

Annual
CONFERENCE

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

April 3-5, 2003

Who Should Attend?

This conference is designed to be an interactive experience for SCOTTSDALE INSTITUTE member executives who are reinventing and redesigning healthcare delivery in response to consumer, employer, and regulatory mandates. We encourage attendance by CEO's and all key members of the executive team and trustees who are leading strategic change initiatives and supporting them with technology and process redesign.

Fee: This conference is open to SI members at no charge.

Conference Attire: Business Casual

Conference Design & Objectives

Participants in this conference will:

- Review key issues and trends driving change, understand why some reinvention strategies work, and apply predictions for the future to your own market.
- Understand why some organizations have chosen total redesign of clinical and operational processes, rather than improvement, and review the results of their work.
- Evaluate several models of business ownership and governance for strategic initiatives and the supporting technology implementation, and what makes them successful.
- Share and contrast your most critical change initiatives with other member executives, including key success factors and lessons learned.
- Hear from leaders in patient safety about the application of technology to patient care, and results to date. Compare and communicate your approach and successes.
- Share challenges and experiences during peer-to-peer focus sessions designed for Patient Care, Physician, Information Technology and General Management Executives built around case study reviews and open discussion.
- Interact throughout the meeting with executives from other leading healthcare systems and discuss issues and solutions in this interactive, interdisciplinary and informal setting.

Information

To Register for the Conference

Please send a completed registration form via fax or mail to: **Scottsdale Institute**, 1550 Utica Avenue South, Suite 550, Minneapolis, MN 55416

Phone 952.545.5880, Fax 952.545.6116

Please call the hotel to reserve your room—see hotel reservation information below.

Golf Registration

Please see registration form for details.

Welcome Reception and Dinner

A **Welcome Reception** will be held on **Thursday evening, April 3**, from 6:30 p.m. to 8:30 p.m. Please check hotel meeting room schedule for reception area location.

Dinner will be held on **Friday evening, April 4**, with a reception starting at 7:00 p.m. and dinner starting at 7:45 p.m. Location will be announced. Spouses and guests are welcome.

Conference Sessions

Special **Executive Focus Sessions** will be held on **Thursday, April 3**, with the **General Session** beginning on **Friday, April 4** and ending **Saturday, April 5**.

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 Monday, March 3, 2003**, 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 \$257 Single/Double (applicable April 3 and 4).

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, Tennis, Spa Services and more can be arranged. Contact the Camelback Inn for information at 1.800.242.2635.



“Renovating Healthcare Delivery”

This year’s conference will focus on the sweeping changes that healthcare organizations are making to redesign care delivery and operations. Driven by consumer, employer and regulatory demands, providers are reinventing themselves for success, demonstrating that radical change is not only possible, but is delivering results for patients, providers and payers alike.

Thursday, April 3

1:00 p.m. – 4:30 p.m. Executive Focus Sessions

Nursing Focus: “Technology Essentials for Patient Care Leaders”

- **Mychelle Mowry, RN, MN**, Vice President, *First Consulting Group*, Denver, CO, *Facilitator*
- ◆ **Jeanette Polaschek, RN**, Director of Informatics, *Cedars-Sinai Health System*, Los Angeles, CA, *Contributor*
- ◆ **Christine Schifiliti, RN, MS**, Corporate Manager, *Massachusetts General Hospital Clinical Systems, Partners HealthCare System, Inc.*, Boston, MA, *Contributor*

Physician Focus: “Advancing Clinical Excellence: Charting a Path”

- **Joel S. Shoolin, DO, MBA**, Vice President, Medical Informatics, *Advocate Health Care*, Oakbrook, IL, *Facilitator*
- ◆ **Gil Kuperman, MD, PhD**, Associate Director, Clinical Informatics Research and Development, *Partners HealthCare System, Inc.*, Boston, MA, *Contributor*

Technology Focus: “The Digital Hospital of the Future” and “Achieving Organizational Adoption”

- **Chris Macmanus**, Senior Vice President, Information Technology, *Catholic Health Initiatives*, Denver, CO, *Facilitator*
- ◆ **David Bradshaw**, Vice President and CIO, *Memorial Hermann Healthcare System*, Houston, TX, *Contributor*
- ◆ **Dave Dimond**, Vice President, *First Consulting Group*, Boston, MA, *Contributor*

Executive Management Focus: “Executive Roundtable”

- **Stan Nelson**, Chairman, *Scottsdale Institute*, Minneapolis, MN / *Scottsdale, AZ*, *Facilitator*

6:30 p.m. Welcome Reception—Spouses and Guests Welcome

Friday, April 4

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

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

- ◆ **Stan Nelson**, Chairman, *Scottsdale Institute*, Minneapolis, MN / *Scottsdale, AZ*

8:00 a.m. – 10:00 a.m. Keynote Address: “The Changing Face of Healthcare Organizations”—The Underlying Issues and Drivers of Change

- ◆ **Duane Dauner**, President, *California Hospital Association*, Sacramento, CA

Mr. Dauner will summarize the significant issues and trends driving change, and some bellwether examples of organizations that have been successful at reinventing themselves to meet the demands of our changing healthcare landscape. He will describe the lessons learned and offer his own prediction of what’s to come.

