LEADERSHIP CONFERENCE
For Board Chairs, Board Members, Healthcare Executives, & Physicians

JANUARY 15–18, 2017
The Ritz-Carlton, Naples • Naples, Florida
Through our Leadership Conferences, The Governance Institute offers current information, interactive sessions, expert speakers, and the opportunity to meet others with a similar commitment to improving governance and achieving optimal board performance. The 2017 conference sessions are based on our 2017 Education Agenda, available at GovernanceInstitute.com.

**2017 Conference Learning Objectives:**

**Picking up the Pace: Accelerating Value & Innovation:** Determine the appropriate pace of change for your organization to expand value-based care delivery through innovative patient-centered care strategies.

**Disruptor Strategies: Creating Consumer Loyalty across the Continuum:** Build internal competencies to become a “disruptor” in the healthcare space with a focus on building consumer loyalty throughout all care settings.

**From Quality Improvement to High-Value Care:** Identify new ways to improve quality while reducing costs and enhancing the patient experience.

**Building, Improving, & Sustaining Population Health:** Assess your organization’s current position and desired future on the population health journey and discern key strategies for expanding efforts in a sustainable manner.

**Risk & Cybersecurity: Translating Data into Meaningful Strategies:** Enhance data protection capabilities and develop core competencies to transform data into useable, actionable information.

**Community Health: Local Governance & Partnerships for Change:** Define priorities and engage local communities to improve health through alliances with organizations that can influence outcomes.

**Ongoing Governance Education Topics:**

- Intentional Governance in Practice
- Aligning Multi-Tiered Governance in Systems
- Integrating Strategic & Financial Oversight
- Physician Leaders as Change Agents in the New Healthcare Paradigm
- Management vs. Governance: The Right Way to Direct & Influence Change
- The Foundation Board’s Role in Increasing Community Engagement & Outreach

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**Featured Speakers**

- **Mark McClellan, M.D., Ph.D.**
  Robert J. Margolis Professor of Business, Medicine, & Policy & Director
  Duke-Margolis Center for Health Policy, Duke University

- **David B. Nash, M.D., M.B.A.**
  Dean
  Jefferson College of Population Health

- **Marian C. Jennings, M.B.A.**
  President
  M. Jennings Consulting, Inc.

- **Ryan Donohue**
  Corporate Director,
  Program Development
  NRC Health

- **Kenneth Kaufman**
  Chair
  Kaufman, Hall & Associates, LLC

- **Cris V. Ewell, Ph.D.**
  Chief Information Security Officer
  UW Medicine

- **Stephen C. Beeson, M.D.**
  Founder,
  The Physician Effectiveness Project
  PracticingExcellence

- **Brian J. Silverstein, M.D.**
  Managing Partner
  HC Wisdom
SUNDAY >> JANUARY 15

1:00 P.M. Registration

2:30–4:00 P.M. Concurrent Sessions

Charting Governance Trends across the Decade
INSTRUCTION LEVEL: BASIC
KEITH WYSOCKI
Director, Business Development
The Governance Institute

Purpose Driven Philanthropy
INSTRUCTION LEVEL: INTERMEDIATE
BETSY CHAPIN TAYLOR, FAHP
President & Principal Consultant
Accordant Philanthropy

System Governance: Streamlining Structure & Board Roles
RECOMMENDED FOR SYSTEM BOARDS
MARIAN C. JENNINGS, M.B.A.
President
M. Jennings Consulting, Inc.

Healthcare Policy & the Future of Health Reform in 2017
MARK MCCLELLAN, M.D., PH.D.
Robert J. Margolis Professor of Business, Medicine, & Policy & Director
Duke-Margolis Center for Health Policy, Duke University

4:15–6:00 P.M. KEYNOTE ADDRESS

6:00–7:00 P.M. Networking Reception

MONDAY >> JANUARY 16

7:00 A.M. Networking Breakfast

8:00–9:30 A.M. General Session
Measuring Quality: Do Metrics Really Bring Transformation?
DAVID B. NASH, M.D., M.B.A.
Dean
Jefferson College of Population Health

9:45–10:45 A.M. General Session
Driving Value & Growth Through Strategic Alliances
MARIAN C. JENNINGS, M.B.A.
President
M. Jennings Consulting, Inc.

11:00 A.M.–12:00 P.M. General Session
The Curious Case of the Healthcare Consumer
RYAN DONOHUE
Corporate Director, Program Development
NRC Health

12:00–1:00 P.M. Networking Lunch

1:00–2:30 P.M. Concurrent Sessions
Quality Measurement: Board Dashboard Workshop
DENISE MURPHY, RN, M.P.H., CIC
Vice President for Patient Care Systems & Senior Nurse Executive
BJC HealthCare

Millennials + Healthcare: A Trustee’s Guide to a Terrifying Future
RYAN DONOHUE
Corporate Director, Program Development
NRC Health

Foundation Board Strategies for Furthering Community Engagement
JOE K. GOLDING
Chairman & CEO
Advancement Resources
# Conference Program

