

Spring 2004
CONFERENCE

**Meeting the Future: The Role
of IT and Process Improvement**

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

April 14-16, 2004



Meeting the Future: The Role of IT and Process Improvement

Paint a picture of the future using successes from today's marketplace.

Wednesday, April 14

12:00 p.m. – 1:30 p.m. Welcome Luncheon, Garden Pool

2:00 p.m. – 5:30 p.m. Executive Case Study Presentations: Operations Improvement Results (Choose one topic from each session when you register.)

2:00 p.m. – 3:00 p.m.

“EHR, PACS and CPOE Deployment: Success Factors, Operations Improvement and Lessons Learned”

- **Brian Jacobs**, MD, Associate Professor of Pediatrics and Project Director for the Integrating Clinical Information System (ICIS), Cincinnati Children's Hospital Medical Center, Cincinnati, OH

“Using Technology to Support Patient Flow Improvement”

- **David R. Miller**, VP Operations, and **Jackie Jensen**, RN, Director, Patient Flow Management, United Hospital, Allina Hospitals and Clinics, Minneapolis, MN

“Enterprise Learning Management”

- **John Nusbaum**, Executive Director, Shared Services and Corporate Responsibility Officer, and **Brian Hammond**, Manager of e-Procurement and Internet Training, Ascension Health, St. Louis, MO

3:15 p.m. – 4:15 p.m.

“CPOE: An Arizona Adventure”

- **Keith Shelman**, MD, UMC Coordinator of Clinical Systems, and **Lenora Sernstein**, Clinical Program Manager, University Medical Center, Tucson, AZ

“Improved Patient Progression Enhances both Patient Service and Revenue”

- **Susan Flanagan**, COO, Lucile Packard Children's Hospital at Stanford, Palo Alto, CA

“Project Intellicare”

- **Brett A. Spenst**, VP and CIO, and **Wynelle J. Huff**, RN, PhD, VP of Delivery of Care, Adventist Health, Roseville, CA

4:30 p.m. – 5:30 p.m.

“Improving Patient Safety Electronically: the e-ICU”

- **Bruce Smith**, VP Information Systems and CIO, **Joel Shoolin**, DO, VP Clinical Informatics, Advocate Health Care, Oakbrook, IL, and **Debbie Sleigh**, CIO for IT Enterprise, Strategic Development and Integration Services, Sutter Health, Sacramento, CA

“Optimizing Resources Through an Integrated Systems Strategy”

- **Dennis Miller**, CIO, Memorial Healthcare System, Hollywood, FL

“Applying Root Cause Analysis to IS-related Unanticipated Patient Outcomes”

- **Karlene Kerfoot**, RN, Sr. VP for Nursing and Patient Care Services and CNE, and **Kathy Rapala**, JD, RN, Director of Risk Management and Patient Safety, Clarian Health Partners, Indianapolis, IN

6:00 p.m. – 8:00 p.m. Reception—Spouses and Guests Welcome

Thursday, April 15

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

7:45 a.m. – 8:00 a.m. Five Minute Report to Members and Introduction

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

8:00 a.m. – 10:00 a.m. Keynote Address: **“BPE, BP, EFP and IT”**

- **Gary A. Mecklenburg**, President and CEO, Northwestern Memorial HealthCare, Chicago, IL, past Chairman, American Hospital Association, and Chairman, National Alliance for Health Information Technology

Using his experience as a national healthcare leader, Mr. Mecklenburg will explore the current challenges affecting U.S. healthcare and the important role information technology must play in addressing these challenges. He will use his own organization as a case study to demonstrate how disciplined strategy can help achieve success, while noting the limitations caused by the absence of national standards for information technology in healthcare.

