The Governance Institute’s Member Benefits
The essential resource for governance knowledge and solutions®
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About The Governance Institute

The Governance Institute provides trusted, independent information, resources, tools, and solutions to board members, healthcare executives, and physician leaders in support of their efforts to lead and govern their organizations.

The Governance Institute is a membership organization serving not-for-profit hospital and health system boards of directors, executives, and physician leadership. Membership services are provided through research and publications, conferences, Webinars, educational videos, online tools, and advisory services. In addition to its membership services, The Governance Institute conducts research studies, tracks healthcare industry trends, and showcases governance practices of leading boards across the country.
Membership Services

Membership
- Publications
- Online tools and resources
- Conferences
- Advisory services
- Peer networking

Qualitative Research
- Member Editorial Board
- CEO breakfast roundtables
- Member feedback from research calls
- Member experiences with advisor consultations
- Custom research requests

Quantitative Research
- Biennial survey on governance structures and practices
- Member research polls
- BoardCompass® board self-assessment, with comparisons from our national database of self-assessment scores

Education Agenda
Topics and areas of interest that will be covered throughout the year, and determined by:
- Industry news
- Legal/regulatory updates
- Advisor and faculty feedback
- Member requests
Governance Development Continuum

- Accountable Care Implications
- Physician Alignment
- Succession Planning
- Board Recruitment
- Quality & Safety
- Continuous Board Improvement
- Board Structure
- Systemness
- Performance Evaluation
- Board Culture
- Information Technology
- Board Education
- Finance
- Branding
- Governance Development
- Performance Evaluation
- Continuous Board Improvement

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# The Core Components of Intentional Governance

## Board Recruitment
- Organizational needs
- Board needs
- Requirements: training/education, experience
- Stakeholder analysis
- Community representation

## Board Structure
- Proper size
- Committee structure
- Board role: clear definition, responsibilities, accountabilities
- Distinction between managing and governing
- Effective meetings

## Board Culture
- Clear behavior expectations
- Encourage robust engagement
- Mutual trust and willingness to take action
- Commitment to high standards

## Education & Development
- Formal orientation
- Formal board education plan
- Education goals and process to meet goals
- Resource allocation
- Certification

## Evaluation & Performance
- Board assessment
- Committee assessment
- Director assessment/peer review
- Commitment to making changes
- Appointment/reappointment qualifications

## Continuous Improvement
- Board mission statement
- Track board performance
- Evaluate efficiency/effectiveness beyond annual assessment
- Continuous process analysis
- Challenge and change culture

## Succession Planning
- Written policy statement
- Leadership position description
- Selection criteria
- Identification and development
- Performance evaluation
- Connection to recruitment
Research & Publications

The Governance Institute publishes in-depth research, analysis, and tools for best practices in healthcare governance to help boards stay ahead of the curve.

Governance Institute members have access to a comprehensive library of governance publications, videos, and Webinars in a variety of lengths and formats. These resources cover a range of governance issues from best practices for effective board performance to current issues and trends in the industry.

The comprehensive list of resources includes:

*White Papers:* In-depth essentials for your governance library.

Continued on next page.
Research & Publications (continued)

**BoardRoom Press:**
A bimonthly journal of news, resources, and events. Each issue includes articles on need-to-know healthcare topics and governance issues and best practices.

**Signature Publications:**
The Governance Institute publishes signature publications every other year that represent our most in-depth resources on the most important governance challenges. They often include new research related to core topics, as well as a range of discussion questions and potential solutions to explore.
Biennial Surveys of Hospitals and Healthcare Systems: The Governance Institute surveys all non-profit, acute care hospitals and health systems every other year to take a deep look at how their boards are structured, what practices boards have adopted to fulfill their fiduciary duties and core responsibilities, and how well boards are performing in these oversight areas. This is the only survey of its kind, published in a detailed report of results and includes a list of recommended practices that is among the industry standard.

Conference Proceedings: Insights and reports from select and special conference programs.
Intentional Governance Guides:
There are seven essential elements of governance: board recruitment, board structure, board culture, education and development, evaluation and performance, continuous governance improvement, and leadership succession planning. Each guide in this series is designed to provide takeaway tools and assist readers in developing customized Intentional Governance plans related to each essential element.

