

SCOTTSDALE INSTITUTE'S SPRING CONFERENCE 2007

Informatics and Technologies Transforming the Delivery of Care



Over 100 attendees representing more than 52 member organizations, sponsors and guests gathered together in blissful spring desert weather at Scottsdale Institute's 13th Annual Spring Conference held April 25-27 at the Camelback Inn. Leading healthcare executives from across the nation tackled the issue of how IT and consumer technology is changing the way care is delivered today—and to share best practices to ensure this transformation continues to focus on achieving new levels of quality and efficiency. A new twist in the discussion is the emergence of consumer-directed care, emblematic in Bill McClatchey,

MD's observation that this is no longer a hospital-centered world, it's a patient-centered one.

Our kick-off tour of the Mayo Clinic Scottsdale on Wednesday morning set that principle in stone, so to speak. The founding Mayo Brothers asserted that the best interest of the patient is the only interest to be considered. They also embodied the idea of collaborative medical care for which Mayo has become world-renowned. Among the technologies featured at the clinic was Mayo's OneView, an in-house developed tool that can pull together in a single view a patient's information from half a dozen different EMRs. Our hosts were Jack Cranmer, CIO and Ken Bobis, PhD, CTO.

Welcome to "Doc World"

In the afternoon we featured special executive presentations, including one describing how Piedmont Healthcare—our host for the upcoming SI Fall Conference—

continued 



launched a CPOE initiative in 2000 that continues to unfold as a case study in how to engage physician users to “do the right thing”: to reduce variation, cut medication errors and improve compliance with core measures. Dr. McClatchey was compelling in his argument that 96 percent of care is delivered in the “Doc World,” not the “Hospital World,” and that we sorely need new ideas for this much more chaotic yet clearly larger venue for patients.



Enjoying a break between sessions: Marianne Allen, Ingenix; Shelli Williamson, Scottsdale Institute; George Conklin, CHRISTUS Health; Nick Hilger, Ingenix; Stan Nelson, Scottsdale Institute.

Greg Poulsen of Intermountain Healthcare discussed how IHC is partnering with a vendor to achieve a truly fully functioning clinical IT system; the only one of it's kind. Two experts from Ascension Health, the country's largest healthcare not-for-profit with 67 hospitals in 20 states, gave great presentations on clinical culture. Jeffrey Rose, MD, talked about the five Cs of cultural change: Convergence Compassion, Collaboration, Coordination and Comprehension. David Pryor, MD, told an amazing

story of how Ascension set its sights on no preventable injuries or deaths within five years—and then wowed the audience with figures documenting the success of that ongoing venture, including reduction of mortality by a third.

UCLA's Neil Martin, MD, talked about using real-time patient monitoring and status indicators to alert patient-care teams to intervene at the right time to improve quality and outcomes. A CIO Leaders Panel, including Bruce Smith (Advocate), Marc Probst (Intermountain), George Conklin (CHRISTUS) and Robert Murphy, MD, (Memorial Hermann), highlighted the technologies having an impact on care today: RFID, SOA, networked mobile technologies, EMR, CPOE, PHR, clinical data exchanges, clinical device integration, CDS, clinical workflow management and business intelligence.

Wholesale to retail

On Thursday morning, Don Wegmiller's patented combination of in-depth analysis and good humor focused on “Moving from Wholesale to Retail” healthcare, using a “Letterman-like” Top Ten List to check if we are moving to consumer-driven healthcare. A CEO panel, including Tom Priselac (Cedars-Sinai), Michael Murphy (Sharp Healthcare) and Milton Silva-Craig (TSC), provided intelligent insights on everything from development of retail clinics to the observation that healthcare has become a commodity while coffee has become a personal service.



A lively panel addressed "Medical Technologies Transforming Care Delivery": Melissa Fitzpatrick, Hill-Rom; Peter McNerney, Thomas, McNerney & Partners; Molly Coye, MD, Health Technology Center; Tim Stack, Piedmont; and Alan Weinstein, Premier.

Disruptive technology

Molly Joel Coye, MD, HealthTech CEO, gave a scintillating review of the latest medical technology's impact on care delivery. A blue-ribbon panel of Executive VP Melissa Fitzpatrick (Hill-Rom), Venture Capitalist Peter McNerney, CEO Tim Stack (Piedmont) and former-President of Premier Alan Weinstein, addressed success factors for adoption of disruptive technology, the role VC and other funding sources can play and how poor implementations can kill promising new technologies. IT's impact on care delivery was dissected by Nicholas Wolter, MD, a Med PAC commissioner and CEO of the Billings Clinic and another crackerjack panel of CEO Bob Clarke (Memorial Health), CMIO Paul Tang, MD (Palo Alto Medical Foundation) and CMO Alan Ying, MD (Thomson Healthcare).

