The Governance Institute’s
Leadership Conference
For Board Chairs, Board Members, Healthcare Executives, & Physicians

The Broadmoor
Colorado Springs, Colorado
September 11–14, 2016

A service of
National Research Corporation
September 2016 Leadership Conference

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 2016 conference sessions are based on our 2016 Education Agenda, available at GovernanceInstitute.com.

2016 Conference Learning Objectives:

Expanding Quality Oversight to Value-Based Care Settings: Identify governance and leadership strategies that enable the board to improve and sustain quality across the organization’s service lines and affiliated providers.

Advancing Population Health with Targeted Metrics: Articulate goals to move population health management forward through targeting and segmenting patient populations and measuring health and value.

Building Strategic Alliances across the Continuum: Discern new partners needed to deliver value-based care and develop relationships to build the care continuum and physician enterprise.

Consumer Strategy: Connecting & Responding to Consumer Needs: Recommend strategies to respond to consumer preferences and behavior.

Innovation & Disruption: The Expanding Role of Non-Traditional Providers: Demonstrate the implications of new competitors in the provider space and propose ways to position the organization competitively while aligning with the mission.

Ongoing Governance Education Topics:

Foundation Board Strategy & Best Practices

Creating a High-Reliability Culture:

Executing Uniformly with Intensity & Accuracy

Strategy & Financial Oversight:

New Metrics, Long-Term Vision, &
Advancing the Strategic Planning Agenda

Board & Committee Best Practices:

Education for New &
Seasoned Board Members

System Governance Structure:

Consolidating, Integrating, &
Engaging at the Local Level

Featured Speakers

Brian J. Silverstein, M.D.
Managing Partner
HC Wisdom

Ryan Donohue
Corporate Director,
Program Development
National Research Corporation

Larry McEvoy, M.D., FACEP
Founder & Chief of Strategy & Innovation
PracticingExcellence
Center for Creative Leadership

Steve Jackson
President
National Research Corporation

Kenneth Kaufman
Chair
Kaufman, Hall & Associates, LLC

James L. Reinertsen, M.D.
President
The Reinertsen Group

Michael Irwin
Managing Director
Health Care Investment Banking,
Municipal Securities Division, Citi

W. Roy Smythe, M.D.
Chief Medical Officer
Valence Health
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>11:00 A.M.</td>
<td><strong>Registration</strong></td>
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<tr>
<td>12:00–4:00 P.M.</td>
<td><strong>Physician Leadership Program</strong>&lt;br&gt;<strong>Todd Sagin, M.D., J.D.</strong>&lt;br&gt;National Medical Director&lt;br&gt;Sagin Healthcare Consulting, LLC</td>
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<tr>
<td>2:30–4:00 P.M.</td>
<td><strong>Governance 201:</strong>&lt;br&gt;How the Board’s Role Has Changed&lt;br&gt;<strong>Guy M. Masters, M.P.A.</strong>&lt;br&gt;Principal&lt;br&gt;Premier, Inc.</td>
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<td>4:15–6:00 P.M.</td>
<td><strong>Patient Segmentation for Consumer Strategy &amp; Population Health</strong>&lt;br&gt;<strong>Brian J. Silverstein, M.D.</strong>&lt;br&gt;Managing Partner&lt;br&gt;HC Wisdom</td>
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<td>6:00–7:00 P.M.</td>
<td><strong>Networking Reception</strong></td>
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To register for this conference, visit [GovernanceInstitute.com/Calendar](http://GovernanceInstitute.com/Calendar)
## Conference Program