Healthcare Acronyms & Terms
A reference booklet full of the most common, need-to-know acronyms and terms in the healthcare industry.
Research & Publications (continued)

**Elements of Governance:**
An online series that provides the fundamentals of healthcare governance, including checklists and templates to customize for your board.

**Case Studies:**
Success stories at other member organizations that provide lessons and opportunities for others to consider.
Research & Publications (continued)

**DVDs/Videos:**
The Governance Institute has a range of video programs of varying lengths covering all governance topics of concern, most of which are short and appropriate to view during a board meeting or education session. All video programs are available for members to view online.

**Webinars**
Educational 60-minute programs presented by national healthcare governance experts.
Research & Publications (continued)

**E-Briefings and Governance Learning Cohort**

**E-Newsletters:**
Bimonthly and quarterly online newsletters with governance articles, targeted resources for our governance learning cohorts, new publications, and upcoming events.

**E-Learning Courses:**
Our Joint Accreditation and ACHE-certified e-learning courses use dilemma-based modules that apply your learning to real-world situations and key topic areas.

Visit GovernanceInstitute.com for a complete listing of publications and resources.
Custom Research

The Governance Institute can provide detailed responses to your governance needs. Our extensive resource library allows us to examine areas of importance to your organization. We have a network of CEOs on The Governance Institute Member Editorial Board to help answer specific research questions and share their experiences. Additionally, we can put you in touch with one or more members who have been through a similar governance challenge.
Governance Support Program

The Governance Support Program maximizes board performance by providing resources for the governance support staff:

• Annual forum specifically for the governance support professional
• Quarterly e-newsletters with a special focus on governance support issues
• Templates and publications covering key governance support topics
• Governance Support Editorial Board
BoardCompass® gives board members the opportunity to critically assess their overall performance. Members use this tool to gauge the board’s performance against The Governance Institute’s comparative database of hospitals and health systems. The assessment process provides a basis for board education and planning and is the first step toward optimal board performance.

The BoardCompass® assessment suite includes tools specifically tailored for individual boards, system boards, subsidiary boards, foundation boards, and board committees.
BoardCompass® (continued)

The board self-assessment analysis includes:

• Your board’s results compared item by item, by category, and by overall rating with our national database

• The Governance Institute’s Elements of Governance® Board Self-Assessment: A Core Responsibility publication for aiding board chairs, CEOs, governance committees, and other governance leaders in interpretation of the assessment results, presentation of the results to the board, and developing an action plan for improving the board’s performance and ensuring ongoing effectiveness

• A one-hour consultation of the results included in your membership with a Governance Institute expert

To take advantage of this exclusive benefit of membership, contact our Member Services Team at memberservices@GovernanceInstitute.com.
Board Portal

The Governance Institute online board portal is an e-governance tool that helps today’s healthcare leaders and board members manage the challenges they face on a daily basis. With the board portal, managing board commitments is easier than ever. From planning meetings to communicating agenda items to members, it’s the go-to resource for boards to perform at their optimal level. Membership includes access to the board portal tool, free training, and assistance with setup.

For a free board portal demonstration, contact us at (877) 712-8778 or memberservices@GovernanceInstitute.com.
Conferences

The Governance Institute hosts four conferences that offer current information, interactive sessions, expert speakers, and the opportunity to meet others with a similar commitment to improving governance and achieving optimal board performance. Members of The Governance Institute receive unlimited, tuition-free conference passes.

The Governance Institute brings expert faculty together with healthcare professionals in relaxed, resort settings where attendees engage in inspiring dialogue. With the quantity and quality of our attendees, the networking opportunities are unparalleled in the industry. The conferences will strengthen your ability to carry out your role as a leader in serving your institution, colleagues, and community. The Governance Institute has expanded its offerings over the years to reach a larger audience and range of attendees. Visit our Events page for upcoming dates and locations.
The Governance Institute hosts four types of unique conferences:

- **Leadership Conferences** are intended for board chairs, board members, healthcare executives, and physician and nurse leaders.

- **Governance Support Forums** are intended for board support professionals (executive assistants, board coordinators, and directors of governance/chief governance officers). This has become one of the most popular conferences, reaching a unique and eager audience seeking education on the important topics they face.