Session Leader: Don Wegmiller, Chairman, Clark Consulting – Healthcare Group, and Vice-Chairman, Scottsdale Institute, Minneapolis, MN

Executive Panelists:

- ◆ **Jim Anderson**, CEO, Cincinnati Children's Hospital Medical Center, Cincinnati, OH
- ◆ **Doug Hawthorne**, CEO, Texas Health Resources, Dallas, TX
- ◆ **Jim Skogsbergh**, CEO, Advocate Health Care, Oakbrook, IL

10:00 a.m. – 10:30 a.m. Break

10:30 a.m. – 12:00 p.m. **“Market-based vs. System-based Strategy: Patient Data Collaboration for Continuity of Care”**

- **Rich Umbdenstock**, President and CEO, Providence Services, and Board Member, Inland Northwest Health Services, Spokane, WA

Mr. Umbdenstock will illustrate the capabilities and benefits of a collaborative regional IT network that has linked together hospitals, physician offices and other locations of care into a shared private utility model. The opportunities for improving health across the region also will be presented.

Session Leader: Steve Lieber, President and CEO, HIMSS

Executive Panelists:

- ◆ **John Glaser**, PhD, CIO, Partners Health System, Boston, MA
- ◆ **Alberto Kywi**, CIO, Cottage Health System, Santa Barbara, CA
- ◆ **Siew Lam**, MD, CMIO, Clarian Health, Indianapolis, IN
- ◆ **William Yasnoff**, MD, Senior Advisor, National Health Information Infrastructure, Department of Health and Human Services, Washington, DC

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 and/or a place of interest in the Scottsdale/Phoenix area.

1:30 p.m. – 3:30 p.m. “Future Medical and Information Technologies that will Disrupt our Business”

■ **Molly Joel Coye, MD**, Founder and CEO, *The Health Technology Center*, San Francisco, CA

Emerging technologies will make consumers more independent of traditional providers, but will also drive consumer demand for access to complex clinical technologies that rely on IT and biomedical support. The Health Technology Center was created to forecast the development and impact of these technologies. Dr. Coye will present key findings from their research.

Session Leader: Stanley Hupfeld, CEO, *Integrus Health*, Tulsa, OK

Executive Panelists:

- ◆ **David L. Bernd, CEO, *Sentara Healthcare***, Norfolk, VA, and Chairman, *American Hospital Association*
- ◆ **Van Johnson**, President and CEO, *Sutter Health*, Sacramento, CA
- ◆ **Gary Shorb, CEO, *Methodist Healthcare***, Memphis, TN

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

Friday, April 16

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

During these sessions, participants will have the opportunity to interact directly in groups of 10 regarding specific change initiatives. Please register your first and second choice; we will make every effort to assign you to your first choice.

Transparency

Facilitators: David W. Benfer, FACHE, President and CEO, *Saint Raphael Healthcare System*, New Haven, CT, and **Ann Schrader, RN, COO, *Health East***, St. Paul, MN

Recorder: Donald Rucker, MD, VP and CMO, *Siemens Medical Solutions USA*, Malvern, PA

Technology Adoption

Facilitators: Kevin Wardell, President and Administrator, *Norton Hospital*, Louisville, KY, and **Gayle Vernon Simkin, CIO, *Catholic Healthcare West***, San Francisco, CA

Recorder: Ken Jarvis, VP, *Hewlett Packard*, Palo Alto, CA

Process Improvement

Facilitators: Joel Shoolin, DO, VP, Clinical Informatics and Bruce Smith, VP, CIO, *Advocate Health Care*, Chicago, IL

Recorder: Eric Morgan, EVP Healthcare, *Lawson Software*, St. Paul, MN

Performance Measurement and Improvement

Facilitators: Brian Jon Anderson, MD, CMO, and **Kimberly A. Pederson, VP, Automated Medical Record Project, *Allina Hospitals and Clinics***, Minneapolis, MN

Recorders: Erica Drazen, VP, *First Consulting Group*, Boston, MA and **Tom Wegert, VP, *First Consulting Group***, Chicago, IL

Knowledge and Learning Management

Facilitators: Sherry Martin, VP Quality Management, and **Don Lyons**, Deputy CIO, *UT MD Anderson Cancer Center*, Houston, TX
Recorder: Steve Lieber, President and CEO, *HIMSS*, Chicago, IL

Supply Chain

Facilitator: Wilma Newton, VP, *Information Technology, Ascension Health*, St. Louis, MO

