A SERVICE OF

THE
GOVERNANCE
INSTITUTE

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HEALTH

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

SEPTEMBER 10–13, 2017
The Broadmoor • Colorado Springs, Colorado

TO REGISTER FOR THIS CONFERENCE, VISIT GOVERNANCEINSTITUTE.COM/SEPT2017
SEPTEMBER 2017 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 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**

- **Stephen K. Klasko, M.D., M.B.A.**
  President & CEO
  *Thomas Jefferson University & Jefferson Health*

- **Anne Boland Docimo, M.D., M.B.A.**
  Chief Medical Officer
  *Jefferson Health*

- **Larry McEvoy, M.D., FACEP**
  Founder & Chief of Strategy & Innovation
  *PracticingExcellence*
  *Executive-in-Residence Center for Creative Leadership*

- **Lee Aase**
  Director
  *Mayo Clinic Social Media Network*

- **Soma Stout, M.D., M.S.**
  Executive Lead, 100 Million Healthier Lives
  *Institute for Healthcare Improvement*

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

- **Mark E. Grube**
  Managing Director & National Strategy Leader
  *Kaufman, Hall & Associates, LLC*

- **Brian J. Silverstein, M.D.**
  Managing Director
  *BDC Advisors*
CONFERENCE PROGRAM
TO REGISTER FOR THIS CONFERENCE, VISIT GOVERNANCEINSTITUTE.COM/SEPT2017

SUNDAY >> SEPTEMBER 10

1:00 p.m. Registration

2:30–4:00 p.m. Concurrent Sessions

Compliance Obligations: What It Takes to Be a Good Board Member
INSTRUCTION LEVEL: INTRODUCTORY
DENISE D. BURKE
Partner
Waller Lansden Dortch & Davis, LLP

JAMES SHEEHAN
Chief, Charities Bureau
Office of the New York Attorney General

Alternative Payment Models & Their Impact on High-Value Care
INSTRUCTION LEVEL: INTERMEDIATE
DEIRDRE BAGGOT, PH.D.
Principal & Practice Leader for Bundled Payments
ECG Management Consultants

Aligning Multi-Tiered Governance in Systems
INSTRUCTION LEVEL: INTERMEDIATE
ERIC D. LISTER, M.D.
Managing Director
Ki Associates

4:15–6:00 p.m. The Hitchhiker’s Guide to the Healthcare Galaxy
STEPHEN K. KLASKO, M.D., M.B.A.
President & CEO
Thomas Jefferson University & Jefferson Health

6:00–7:00 p.m. Networking Reception

MONDAY >> SEPTEMBER 11

7:00 a.m. Networking Breakfast

8:00–9:30 a.m. General Session
Physician Leadership to Advance High-Value Care
ANNE BOLAND DOCIMO, M.D., M.B.A.
Chief Medical Officer
Jefferson Health

9:45–10:45 a.m. General Session
The New Math of Healthcare: Simple Rules that Connect Strategy & Physicians
LARRY MCEVOY, M.D., FACEP
Founder & Chief of Strategy & Innovation
PracticingExcellence
Executive-in-Residence
Center for Creative Leadership

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

Don’t Lose That CEO! Generating Clinical Value & Organizational ROI with Your Most Important Role
LARRY MCEVOY, M.D., FACEP
Founder & Chief of Strategy & Innovation
PracticingExcellence
Executive-in-Residence
Center for Creative Leadership

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

Making Data Meaningful: Real-World Challenges to Strategic Implementation of Healthcare Analytics
NICHOLAS MARKO, M.D.
Neurosurgical Oncology
Geisinger Health System
President
SigmaHorizon LLC
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<th>Time</th>
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<tr>
<td>7:00 a.m.</td>
<td>Networking Breakfast</td>
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<td>8:00–9:30 a.m.</td>
<td>General Session</td>
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<td>8:00–10:45 a.m.</td>
<td>Strategic Planning 2017: Time to Pivot</td>
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<td>9:45–10:45 a.m.</td>
<td>General Session</td>
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<td>11:00 a.m.–12:30 p.m.</td>
<td>Concurrent Sessions</td>
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<td>11:00 a.m.</td>
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**TUESDAY >> SEPTEMBER 12**

**7:00 A.M.**

**Networking Breakfast**

**8:00–9:30 A.M.**

**General Session**

**Strategic Planning 2017: Time to Pivot**
MARK E. GRUBE
Managing Director &
National Strategy Leader
*Kaufman, Hall & Associates, LLC*

**9:45–10:45 A.M.**

**General Session**

**Primary Care: Integrating Mental Health into Population Health Efforts**
SOMA STOUT, M.D., M.S.
Executive Lead,
100 Million Healthier Lives
*Institute for Healthcare Improvement*

**11:00 A.M.–12:30 P.M.**

**Concurrent Sessions**

**Transforming Your Costs: From Opportunity to Action**
KRISTOPHER M. GOETZ
Vice President
*Kaufman, Hall & Associates, LLC*

**Uber: Changing the Way the World Moves**
STEPHEN W. KETT
Senior Program Director
*The Governance Institute*

**The Role of Disruptive Leadership in the Boardroom**
CAROL GEFFNER, PH.D.
President
*Newpoint Healthcare Advisors*
P Professor of Governance Management, & Policy
*USC Sol Price School of Public Policy*

**WEDNESDAY >> SEPTEMBER 13**

**7:00 A.M.**

**Networking Breakfast**

**8:00–9:30 A.M.**

**General Session**

**From Social Networking to Social Media at Mayo Clinic**
LEE AASE
Director
*Mayo Clinic Social Media Network*

**9:45–11:00 A.M.**

**General Session**

**Population Health Maturity Curve: Where Are You & Where Should You Be?**
BRIAN J. SILVERSTEIN, M.D.
Managing Director
*BDC Advisors*

**11:00 A.M.**

**Adjourn**
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. Please request The Governance Institute rate when booking your room using the reservations phone number below.

Reservation phone: (800) 634-7711
Reservation fax: (719) 577-5738
Check in: 4:00 PM
Check out: 12:00 PM
Room rate: $324–$386* (SGL/DBL occupancy)

All reservations must be made by August 18, 2017, to secure this rate. Should the room block become full before this date, reservations will be accepted on rate/space availability. Most hotel rooms sell out one to two months in advance of the conference so please plan accordingly.

*Note: All rates are subject to applicable taxes. A resort fee will be added daily to include a variety of amenities.

CANCELLATION POLICY
In order to prevent a cancellation or change fee of two night’s room rate, cancellation or reduction in arrival and/or departure dates must be confirmed no later than 30 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.

CONTINUING EDUCATION CREDITS AVAILABLE
Joint Accreditation: In support of improving patient care, The Governance Institute, a service of National Research Corporation, is jointly 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, a service of National Research Corporation, is authorized to award 14.75 hours of pre-approved ACHE Qualified Education credit for this program toward initial advancement, or recertification, of FACHE. Participants in this program who wish to have the continuing education hours applied toward ACHE Qualified Education Credit must self-report their participation. To self-report, participants should log into their MyACHE account and select ACHE Qualified Education Credit.

CPE: The Governance Institute, a service of National Research Corporation, 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: 14.5
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