**TUESDAY >> JANUARY 17**

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 A.M.</td>
<td>Networking Breakfast</td>
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<tr>
<td>8:00–9:30 A.M.</td>
<td>General Session: Something Wicked This Way Comes</td>
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<td><em>Kenneth Kaufman</em></td>
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<td>Chair: Kaufman, Hall &amp; Associates, LLC</td>
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<td>9:45–10:45 A.M.</td>
<td>General Session: Big Data &amp; Cybersecurity: Protecting Healthcare’s</td>
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<td><em>Cris V. Ewell, Ph.D.</em></td>
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<td>Chief Information Security Officer: UW Medicine</td>
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<td>11:00 A.M.–12:30 P.M.</td>
<td>Concurrent Sessions: Transforming Your Costs: From</td>
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<td>Opportunity to Action</td>
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<td><em>Kristopher M. Goetz</em></td>
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<td>Vice President: Kaufman, Hall &amp; Associates, LLC</td>
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<td><strong>Uber: Changing the Way the World Moves</strong></td>
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<td><em>Stephen W. Kett</em></td>
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<td>Senior Program Director: The Governance Institute</td>
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<td><strong>Physician Leadership Structures to Enable True Integration</strong></td>
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<td><em>Ami Parekh, M.D., J.D.</em></td>
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<td>Executive Medical Director: Office of Population Health &amp; Accountable Care</td>
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<td>Assistant Professor: Department of Medicine</td>
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<td><strong>UCSF Health</strong></td>
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**WEDNESDAY >> JANUARY 18**

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<tr>
<td>7:00 A.M.</td>
<td>Networking Breakfast</td>
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<tr>
<td>8:00–9:30 A.M.</td>
<td>General Session: Physician Engagement: What It is &amp; the Leader’s Role in Getting It Done</td>
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<td><em>Stephen C. Beeson, M.D.</em></td>
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<td>Founder: The Physician Effectiveness Project: Practicing Excellence</td>
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<td>9:45–11:00 A.M.</td>
<td>General Session: Population Health Maturity Curve: Where Are You &amp; Where Should You Be?</td>
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<td><em>Brian J. Silverstein, M.D.</em></td>
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<td>Managing Director: HC Wisdom</td>
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<td>11:00 A.M.</td>
<td>Adjourn</td>
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HOTEL INFORMATION

The Governance Institute is providing two hotel options for this conference, The Ritz-Carlton, Naples Beach Resort and The Ritz-Carlton, Naples Golf Resort. Guests will experience the same rate. While the conference is located at the beach resort, the golf resort will provide complimentary shuttle service back and forth (approximately a 10-minute shuttle ride).

CONTACT INFORMATION

The Ritz-Carlton, Naples Beach Resort
280 Vanderbilt Beach Road
Naples, Florida 34108
Hotel phone: (239) 598-3300
Hotel fax: (239) 598-6665
Hotel Web site: Ritzcarlton.com/Naples

The Ritz-Carlton, Naples Golf Resort
2600 Tiburon Drive
Naples, Florida 34109
Hotel phone: (239) 593-2000
Hotel fax: (239) 254-3300
Hotel Web site: Ritzcarlton.com/NaplesGolf

HOTEL RESERVATIONS

There are a limited number of rooms at The Governance Institute rate, so make your room reservations as early as possible. Hotel accommodations are the responsibility of each attendee; conference registration does not secure your room. Please request The Governance Institute rate when booking your room using the reservations phone number below.

The Ritz-Carlton, Naples Beach Resort
Reservations phone: (877) 590-8187
Reservations fax: (239) 598-6665
Check in: 4:00 P.M.
Check out: 11:00 A.M.
Room rate: $435* (SGL/DBL occupancy)

The Ritz-Carlton, Naples Golf Resort
Reservations phone: (877) 557-3092
Reservations fax: (239) 598-6665
Check in: 4:00 P.M.
Check out: 11:00 A.M.
Room rate: $339* (SGL/DBL occupancy)

All reservations must be made by December 20, 2016, to secure this rate. Should the room block become full before this date, reservations will be accepted on rate/space availability.

*Note: All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card at the time the reservation is made. All rates are subject to applicable taxes.

CANCELLATION POLICY (NEW POLICY BEGINNING IN 2017)

In order to avoid a penalty of the first two night’s amount of room plus tax, reservations must be cancelled at least 30 days prior to the individual arrival date.

CONTINUING EDUCATION CREDITS AVAILABLE

Joint Accreditation: The Governance Institute, a service of National Research Corporation is accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC) to provide continuing education for the healthcare team.

The Governance Institute designates this live activity for a maximum of 14.75 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

ACHE: The Governance Institute is authorized to award 14.75 hours of pre-approved ACHE Qualified Education credit (non-ACHE) for this program toward advancement, or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward ACHE Qualified Education credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

CPE: The Governance Institute is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its Web site: www.nasbaregistry.org.

Program level: Overview • No advanced preparation required

Field of Study: Business Management and Organization
Instructional level: Group Live

Maximum potential CPE credits: 14.75
2017 LEADERSHIP CONFERENCES

JANUARY 15–18
The Ritz-Carlton, Naples
Naples, Florida

FEBRUARY 5–8
Boca Raton Resort & Club
Boca Raton, Florida

APRIL 23–26
Fairmont Scottsdale Princess
Scottsdale, Arizona

SEPTEMBER 10–13
The Broadmoor
Colorado Springs, Colorado

OCTOBER 29–NOVEMBER 1
Four Seasons Resort & Club Dallas at Las Colinas
Dallas, Texas

2017 GOVERNANCE SUPPORT FORUM

AUGUST 13–15
The Westin Copley Place, Boston
Boston, Massachusetts