

# 15<sup>th</sup>

*15<sup>th</sup> Annual Spring Conference*

---

# 2008

## IT Enabling Community Care

Paying for quality, consumer and retail initiatives, and creating the medical home are indicators of our future: coordinated patient-centric care with incentives for “doing the right thing.” Technology plays a key role in enabling this collaborative care model and creating connectivity between consumers, clinicians and care-givers. Extending support and care beyond clinical settings is a must. This year you’ll hear from and network with national leaders in using informatics and technology to create effective, collaborative community care that improves efficiency, satisfaction and health.

**Camelback Inn**  
A JW Marriott Resort & Spa  
**Scottsdale, Arizona**

**April 16 – 18, 2008**



# IT Enabling Community Care

## Wednesday, April 16

**7:00 a.m. – 11:00 a.m. Conference Registration**  
(Front Entrance)

**7:30 a.m. Departure for Scottsdale Healthcare's  
Thompson Peak Hospital** (Front Entrance)

**8:30 a.m. – 10:30 a.m. Tour: Scottsdale Healthcare's  
Thompson Peak Hospital**

Thompson Peak Hospital is Scottsdale Healthcare's newest hospital, opened in November 2007. A pinnacle of patient and family centered care, the technologically advanced hospital is designed from the patient's perspective, from the special touches and conveniences in each room to the placement of services, enhanced communication and amenities for families.

Hosts: **Jeffrey K. Norman**, Executive VP & COO, **Jean Knoedler**, VP/Administrator, Thompson Peak, and **James R. Cramer**, VP & CIO, *Scottsdale Healthcare*

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

**1:00 p.m. – 5:00 p.m. Executive Presentations**  
(Choose one from each time slot)

**1:00 p.m. – 2:30 p.m.**

**"Clinical Integration: A Structure to Accelerate  
Technology Use by Physicians"**

- ♦ **Mark C. Shields**, MD, MBA, FACP, VP, Medical Management, *Advocate Health Care*, and Senior Medical Director, *Advocate Physician Partners*

**"My Cost: eThinking Consumer-Driven Health"**

- ♦ **Scott Wooten**, Senior VP & CFO, **Jackie Goss**, Operations Director, *eHealth Marketing*, and **Matthew Hazen**, Operations Director, Business Development, *Alegent Health*

**"New Business Models for Building Health  
Information Exchanges"**

- ♦ **Alan Snell**, MD, Chief Medical Informatics Officer, *St. Vincent Health*, *Ascension Health*, **Tom Liddell**, Executive Director, *Michiana Health Information Network*, **Alan V. Abramson**, Senior VP & CIO, Information Services and Technology, *HealthPartners*, and **Molly Coye**, MD, Founder & CEO, *HealthTech*

**2:30 p.m. – 3:00 p.m. Break**

**3:00 p.m. – 4:30 p.m.**

**"CPOE: Physician Adoption and the Benefits  
Realization at Catholic Healthcare West"**

- ♦ **Dan Ferguson**, MD, VP, Medical Operations, and **Richard Tayrien**, DO, VP, Clinical Information Systems, *Catholic Healthcare West*

**"The Business Case for Telehealth Technologies for  
Physician to Physician Communication"**

- ♦ **Eric Pan**, MD, MSc, Center for IT Leadership, *Partners Healthcare* and Instructor in Medicine, *Brigham and Women's Hospital*, *Harvard Medical School*

**"UPMC Approach to IT Enabled Community Care:  
Patient Portals, Remote Monitoring and Hosted  
EMR's for Community Physicians"**

- ♦ **David Golding**, Director, Business Development—Technology Transformation, Information Services Division, and **William Fera**, MD, Director, Medical IT Software and Solutions, *University of Pittsburgh Medical Center*

**6:00 p.m. Reception and Hors d'oeuvres**  
Spouses and Guests Welcome

## Thursday, April 17

**7:00 a.m. – 7:45 a.m. Continental Breakfast**

**7:45 a.m. – 8:00 a.m. Five Minute Membership Report**

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

**8:00 a.m. – 9:30 a.m.**

**"Collaboration Across Community Providers"**

- **Donald C. Wegmiller**, Member, National Board of Advisors, *Integrated Healthcare Strategies*, and Vice-Chairman, *Scottsdale Institute*, Moderator

**Executive Panel:**

- ♦ **Kedrick Adkins**, President, *Integrated Services*, *Trinity Health*
- ♦ **David W. Benfer**, FACHE, President & CEO, *Saint Raphael Healthcare System*
- ♦ **Lowell C. Kruse**, President & CEO, *Heartland Health*
- ♦ **Patrick Rossignol**, Principal, *Healthcare*, *Deloitte Consulting LLP*



9:30 a.m. – 10:00 a.m. Break

10:00 a.m. – 11:30 a.m.

## “Collaboration with Community Physicians: Shared Resources and Data”

- **Steve Heck**, Managing Director, *Navigant Consulting*, Moderator

### Executive Panel:

- ♦ **Doug Deck**, President & CEO, *Munson Healthcare*
- ♦ **Jeff Kao**, President, North America Acute Care, *Hill-Rom*
- ♦ **Phillip M. Kibort**, MD, MBA, VP, Medical Affairs and CMO, *Children’s Hospitals and Clinics of Minnesota*
- ♦ **Michael J. Madden**, VP, Advocacy and Development, *Providence Health & Services*

11:30 a.m. – 1:30 p.m. Attendee Luncheon, Patio

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 and shopping. (Meet at Front Entrance)

1:30 p.m. – 3:00 p.m.

