



Rowland-Hite
Health Planning Seminar

Preapproved for 3 hours of Category 1
and 6.5 hours of Category II ACHE credit

INNOVATION

surviving the
transition

MAY 5 - 6, 2011

Renaissance Charlotte Suites Hotel
Charlotte, North Carolina



To view the brochure online, visit www.dukeendowment.org

Mark your calendar and invite your peers
to participate in this important event!

ABOUT US

Our History: 38th Annual Seminar The H. Carl Rowland Memorial Library, Inc. was established in 1970 in memory of Carl Rowland, who served as Director of the Planning and Design Service of The Duke Endowment for nearly 20 years.

The seminar also bears the name of Charles L. Hite, who joined The Duke Endowment in 1969, and contributed greatly to its success until his retirement in 1996. Following his death in 2003, the Board of Directors voted to add his name to the seminar to honor his many years of service.

The seminar is administered by a volunteer board comprised of CEOs of the North Carolina and South Carolina Hospital Associations, state planning and licensing agencies, hospital executives and The Duke Endowment.

What's New For the first time, you may register and make hotel reservations online through our secure website at www.kingevents.org. Simply click on "register now" and "hotel reservations" on the site menu, complete the forms and submit them. Of course, you may still register by phone, mail or fax using the forms in this brochure.

ACHE Credit Category I – This session has been developed in partnership with the Greater Charlotte Healthcare Executives Group. The American College of Healthcare Executives has awarded 1.5 Category 1 Credit hours for "New Models of Care: CMS Demonstration Projects in the Carolinas" and "Politics and Policies: How Changes are Affecting Health Care" (total of 3.0).

Category II – As an independent chartered Chapter of the American College of Healthcare Executives, Greater Charlotte Healthcare Executives is authorized to award 6.5 hours of Category II continuing education credit toward advancement or recertification in the American College of Healthcare Executives. Participants in this program who wish to have it considered for Category II (non-ACHE) credit should list their attendance when they apply to the American College of Healthcare Executives for advancement or recertification.

Attendees of the entire program earn 9.5 total credit hours.

LTC Credit Approval has been requested from the North Carolina and South Carolina Boards of Long Term Health Care Administrators.

Presentation Handouts In lieu of receiving paper copies of presentations and handouts on site, USB flash drives will be provided courtesy of Smith Moore Leatherwood. Additionally, attendees may download materials after the conference by visiting www.dukeendowment.org.

Who Should Attend This seminar is intended for the entire hospital leadership team, including trustees, executives, physicians and nurses in management positions; as well as associations, government and consultants in the health care industry. We provide a discounted fee to administrative residents.

Student scholarships are available for a limited number of full-time students not currently working in full-time paid positions. In order to qualify, students must submit proof of enrollment such as a tuition statement or affidavit from the Admissions Office along with your registration form.

Please share this brochure with your colleagues and anyone who would benefit from this conference.

Seminar and Hotel Registration The Rowland-Hite Health Planning Seminar is dedicated to keeping costs down so that CEOs have the opportunity to include multiple members of their boards, executive and medical teams. We offer discounts for three or more attendees, and with four or more, the hospital CEO attends free!

To receive the lowest fee, please complete the enclosed seminar **Registration** form, or register online at www.kingevents.org. Payment must accompany registration. The Seminar accepts Visa, MasterCard, and checks (payable to **Rowland-Hite Health Planning Seminar**, tax ID 56-0954636). Registration includes all sessions (including Pre-Conference and ACHE breakfast) and meals (including the reception). One-day registration is not available; however, ACHE members may attend the ACHE Breakfast only for \$50. Spouses may attend the reception only (one guest per registrant) for \$50.

Refunds, less a \$50 administrative fee, will be provided for cancellations received in writing prior to April 20. No refunds are available after that date; however, substitutes are permitted if notification is received prior to the seminar.

Our 2011 seminar returns to the Renaissance Charlotte Suites Hotel, 2800 Coliseum Centre Drive.

A limited block of rooms has been reserved exclusively for conference attendees for Wednesday, May 4 and Thursday, May 5. The conference rate is \$149 (\$173.21 with 16.25% tax). To reserve a room, please complete the hotel **Accommodations** form and send with your credit card information, or complete the online form at www.kingevents.org.

