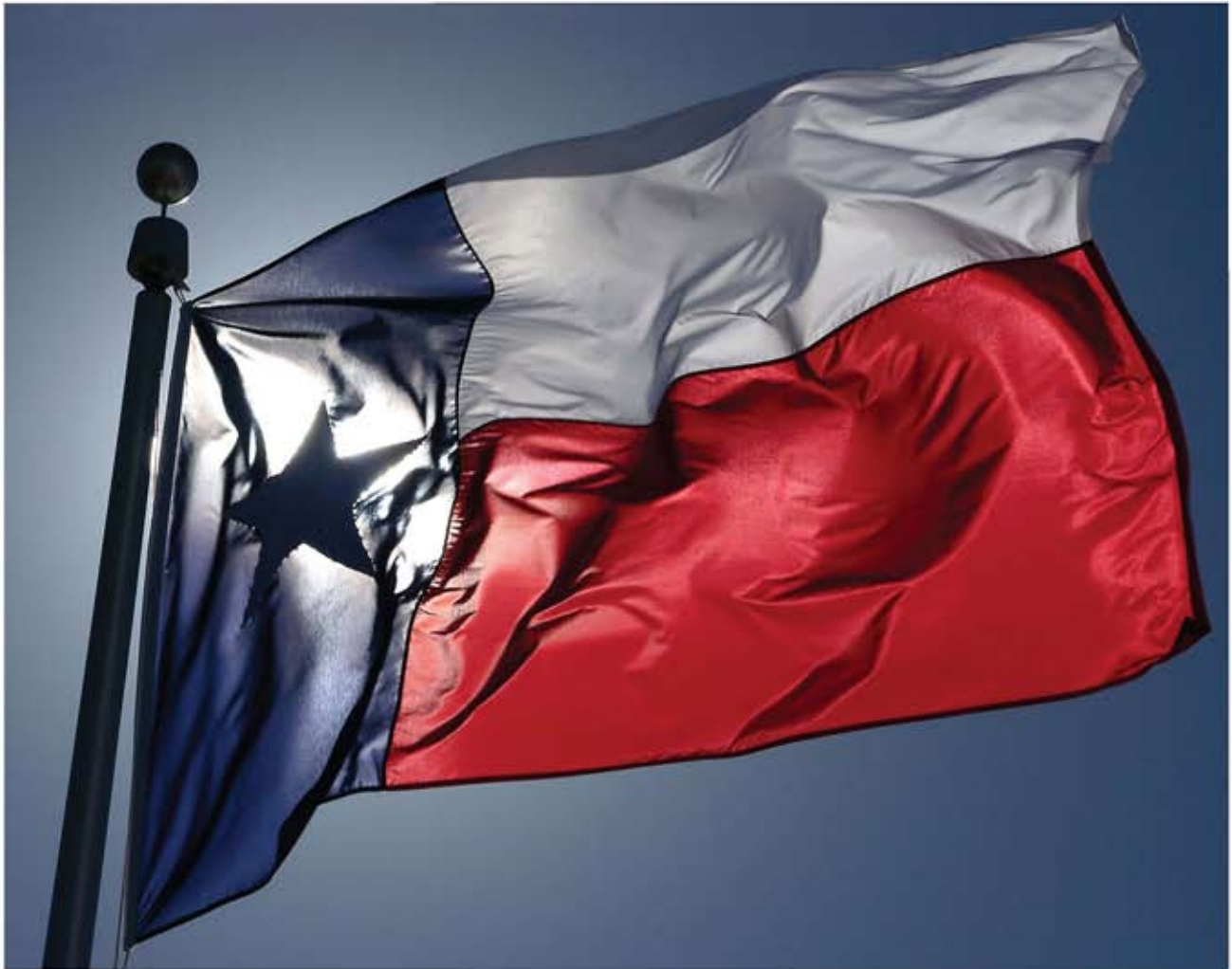




TEXAS HEALTHCARE TRUSTEES



Texas Healthcare Trustees 2010 Annual Conference
Trustees, Physicians & Executives
New Health Care Realities

July 29 30-31
Pre-Conference Training Annual Conference

JW Marriott
San Antonio
Hill Country Resort



2010 TEXAS HEALTHCARE TRUSTEES

ANNUAL CONFERENCE

Knowledgeable board members are a valuable asset to any organization. Today, it's more important than ever to educate trustees.

