

SCOTTSDALE

INSTITUTE

# 16<sup>th</sup> *16<sup>th</sup> Annual Spring Conference*

---

2009

## IT Business Case, Value and Cost



*Featuring Special Guest:*

**Robert M. Kolodner, MD,**  
former National Coordinator for Health  
Information Technology, Department of  
Health and Human Services

**Camelback Inn**

**A JW Marriott Resort & Spa**

**Scottsdale, Arizona**

**April 29 – May 1, 2009**



## IT Business Case, Value and Cost

### Wednesday, April 29

10:00 a.m. – 5:00 p.m. **Conference Registration**  
(Camelback Ballroom, Registration Desk)

11:00 a.m. – 12:30 p.m. **Welcome Luncheon**  
(Camelback Patio) Spouses and Guests Welcome

1:00 p.m. – 5:00 p.m. **Executive Presentations**  
Choose one from each time slot.

1:00 p.m. – 2:00 p.m.

#### **The Business Case for IT at Catholic Health Initiatives (Room K)**

◆ **Michael O'Rourke**, CIO, and **Michael Rowan**, Executive VP & COO, *Catholic Health Initiatives*

#### **The Business Case for Clinical Integration (Room J)**

◆ **Kevin Manemann**, VP, Ambulatory Solutions and Strategy, *St. Joseph Health System*

#### **The IT Cost-Value Equation (Room L)**

◆ **Patricia Johnston**, VP, Information Services, *Texas Health Resources*, **Brent G. Snyder**, Esq., CIO, *Adventist Health System*, **Tom Tinstman**, MD, Senior Advisor, *HealthTech*, and **Douglas Thompson**, Director, *Navigant Consulting*

2:00 p.m. – 2:30 p.m. **Break**

2:30 p.m. – 3:30 p.m.

#### **The Business Case for BI: An Executive Primer (Room L)**

◆ **Tom Darr**, MD, Chief Medical Officer, *Ingenix*, **Mitch Morris**, MD, Principal, Life Sciences and Health Care, *Deloitte Consulting*, **Dale Sanders**, VP, Information Services & CIO, *Northwestern Medical Faculty Foundation*, and **Larry Stofko**, Senior VP and CIO, *St. Joseph Health System*

#### **IT Value in a Value-Based Purchasing Environment (Room J)**

◆ **Brian K. Regan**, PhD, Director, Clinical Affairs, *New York-Presbyterian Healthcare System*

#### **Measured Benefits of the Integrated Medical Record at Marshfield Clinic and Ministry Health (Room K)**

◆ **Paul Olinski**, General Manager, *CattailsMD, Marshfield Clinic*, and **Peter A. Sanderson**, MD, Director of Medical Informatics Operations and Executive Sponsor EHR, *Ministry Health Care*

3:30 p.m. – 4:00 p.m. **Break**

4:00 p.m. – 5:00 p.m.

#### **CPOE in Community Hospitals: Clinical and Financial ROI and Implementation Best Practices (Room J)**

◆ **Bethany Gilboard**, Director, Health Technologies, *Massachusetts Technology Collaborative*

#### **Quality Intelligence: Building the Road Map (Room L)**

◆ **Lois Elia**, VP, Clinical Support Services, *Advocate Health Care*, **Julie Morrison**, RN, Principal, *CSC*, and **Nancy G. Pratt**, RN, MS, Senior VP, Clinical Effectiveness, *Sharp HealthCare*

#### **Moving from Cost to Value Assessment of Clinical Information Systems (Room K)**

◆ **Claudia A. Allen**, Regional Chief Information Officer, *AHIS* and VP and CIO, *St. John Health*, **Gerry Lewis**, CIO, *Seton Family of Hospitals*, and Regional CIO, *Ascension Health Information Services*, and **Jeff Rose**, MD, VP, Clinical Excellence, *Ascension Health*

6:00 p.m. **Reception and Hors d'oeuvres**  
(Sonoran Terrace) Spouses and Guests Welcome