Room cancellations must be received in writing no later than 72 hours prior to check-in or one night's room and tax will be charged to the credit card. You will receive a confirmation by email detailing your seminar registration and room arrangements.

Our Sponsors We are grateful for the support of all of our seminar sponsors. The top sponsors for 2011 are:

- Smith Moore Leatherwood LLP serving clients in the Southeast and across the nation, has offices in Atlanta, Georgia, Greenville, South Carolina and in Charlotte, Greensboro, Raleigh, and Wilmington, North Carolina. www.smithmoorelaw.com
- Health Planning Source is a health care strategy and planning firm with offices in Durham, North Carolina and Chicago, Illinois. www.healthplanningsource.com
- Robins & Morton was named the #1 General Contractor by *Modern Healthcare*, and has offices in Birmingham and Huntsville, Alabama, Charlotte, North Carolina, Dallas, Texas, Nashville, Tennessee and Orlando, Florida. www.robinsmorton.com

If you are interested in seminar sponsorship, please contact Meetings and Events.

ADA If you need any of the auxiliary aids or services identified in the Americans with Disabilities Act to attend our seminar, please contact us.

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Online Registration: www.kingevents.org Email: rowland@kingevents.org

AGENDA

Thursday, May 5, 2011

9:00 - 9:30 a.m.
REGISTRATION/CONTINENTAL BREAKFAST

9:30 - 11:00 a.m.
PRECONFERENCE SESSION:
Emerging Issues in the Carolinas

This open forum of our region's hottest health care topics will be moderated by NCHA President Bill Pully and SCHA President & CEO Thornton Kirby.

William A. Pully
President, North Carolina Hospital Association, Cary, NC

J. Thornton Kirby
President & CEO, South Carolina Hospital Association, Columbia, SC

11:00 a.m. - 11:15 a.m.
OPENING REMARKS:

J. William Paugh
Chair, Rowland-Hite Board of Directors
President & CEO, Wayne Health Corporation, Goldsboro, NC

Diane Poole
Program Chair, Rowland-Hite Board of Directors
Chief Clinical Officer University Health Systems of Eastern Carolina, Greenville, NC

11:15 a.m. - 12:15 p.m.
KEYNOTE ADDRESS: The Journey to High-Value Health Care

Using data from Premier's nationally acclaimed performance improvement collaboratives, Ms. DeVore will discuss the keys to creating and sustaining high value health systems with an eye toward the future of accountable care.



Susan D. DeVore
President & CEO, Premier, Charlotte, NC

Premier is the nation's leading health care alliance, uniting more than 40 percent of all U.S. Health Systems, including 2,400 hospitals and more than 70,000 other health care delivery sites. A leader in the accountable care movement, Premier recently announced a joint venture with IBM to develop industry-leading population analytics tools. Under Ms. DeVore's leadership, Premier won the Malcolm Baldrige National Quality Award, and has been named three times as one of the World's Most Ethical Companies by Ethisphere. Ms. DeVore has been named to *Modern Healthcare's* lists of the 100 Most Powerful People in Healthcare and to the Top 25 Women in Healthcare. She serves on the executive committee of the Healthcare Leadership Council and the Patient Centered Primary Care Home Collaborative.

12:15 p.m. - 1:00 p.m. LUNCH

1:00 - 2:30 p.m. BREAKOUT SESSIONS:

GROUP A – Primary Care and Mental Health Integration

This panel will explore successful models of integrating mental health services into a primary care setting.

Moderator:
Richard D'Alberto, FACHE
President & CEO, Laurens County Health Care System, Clinton, SC

Mr. D'Alberto has served in his current position since 2004, taking a one-year sabbatical to work as Executive Director of System Affiliations for the Greenville Hospital Systems. Since returning, he has initiated strategic and master facility planning including construction of new Emergency, Orthopedic, and Women's Centers of Excellence. He is a member of the Board of Directors and the Small and Rural Hospital Council for the South Carolina Hospital Association, and is an Adjunct Professor in Healthcare Management at Presbyterian College in Clinton, SC.

