

# SCOTTSDALE INSTITUTE

*Annual*

# 2001 MEMBERSHIP CONFERENCE

Marriott's Camelback Inn  
Scottsdale, Arizona

April 4-6, 2001

# ABOUT THE CONFERENCE

## WHO SHOULD ATTEND?

This conference is designed to be an interactive experience for Scottsdale Institute members and their management teams as they face the challenges of patient safety, eHealth, the future of medical technologies — especially those related to genomics and its impact on pharmaceuticals, and information technology advances. Along with the CEO and CIO, we highly encourage attendance by the COO, CMO, CFO, trustees and other key members of the executive team.

## CONFERENCE DESIGN & OBJECTIVES

Participants in this conference will:

- Learn and discuss how advances in pharmaceutical technologies will impact healthcare delivery.
- Gain valuable insights from a **CEO Round Table** of industry leaders as they discuss top issues and how they are addressing them.
- Share information about their patient safety efforts and get an industry update regarding the initiatives at Leapfrog Group, the Institute of Medicine, JCAHO, and AMA.
- Learn about the trends in the use of Internet technologies and share ideas about results and benefits from eCare and B2B initiatives.
- Review and discuss the practical use of telehealth and outsourcing: the pros and cons and how to evaluate the right fit for your organization.
- In a special *pre-conference* session, share IT best practices and lessons learned in achieving them.
- Have the opportunity to exchange ideas with attendees.

Audience participation will be encouraged.

## INFORMATION

### TO REGISTER FOR THE CONFERENCE

Please send a completed registration form via fax, phone or mail to: Scottsdale Institute, 1660 South Highway 100, Suite 140, Minneapolis, MN 55416  
Phone: 952.545.5880 Fax: 952.545.6116

## GOLF REGISTRATION

Please see registration form for details.

## WELCOME RECEPTION AND DINNER

A welcome reception will be held on Wednesday evening, April 4, from 7:00p.m. to 9:00p.m. Please check hotel meeting room schedule for reception area location.

Dinner will be held on Thursday evening, April 5, with a reception starting at 6:30p.m. and dinner starting at 7:30p.m. Location will be announced.

## CONFERENCE SESSIONS

Optional *pre-conference* session will be held on Wednesday, April 4, with the General Session beginning on Thursday, April 5 and ending Friday, April 6.

## HOTEL RESERVATIONS

Hotel reservations must be made directly with the Marriott's Camelback Inn at **1.800.242.2635**.

A limited number of rooms are available at a reduced rate. Room reservations must be made through the Marriott's Camelback Inn **on or before Friday, March 5, 2001**, after which time they will be accepted on a space-available basis only. Individuals are responsible for room charges, surcharges and tax.

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

**To reserve a room, please call 1.800.242.2635**

You must identify that you are with the SCOTTSDALE INSTITUTE conference to receive the special reduced rate. Room rates are \$245 Single/Double.

## 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

Contact the Camelback Inn for information at 480.948.1700

# CONFERENCE PROGRAM

## Wednesday, April 4, 2001

1:00 p.m. – 5:00 p.m. **Optional Pre-conference Session on IT Value: “The 11 Habits of Highly Effective IS Organizations”**

Meeting to review benchmarking data and IT performance improvement process: best practices, lessons learned, findings, conclusions and next steps.

7:00 p.m. **Welcome Reception** — Spouses Welcome

## Thursday, April 5, 2001

7:30 a.m. – 7:45 a.m. **Continental Breakfast**

7:45 a.m. – 8:00 a.m. **Welcome and Opening Remarks**

- ♦ **STAN NELSON**, Chairman  
*Scottsdale Institute, Minneapolis, MN / Scottsdale, AZ*

8:00 a.m. – 10:00 a.m. **The Future of Pharmaceutical and Medical Technologies and the Impact on Healthcare Providers**

Keynote address followed by panel of experts discussing implications for the patient, provider, consumer, and health plan; open discussion with audience — Q&A.

- ♦ **Keynote Address** — **BILL DWYER**, VP Strategic Marketing, *Abbott Laboratories, Abbott Park, IL*
- ♦ **BO SAXBERG**, M.D., Ph.D., VP, Business Development, *e/NJ*
- ♦ **KIRK SCHUELER**, VP, *Aventis Pharmaceuticals*

10:00 a.m. – 10:30 a.m. **Break**

10:30 a.m. – 12:30 p.m. **CEO Panel Discussion — Top issues and How We are Addressing Them**

Discussion about IT implications, financial issues, the value of being an integrated system, and the role of the CEO in the information age.

