



Board Leadership

CREATING A NEW TOMORROW

Annual Trustees Conference

September 16-18, 2011 • The Sagamore on Lake George



Healthcare Trustees
of New York State

Healthcare Trustees of New York State (HTNYS) is pleased to present its 2011 Annual Conference, *Board Leadership: Creating a New Tomorrow*.

This year's Conference will provide health care leaders an opportunity to explore how health care reform is restructuring care delivery and reimbursement, and to learn strategies for leading in this era of change. Designed especially with trustees in mind, this Conference

will provide valuable insight on the latest health care and governance trends, from physician relations to health information technology.

The Conference will also offer opportunities to network with your colleagues and develop new leadership strengths.

Please plan to join us for an informative and enjoyable Conference in the beautiful Adirondacks.

CORPORATE SPONSORS

Healthcare Trustees of New York State extends its appreciation to our 2011 Corporate Sponsors:

Wilson Elser

Wilson Elser Moskowitz Edelman & Dicker LLP

 **EMERGENCY MEDICINE CONSULTING**
ED Management and Consulting Solutions
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CONFERENCE REGISTRATION AND HOTEL RESERVATIONS

Online Conference Registration and Sagamore Hotel Reservations open July 20.

HTNYS recommends that you make your reservations with The Sagamore at this time.

SAGAMORE RESERVATION PROCESS, PRICING, AND CANCELLATION POLICY

To reserve your room at The Sagamore, follow these steps:

STEP 1. Go to the HTNYS Annual Conference Web site: www.htnys.org/annual_meeting.

STEP 2. If the registrant is staying at The Sagamore, click on the "Accommodations" link and complete a room reservation using the group code provided on the Accommodations page. A valid credit card will be required to reserve the room. A minimum two-night stay beginning Friday, September 16, is required for Sagamore accommodations. You may also call The Sagamore at (800) 358-3585 to make your reservation, but you will need the group code from HTNYS' Web site.



To call The Sagamore:

(800) 358-3585

Sagamore reservations and payment by credit card only are due by August 16.

SAGAMORE PRICING

	Single Occupancy (per day)	Double Occupancy (per day)
Lodge Room	\$220	\$240
Lodge Suite	\$350	\$370
Hotel Room	\$275	\$295
Hotel Suite	\$405	\$425





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Please read carefully before confirming your reservation. A credit card is required to confirm each reservation. A non-refundable \$35 processing fee per reservation will be charged at the time of booking. If the reservation is canceled on or before August 15, only the \$35 fee will be forfeited. The balance of the stay will be charged on August 16, or as soon as the room is booked if the reservation is made on or after August 16. Any reservations canceled on or after August 16 will result in the total amount being forfeited. In the event you do not arrive on your scheduled arrival date, your reservation will be canceled and the amount collected will be forfeited.

A Note about The Sagamore "Wait List": Typically, a large influx of members attempt to reserve Sagamore accommodations as soon as registration opens. The Sagamore staff will sometimes temporarily stop taking reservations because they need time to assess what rooms are still available. During these times, you may be told that there is a "wait list" for hotel and lodge rooms when, in fact, it is likely there may still be rooms available. If you are told this and you wish to stay at The Sagamore, please place your name on the "wait list."

In the event the hotel block does become fully booked, there is still a good chance that rooms will open up due to cancellations before the Conference. Most people who are placed on a wait list are eventually given a room (although we cannot guarantee it). Therefore, we strongly suggest you join the wait list if asked to do so.

CONFERENCE REGISTRATION PROCESS, PRICING, AND CANCELLATION POLICY

After completing the Sagamore reservations process outlined previously, return to www.htnys.org/annual_meeting. Click on the "Registration" link to complete the conference registration. You will need your e-mail address and HANYS' password in order to register. If someone other than you will be completing the registration, please share your e-mail address and password with that person. Everyone needs to be registered individually, with their own e-mail address and HANYS' password.

Registration for the Conference is only available online and payment must be made by credit card at the time of registration.

You should register for the Conference with HTNYS no later than September 8.





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Below are instructions on how to register online for the Conference:

- Enter the e-mail address of the person you are registering.
- The next screen will ask for the password associated with the e-mail address entered **or** it will say it does not recognize the e-mail address.
- If you reach the screen requesting a password, that means there is a password in our database associated with the e-mail address you entered. If you do not know the password, please click on the “Need/Forgot Password?” link to request the password.

If you reach the screen indicating the e-mail address is not recognized, please contact Joan Stewart, Manager, at (518) 431-7990 or at jstewart@hanys.org to set up a new account and assign a password.

- After logging on and making all of your financial option choices, you will arrive at the “Cart” page to review your purchase. **Please make sure to click the “Check Out” button to continue with your registration.**
- You will then need to provide a valid credit card to complete your registration.