### Thursday, April 30

7:00 a.m. – 7:45 a.m. **Continental Breakfast**  
(Peace Pipe Patio)

7:45 a.m. – 8:00 a.m. **Five Minute Membership Report** (Peace Pipe)

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

8:00 a.m. – 9:45 a.m. (Peace Pipe)

#### **"Integrated Health Information: Outcomes and Implications"**

##### **Keynote Address:**

■ **Joseph R. Swedish**, FACHE, President and CEO, *Trinity Health*

##### **Executive Panel:**

■ **Don Wegmiller**, National Board of Advisors, *Integrated Healthcare Strategies*, and Vice-Chairman, *Scottsdale Institute*, Moderator

◆ **Stephen C. Hanson**, FACHE, Senior Executive VP, System Alignment and Performance, *Texas Health Resources*

◆ **Robert M. Kolodner**, MD, former National Coordinator for Health Information Technology, *Health and Human Services*

◆ **Victor Trastek**, MD, CEO, *Mayo Clinic Arizona*



**9:45 a.m. – 10:15 a.m. Break (Peace Pipe Patio)**

**10:15 a.m. – 11:30 a.m. (Peace Pipe)**

**“Where did the IT Gains Go?”**

- **John P. Glaser**, PhD, VP and CIO, *Partners HealthCare*, Moderator

**Executive Panel:**

- ◆ **Mary Brainerd**, President and CEO, *HealthPartners*
- ◆ **Dennis Dahlen**, Senior VP, Finance, *Banner Health*
- ◆ **James Dove**, MD, President Emeritus, *Prairie Cardiovascular Consultants, Ltd.*, and Past President, *American College of Cardiology*
- ◆ **Steve Shihadeh**, VP, Health Solutions Group, *Microsoft*

**11:30 a.m. – 1:00 p.m. Attendee Luncheon (Sonoran Terrace)**

**11:30 a.m. – 2:00 p.m. Luncheon for Spouses and Guests (Meet at the Front Circle)**

Hosted by **Rif Nelson and Janet Wegmiller**

**1:00 p.m. – 2:00 p.m. (Peace Pipe)**

**“Review of Office of the National Coordinator / 2009 Health IT Priorities and Opportunities”**

- **Robert M. Kolodner**, MD, former National Coordinator for Health Information Technology, *Health and Human Services*

**2:00 p.m. – 2:30 p.m. Break (Peace Pipe Patio)**

**2:30 p.m. – 4:00 p.m. (Peace Pipe)**

**“IT Cost and Value Management”**

- **Steve Heck**, Managing Director, *Navigant Consulting*, Moderator

**Executive Panel:**

- ◆ **Robert Miller**, PhD, Professor of Health Economics, *University of California, San Francisco*
- ◆ **Richard R. Pettingill**, President and CEO, *Allina Hospitals and Clinics*
- ◆ **Michael Rowan**, Executive VP and COO, *Catholic Health Initiatives*
- ◆ **Edward W. Marx**, Senior VP and CIO, *Texas Health Resources*

**4:00 p.m. Invitation to SI Fall Forum 2009, Sept. 24 – 25, Fort Worth, Texas**

- **Edward Marx**, Senior VP and CIO, *Texas Health Resources*

**4:00 p.m. – 7:00 p.m. Open Time**

**4:30 p.m. – 5:30 p.m. Working Group Meetings (Peace Pipe)**

- **Cerner Collaborative Community**
- **SI IT Metrics**
- **Quantifying the Value of Clinical Systems**

**7:00 p.m. Reception and Dinner (Sonoran Terrace) Spouses and Guests Welcome**

## **Friday, May 1**

**7:30 a.m. – 9:00 a.m. (Peace Pipe)**

**“Breakfast Executive Roundtables”**

During breakfast, participants will work together to list the key success factors in managing IT cost, value and business cases, as well as the most actionable ideas learned at this conference.

**9:00 a.m. – 9:30 a.m. Break (Peace Pipe Patio)**

**9:40 a.m. – 10:15 a.m. (Peace Pipe)**

**“Collaborating for Successful Change: Members Report to the Institute”**

One representative from each Roundtable will provide a 5 minute report to the conference.