Executive Panel: Roundtable Discussion

- **Don Wegmiller**, Chairman, *Clark / Bardes Consulting - Healthcare Group* and Vice-Chairman, *Scottsdale Institute*, Minneapolis, MN, *Facilitator*
- ◆ **Kevin Lofton**, Executive VP and COO, *Catholic Health Initiatives*, Denver, CO
- ◆ **Michael C. Riordan**, President and CEO, *University of Chicago Hospitals and Health System*, Chicago, IL
- ◆ **Timothy Stack**, President and CEO, *Piedmont Medical Center*, Atlanta, GA

10:00 a.m. – 10:30 a.m. Break

10:30 a.m. – 12:00 p.m. “Pursuing Perfection: The Case for Radical Change in Patient Care”

- ◆ **Mary Brainerd**, President and CEO, *HealthPartners*, Minneapolis, MN

HealthPartners has chosen complete reinvention, along with 6 other Robert Wood Johnson “Pursuing Perfection” grant winners. Mary will describe her vision for radical change and what has been accomplished toward this goal.

Member Executives offer their experiences:

- **David J. Campbell, FACHE**, President and CEO, *Saint Vincent Catholic Medical Centers*, New York, NY, *Facilitator*
- ◆ **David Benfer, FACHE**, President and CEO, *Saint Raphael Healthcare System*, New Haven, CT
- ◆ **Van Johnson**, President and CEO, *Sutter Health*, Sacramento, CA
- ◆ **Scott P. Narus, PhD**, Senior Medical Informaticist, *Intermountain Health Care*, Salt Lake City, UT
- ◆ **Anthony R. Tersigni**, Executive VP and COO, *Ascension Health*, St. Louis, MO



12:00 p.m. – 1:30 p.m. Attendee Luncheon

11:00 a.m. – 2:00 p.m. Luncheon for Spouses and Guests of Members—Hosted by Rif Nelson and Janet Wegmiller: *Spouses and guests will enjoy lunch at a leading restaurant and visit a place of interest in the Scottsdale/Phoenix area.*

1:30 p.m. – 3:30 p.m. “Business Ownership: Driving Change”

- ◆ **Julie L. Creamer**, Vice President, Operations and Quality and **Tim Zoph**, Vice President and CIO, *Northwestern Memorial Hospital*, Chicago, IL

Julie and Tim will describe how and why Northwestern arrived at a new model of business unit ownership for strategic projects, how it works, and why it is delivering results. Julie will also review her personal accountability for integrating process change and technology to deliver “best patient experience” and “best people” for the organization.

Panelists will explain their approaches, and offer comments about key success factors:

- **Stan Nelson**, Chairman, *Scottsdale Institute*, Minneapolis, MN / Scottsdale, AZ, *Facilitator*
- ◆ **Brian Jon Anderson, MD**, Executive Vice President, Clinical Services, *Allina Hospitals and Clinics*, Minneapolis, MN
- ◆ **Donald Crandall, MD**, Vice President Informatics and Information, *Trinity Health*, Farmington Hills, MI
- ◆ **Mychelle Mowry, RN, MN**, Vice President, *First Consulting Group*, Denver, CO

3:30 p.m. – 7:00 p.m. Open Time

7:00 p.m. Reception

7:45 p.m. Membership Dinner—Spouses and Guests Welcome

Saturday, April 5

7:30 a.m. – 8:45 a.m. “Breakfast Executive Roundtables”

During this session, participants will have the opportunity to interact directly about specific change initiatives. A Scottsdale Institute Member executive will facilitate each group, and a Corporate Partner will assist/record the observations and experiences. A suggested discussion guide will be provided. Please register for your **top two** topic preferences on the registration form.

- 1. Supply Chain:** Share major initiatives your organization is undertaking to impact the cost and efficiency of the supply chain.
- 2. Staff Shortages:** Describe programs you have implemented to improve recruitment, retention and satisfaction.

3. Revenue Cycle: Review the Scottsdale Revenue Cycle Survey data and discuss best practices and strategies to improve balance sheet and bottom line performance.

4. Clinical Quality: Summarize your quality measurement and monitoring approach, and how you are using the information.

5. Enhancing/Enabling the Physician-Patient Relationship: Share the programs you are offering to increase patient loyalty.