### Tuesday // September 13

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<th>Time</th>
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<tr>
<td>7:00 A.M.</td>
<td><strong>Networking Breakfast</strong></td>
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<tr>
<td>8:00–9:30 A.M.</td>
<td><strong>General Session</strong></td>
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<td><em>Something Wicked This Way Comes</em></td>
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<td></td>
<td><strong>KENNETH KAUFMAN</strong></td>
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<td>Chair</td>
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<td>Kaufman, Hall &amp; Associates, LLC</td>
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<td>9:45–10:45 A.M.</td>
<td><strong>General Session</strong></td>
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<td><em>From the Top: How Boards Drive Quality &amp; Value in Accountable Care</em></td>
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<td><strong>JAMES L. REINERTSEN, M.D.</strong></td>
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<td></td>
<td>President</td>
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<td>The Reinertsen Group</td>
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<td>11:00 A.M.–12:30 P.M.</td>
<td><strong>Concurrent Sessions</strong></td>
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<td><em>Five Tasks for 2016</em></td>
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<td><strong>MARK GRUBE</strong></td>
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<td>Managing Director</td>
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<td>Kaufman, Hall &amp; Associates, LLC</td>
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<td></td>
<td><em>Aligning &amp; Streamlining System Governance</em></td>
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<td><strong>MARIAN C. JENNINGS, M.B.A.</strong></td>
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<td></td>
<td>President</td>
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<td>M. Jennings Consulting, Inc.</td>
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<td></td>
<td><em>Working on the System: Physicians as Leaders of Improvement in Quality, Safety, &amp; Value</em></td>
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<td><strong>JAMES L. REINERTSEN, M.D.</strong></td>
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<td><strong>TODD SAGIN, M.D., J.D.</strong></td>
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<td>7:00 A.M.</td>
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<td>8:00–9:30 A.M.</td>
<td><strong>General Session</strong></td>
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<td><em>Environmental Assessment on Accelerating Consolidation Trends</em></td>
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<td><strong>MICHAEL IRWIN</strong></td>
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<td>Managing Director</td>
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<td>Health Care Investment Banking, Municipal Securities Division, Citi</td>
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<tr>
<td>9:45–11:00 A.M.</td>
<td><strong>General Session</strong></td>
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<td><em>The Big Pivot: How Technology &amp; Sociology Will Dramatically Change Care Delivery</em></td>
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<td><strong>W. ROY SMYTHE, M.D.</strong></td>
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<td></td>
<td>Chief Medical Officer</td>
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<td>Valence Health</td>
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<tr>
<td>11:00 A.M.</td>
<td><strong>Adjourn</strong></td>
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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 20.75 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 GNTQREOQD@OQNUDC$0T@KHribly credit (non-ACHE) for this program toward advancement, NQQDBDQSHriblyB@SHNMHMSGD LDQHBB@M"$KDFDNE'D@KSGB@QD Executives. Participants in this program wishing to have the continuing education hours applied toward "$0T@KHriblyB@SHNM attendance when submitting application to the American College of Healthcare Executives for advancement or QDBDQSHriblyB@SHNM

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. 2S@SDAN@QCRNE@BBNTM@MBXG@UDriblyM@K@TSGNQHSXNM 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.learningmarket.org.

Program level: Overview • No advanced preparation required
Field of Study: Business Management and Organization
Instructional level: Group Live
Maximum potential CPE credits: 20.75

Hotel Information

About The Broadmoor
Located at the foot of the Rockies and just minutes from downtown Colorado Springs, The Broadmoor is the pinnacle of meeting locations in North America. It has 779 luxurious rooms, suites, and cottages; 19 restaurants, cafés, and lounges; three golf courses; a tennis club; a world-class spa; and much more. This lush 3,000-acre resort, sitting in the shadow of Cheyenne Mountain, is the longest-running consecutive winner of both the AAA Five-Diamond and the Forbes Travel Guide Five-Star awards. The spectacular views of the Cheyenne Lake and mountains are paired with top-notch service and unparalleled accommodations.

Contact Information
The Broadmoor
1 Lake Avenue
Colorado Springs, Colorado 80906
Hotel phone: (719) 577-5775
Hotel fax: (719) 577-5802
Hotel Web site: Broadmoor.com

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.

Reservations phone: (800) 634-7711
Reservations fax: (719) 577-5738
Check in: 4:00 P.M.
Check out: 12:00 P.M.
Room rate: $315–$375* (SGL/DBL occupancy)

All reservations must be made by August 26, 2016, to secure this rate. Should the room block become full before this date, reservations will be accepted on rate/space availability.

*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.learningmarket.org.

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Cancellation Policy
In order to prevent a cancellation or change fee of one night’s room rate, cancellation or reduction in arrival and/ or departure dates must be confirmed no later than seven days prior to your arrival date. All rates are subject to applicable taxes. A deposit equal to one night’s stay, including tax, will be recorded seven days prior to arrival. A valid credit card is required at the time of booking.

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2016 Leadership Conferences

The Ritz-Carlton, Naples
Naples, Florida
January 17–20

Boca Raton Resort & Club
Boca Raton, Florida
February 21–24

Fairmont Scottsdale Princess
Scottsdale, Arizona
April 17–20

The Broadmoor
Colorado Springs, Colorado
September 11–14

Omni Nashville
Nashville, Tennessee
October 30–November 2

Governance Support Forum

Marriott Marquis San Diego Marina
San Diego, California
August 7–9

Fall 2016 System Forum:
Consumerism & Transparency

The Ritz-Carlton, Amelia Island
Amelia Island, Florida
November 13–15