PURPOSE AND PROGRAMS
The Scottsdale Institute (SI) is a not-for-profit membership organization of prominent healthcare systems whose goal is to achieve clinical integration through information technology (IT). SI facilitates knowledge sharing and collaboration among an exclusive group of senior executives. We provide intimate and informal forums that promote SI’s “Three Pillars:”

- Collaboration
- Education
- Networking

Many of the nation’s brightest healthcare executives network and share powerful insights and strategies at our on-site conferences. Our high-quality educational teleconferences, delivered by industry thought leaders, provide a convenient and cost-effective learning environment.

SI’s approach helps members improve performance and generate value from their IT investments. Our virtual learning programs provide actionable insights on mission-critical, IT-related issues. Program topics are strategic, tactical and pragmatic to improve day-to-day execution.

SI membership is limited to about 50 advanced health systems and academic medical centers committed to sharing best practices. Senior executives such as CEOs, CMOs, CIOs, CMIOs and CQOs cultivate relationships while their organizations collaborate on IT-enabled performance improvement. Unlike many large-scale national organizations, we keep SI small enough to facilitate group interaction and collaboration.
In 1992, the late Stan Nelson, former CEO of Henry Ford Health System, and Don Wegmiller, former CEO of Allina Health System, created the Center for Clinical Integration (CCI), a small group of hospital CEOs who recognized the significance of IT in achieving clinical integration. In 1997 Stan and his team converted CCI into the not-for-profit Scottsdale Institute to better serve members and the industry at large. A pioneer known for his collaborative approach and mentoring of many executives who became leaders in the field, Stan co-founded the VHA, served as chairman of AHA and was elected to the Modern Healthcare Hall of Fame. In the two decades since he founded SI, the prescience of Stan’s vision of IT-enabled clinical integration has become even clearer and more urgent. SI’s mission—and Stan’s legacy—is to help make this vision a reality for all U.S. health systems and the patients for whom they care.

**WHO JOINS SI**

SI promotes collaboration, education and networking among its member organizations, which tend to be large, integrated health systems that

- lead their markets
- are advanced in IT
- embrace a collaborative spirit

SI members recognize that using IT to enable clinical integration across the care continuum requires a team effort from all members of the C-suite. SI’s goal is to provide a unique forum to facilitate this teamwork.
SI Members express high levels of satisfaction:

- 100% of our members are likely to recommend that their peers join SI
- 100% of our conference attendees say they will attend in the future
- 95% of SI member organizations will likely renew their membership
- 89% of member respondents rated the overall value of SI as high or very high

“It’s a good place to meet people who have similar issues, with less vendor noise.”

SI Members cite several benefits:

- Collaboration & learning from peers
- Networking & making new contacts
- Improving leadership’s understanding of IT-enabled performance improvement
- Education to enhance staff performance
- Improved Information Management planning and budgeting
- Enhanced IT cost management through benchmarking
- Broadened perspective from vendors and consultants

“We learn so much at the conference and apply it at our organization.”
Our Programs

SENIOR EXECUTIVE CONFERENCES

Attend members-only events, tailored for personal interaction among executive peers.

The goal is sharing best practices to help member organizations improve organizational performance.

Attendees consistently rate SI conferences highly and back those ratings up with high repeat attendance. Attendees say they gain practical and actionable ideas that are helpful to their organizations. With limited time and budget to attend industry events many of our members opt to attend only SI conferences because they provide the most value. Attendance at our two annual conferences, which averages about 100, is restricted to senior executives to foster open interaction and building of peer relationships.

INDUSTRY AND PEER INTELLIGENCE

Gain access to powerful market and peer intelligence on healthcare-IT trends, strategy, adoption and implementation, benefits realization, benchmarking and best practices.

TELECONFERENCES

SI offers about 80 content-rich teleconferences yearly that are accessible to member or sponsor organization associates, including non-employed staff physicians. Delivered by industry thought leaders, top executives and IT innovators, these teleconferences provide insights and solutions not generally available to the industry.

Our teleconferences are

- convenient
- focused
- cost-effective

Last year more than 11,000 associates from member organizations participated in SI teleconferences. Because access is unrestricted for members and does not require travel costs or fees, the value of teleconferences alone can justify the cost of SI membership.
WEBSITE

Proprietary content is available to SI members and their authorized employees on the SI website, which features a treasure trove of industry intelligence, including:

- Library of all SI conference, teleconference presentations and audio recordings
- *Inside Edge*, our proprietary topical report
- *Viewpoint*, our proprietary publication highlighting insights from prominent health-system CEOs and industry visionaries
- Collaborative document sharing

Sample topics on our site include:

- Healthcare industry trends
- Healthcare reform
- Clinical integration across the care continuum
- Post-election industry outlook
- Accountable Care and ACOs
- New payment models
- Avoiding readmissions
- Care coordination
- Business Intelligence
- Consumer engagement and social media
- EHR/EMR and Clinical Decision Support
- Health Information Exchange (HIE)
- Meaningful Use
- ICD-10
- Quality Measurement and Performance Improvement
- Consumer health and satisfaction
- IT strategy, implementation and adoption: best practices
- IT management and value
- KLAS and consultant presentations on vendors, trends and solutions
SI IT BENCHMARKING

Optimize your IT spending and maximize the value of your IT investments.