6. Medication Delivery: Describe the people, process, and technology changes you are making to eliminate errors.

7. New Service/Business Offerings: Define how new technologies and drugs are impacting current and future services that you provide, and how you are monitoring these trends.

8:45 a.m. – 10:00 a.m. “Collaborating for Successful Change: Members Report to the Institute”

One Scottsdale Institute member from each Roundtable will report back for an informal discussion among the conference participants. The people, process and technology aspects of each topic will be covered in this forum.

10:00 a.m. – 10:30 a.m. Break

10:30 a.m. – 12:00 p.m. “Patient Safety and Technology: What have we learned?”

- ◆ **David Classen, MD**, Vice President, *First Consulting Group*, and *Leapfrog Group* and *IOM* Representative, Salt Lake City, UT

Dr. Classen will provide a summary of some of the pitfalls we encounter as we implement technologies to help address safety.

Panel Members offer reactions to Dr. Classen’s remarks:

- ◆ **Gil Kuperman, MD, PhD**, Associate Director, Clinical Informatics Research and Development, *Partners HealthCare System, Inc.*, Boston, MA
- ◆ **Tim Zoph**, Vice President and CIO, *Northwestern Memorial Hospital*, Chicago, IL
- ◆ **Stephen Small, MD**, Director, *The Developing Center for Patient Safety*, *University of Chicago Hospitals and Health System*, Chicago, IL
- ◆ **Kirk Schueler**, Senior Vice President, *Aventis Pharmaceuticals*, and President, *MyDocOnline*, Parsippany, NJ

12:00 p.m. Closing Remarks

- ◆ **Stan Nelson**, Chairman, *Scottsdale Institute*, Minneapolis, MN / Scottsdale, AZ

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



SCOTTSDALE INSTITUTE ANNUAL CONFERENCE REGISTRATION FORM

April 3-5, 2003 — Marriott's Camelback Inn, Scottsdale, Arizona

One registrant and spouse/guest per form please. Photocopies accepted. Please type or print.

- Mr. M.D.
- Ms./Mrs. D.O.
- Ph.D. Other _____

Name of Registrant _____
Last First MI

Name to Appear on Badge _____

Title _____

Spouse / Guest _____
Last First MI Name to Appear on Badge

Organization _____

City _____ State _____ Zip _____

Telephone _____ / _____ Fax _____ / _____

Email _____ Contact in Charge of Arrangements _____

Thursday, April 3, 1:00 p.m. to 4:30 p.m., Executive Focus Sessions: Please register for one of the following sessions:

Nursing Focus Physician Focus Technology Focus Executive Management Focus

I ___/We ___ will be attending the Welcome Reception on **Thursday, April 3 at 6:30 p.m.** Yes No

My Spouse/Guest will be attending the Special Luncheon on **Friday, April 4 from 11:00 to 2:00 p.m.** Yes No

I ___/We ___ will be attending the Cocktail Reception and Dinner on **Friday, April 4 starting at 7:00 p.m.** Yes No

Saturday, April 5, 7:30 a.m. to 8:45 a.m., Breakfast Executive Roundtables: Please register for your **top two preferences** by marking **number 1** next to your first choice and **number 2** next to your second choice. We will do our best to accommodate your selections.

Roundtable Topics: Supply Chain Staff Shortages Revenue Cycle Clinical Quality
 Physician-Patient Relationship Medication Delivery New Service/Business Offerings

Golf Registration – Marriott's Camelback Inn

Golf will begin at 1:00 p.m. on **Saturday April 5**. A limited number of slots are available. Reservations must be made through the Scottsdale Institute by **Friday, March 21**. Individuals are responsible for fees, rentals and tax. **Please Note:** If you fail to *cancel* by **Wednesday, April 2**, you will be charged for play.

Cardholder Name _____

Visa MasterCard American Express Card Number _____ Expiration Date _____

Signature of Cardholder (Required) _____

Please indicate if **YOU** will golf Saturday, April 5, 2003: Yes No _____ Handicap

Need club rental? Yes: Left Hand Right Hand No

SPOUSE / GUEST golf Saturday, April 5, 2003 Yes No _____ Handicap

Need club rental? Yes: Left Hand Right Hand No

Please indicate your preferences for golf partners. We will do our best to accommodate your request but cannot guarantee pairings.

Golf Attire: collared shirt with slacks or hemmed mid-length shorts.

1. _____
2. _____
3. _____

Please return your conference & golf reservation requests via fax, phone, email or mail to:

Scottsdale Institute, 1550 Utica Avenue South, Suite 550, Minneapolis, MN 55416
Phone: 952.545.5880 Fax: 952.545.6116 Email: scottsdale@fcg.com