Texas Healthcare Trustees strives to offer quality education you can't get anywhere else at such an economical price. This year's conference features nationally recognized speakers, and topics including health care reform, quality and core competencies. This premier event will equip trustees with practical tools to stay up to speed with the New Health Care Realities facing the state as well as the country. Included in the THT 2010 Annual Conference is the Founders' Award luncheon, and the THT Silent Auction honoring Noble Allen. The Founders' Award luncheon is the ceremony for honoring the Founders' Award winner, HOSPAC STAR award winner and the THT Recognized Trustees.

THURSDAY, JULY 29

PRE-CONFERENCE WORKSHOPS

Registration 7:30 a.m.

Program 8:00 a.m.- 4:00 p.m.

Noon Luncheon: Overview of Health Reform

Dan Stultz, M.D., FACP, FACHE, president/chief executive officer, Texas Hospital Association, Austin

Orientation and Refresher

Fletcher Brown and Kevin Reed, shareholders, Davis & Wilkerson PC, Austin

Are you a new board member and want an overview of the essentials? Or perhaps you are a current trustee who would benefit from a refresher. In this popular one-day session, you will learn the basics of trusteeship.

Topics include:

- Leadership of the Board;
- Regulatory Oversight;
- Health Care Finance;
- Conflicts, Nepotism and Ethics;
- Medical Staff;
- Quality of Care.

Advanced Board Training

Larry Tyler, chairman and CEO, Tyler & Company, Atlanta, GA
Issues come at the board from all sides and include such things as health reform, financial pressures, declining medical staff relations, calls for improved quality and patient safety. This program is designed for trustees who want to go beyond the basics and begin to explore the next level of governance and will include a case study designed for advanced discussion.

Topics include:

- Advanced Governance;
- Quality and Patient Safety — benchmarking, working with medical staff and more;
- Advocacy;
- Legal, Compliance and Risk Issues;
- Health Care Finance for the Experienced Board Member;
- Case Study.

5:30-6:30

**HOSPAC Leadership Reception
(with a special guest speaker)**

FRIDAY, JULY 30

7:00 a.m. Registration and Continental Breakfast

8:00 Opening Remarks

Rosemary Burns, chair, Texas Healthcare Trustees and board member, East Texas Medical Center, Athens; and Stacy Cantu, CAE, president/CEO, Texas Healthcare Trustees, Austin

8:25 THA Welcome and Update

Mike Williams, FACHE, THA chairman and president/CEO, Community Hospital Corporation, Plano

8:45 Opening Session: So What Now? The "New Normal" of Health Care: Impact and Implications

James E. Orlikoff, president, Orlikoff & Associates Inc., Chicago

Things will never be the same for hospitals and their leaders. Whether through government-driven health reform, or market-driven change, or both, health care has entered a "New Normal" period. Orlikoff will examine the new health care environment, outline the challenges it presents to health care organizations and their boards, and present strategies for navigating the New Normal.



10:30 Break

11:00 Breakout Sessions

Health Care Workforce and Rural Recruitment

Jerry N. Harrison, Ph.D., executive director, New Mexico Health Resources Inc., Albuquerque

Recruitment? Yes! Harrison will provide an overview of workforce issues that affect rural recruitment and retention. Health care facilities talk about recruitment and retention, but in reality the retention side often is forgotten. This session provides information about the importance of integrating recruitment into successful rural practices.

The 2011 Legislative Session — How Bad Will It Be?

John Hawkins, senior vice president, government relations, THA

A projected \$10 to \$15 billion budget shortfall, redistricting, another attempt to pass the Sunset bill for the Texas Department of Insurance, implementation of federal health care reform... when the Texas Legislature convenes in January 2011, legislators will have no shortage of difficult issues to keep them busy. Hospitals will need to be at the table as federal health reform begins to roll out and state leaders work to balance the budget. Cuts to providers likely will be proposed, and implementation issues will abound, as we try to expand coverage to the more than 6.1 million uninsured in the state. Other key issues that will be considered include trauma funding, workforce, advance directives and

AGENDA/SPEAKERS

the corporate practice of medicine. Hawkins will share what to expect and how you can become informed and use your influence to ensure the interests of your hospital are well-served during the upcoming session.