Friday morning's Breakfast Executive Roundtables brought together communities of interest around the topics of Medication Management, Compliance Issues, IT Cost Benchmarking, Quality Improvement, Clinical Decision Support and IT Benefits Measurement and Realization. Executive Director Shelli Williamson then gave an overview of SIWEBII, our new online and richly collaborative tool for members interested in participating in those and other communities going forward. David Classen, MD, led a typically energetic "Town Hall Conclusions" wrap-up to the conference, aided by Gerard Burns, MD, (Hackensack) Doug Goldstein (Medical Alliances) and Marianne James (Cincinnati Children's). Chairman Stan Nelson gave closing remarks to what everyone agrees was the most innovative and interactive Scottsdale Institute conference to date.



APRIL 2007 SPRING CONFERENCE FACULTY LIST

Mike Alverson, VP Information Services/acting CIO, Texas Health Resources

Kenneth G. Bobis, PhD, CTO, Mayo Clinic AZ

Gerard A. Burns, MD, MBA, FACS, Chief, Medical Informatics, Hackensack University Medical Center

Bob Clarke, President & CEO, Memorial Health System

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

George Conklin, Sr. VP, Information Management & CIO, CHRISTUS Health

Molly J. Coye, MD, MPH, CEO, Health Technology Center

Milton Silva-Craig, President & CEO, Technology Solutions Company

John P. Cranmer, CIO & Chair, Division of Information Technology, Mayo Clinic AZ

Julie Creamer, Sr. VP/Quality and Planning, Northwestern Memorial Hospital

Bill Dwyer, SVP, Cerner Corporation

Melissa Fitzpatrick, Chief Clinical Officer, Hill-Rom

Kent Gale, President, KLAS Enterprises

Douglas E. Goldstein, President, Medical Alliances

Leigh Hamby, MD, MPH, Chief Quality Officer, Piedmont Healthcare

John Hilliard, VP & CIO, Piedmont Healthcare

Marianne F. James, VP & CIO, Cincinnati Children's Hospital Medical Center

Neil A. Martin, MD, Professor and Chief, Division of Neurosurgery, Geffen School of Medicine, UCLA Medical Center

William McClatchey, MD, CMIO, Piedmont Healthcare

Peter McNerney, Partner, Thomas, McNerney & Partners

Michael W. Murphy, President & CEO, Sharp HealthCare

Robert Murphy, MD, Medical Director, Information Systems, Memorial Hermann Healthcare System

Stanley R. Nelson, Chairman, Scottsdale Institute

Patrick O'Hare, Sr. VP/CIO, Spectrum Health

Jerry Osheroff, MD, Chief Clinical Informatics Officer, Thomson Healthcare

Greg Poulsen, Sr. VP, Intermountain Healthcare

Tom Priselac, President & CEO, Cedars-Sinai Health System

Marc Probst, VP, Information Systems & CIO, Intermountain Healthcare

David Pryor, MD, CMO, Sr VP Clinical Excellence, Ascension Health

Jeffrey Rose, MD, VP Clinical Excellence, Informatics, Ascension Health

Bruce Smith, Sr. VP & CIO, Advocate Health Care

Timothy Stack, President & CEO, Piedmont Healthcare

Paul C. Tang, MD, VP and CMIO, Palo Alto Medical Foundation, Sutter Health and Chairman, American Medical Informatics Association

Ralph Wakerly, President, Wakerly Partners

Donald C. Wegmiller, Chairman, Clark Consulting-Healthcare Group and Vice Chairman, Scottsdale Institute

Alan Weinstein, former President, Premier, Inc.

Shelli Williamson, Executive Director, Scottsdale Institute

Nicholas Wolter, MD, Commissioner, Med PAC and CEO, Billings Clinic

Alan Ying, MD, CMO, Thomson Healthcare



SCOTTSDALE INSTITUTE

A not-for-profit corporation serving executive teams in leading healthcare systems

Stanley R. Nelson, Chairman • Shelli Williamson, Executive Director

1660 Highway 100 South, Suite 306 • Minneapolis, MN 55416

Phone: 952.545.5880 • Fax: 952.545.6116

E-mail: scottsdale@scottsdaleinstitute.org • www.scottsdaleinstitute.org