

# FALL 2009 FORUM

## Healthcare Reform and Achieving Meaningful Use: The Pivotal Role of Clinical Business Intelligence

Today leaders use IT to enable care and quality, but reform demands more. We reveal overall reform status, its further implications for IT, and demonstrate how organizations can optimize existing data to improve care, manage populations and be paid for quality. National leaders will share successes, with an emphasis on achieving Meaningful Use through Clinical Business Intelligence (CBI).

**September 24 – 25, 2009**  
**Fort Worth, Texas**



Host: **Douglas D. Hawthorne**, FACHE,  
CEO, Texas Health Resources and recipient  
of HIMSS CEO IT Achievement award



**Texas Health**  
Resources

# Healthcare Reform and Achieving Meaningful Use: The Pivotal Role of Clinical Business Intelligence

Omni Fort Worth Hotel • 1300 Houston Street • Fort Worth, Texas  
817.535.6664 • Fort Worth Ballroom, 2<sup>nd</sup> Floor

## THURSDAY, SEPTEMBER 24

7:15 a.m. – 7:45 a.m. Continental Breakfast

7:45 a.m. Welcome to Scottsdale Institute Forum

- ◆ **Stanley R. Nelson**, Chairman, *Scottsdale Institute*

7:50 a.m. – 8:00 a.m. Welcome to THR

- ◆ **Douglas D. Hawthorne**, FACHE, CEO, *Texas Health Resources* and recipient of HIMSS CEO IT Achievement award

8:00 a.m. – 8:30 a.m.

**KEYNOTE ADDRESS: "Business Intelligence in the Healthcare Industry"**

- ◆ **Len Roberts**, *THR* Board Vice Chair and retired Chairman and CEO, *RadioShack Corporation*

8:30 a.m. – 9:00 a.m. Break

9:00 a.m. – 10:30 a.m.

**"The Federal HealthCare Information Technology Strategy: Information Technology for the Foundation of the Federal Government's Efforts to Transform Healthcare"**

An overview and status of the federal IT agenda including a discussion of Scottsdale Institute members' efforts to achieve the national healthcare IT goals.

- ◆ **FEATURED GUEST SPEAKER: John P. Glaser**, PhD, Senior Advisor, Office of the National Coordinator for Health Information Technology, *US Department of Health and Human Services*

10:30 a.m. – 11:00 a.m. Break

11:00 a.m. – 12:00 Noon

**CASE STUDY: "Observations and Lessons Learned from the Partners HealthCare Quality Data Warehouse/Report Central Project"**

A discussion of the realities of measurement, developing metrics, improving data quality, determining and meeting user needs, engaging users, and the differences between EHR and data warehouse reporting.

- ◆ **Jonathan S. Einbinder**, MD, MPH, Corporate Manager, Quality Data Management and Clinical Informatics Research & Development, *Partners HealthCare System*
- ◆ **Ed Marx**, Senior Vice President and CIO, *Texas Health Resources*, **MODERATOR**

12:00 p.m. – 1:30 p.m.

**BUFFET LUNCHEON AND PRESENTATION: "Sustaining Healthcare Reform: A Culture of Integration, Innovation and Transformation"**

A discussion of views from industry leaders, Premier's leadership role in reform and how the power of collaboration can help us transform healthcare together.

- ◆ **Susan DeVore**, Chief Executive Officer, *Premier, Inc.*

1:30 p.m. – 2:30 p.m.

**CASE STUDY: "Optimizing Cardiovascular Care at Geisinger Health System"**

A discussion of aligning incentives, closing care gaps, delivering on price guarantees and how Clinical Business Intelligence hits the bottom line.

- ◆ **John McB. Hodgson**, MD, Chairman, Department of Cardiology, *Geisinger Health System*
- ◆ **Ferdinand Velasco**, MD, Chief Medical Information Officer, *Texas Health Resources*, **MODERATOR**

2:30 p.m. – 3:00 p.m. Break

**3:00 p.m. – 4:00 p.m.**

**CASE STUDY: “Empowering Practitioners for Data-Driven Care Improvement and Cost Containment with a Clinical Looking Glass at Montefiore Medical Center”**

A discussion and demonstration of tools and results from their proven approach.

- ◆ **David Fletcher**, MPH, Director, Product Development, Emerging Health Information Technology, *Montefiore Medical Center*
- ◆ **Jack Wolf**, CIO, *Montefiore Medical Center*
- ◆ **Stephen C. Hanson**, FACHE, Senior Executive Vice President of System Alignment and Performance, *Texas Health Resources*, **MODERATOR**

**4:00 p.m. – 5:00 p.m.**

**CASE STUDY: “Eliminating Hospital Acquired Infections at Memorial Hermann Healthcare System”**

A discussion of a system-wide program that eliminates hospital-acquired infections in inpatient and outpatient facilities.