CONFERENCE FEES

* Saturday Luncheon:
Additional fee—registration required due to limited space/no guests allowed at this lunch

** Golf: *Additional fee—registration required*

*** Spouse/Guest Fee:
Includes all meals excluding Saturday luncheon

Basic Conference Fee: \$595			
*Saturday Luncheon:	\$45	**Golf:	\$150
Friday Only (no dinner):	\$200	Friday Only With Awards Dinner:	\$300
Saturday Only (no lunch or dinner):	\$100	Saturday Only With Dinner:	\$215
Sunday Only:	\$100	***Spouse/Guest Fee:	\$250





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The basic Conference fee is \$595, which includes lunch and dinner on Friday, and dinner on Saturday. There are separate fees for Saturday's luncheon and golf. There is a spouse/guest fee of \$250, which includes lunch and dinner on Friday, and dinner on Saturday. Complete information is available when registering on HTNYS' Web site at www.htnys.org.

Conference registrations cancelled after August 26 are subject to a \$75 administrative charge. Registration fees for those canceling on the day of the program or failing to attend are forfeited. Substitutions are permitted and encouraged, but should be indicated either before or at the Conference.

GENERAL INFORMATION

QUESTIONS?

For registration questions, please contact Joan Stewart, Manager, HERF, at (518) 431-7990 or jstewart@hanys.org.

For questions about the Conference program, please contact Jennifer Carter, Director, Trustee Education and Initiatives, at (518) 431-7713 or at jcarter@hanys.org.

WHO SHOULD ATTEND?

The Conference is designed for health care trustees, executives, and others on the front lines of change in the evolving health care environment.

WHAT TO WEAR

Conference Sessions

The atmosphere throughout the Conference sessions is relaxed and we suggest that participants make themselves comfortable. Dress for men ranges from jacket and tie to golf pants and sweaters; for women, suits to smart casual attire are appropriate. We suggest participants bring a light sweater because Conference facilities tend to be cool.

Friday Night Awards Dinner

Jacket and tie are suggested.

Saturday Night

Business Casual attire is encouraged.





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PRELIMINARY AGENDA

FRIDAY, SEPTEMBER 16

1 P.M.
(SEATED LUNCH—OPEN TO ALL)

Luncheon

Welcome

Sarah Schermerhorn

Chair, Healthcare Trustees of New York State; Trustee, Ellis Medicine, Schenectady

1:15 - 2:15 P.M.

OPENING KEYNOTE:

Rising to Meet America's Health Care Challenge

Susan Dentzer

Editor-in-Chief, Health Affairs

Don't miss a spectacular Conference opening as noted journalist Susan Dentzer sets the stage with expert analysis on the state of health care today. With her extensive experience reporting on public and private health care trends, she will present a concise picture of where we have been, where we are headed, and implications for the future of health care delivery. Ms. Dentzer will also highlight the new responsibilities trustees have in the changing environment.

2:15 - 2:35 P.M.

BREAK

2:35 P.M.

Executive Director's Opening Remarks

Sue Ellen Wagner

Executive Director, Healthcare Trustees of New York State

New York State Commissioner of Health Address to Trustees

Nirav R. Shah, M.D., M.P.H.

(INCLUDES A QUESTION AND ANSWER SESSION)

3:45 - 4:45 P.M.

HANYS' President's Address

Daniel Sisto

President, Healthcare Association of New York State

5:45 - 6:45 P.M.

Cocktails

6:45 P.M.

Awards Dinner





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SATURDAY, SEPTEMBER 17

7 - 7:45 A.M.

Networking Breakfast

8 - 9 A.M.
CONCURRENT SESSIONS (3)

Board Oversight of Financial Arrangements with Physicians— Keeping You (and Your Hospital) Out of Trouble with the Law

Robert H. Iseman

Partner, Iseman, Cunningham, Riester & Hyde, LLP

This session will provide practical and directive advice for trustees on how to provide legally sufficient board oversight of a hospital's financial arrangements with physicians. Robert Iseman will discuss how best to manage the risks to boards, individual trustees, and hospitals; the proper roles of governance and management in the area of corporate compliance; and how to implement an effective compliance and audit program under the oversight of the board to monitor financial arrangements with physicians.

Transforming Physician Culture: A Journey From Golf to Basketball (Adapt or Die)

Joseph S. Bujak, M.D., F.A.C.P.

Author, Speaker, and Consultant

The forces that are transforming health care require organization-physician alignment. However, there are cultural and ethical differences that separate these two interdependent constituencies. Each speaks a "different language," holds different perceptions of reality, and frames the critical issues differently. Dr. Bujak will examine these differences and propose ways to create a partnership in service of shared purpose.