Boardroom to Bedside: Transforming Quality and Patient Safety through Technology and People

Kathryn McDonagh, Ph.D., RN, FAAN, FACHE, vice president for executive relations, Hospira Inc., Lake Forest, Ill.

Health care executives and governing boards are challenged like never before to significantly improve the quality of care and patient safety. Many exciting technologies exist to support health care systems in advancing care to a new level. McDonagh will review some of today's most intriguing technologies and their promise for the future, and provide thought-provoking ideas to assist governing board and executive leaders in moving their organizations along the technology continuum in order to support excellence in patient care. She also will include historical progression of technological advances in areas such as diabetes, cardio and cancer care.

Practical Ways of Getting the Board on Board with Quality

Dan Walters, Dan Walters Associates, Austin; and Kevin Thomas, M.D., United Regional Healthcare System, Wichita Falls

Too often the view of hospital governance is that boards are responsible only for the hospital's financial health. We hear hospital CEOs frequently lament, "I have a great board, but I just cannot seem to get them on board with our quality efforts." In this session, Walters and Thomas will look at how to quickly assess the culture of quality improvement in your hospital and board; what the Institute for Healthcare Improvement says are the essential board activities for improving quality and reducing harm; and what to consider in creating your "next steps."

12:15 p.m. Founders' Award Luncheon

The Founders' Award is the most prestigious honor a trustee in Texas can obtain. Be sure to attend this annual event to find out who will be awarded the 2010 Founders' Award. The second, annual HOSPAC STAR Trustee award will be presented to a Texas hospital board member who has excelled in advocacy and raising funds for the PAC. Also honored, will be the trustees that have achieved the THT Recognized Trustee designation.

1:30 Breakout Sessions

Physicians, Nurses and Allied Professionals: How to Attract Them, How to Keep Them

Kurt Mosley, vice president of strategic alliances, AMN Healthcare, Irving

Mosley will provide proven guidelines for recruiting and retaining clinical health care professionals in an era of pervasive personnel

shortages. He also will examine current challenges in clinical staff recruiting and the strategies, incentives and culture needed to successfully address them.

Physicians and Hospitals as Allies

Anne Carter, vice president, QHR, Brentwood, Tenn.

The exact changes that future health care reform will bring remain elusive. However, it seems clear that reform will necessitate the demand for greater efficiencies in health care delivery and greater integration among all providers. Whether reform shapes quality, prescribes bundled reimbursement, or serves to spark innovative approaches in providing care more effectively, the relationship between physicians and hospitals will change. The hospitals that will emerge as "winners" in the new health care world order will have leaders who will have connected the dots early on and proactively aligned their physicians with their organizations' goals, vision and operations.

Health Reform is Coming to Rural Texas (For Better or For Worse)

David Pearson, president/CEO, Texas Organization of Rural & Community Hospitals, Austin

At this time of great change, should you be reaching for a pitchfork or a life preserver? Unintended consequences and unfunded mandates often arise when the government decides to move in a different direction. As health reform begins to roll out, there are monumental changes in store for all providers, but rural health care is particularly sensitive to sizeable shifts in policy or reimbursement, even when those changes were intended to help. Rural hospitals and physicians must prepare to meet the growing demand for health care in an efficient, high-quality manner. Pearson will share what to expect, when to expect it and how to use health reform as an opportunity to strengthen the care being provided in your own community in the months and years to come.

Practicing Competency-Based Governance

John Combes, M.D., president/chief operating officer, Center for Healthcare Governance, Chicago

Combes will provide an understanding of trustee competencies and how to use them to improve governance practices and review the work and recommendations of the American Hospital Association Blue Ribbon Panel on Trustee Core Competencies. He also will review competencies which focus on trustee knowledge skills and capabilities that the panel recommends all boards should seek in their members. In addition, he will discuss a set of integrated tools and resources that are being developed by governance experts based on the panel's findings to show how boards can apply competencies to their work in several areas.

