.m. “Future Technologies Forecast: As the World Turns, 2005-2007” International models are ahead of the U.S., and the drama shifts to the home and ambulatory care. (Peace Pipe Room)

- **Molly Joel Coye**, MD, MPH, CEO and Founder, *Health Technology Center*
- ◆ **Bill Dwyer**, SVP, Strategic Alliances, *Cerner Corporation*, Moderator

2:30 p.m. – 3:30 p.m. “Emerging Policy Changes for Health Information at National and Local Levels”
(Peace Pipe Room)

- **Janet M. Marchibroda**, CEO, *e-Health Initiative*, and Executive Director, *Connecting for Health*
- ◆ **Jeffrey D. Miller**, VP, Worldwide Health Industry, *Hewlett-Packard*, Moderator

3:30 p.m. – 7:00 p.m. Open Time (Tennis available)

7:00 p.m. Reception (Sonoran Terrace)
Spouses and Guests Welcome

7:45 p.m. Dinner (Scottsdale West)
Spouses and Guests Welcome

Friday, April 22

7:30 a.m. – 9:00 a.m. “Breakfast Executive Roundtables” (Peace Pipe Room)

While enjoying breakfast, participants will have the opportunity to interact directly in groups of 10 regarding specific initiatives. A suggested discussion guide will be provided and each group will report to the general session.

“Show Me the Money: Financing Healthcare IT”

- ◆ **Mitch Morris**, MD, EVP, *FCG*, Facilitator

“The Geek Squad: IT and Clinical Engineering/Biomed Convergence”

- ◆ **Jim Jones**, Industry Market Manager, *Hewlett-Packard*, Facilitator

“Taking the Gloves Off: Aggressive Approaches for Clinician Adoption of IT”

- ◆ **Bertina Yen**, MD, MPH, Physician Executive, *Zynx Health Inc.*, Facilitator

“Working Smarter Not Harder: Knowledge Management”

- ◆ **Janet Guptill**, President, *KM at Work, Inc.*, Facilitator

“The Ultimate Yardstick: Balanced Scorecards”

- ◆ **Brian Jon Anderson**, MD, CMO, *Allina Health System*, Facilitator

“What the Doctor Ordered: Clinical Process Optimization”

- ◆ **Bill Dwyer**, SVP, Strategic Partnerships, *Cerner Corporation*, Facilitator

“The Many Flavors of ROI: Measuring Financial Value”

- ◆ **Bob Zollars**, Chairman and CEO, *Neoforma*, Facilitator

9:00 a.m. – 9:30 a.m. Break (Peace Pipe Patio)

9:30 a.m. – 10:15 a.m. “Collaborating for Successful Change: Members Report to the Institute”
(Peace Pipe Room)

One representative from each Roundtable will provide a 5-minute report to the conference.

- ◆ **Ralph T. Wakerly**, VP, Market Research, *HIMSS Analytics*, Facilitator

10:15 a.m. – 11:45 a.m. “The Leadership Report: IT Governance Models that Work” A special research report on the evolving roles of C-level executives, and a comparison with IT governance in other industries. (Peace Pipe Room)

- **David E. Garets**, President and CEO, *HIMSS Analytics*

Executive Panel:

- ◆ **Brad Callahan**, EVP, Services, *Lawson Software*, Moderator
- ◆ **William T. Foley**, President and CEO, *Provena Health*
- ◆ **Neil Johnson**, MD, VP, Medical Informatics, *Cincinnati Children’s Hospital Medical Center*
- ◆ **Bert Reese**, VP and CIO, *Sentara Healthcare*
- ◆ **Wendy E. Warring**, JD, EVP, *UMass Memorial Health Care*

11:45 a.m. Closing Remarks (Peace Pipe Room)

- **Stanley R. Nelson**, Chairman, *Scottsdale Institute*

1:00 p.m. Golf for Those who are Pre-registered

Who Should Attend?

This conference is designed to be an interactive experience for SCOTTSDALE INSTITUTE member executives interested in achieving and measuring benefits from IT investments. We encourage attendance by CEOs, members of the executive team and trustees who are leading strategic change initiatives and supporting them with technology and process redesign.

SI conferences are intimate sessions, designed for executives from all functional areas who will benefit from peer collaboration, information sharing and networking. Our platform is “participation” not “presentation,” so come prepared for relaxed, informal and highly interactive sessions with senior-management teams from leading U.S. health systems.

This conference is open to SI members at no charge.
Conference Attire: Business Casual

Conference Design & Objectives

Participants in this conference will:

- Review successes and lessons from market leaders in measuring IT benefits.
- Understand how IT and process improvement support new mandates.
- Learn about critical performance-improvement strategies and success factors.
- Share challenges and experiences during executive case-study reviews and roundtable discussions.
- Interact throughout the meeting with executives from leading healthcare systems.
- Discuss issues and solutions in an interactive, interdisciplinary and informal setting.

Certification

HIMSS has approved this conference for up to 14.1 contact hours of continuing education toward renewal of the CPHIMS and CHS credentials.

Conference Registration

To Register for the Conference

Registration for the Spring 2005 Conference is available online. Please go to www.scottsdaleinstitute.org and click on the “Spring 2005 Conference Registration” link.

Golf Registration (optional)

Please download the registration form, completely fill it out and fax it to Jean Appleby, 707.745.2042.

Tennis (optional)

Available. Sign-up with Scottsdale Institute staff at the registration desk or email Jean Appleby at ApplebyInk@aol.com.

Reception and Dinner

The **Reception** will be held on **Wednesday evening, April 20**, from 5:30 p.m. to 7:30 p.m. The **Dinner** will be held on **Thursday evening, April 21**, with a reception starting at 7:00 p.m. and dinner starting at 7:45 p.m.

Please check the hotel for locations.

Spouses and guests are welcome.

Hotel Information

Hotel Reservations

Hotel reservations must be made directly with the Marriott's Camelback Inn at **1.800.242.2635** or at the **Camelback Inn link (www.camelbackinn.com)**. **Identify yourself as Scottsdale Institute, group code (SCOSCOA)**.

A *limited* number of rooms are available at the reduced rate of \$272 Single/Double (applicable April 20 or 21).

Room reservations must be made through the Marriott's Camelback Inn **on or before Monday, March 21, 2005**, after which time they will be accepted on a space-available basis only. Individuals are responsible for all room charges, surcharges and tax.

Marriott's Camelback Inn
5402 East Lincoln Drive
Scottsdale, AZ 85253
Phone 1.800.242.2635

Cancellation of Hotel Reservation

To avoid penalty for cancellation, individuals must notify the Marriott's Camelback Inn within 10 days in advance of stay.

Other Activities

Jeep Tours, Horseback Riding, Spa Services and more can be arranged by contacting the Camelback Inn.