- **System Forums and Roundtables** are intimate, interactive programs intended for board chairs, board members, healthcare executives, and physician and nurse leaders who are part of a health system.

- **Regional Conferences** are intended for board chairs, board members, committee members, healthcare executives, and physicians.
2018 Education Agenda

The Governance Institute’s 2018 Education Agenda focuses on key issues affecting all of our members, and drives our conference programming, publications, online learning, and Webinars throughout the year:

- Innovation
- Digital & Mobile Health
- Consumerism
- Patient Experience
- Community Health
- Payment Models & Financial Health

In addition to the key areas of focus listed above, the following education topics will be addressed in 2018 programs and publications through our new Governance Learning Cohorts:

- Independent Hospitals
- Systems
- Subsidiaries
- Rural Hospitals
- Academic Health Centers
- Children’s Hospitals
- Public Hospitals

Visit our 2018 Education Agenda page for more information.
Advisory Services

To better meet the needs of hospital and health system CEOs and board leaders, The Governance Institute offers a service to bring board education programs and retreats on-site, at the location of your choosing, with the help, knowledge, and expertise of our governance advisors:

**Ryan Donohue**  
*Corporate Director of Program Development, NRC Health*  
- Market/region-specific consumer perception information  
- Considering the consumer perspective in a strategic context  
- Brand research and repositioning/rebranding strategies

**Mark Grube**  
*Managing Director & National Strategy Leader, Kaufman, Hall & Associates, LLC*  
- Strategic and financial planning  
- Managed care strategies  
- Partnering  
- Governance

**Marian C. Jennings, M.B.A.**  
*President, M. Jennings Consulting, Inc.*  
- Strategy development  
- Board visioning and planning sessions  
- Governance restructuring and alignment  
- Partnership/affiliation strategies  
- Integrating strategy and financial planning
Advisory Services (continued)

Guy M. Masters, M.P.A.
Principal, Premier, Inc.
- Clinical integration/ACO development
- Strategic planning/service line growth
- Physician engagement/alignment
- Medical group planning/strategy
- Transaction/affiliation strategy

Todd Sagin, M.D., J.D.
President & National Medical Director, Sagin Healthcare Consulting, LLC
- Hospital–physician alignment and communication strategies
- Physician leadership
- Medical staff affairs
- Conflict resolution and mediation interventions
- Governing board assessment and strategic planning

Brian J. Silverstein, M.D.
Managing Director, BDC Advisors
- Population health management
- Improving quality and operational performance
- Accountable care organizations and patient-centered medical homes
- National healthcare trends and drivers
- Clinical practices and technologies
Advisory Services (continued)

Advisors provide:

- **Board education and development retreats.** A governance advisor can update your board on the latest governance trends and research, or lead a discussion on a pressing policy or strategy issue facing the board.

- **Independent governance review and redesign process.** An advisor will review your current situation, find opportunities for improvement, facilitate unique answers to your challenges, and build consensus for major governance improvements in your organization.

- **Specialized consultations and coaching.** The governance advisors help members develop leadership capabilities, resolve hospital–physician conflicts, develop strategic plans, and adopt recommended practices. Advisors can facilitate mergers and acquisitions, coach executives and board members, and provide guidance through any transition.

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Advisory Services (continued)

Advisors provide:

- **BoardCompass® consultation and self-assessment retreat.** After you’ve received your BoardCompass® report, you may schedule a complimentary one-hour telephone consultation with a governance advisor to discuss your results. Advisors are also available to facilitate a self-assessment retreat. There is no fee for the telephone consultation and no obligation to contract for additional services.

- **Telephone and email consultations.** Advisors are available for a complimentary, one-hour phone consultation.

- **Access to advisors at conferences.** Members may confer informally with a governance advisor, or schedule a mini-retreat with a governance advisor to take place at one of our conferences.

Depending on the scope of the services requested, additional fees may apply. Visit our Web site to learn more about our advisors.

To schedule an advisory service, please call our offices toll free at (877) 712-8778.
To learn more about all our exclusive member benefits, contact one of our business development executives at (877) 712-8778, or visit GovernanceInstitute.com.