CONTINUING EDUCATION

Continuing Education certificates for The Joint Commission proof of attendance **up to 7 contact hours** (each) for **Pre-Conference Workshops; 7.5 contact hours** for the Annual Conference will be issued to all registrants attending this meeting. These certificates should be placed on file at your hospital to show The Joint Commission surveyor, Texas Department of Rural Affairs and/or Texas Academy of Governance as evidence of meeting trustee education requirements.

The Texas Hospital Association is authorized to award **up to 7.5 contact hours plus 7** (each) for the Pre-Conference Workshops of pre-approved Category II (non-ACHE) continuing education credit for all sessions in 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 Category II credit should list their attendance when making application to ACHE for advancement or recertification.

This course also may be submitted to the Texas State Board of Public Accountancy for up to **7 CE hours plus an additional 8 (each) for the Pre-Conference Workshops**. THA has registered with the Texas State Board to meet the requirements of the continuing professional education rules covering maintenance of attendance records, retention of program outlines, qualifications of instructors, program content, physical facilities and length of class hours. This registration agreement does not constitute an endorsement by the board as to the quality of the program or its contribution to the professional competence of the licensee.

AGENDA/INFORMATION

THT SCHOLARSHIP PROGRAM

Take advantage of this offer to enhance the education of your board.

THT's education scholarship program aids trustee education by providing members with free registration and assistance with travel expenses for education. Assistance is based on financial need.

Applicants must certify that, due to financial constraints, it would be difficult or impossible to attend without such assistance. Simply have your administrator/CEO submit the application (available at www.tht.org/education) with your registration form and you will be notified of its status within two weeks.

For additional information, contact Amy Gayhart at 512/465-1013 or agayhart@tha.org.

CRITICAL ACCESS HOSPITALS

Critical Access Hospitals are eligible to receive reimbursement for trustees attending the THT Annual Conference through the CAH Board of Trustee Continuing Education Program. For more information, visit the Texas Department of Rural Affairs Web site at www.tdra.state.tx.us or contact Cindy Miller at 512/936-6702 or cmiller@tdra.state.tx.us.

2:45 Break

3:00 How Will Texas Respond to Health Care Reform?

Rep. Jim Pitts (R-Waxahachie), chairman of the House Appropriations Committee (moderator), and a panel of state legislators including Rep. John Zerwas (R-Richmond) and other state elected officials to be invited by Rep. Pitts.

President Obama signed the Patient Protection and Affordable Care Act into law in March, expanding health coverage to 32 million people. How will this landmark health reform legislation impact Texas, which has the highest rate of uninsured in the nation? Get an insider's perspective from these state leaders on how Texas will respond to the new bill.



4:30-6:30 Chairman's Reception and Silent Auction

This popular, annual event is a fun way to network with fellow trustees while doing a little shopping. The reception honors THT's chair, Rosemary Burns of East Texas Medical Center, Athens. And for the first time, this year the silent auction honors a long time member and friend of THT, Noble Allen. If you would like to contribute to the auction, please contact Amy Gayhart at 512/465-1013 or agayhart@tha.org.

SATURDAY, JULY 31

7:00 a.m. Recognized Trustees Breakfast
(by invitation only)

7:00 Continental Breakfast

8:00 Opening Remarks

Rosemary Burns and Stacy Cantu

8:10 Achieving Margin and Mission Through Clinical Quality

William J. Ward, Jr., MBA, director, master of health administration degree program, Johns Hopkins Bloomberg School of Public Health, Baltimore

The key to improving clinical quality and financial performance is the appropriate involvement of the governing board. The board represents the interests of the community, sets the tone for hospital operations and holds both providers and administrators accountable. Without the board's commitment, improvement will not happen. Ward will focus attention on the impact clinical quality has on both the hospital's profitability and its mission to serve the community. The lessons of history and the current state of clinical quality will be described before demonstrating how clinical quality influences financial outcomes. The role of the board will be examined and the "top 10" questions for the hospital leadership team reviewed.



9:30 Break

9:45 Closing Session: The Link Between Information Technology and Quality Health Care

Kevin Fickenscher, M.D., vice president, strategic initiatives, Dell, Washington, D.C.