Medicare and Medicaid Electronic Health Record (EHR), "Meaningful Use" Incentive Programs

Susan Van Meter

Vice President, Federal Relations, Healthcare Association of New York State

Ms. Van Meter will provide a plain-English overview of the complex Medicare and Medicaid EHR "Meaningful Use" Incentive Programs. Established by the American Recovery and Reinvestment Act, these programs will provide eligible hospitals and physicians with temporary incentive payments for the adoption and successful implementation of EHRs that meet a variety of different meaningful use objectives, such as Computerized Provider Order Entry. Eligible hospitals and physicians who fail to become meaningful users by 2015 will be subject to Medicare payment reductions.





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9:15 - 10:45 A.M.

Medical Homes: Two Approaches to Consider

FEATURING THE ELLIS AND ADIRONDACK MEDICAL HOMES

Facilitated by **Greg Burke**

United Hospital Fund Consultant

The medical home, also referred to as a patient-centered medical home, is a comprehensive approach to providing primary care services to facilitate communication and shared decision-making between the patient, providers, and the patient's family. The medical home model presents opportunities for providers to better manage and coordinate patient care. Many boards are now evaluating whether a medical home model is right for their organization. This panel will highlight two successful, but very different medical home initiatives, present operational considerations, and discuss what boards should consider when assessing whether to develop a medical home. There will be ample time for questions.

11 A.M. - 12:15 P.M.

The Pursuit of "Perfect Care:" Trustees' Responsibility for Patient Safety and Clinical Quality

Joseph S. Bujak, M.D., F.A.C.P.

Author, Speaker, and Consultant

Trustees have responsibility for patient safety and clinical quality, but often this responsibility is primarily assigned to the medical staff and there is limited conversation between these two stakeholder groups. How can trustees be certain that patient care is as safe and effective as it needs to be? Why is it so difficult to engage physicians in initiatives designed to improve patient safety and clinical quality? This presentation will examine the forces driving the safety and quality agenda and provide guidelines for effectively collaborating with the medical staff in pursuit of "perfect care."

12:30 - 2 P.M.
(LUNCH WILL BE SERVED;
REGISTRATION REQUIRED)

*This luncheon is business-only;
spouses/guests should make
alternate plans.*

*Separate registration is
required for this program.*

*A ticket is necessary
for attendance.*

Integrating Strategic and Financial Planning

Cathy Sullivan Clark

Senior Fellow, Innovation, Noblis

Strategic and financial planning are opposite sides of the same coin. In fact, the best reflection of an organization's strategic priorities is often its financial plan, not its written strategic plan. This session will explore what it means to integrate strategic and financial planning, including the sources and uses of funds, how to develop a long-term strategic financial plan/estimating long-term financial capability, and special considerations related to health care reform.





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1 P.M.

Golf

6:30 P.M.

Cocktails/Buffer Dinner

7:15 P.M.

Golf Awards

7:30 P.M.

The Future Requires Unlearning

Jack Uldrich

Futurist

The pace of technological change is accelerating. New advances in biotechnology, nanotechnology, and information technology are bringing forth exciting and unexpected discoveries every day. Life-long learning will be more essential than ever in this chaotic and churning environment; but we must first unlearn old, obsolete knowledge and old ways of doing business. Join “America’s Chief Unlearning Officer” for this fascinating and entertaining look at how trustees can seize opportunities which are today only on the periphery of the imagination.

SUNDAY, SEPTEMBER 18

8:30 - 9:45 A.M.

Governing High Performance Organizations: No Place for Passivity

Connie Curran

President, Curran Associates

Health care organizations that wish to survive—and prosper—during times of rapid change will be led by executives and boards that are clear about authority, accountability, goals, and decision making. Successful boards define key metrics, empower their employees, measure frequently, and tie rewards to outcomes. Join governance expert Connie Curran for a session that will show trustees how to hold themselves and their organizations to the best practices required for creating high performance organizations.

10 - 11 A.M.

Open Roads, Open Minds: An Exploration of Creative Problem Solving

Steve Uzzell

Motivational Speaker

End the Conference on a high note with noted photographer Steve Uzzell, who uses his striking photographs as metaphors for possibility and creativity. Mr. Uzzell will inspire you to take advantage of his experience and vision to make any venture an adventure.

11 A.M.

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ACCREDITATION

Please remember to bring your National Association of Boards of Examiners of Long Term Care Administrators (NAB) and Category II non-American College of Healthcare Executives (ACHE) license numbers with you to the Conference. This information is required to obtain continuing education credits.

Conference Educational Sessions

HANYS/Healthcare Educational and Research Fund (HERF) is a certified sponsor of professional continuing education with NAB and has submitted this program for approval for 10.5 clock hours as listed under the sponsor agreement with NAB/National Continuing Education Review Service. State licensure boards have final authority on the acceptance of individual courses.

HANYS/HERF is authorized to award ten hours of pre-approved Category II non-ACHE continuing education credit for the Conference educational sessions toward advancement or recertification in ACHE. Participants in this program wishing to have the continuing education hours applied toward Category II credit should indicate their attendance when submitting application to ACHE for advancement or recertification.