Recorder: Dan Eckert, President and COO, *Neoforma*, San Jose, CA

Ambulatory Integration

Facilitators: Brock Nelson, CEO, *Regions Hospital, Health Partners* and **Alan Abramson**, CIO, *Health Partners*, Minneapolis, MN

Recorder: Mitch Morris, MD, VP, *First Consulting Group*, Houston, TX

Patient Flow and Capacity Management

Facilitator: Susan Flanagan, COO, *Lucile Packard Children’s Hospital* at Stanford, Palo Alto, CA

Recorders: Dale Stockamp, President, *Stockamp & Associates*, Lake Oswego, OR and **Matt Weismiller**, Executive Director, *Workflow Solutions Marketing, Hill-Rom*, Batesville, IN

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

Session Leader: Ralph T. Wakerly, Principal, *Wakerly Partners*, Chicago, IL

10:00 a.m. – 10:30 a.m. Break

10:30 a.m. – 12:00 p.m. “Getting to Yes for Electronic Health Record Systems: A National Imperative”

■ **Paul Tang, MD, CMIO, *Palo Alto Medical Foundation / Sutter Health***, Palo Alto, CA, and Chair, *IOM Patient Safety Data Standards Committee*

The Institute of Medicine Report makes the case that electronic health records and a national electronic infrastructure for health information are essential for raising the bar on patient safety. Dr. Tang will describe what will it take to accelerate progress toward this national imperative.

Session Leader: David Classen, MD, VP, *First Consulting Group, Leapfrog Group* and IOM Representative, and Associate Professor, *University of Utah*, Salt Lake City, UT

Executive Panelists:

- ◆ **Jeff Blair**, VP, Medical Records Institute and VP, *National Committee for Vital and Health Statistics*, Washington, DC
- ◆ **Alan Goldbloom, MD, CEO, *Children’s Hospitals and Clinics***, Minneapolis, MN
- ◆ **Pete Velez**, Senior VP, *Queens Health Network* and Executive Director, *Elmhurst Hospital Center*, Elmhurst, NY
- ◆ **James M. Walker, MD, CMIO, *Geisinger Health System***, Danville, PA

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



Who Should Attend?

This conference is designed to be an interactive experience for SCOTTSDALE INSTITUTE member executives who are interested in aligning IT and process improvement. We encourage attendance by CEOs and all key members of the executive team and trustees who are leading strategic change initiatives and supporting them with technology and process redesign.

This conference is open to SI members at no charge.
Conference Attire: Business Casual

Conference Design & Objectives

Participants in this conference will:

- Review successes and lessons from market leaders in aligning IT and workflow.
- Understand how IT and process improvement support new mandates.
- Learn about critical performance-improvement strategies and success factors.
- Share challenges and experiences during peer-to-peer executive case study reviews and roundtable discussions.
- Interact throughout the meeting with executives from leading healthcare systems.
- Discuss issues and solutions in an interactive, interdisciplinary and informal setting.

Conference Registration

To Register for the Conference

Registration for the Spring 2004 Conference is available on-line only. Please go to www.scottsdaleinstitute.org and click on the "Spring 2004 Conference Registration" link.

Thank you.

Golf Registration (optional)

Please download the registration form, completely fill it out and fax it to Jean Appleby, 707.745.2042.

Reception and Dinner

A **Reception** will be held on **Wednesday evening, April 14**, from 6:00 p.m. to 8:00 p.m.

Dinner will be held on **Thursday evening, April 15**, with a reception starting at 7:00 p.m. and dinner starting at 7:45 p.m.

Please check hotel meeting room schedule for locations.

Spouses and guests are welcome.

Hotel Information

Hotel Reservations

Hotel reservations must be made directly with the Marriott's Camelback Inn at **1.800.242.2635** or at the **Camelback Inn link (www.camelbackinn.com)**. **Identify yourself as Scottsdale Institute, group code (SCOSCOA).**

A *limited* number of rooms are available at the reduced rate of \$267 Single/Double (applicable April 14 and 15).

Room reservations must be made through the Marriott's Camelback Inn **on or before Friday, March 12, 2004**, after which time they will be accepted on a space-available basis only. Individuals are responsible for all room charges, surcharges and tax.

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

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 by contacting the Camelback Inn.