- **Ralph T. Wakerly**, President, *Wakerly Partners*, Moderator

**10:15 a.m. – 11:45 a.m. (Peace Pipe)**

**“Healthcare Reform Town Hall”**

- ◆ **David C. Classen**, MD, MS, VP, *CSC*, and Associate Professor of Medicine and Consultant in Infectious Diseases, *School of Medicine, University of Utah*
- ◆ **Paul Keckley**, PhD, Executive Director, *Deloitte Center for Health Solutions*
- ◆ **Robert M. Kolodner**, MD, former National Coordinator for Health Information Technology, *Health and Human Services*

**11:45 a.m. Closing Remarks (Peace Pipe)**

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



# ABOUT THE CONFERENCE

## Who Should Attend?

This conference is an interactive experience for Scottsdale Institute member organizations interested in information technology investments and their benefits, and to hear how other leading organizations approach the business case for IT. We invite member trustees and administrative and clinical executives. As leaders in their markets and in IT-enabled process improvement, SI members enthusiastically share best practices with their peers.

SI conferences are intimate sessions, designed for executives to benefit from peer collaboration, information sharing and networking. Our platform is more “participation” and less “presentation,” so come prepared for relaxed, informal and highly interactive sessions with senior management teams from other leading health systems.

The Spring Conference fee is included in your membership dues.

*Attire: Business Casual*

## Conference Design & Objectives

Participants in this conference will:

- Enjoy opportunities to hear from Robert Kolodner, MD, former National Coordinator for Health IT, Department of Health and Human Services, who will address anticipated healthcare reform and its impact on IT.
- Review lessons learned in managing healthcare IT cost and measuring clinical and financial benefits.
- Hear case studies from leading health systems about governance of IT investments.
- Share strategies for how IT can enable quality improvement and business intelligence.
- Learn how technology is viewed in value-based purchasing environments.
- Share information about financial risks and rewards of investing in ambulatory EMR systems.
- Share challenges and solutions during executive case-study reviews, roundtable and panel discussions with national leaders.
- Interact throughout the meeting with executives from leading healthcare systems.

## Certification

This conference has been approved by HIMSS for up to 17.5 contact hours of continuing education credit toward renewal of the CPHIMS credential. Go to [www.scottsdaleinstitute.org](http://www.scottsdaleinstitute.org) for more details.

## Conference Registration

Register at [www.scottsdaleinstitute.org](http://www.scottsdaleinstitute.org) and click on “2009 Spring Conference.” Please register for the Scottsdale Institute conference **and** the Camelback Inn.

## Hotel Information

Hotel reservations must be made directly with the Camelback Inn, A JW Marriott Resort & Spa, at 1.800.242.2635 or at [www.camelbackinn.com](http://www.camelbackinn.com).

Identify yourself as Scottsdale Institute (group code SCOSCOA).

Our rate is \$279 Single/Double (applicable April 28, 29, 30), **prior to Friday, March 27, 2009**. Individuals are responsible for all room charges, surcharges and tax.

**Camelback Inn, A JW Marriott Resort & Spa**  
**5402 East Lincoln Drive**  
**Scottsdale, AZ 85253**  
**Phone: 1.800.242.2635**

If you must cancel, please cancel 7 days in advance to avoid penalty.

Golf reservations can be made directly with the Camelback Inn Golf Club, 480.905.7902

## Activities for Spouses and Guests

### **Wednesday, April 29**

- Welcome Luncheon, 11:00 a.m. – 12:30 p.m., Camelback Patio
- Reception, 6:00 p.m., Sonoran Terrace

### **Thursday, April 30**

- Spouses/Guests Luncheon hosted by Rif Nelson and Janet Wegmiller, 11:00 a.m. – 2:00 p.m., meet at the Front Circle.
- Reception and Dinner, 7:00 p.m., Sonoran Terrace

Tennis, Jeep Tours, Horseback Riding, Golf, Spa Services and more can be arranged by contacting the Camelback Inn.