Sue Veer
President & CEO, Carolina Health Centers, Inc., Greenwood, SC

Carolina Health Centers, a non-profit community-based health care organization serving over 25,000 patients in seven counties, is comprised of seven family practice sites, women's health and pediatric centers, community pharmacies, a mobile health unit, dental practice and school based clinic. Ms. Veer also serves on the boards of Lakelands Rural Health Network, and the Interim Governance Council, a multi-disciplinary stakeholder group convened by the Executive Order of the Governor. She is a former Associate Executive Director of the South Carolina Primary Health Care Association.

Susan D. Yaggy, MPA
President & CEO, NC Foundation for Advanced Health Programs, Inc., Raleigh, NC

The Foundation pilots and tests innovative health care services, partnering with community organizations, health care, business, state and local government to focus on disadvantaged and rural populations. The Foundation has helped launch a number of new statewide organizations, including North Carolina Community Care Networks. In 1996, Ms. Yaggy founded Duke University Medical Center's Division of Community Health, and was Division Chief until 2008. She currently serves on several state committees, including the NC Institute of Medicine Access to Care Task Force and the NC Medical Society Foundation Advisory Board.

AGENDA

GROUP B – Delivering Affordable Health Care in the Health Care Reform Era and Payor Neutral Modeling

Novant Health was recognized in a 2009 *Hospital and Health Networks* magazine article for its approach to reducing clinical and administrative variation between the system's hospitals. This presentation will encompass the journey and the helpful impact of implementing a "payor neutral revenue" model to identify areas for improvement.

Greg Beier

President, Novant Operations, Winston-Salem, NC

Mr. Beier oversees all operational and administrative functions for the health system's six integrated markets in North Carolina, South Carolina and Virginia. During his 31-year tenure with the organization, he has served as president of Novant Health's triad region, president of Forsyth Medical Center, chief operating officer for Carolina Medicorp and vice president of professional services for Forsyth Memorial Hospital. Mr. Beier is a member of the North Carolina State Health Coordinating Council, the VHA Healthcare Safety Network, the VHA Large System COO Forum and the Queen's College President's Advisory Council. He has served on the North Carolina Hospital Association board as member, president, and Region 3 District representative for the American Hospital Association.

GROUP C – Innovative Physician-Hospital Collaboration: Beyond Employment and Recruitment

The impending development of accountable care organizations (ACOs) and the orientation of commercial payers and self-insured employers to risk-shifting or risk-sharing contracts suggests that hospitals and physicians must enter into new or enhanced collaborative relationships. This session will explore the pros and cons of the various forms and their potential applications.

Tobin N. Watt, JD

Attorney, Smith Moore Leatherwood, Atlanta, GA

"Toby" Watt has been practicing health care law for more than 20 years, representing hospitals, physician groups and providers on a variety of health care matters. He has been significantly involved in managed care contracting and hospital and physician relationships, compliance programs, and mergers and acquisitions.

Robert Wilson, JD

Attorney, Smith Moore Leatherwood, Raleigh, NC

Robert Wilson is a practice area leader of the company's health care group, where he manages one of the largest health care boutique practices in the Southeast. He is co-author of *Integrated Community Healthcare: Next Generation Strategies for Developing Provider Networks*, and is a frequent speaker on current medico-legal issues.

2:30 - 3:00 p.m. BREAK

**The following session has been approved for 1.5 hours of ACHE Category I Credit*

3:00 - 4:30 p.m.*

NEW MODELS OF CARE: CMS Demonstration Projects in the Carolinas

North Carolina and South Carolina have both developed innovative programs that are enhancing the quality of care and demonstrating the potential of the patient centered medical home model. This session will examine the progress and lessons learned from active CMS demonstration programs.

Moderator:

William P. Brandon, PhD, PMH, CPH, FRSPH

Metrolina Medical Foundation Distinguished Professor on Public Policy on Health, Department of Political Science, University of North Carolina, Charlotte, NC

Dr. Brandon joined the University in 1994 and teaches in several areas including the masters' programs in health administration, gerontology and public administration. His recent research has focused on the delivery of health care to low-income and vulnerable populations in North Carolina. He has been Principal Investigator on over \$2.7 million in external funding. His numerous publications have included *New England Journal of Medicine*, *Political Theory and Journal of Health Politics, Policy and Law*.