While healthcare organizations have been scrutinizing their IT spending to maximize value for years, until now meaningful IT-budget comparisons were not possible because traditional IT-benchmarking programs were plagued by variables among organizations. SI has developed a rigorous methodology for collecting and comparing IT spending that allows apples-to-apples comparisons.

The SI IT Benchmarking model is based on normalized data that allows users to select the variables and cohorts most relevant to their organization. This feature, unique among IT-benchmarking programs, enables organizations to develop more directly applicable analyses for improved cost management. Our IT Benchmarking database is populated with data from larger health systems to reflect the SI membership profile.¹

¹ The SI IT Benchmarking Program was originated by Spectrum Health and contains data and related materials that are proprietary and confidential to the Scottsdale Institute, and may not be used without SI’s written permission.

It’s the best program out there to compare costs across nursing staff per bed, adjusted patient days, capital and operating expense, etc.”

INSIDER VIEWS VIA MEMBERS-ONLY PUBLICATIONS

Get exclusive, inside views of activities and strategies of leading health systems across the country via Inside Edge and Viewpoint publications—compelling reads for busy executives.

Our Inside Edge (IE) publication provides exclusive insider “snapshots” of our members’ journeys to IT-enabled clinical integration and transformation. Written in a conversational style and featuring interviews with nationally recognized clinical, operational, medical informatics and SI Sponsor executives, IE reports highlight innovative solutions and best practices and help frame national trends.

Our Viewpoint spotlights distinguished chief executives and industry visionaries in a compelling Q&A format that blends personal and professional insights. Viewpoint offers luminaries an opportunity to reflect on industry trends and issues, their organization’s’ strategic responses to challenges and the role IT has played in their success.
MEMBER COLLABORATIVES

Collaborate in small groups with thought leaders from other organizations to share best practices and solve common problems.

A key tenet of SI is collaboration among peer organizations. We provide a range of opportunities for member collaboration, including small group projects around high-impact issues. The SI Readmissions Collaborative is a case in point. Executives and other experts work together to identify and adopt best practices in addressing Readmissions to improve both clinical and financial impact.

SI members collaborate on many issues including best practices in the use of Clinical Decision Support, Project Management Office (PMO) and the use of vendor-specific clinical solutions.

“SI is a great collaborative organization where you can see how others who are trying to use IT to advance both quality and efficiency have been successful: then you can learn from them and use it at your own organization.”

Our Sponsors

SI is proud of the support it receives from our elite panel of corporate sponsors, selected because of their excellent products and services, willingness to share knowledge, collaborative attitude and culture, and desire to participate in a non-commercial manner to support SI’s mission.

Sponsor executives contribute unique national perspectives and expertise in support of SI’s Three Pillars of Collaboration, Education and Networking. SI works closely with Sponsors to ensure they enhance our member-driven mission—not commercial interests.
Our Team

Don Wegmiller, Chairman and Co-Founder
Mr. Wegmiller brings more than 35 years of experience in healthcare, including his role as Chief Executive Officer for hospitals, health systems and consulting firms. He was one of the founding fathers of today’s integrated delivery systems. He led development of the Allina Health System, where he was CEO for 15 years, and then became CEO and later Chairman of INTEGRATED Healthcare Strategies, the nation’s largest healthcare executive-compensation consulting firm. He is currently President of C-Suite Resources, a healthcare advisory and market-research firm.

Mr. Wegmiller has earned many distinctions, including being named the first recipient of the Robert S. Hudgens Award; one of “Healthcare's 100 Most Powerful People”; the B’nai B’rith National Healthcare Award; and the Healthcare Hall of Fame. Wegmiller has served as Chairman of the American Hospital Association, the organization’s highest elective office and has led many other healthcare organizations. Mr. Wegmiller received both his bachelor’s degree and master’s degree from the University of Minnesota.

Shelli Williamson, Executive Director
Ms. Williamson has been Executive Director of the Scottsdale Institute for 15 years, managing all SI programs and functions, including the planning and directing of conferences, teleconferences, publications, IT Benchmarking and collaboratives, as well as member and sponsor recruitment and service. In this capacity she has engaged new members, focusing on large health system peers, added leading corporate sponsors, Fall Conferences, Teleconferences and Benchmarking programs, as well as forged collaborative relationships with other key industry leaders and associations.

Her background includes marketing and business development leadership roles with First Consulting Group (now CSC), and executive sales and management responsibilities with Baxter Healthcare for 20 years, including senior management positions in Corporate Sales and Marketing, Consulting, Managed Care, Home Care, Materials Management, and Laboratory businesses. Shelli holds a B.S. in Biology from Indiana University.

Membership Staff
As an efficient and cost-effective not-for-profit organization, SI has a very effective staff that supports every aspect of our programs. This includes organizing, managing and supporting our conferences, teleconferences, website, publications, IT Benchmarking, and collaborative activities. They provide exceptional high-touch member relations support and are readily available to assist our members and sponsors.