Hear from a physician executive and leader with extensive experience in strategic and operational development in complex health care organizations. Fickenscher will discuss the value of health technology and the growing importance that electronic medical records are having on the medical community.



EXPERIENCE THE NEW JW MARRIOTT!

HOTEL

JW Marriott San Antonio Hill Country Resort and Spa

23808 Resort Parkway
San Antonio, TX 78261

210/403-3434 or 800/228-9290

Room Rate: \$155 single/double



For reservations, please contact the JW Marriott before **July 2** and mention THT to receive the group rate. Discounted rooms will not be held after this date and may sell out before then.



TEXAS HEALTHCARE TRUSTEES

REGISTRATION FORM

2010 ANNUAL CONFERENCE
JW MARRIOTT SAN ANTONIO
HILL COUNTRY RESORT
JULY 29-31

PRE-CONFERENCE WORKSHOPS

JULY 29 PLEASE CHECK ONE

ADVANCED BOARD TRAINING

ORIENTATION AND REFRESHER

- THT/TORCH Member
- Non-Member
- Guest

EARLY/REGULAR/ON-SITE

\$175/200/225
\$225/250/275
\$40

EARLY
(before July 2)

REGULAR
(July 5-21)

ON-SITE
(July 22-29)

ANNUAL CONFERENCE

JULY 30-31 PLEASE CHECK ONE

- | | | |
|--|------------------------------|-----------------------|
| <input type="checkbox"/> THT/TORCH Member | EARLY/REGULAR/ON-SITE | \$250/275/325 |
| <input type="checkbox"/> Multiple-Registrant Discount* | | \$225/250 |
| <input type="checkbox"/> Non-Member | | \$300/325/375 |
| <input type="checkbox"/> One-Day | | \$175/200 |
| <input type="checkbox"/> Guest (All Events) | | \$125 |
| <input type="checkbox"/> Guest (Luncheon Only) | \$50 | Not available online. |
| <input type="checkbox"/> Guest (Reception Only) | \$50 | Must be faxed. |

***Multiple-Registrant Discount** (for THT members only): First registrant pays early or regular price; all subsequent registrants from the same organization pay the discounted price. There is no discount for on-site registrants. A separate form must be submitted for each registrant. All registration forms with payment information must be submitted simultaneously.

Yes, we are registering multiple attendees. Our primary registrant is:

Name _____ Phone _____

PAYMENT MUST ACCOMPANY REGISTRATION FORM. (PLEASE PRINT)

Name _____

Nickname for badge _____

Spouse name _____
(required ONLY if purchasing a Spouse Ticket)

Title _____

Institution _____

Address _____

City/State/ZIP _____

Phone _____

Fax _____

E-mail _____
(confirmation will be sent via e-mail)

Enclosed is my check payable to the Texas Healthcare Trustees for \$ _____

or I authorize THT to charge my: MasterCard VISA American Express

Account # _____

Expiration date _____

Print name as shown on card _____

Signature _____
must be signed to charge

Billing address _____

City/State/ZIP _____

ONLINE
www.tht.org

FAX
512/692-2653

MAIL
P.O. Box 679010
Austin, TX 78767-9010

OVERNIGHT
1108 Lavaca, Suite 700
Austin, TX 78701

The registration fee, less a 20 percent administrative charge, is refundable if notice of cancellation is received in writing by 5 p.m. on July 22, 2010. No refunds will be issued for cancellations received after this date. To cancel, send an e-mail to registrar@tha.org or fax to 512/692-2653.

SPECIAL NEEDS

If you have special needs that require accommodation please contact Arlena Buck at 800/252-9403 or abuck@tha.org.

Accounting Use Only

Seminar #562 (Pre-Conference Workshops)
#563 (Annual Conference)

Check # _____ Amount \$ _____



TEXAS HEALTHCARE TRUSTEES

P.O. Box 679010
Austin, Texas 78767-9010

**Last Day for Early Registration
and Hotel Room Discount: July 2**

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**REGISTER AND SECURE
A HOTEL ROOM TODAY!**

**Last Day for Early Registration
and Hotel Room Discount: July 2**

**July 29
Pre-Conference Workshops**

**July 30-31
Annual Conference**