L. Allen Dobson, Jr., MD

Vice President, Clinical Practice Development, Carolinas HealthCare System, Charlotte, NC

Dr. Dobson was an early leader and developer of the nationally recognized "Community Care of North Carolina" Medicaid program. A former assistant secretary of the North Carolina Department of Health and Human Services and Medicaid Director, he currently serves as vice president for clinical practice development at Carolinas HealthCare System, and president of Community Care of North Carolina. Dr. Dobson is a visiting scholar at the Engleberg Center for Healthcare Reform at the Brookings Institution, Washington, DC. He has earned numerous awards, including the National Public Health Award from the American Academy of Family Physicians for contribution to the public health of North Carolina citizens.

Francis Rushton, Jr., MD, FAAP

Medical Director, Quality Through Technology and Innovation in Pediatrics (QTIP), State of South Carolina, Beaufort, SC

Dr. Rushton has been the senior partner at Beaufort Pediatrics for over 28 years. He is Clinical Professor of Pediatrics at the University of South Carolina in Columbia (USC) and has authored many publications dealing with children's issues. He serves on the Board of Directors of the American Academy of Pediatrics and chairs the South Carolina chapter's QI efforts, teaching QI techniques for the past 10 years. Dr. Rushton received the Order of the Palmetto, South Carolina's highest civilian honor.

5:00 - 6:30 p.m.

RECEPTION for Attendees and Speakers

AGENDA

Friday, May 6, 2011

7:30 - 9:00 a.m. ACHE BREAKFAST
Health Care Spending: The Accountable Era

This presentation will examine the Patient Protection and Affordable Care Act and its provisions and implications, as well as expectations for Accountable Care Organizations. Dr. Stacey will discuss how health care spending has changed over the last several decades, review current trends, models and strategies that reduce waste, and focus on value-based health care.



Rulon F. Stacey, PhD, FACHE
Chairman-Elect, American College of Healthcare Executives; President and Chief Executive Officer, Poudre Valley Health System, Fort Collins, CO

Poudre Valley Health System, where Dr. Stacey has served as president and CEO since 1996, consists of owned and managed hospitals in Colorado,

Wyoming and Nebraska. Under his leadership, they received the 2008 Malcolm Baldrige National Quality Award; the only health system to receive it that year. His career in health care began at Beale Air Force Base in 1986 where he was assistant administrator of the Ninth Strategic Hospital. He served as CEO of St. Vincent General Hospital and at Summit Medical Center in Colorado, and as Executive Vice President of St. Francis Hospital in Illinois. Dr. Stacey's board appointments include chair of the Colorado Hospital Association Political Action Committee and AHA's regional board of Trustees, as well as the Medical Service Board, an appointment by the Governor of Colorado.

9:00 - 10:15 a.m.
REAL REFORM: Real Leadership

Dr. Nash will review the status of Health Reform with a special emphasis on the need for a new model of leadership; a model focusing on physician integration, self evaluation and measurement. He will challenge hospital governance to exert their appropriate fiduciary responsibility to make this model a reality.



David B. Nash, MD, MBA
Dean, Jefferson School of Population Health, Thomas Jefferson University, Philadelphia, PA

Dr. Nash is the Founding Dean and Dr. Raymond C. and Doris N. Grandon Professor of Health Policy at JSPH, which provides innovative educational programming to develop health care leaders for the future. He is a board-certified internist, internationally recognized for his work in outcomes management, medical staff development, and quality-of-care improvement. Recipient of many awards, including the Wharton Healthcare Alumni Achievement Award, Dr. Nash has repeatedly been named to *Modern Healthcare's* list of Most Powerful Persons in Healthcare. Through publications, public appearances, his blog and an online column, he reaches over 100,000 people monthly. Dr. Nash has authored more than 100 articles in major journals and currently serves as editor-in-chief of four, including *American Journal of Medical Quality*.

10:15 - 10:30 a.m. BREAK

**The following session has been approved for 1.5 hours of ACHE Category I Credit.*

10:30 a.m. - 12:00 p.m.*
POLITICS AND POLICIES: How Changes on a Federal Level are Affecting Health Care

Learn about the key public policy issues that affect hospitals and the health care system, how the change in control in the U.S. House is affecting health care reform implementation, the timeline of critical issues that hospitals and providers will face, and how you can play a role in shaping public policy.