- ◆ **M. Michael Shabot**, MD, System Chief Medical Officer, *Memorial Hermann Healthcare System*
- ◆ **Harold Berenzweig**, MD, Vice President, Medical and Information Management, *Texas Health Harris Methodist Fort Worth Hospital*, **MODERATOR**

**5:00 p.m. – 6:30 p.m. Cocktails and Appetizers**

Dinner reservations are made on your own. See [www.scottsdaleinstitute.org](http://www.scottsdaleinstitute.org) for excellent choices.

**FRIDAY, SEPTEMBER 25**

**Omni Fort Worth Hotel**

Sundance 6, 3<sup>rd</sup> Floor

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

**7:30 a.m. – 8:30 a.m.**

**“Healthcare Reform: Policy Update and Anticipated Next Steps”**

A review of the latest thinking on reform, including conclusions from Dr. Keckley’s personally convened industry leadership groups as well as meetings with federal executives and congressional leaders.

- ◆ **FEATURED GUEST SPEAKER: Paul Keckley**, PhD, Executive Director, *Deloitte Center for Health Solutions*

**8:45 a.m. Bus departs Omni Fort Worth Hotel (Lobby)**

**Texas Health Harris Methodist Hospital Fort Worth Tours**

1301 Pennsylvania Ave., Fort Worth, Texas

**9:15 a.m. – 9:30 a.m. Welcome and Overview**

- ◆ **Oscar L. Amparan**, President, *Texas Health Harris Methodist Fort Worth Hospital* and Executive Vice President, *Texas Health Resources*

**9:30 a.m. – 11:30 a.m. Tours**

The Heart Center tours include cardiovascular ICU, cardiac telemetry, invasive diagnostic interventions and the meditation garden. Department leaders and their IT management partners describe the role of technologies and IT in care delivery.

See clinician use and adoption of electronic health record (including CPOE) in the community hospital setting.

- ◆ **Bernadette Bergstrom**, BSN, RN, CCRN, nurse manager, ICU
- ◆ **Deborah Bricker**, BSN, CRN, RVP, director, Cardiac and Vascular Services
- ◆ **Mary Jo Brock**, RN, MS, NEA-BC, director, Cardiovascular Nursing Services
- ◆ **Linda Fort**, RN, BSN, nurse manager, Medical Telemetry
- ◆ **Jessie Smith-Jackson**, RN, MBA, NEA-BC, nurse manager, Telemetry
- ◆ **Kim Trull**, MSN, RN, CCRN, cardiovascular education specialist

**11:30 a.m. – 12:00 p.m. Tour recap and Q&A**

- ◆ **Ed Marx**, Senior Vice President and CIO

**12:00 p.m. Return to Omni Fort Worth Hotel**



# ABOUT THE FORUM

## WHO SHOULD ATTEND?

This Forum is designed to be an interactive experience for SI member executives who are accountable for, and stakeholders in, optimizing reform opportunities, including the use and impact of CBI initiatives to improve all aspects of healthcare performance.

## FORUM GOALS AND FORMAT

- Industry leaders and successful practices are featured; opportunities for sharing industry direction, success factors and lessons learned are a consistent theme at SI. Each provides actionable takeaways for Forum participants.
- SI Forums are intimate sessions, designed for executives from all functional areas who will benefit from peer collaboration, information sharing and networking.
- Our platform is participation as well as presentation, so come prepared for relaxed, informal and highly interactive sessions with industry authorities and senior management teams from leading US health systems.

**Attire: Business or Business Casual**

## FORUM DESIGN & OBJECTIVES

Participants in this Forum will:

- Hear from and share views with the retired CEO of a major US corporate employer and Vice Chair, THR.
- Obtain the latest on healthcare reform from leading authorities.
- Gain insights from the CEO of a leading healthcare alliance.
- Review lessons learned from leading practices in Clinical Business Intelligence.
- Learn about industry-leading results in using CBI tools to improve quality, efficiency and safety.

- Obtain facts on replicable approaches to CBI and its potential to impact clinical operations.
- Share insights with members, sponsors and other national leaders during open panel discussions.
- Interact throughout the meeting with executives from leading healthcare systems.
- Participate in demonstrations of advanced EHR and CPOE at THR's Harris Methodist Hospital Fort Worth.
- Discuss issues and solutions in an interactive, interdisciplinary and informal setting.

## CERTIFICATION

HIMSS has approved this Forum for continuing education credit toward renewal of the CPHIMS credential. Go to our website [www.scottsdaleinstitute.org](http://www.scottsdaleinstitute.org) for more details.

## FORUM REGISTRATION

Register at [www.scottsdaleinstitute.org](http://www.scottsdaleinstitute.org), click on "2009 Fall Forum."

Member Fee: \$450

## HOTEL RESERVATIONS

For hotel accommodations, contact the hotel directly:

**Omni Fort Worth**  
**1300 Houston Street**  
**Fort Worth, Texas 76102**  
**1-800-843-6664**

Or

<http://www.omnihotels.com/FindAHotel/FortWorth/MeetingFacilities/ScottsdaleInstitute9.aspx>

Reference the Scottsdale Institute rate: \$269 Single/\$289 Double per night **prior to Aug. 22, 2009.**