## “Collaboration with Consumers: Innovative Care Management”

- **Jerry Alderman**, Senior VP, *Exogen*, Moderator

### Executive Panel:

- ♦ **Al Aviles**, President, *New York City Health and Hospitals Corporation*
- ♦ **Richard Breon**, President & CEO, *Spectrum Health*
- ♦ **Margaret Sabin**, CEO, *Sutter Health Partners*
- ♦ **Wayne Sensor**, CEO, *Alegent Health*

3:00 p.m. – 7:00 p.m. Open Time

7:00 p.m. Reception and Dinner  
Spouses and Guests Welcome

## Friday, April 18

7:30 a.m. – 9:00 a.m. “Breakfast Executive Roundtables”

During breakfast, participants will engage in open dialogs on several topics. Register for your top two preferences:

### “Improving Medication Management and Outcomes with Clinical Decision Support: An Implementer’s Guide”

- ♦ **Jerry Osheroff**, MD, Chief Clinical Informatics Officer, *Thomson Healthcare*

### “Enhancing Community Access to Care with IT”

- ♦ **Chris Young**, VP, *Ascension Health*, **JoAnn A. Webster**, BSN, MBA, VP, Healthcare Access Leadership, *Ascension Health*, **Diana Resnik**, Senior VP, Community Care, *Seton Family of Hospitals*

### “Physician Hospital EHR Partnerships and Community Physician Strategies”

- ♦ **Joel Shoolin**, DO, VP, *Advocate Health Care*

### “Consumer Health Technologies”

- ♦ **Missy Krasner**, Product Marketing Manager, Health Team, *Google*

### “Health Information Exchange Realities and Success Factors”

- ♦ **Louis J. Capponi**, MD, CMIO, *New York City Health and Hospitals Corporation*

### “A New Era of IT Cost Management”

- ♦ **Rick Skinner**, Director, *Navigant Consulting*

### “McHealthcare or Better Healthcare: Pondering the Retail Question”

- ♦ **Keith Strier**, Principal, Life Sciences & Health Care, *Deloitte Consulting, LLP*

9:00 a.m. – 9:30 a.m. Break

9:30 a.m. – 10:15 a.m.

### “Collaborating for Successful Change: Members Report to the Institute”

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

- **Ralph T. Wakerly**, President, *Wakerly Partners*, Moderator

10:15 a.m. – 11:45 a.m.

### “Town Hall Conclusions: Directions for Tomorrow”

- **David C. Classen**, MD, MS, VP, *FCG*, and Associate Professor of Medicine and Consultant in Infectious Diseases, *School of Medicine, University of Utah*

11:45 a.m. Closing Remarks

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

## Who Should Attend?

This conference is an interactive experience for Scottsdale Institute member organizations who are interested in community collaboration to optimally serve the needs of patients and consumers. We invite attendance by CEOs, CIOs, CMOs, CNOs, trustees and other members of the executive and clinical team. As leaders in your communities and in creating such collaboration, you will learn about the benefits and risks of these ventures, as well as share your experiences with other conference participants.

SI conferences are intimate sessions, designed for executives of all functions who will benefit from peer collaboration, information sharing and networking. Our platform is more “participation” and less “presentation,” so come prepared for relaxed, informal and highly interactive sessions with senior management teams from other leading health systems.

This conference is open to SI member executives at no charge.

**Attire: Business Casual**

## Conference Design & Objectives

Participants in this conference will:

- Review successes and lessons learned in designing and implementing health information exchanges and other clinical data sharing initiatives across provider systems.
- Learn about strategies for hosting and supporting community physician EHR’s and other physician-hospital collaboration.
- Share retail strategies and how information technology enables consumer connectivity.
- Discover how technology enables physician-to-physician communications and extending care beyond the clinical setting.
- Share information about the risks and rewards of creating a community collaborative care model.
- Gain insights from CEOs and other executives during open panel discussions.
- Share challenges and solutions during executive case study reviews and roundtable discussions with national leaders.
- Interact throughout the meeting with executives from leading healthcare systems.
- Discuss issues and solutions in an interactive, interdisciplinary and informal setting.

## Certification

This conference has been approved by HIMSS for up to 15.9 contact hours of continuing education credit towards renewal of the CPHIMS credential.

## Conference Registration

Register at [www.scottsdaleinstitute.org](http://www.scottsdaleinstitute.org), click on “2008 Spring Conference.”

## Hotel Information

Hotel reservations must be made directly with the Camelback Inn, A JW Marriott Resort & Spa, at **1.800.242.2635** or at (<http://www.marriott.com/hotels/travel/phxcb-camelback-inn-a-jw-marriott-resort-and-spa-scottsdale/>). **Identify yourself as Scottsdale Institute, (group code SCOSCOA).**

Our rate is \$292 Single/Double (applicable April 15, 16 and 17), **prior to Monday, March 17, 2008.** Individuals are responsible for all room charges, surcharges and tax.

**Camelback Inn, A JW Marriott Resort & Spa  
5402 East Lincoln Drive  
Scottsdale, AZ 85253  
Phone 1.800.242.2635**

If you must cancel, please cancel 7 days in advance to avoid penalty.

Golf reservations can be made directly with the Camelback Inn Golf Club, 480.905.7902

## Activities for Spouses and Guests

### Wednesday, April 16

- Welcome Luncheon, 11:00 a.m. – 12:30 p.m., Garden Area
- Reception, 6:00 p.m., Sonoran Terrace

### Thursday, April 17

- Spouses/Guests Luncheon hosted by Rif Nelson and Janet Wegmiller, 11:00 a.m. – 2:00 p.m., meet at Front entrance
- Membership Reception and Dinner, 7:00 p.m., Sonoran Terrace

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