Speaker/Moderator
Richard Pollack
Executive Vice President, American Hospital Association, Washington, DC

For the past 20 years, Mr. Pollack has served as executive vice president of the American Hospital Association, where he has been a member of the advocacy team for 28 years. He is responsible for the development, implementation and management of the association's advocacy, representation and public affairs activities. He began his career as a legislative assistant to Congressman David Obey of Wisconsin before leaving to become a lobbyist in the health care field, where he was the legislative representative for the American Nurses Association. The AHA was recently named by *Fortune* magazine as one of the top 25 most influential and effective lobbying organizations in Washington.

William A. Pully
President, North Carolina Hospital Association, Cary, NC

Mr. Pully has served in his current position since 1999. The NCHA serves 130 hospitals and health systems as its members' voice in legislative, regulatory and judicial areas, and resource for current health care information and education. During his tenure, Mr. Pully has led the association in a number of initiatives including creation of the North Carolina Center for Hospital Quality and Patient Safety, which has enhanced hospital quality through the development of educational collaboratives and public reporting of quality indicators. As NCHA's chief lobbyist for more than 15 years, he has been involved in almost every major health care initiative in North Carolina.

J. Thornton Kirby
President & CEO, South Carolina Hospital Association, Columbia, SC

Throughout his career, Mr. Kirby has worked to improve the quality of life in his home state. Under his direction, SCHA has been a leader in patient care, legislative advocacy, trustee education, and coverage for the uninsured. For the past few years, the state's hospitals have led the nation in improving outcomes for patients suffering from heart attacks, heart failure and pneumonia, and hospital leaders are spearheading aggressive efforts to reduce healthcare-acquired infections and other adverse events. Before joining SCHA, Mr. Kirby was a lawyer, a hospital vice president and a senior executive in the President's Office at Clemson University. He serves on more than a dozen state and national boards, and speaks frequently on national and state health care policy issues.

REGISTRATION

For the lowest fees, registration and payment are due April 20, 2011

Cancellation deadline for refunds: April 20. *If paying by credit card, you may register online at www.kingevents.org.*

Name of Organization _____

Mailing Address _____

City _____ State _____ Zip + 4 _____

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Although one-day fees are not available, we need this information for planning purposes. Please check the appropriate box.

Thursday Only Friday Only Both Thursday & Friday

Breakouts Selected

(Identify by Letters)

Choose 1 breakout session

Please include the name, title and email address for each registrant.

NAME _____ TITLE _____
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 Attending Reception: Yes No | Attending ACHE Breakfast: Yes No | Pre-Conference Session

A B C

NAME _____ TITLE _____
 EMAIL _____
 Attending Reception: Yes No | Attending ACHE Breakfast: Yes No | Pre-Conference Session

A B C

NAME _____ TITLE _____
 EMAIL _____
 Attending Reception: Yes No | Attending ACHE Breakfast: Yes No | Pre-Conference Session

A B C

NAME _____ TITLE _____
 EMAIL _____
 Attending Reception: Yes No | Attending ACHE Breakfast: Yes No | Pre-Conference Session

A B C

Registration Fees	1 attendee before April 20	3 or more attendees before April 20	1 attendee after April 20
Hospital/Government	\$350	\$300	\$375
Consulting Firms	\$450	\$400	\$475
Administrative Residents	\$150	n/a	\$175
Students	Complimentary	n/a	\$50
Spouse Fee (reception only)	\$50	\$50	\$50
ACHE Breakfast only	\$50	\$50	\$50

Total seminar registration \$ _____
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 Total enclosed \$ _____
 Check # _____

Please make checks payable to:
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Room Cut-Off Date: April 14
You may reserve rooms online at www.kingevents.org.

Guest Room Rates: Single/Double: \$149 (\$173.21 with 16.25% tax)

Guest Reservations: Reservations are at the Renaissance Charlotte Suites Hotel, 2800 Coliseum Centre Drive, Charlotte.

Name _____ Arrival Date _____ Departure Date _____ Room Type _____
Name _____ Arrival Date _____ Departure Date _____ Room Type _____
Name _____ Arrival Date _____ Departure Date _____ Room Type _____
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Reservations are made by:

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*Please note that check-in time is 4 p.m. and checkout time is 12 noon. Reservation request subject to availability.
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