- ♦ **Presentation** — **DON WEGMILLER**, President and CEO, *HealthCare Compensation Strategies, Minneapolis, MN*  
Mr. Wegmiller will present his observations with respect to the issues and trends facing healthcare.
- ♦ **CEO Panel** — **DON WEGMILLER**, Moderator  
A panel of leading CEOs from the Scottsdale Institute membership who will respond to Don Wegmiller's observations and share issues, trends and developments in their respective markets.

12:30 p.m. – 1:30 p.m. **Attendee Luncheon**

1:30 p.m. – 3:30 p.m. **Proven Tools for Patient Safety**

- ♦ **Introduction to Topic** — **MITCHELL MORRIS**, M.D., CIO and **DAVID CALLENDER**, M.D., CMO, *U.T.M.D. Anderson Cancer Center, Houston, TX*
- ♦ **Moderator** — **DAVID CLASSEN**, M.D., VP, *First Consulting Group, Salt Lake City, UT*; Associate Professor of Medicine, *University of Utah*; Member IOM Committee for the *National Healthcare Quality Report*
- ♦ **BOB COOK**, Director, Loss Prevention and Program Services, *Ascension Health*
- ♦ **ELMORE RIGAMER**, M.D., MPA, System Medical Director, *CHRISTUS Health*
- ♦ **CINDY SPURR**, RN, C, Corporate Director, Clinical System Management, *Partners Healthcare System, Inc.*
- ♦ **TOM TINSTMAN**, M.D., Senior VP, *Cerner*

3:30 p.m. – 3:45 p.m. **Break**

3:45 p.m. – 5:00 p.m. **Evaluating IT Outsourcing: Is it Right for You?**

Panel and open discussion around goals, benefits realized, risks, results and lessons learned.

- ♦ **DON KOOY**, CIO, *McLaren Health Care Corporation*
- ♦ **DAVID PRYOR**, M.D., CIO, *Allina Health System*
- ♦ **GUY SCALZI**, VP, FCG Management Services, LLC, *New York Presbyterian Healthcare/FCG*

5:00 p.m. **Open Time**

6:30 p.m. **Reception**

7:30 p.m. **Membership Dinner** — Spouses Welcome

## Friday, April 6, 2001

7:30 a.m. – 8:00 a.m. **Continental Breakfast**

8:00 a.m. – 10:00 a.m. **“What You Really Need (and Want) to Know About eBusiness in Healthcare”**

How the world-wide leader in e-commerce uses the Internet and where they see it going. This will be followed by an audience/panel discussion with thought leaders to help busy executives learn what they need to know about Internet and IT, and its impact on healthcare strategy.

- ♦ **Introduction to Topic** — **KATHRYN McTIGHE**, Director, Health Care Practice, Internet Business Solutions Group, *Cisco Systems, Inc., San Jose, CA*
- ♦ **Moderator** — **RALPH WAKERLY**, VP, *First Consulting Group, Chicago, IL*
- ♦ **DAVID BRADSHAW**, VP and CIO, *Memorial Hermann Healthcare System*
- ♦ **REAR ADMIRAL MIKE COWAN**, Deputy Executive Director, *TRICARE Management Activity*
- ♦ **SCOTT DECKER**, CEO, *HealthVision*
- ♦ **JOHN HUMMEL**, CIO, *Sutter Health*
- ♦ **PAUL TANG**, M.D., Chief Medical Information Officer, *Palo Alto Medical Foundation – Sutter Health*

10:00 a.m. – 10:30 a.m. **Break**

10:30 a.m. – 12:00 p.m. **The Business Case for PACS — Panel Discussion**

Memorial Hermann Healthcare System promotes the features and benefits of the business case model as they used it in their PACS evaluation, negotiation and decision-making processes; Legacy Health System discusses cost benefit solution for telehealth, business case and ROI methodology, and results to date.

- ♦ **DAVID BRADSHAW**, VP and CIO, *Memorial Hermann Healthcare System*
- ♦ **MATTHEW CALAIS**, Senior VP and CIO, *Legacy Health System*
- ♦ **SHANE SPEES**, Assistant VP – Operations, *Memorial Hermann Healthcare System*

12:00 p.m. **Wrap-up — Adjournment**

- ♦ **STAN NELSON**, Chairman  
*Scottsdale Institute, Minneapolis, MN / Scottsdale, AZ*

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

