Arkansas Association for Hospital Trustees
Fall Governance Workshop

Sponsored by
Arkansas Hospital Association
and
Blue & You Foundation
for a Healthier Arkansas

Which Direction is Your Hospital Board Going?

November 16-17, 2012
Crowne Plaza Hotel – Little Rock
201 S. Shackleford Rd.
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Program Agenda

Friday, November 16

8:15 a.m.  Registration & Refreshments (Ballroom Salons A-B)

8:45 a.m.  Welcome & Introductions
Barbara Williams, RN, PhD, President, Arkansas Association of Hospital Trustees

Healthcare Reform AFTER the Elections….Now What Happens?
James D. Bentley, PhD, Health Policy Analyst, Silver Spring, Maryland

The economy, unemployment, taxes, the future of the healthcare reform law and how to manage the federal government’s $14 trillion debt will be the key drivers of politics and administration in 2013. But, first Congress and the President will face off in December when several rounds of tax cuts expire, resulting in a half trillion dollars in budget cuts and tax hikes that could create economic chaos.

Will we see a paradox where an irresistible force meets an immovable object? Or, will either side blink and be willing to compromise on issues that could negatively affect all Americans? Jim Bentley will discuss possibilities for the Lame Duck Congress that will gather on Capitol Hill after the election and the potential of the 113th Congress of the United States, which will convene January 3, 2013….

10:15 a.m.  Break

10:30 a.m.  The Race to Readiness
Cindy Fineran, Senior Consultant, The Walker Company, Oregon

To successfully navigate the tumultuous environment of healthcare transformation, trustees must be ready to provide well-informed, strategic leadership. Understanding key provisions of the Accountable Care Act (ACA), the implications for hospitals and resulting environmental trends, are critical to trustees’ readiness to lead their organizations.

This program will focus on the information trustees need to know about the ACA and healthcare transformation, including what issues are most important, what factors to pay attention to, what questions trustees should be asking, and how to measure progress towards the future, all of which are necessary to ensure the hospital’s readiness to succeed through transformation.

12:00 noon  Lunch (provided—Atrium)

12:45 p.m.  Principles of Healthcare Payment Programs
Tim Ritter, CPA, Senior Manager, Healthcare Practice, Wipfli LLC, Minnesota
Board members provide an important role in the financial oversight and protection of an organization’s assets which include payments from third-party payers. Healthcare organizations are different than most companies in that payment for services is based on a variety of different means and methods. This presentation will provide a basic understanding of the various payment programs of healthcare. Participants will gain an understanding of the various Medicare payment programs, Arkansas Medicaid, HMOs, commercial insurance payments and “self-pay.”

**1:45 p.m.**  Break

**2:00 p.m.**  Big Changes in the Arkansas General Assembly!

**Jodiane Tritt, Vice President, Government Relations, Arkansas Hospital Association**

Following the November elections, the Arkansas General Assembly may have a whole new look—all 135 state legislative seats come open to election at the same time this year due to redistricting. After the election, there is potential for more than 80 of the 135 members to be serving their first terms in the respective houses. These changes provide the Arkansas Hospital Association (AHA) with a huge challenge of educating the new members about healthcare needs. Now more than ever, the AHA will need help from hospital trustees.

**3:00 p.m.**  Break

**3:15 p.m.**  Medicaid Expansion and Medicaid Payment Improvement—Two Different Issues

**Bo Ryall, President, and Paul Cunningham, Executive Vice President, Arkansas Hospital Association**

Arkansas Hospital Association president Bo Ryall and executive vice president Paul Cunningham will discuss the two major Medicaid issues getting attention around the state: Expanding Arkansas' Medicaid program and the Arkansas Payment Improvement Initiative.

Medicaid expansion is sure to be one of the most important – and possibly controversial – items covered during the 2013 session of the Arkansas General Assembly. The Legislature weighs the benefits of providing healthcare coverage to 250,000 Arkansas individuals and families who are currently uninsured with the financial impact on the state.

As the expansion question is being resolved, state Medicaid officials are putting the finishing touches on the Arkansas Payment Improvement Initiative, which fundamentally moves Medicaid and Arkansas' major private insurance companies toward an episodic care payment system. Learn how each of these changes could impact Arkansas' hospital community now and into the future.

**4:00 p.m.**  What Keeps Trustees Awake at Night?

**Connie Curran, EdD, CEO, Best on Board**

Healthcare facilities in Arkansas are once again faced with a challenge of diminished access to capital, workforce demands, physician relations and government regulations due to cuts and changes in federal and state policies. What is in store for healthcare in Arkansas? This session will provide lively discussion and an opportunity for participants to weigh in on exactly what keeps them awake at night.

**4:30 p.m.**  Questions/Evaluation/Adjournment

**5:00 p.m.**  Networking Reception (Atrium)

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**Saturday, November 17**

**8:15 a.m.**  Best on Board Concurrent Sessions (with breaks)
Best on Board offers trustees the resources needed to gain the confidence and competence to make better, more informed decisions and to govern more effectively on behalf of the patients and communities they serve. At a time when hospital governing boards are dealing with the most complex times that hospitals have ever faced, enhanced education is critical.

Program participants have a choice of sessions to attend. Consider the following options:
1. Essentials of Hospital Governance (modules 3, 4, 5):
   - If you are new to Best on Board, you should start with this course. (Fee required)
   - If you attended the November 1, 2011 offering of this course, you have successfully completed modules 1, 2, and 6. Here is your opportunity to complete the course with the final three modules (at no charge).
2. The Quality Imperative: If you have completed the Essentials course, you are ready to take this course. (Fee required)

**Session A (Blair Room):**
“Essentials of Hospital Governance,” Mary Totten, President, Best on Board
- The Board’s Role in Finance
- The Board’s Role in Quality and Patient Safety
- The Board/CEO Relationship

**OR**

**Session B (Stitt Room):**
“The Quality Imperative,” Connie Curran, EdD, CEO, Best on Board
- The Framework for Stewardship
- Culture and Performance
- Leadership

12:00 noon Adjournment

**WORKSHOP LOCATION**

The workshop will be held at the Crowne Plaza, 201 S. Shackleford Rd., Little Rock. The Arkansas Hospital Association has negotiated a sleeping room rate of $99 for single or double occupancy. Please call 501-223-3000 mentioning that you are with the Arkansas Hospital Association or Arkansas Association of Hospital Trustees to receive this special rate.

**CERTIFICATE OF ATTENDANCE**

All workshop participants will receive a certificate of attendance to satisfy your individual hospital governance education requirements. Best on Board will mail certificates after completion of “Essentials” and/or “Quality” courses.

**REFUNDS AND CANCELLATIONS**

If cancellations are received after November 9, a full refund minus a $50 administrative fee is refundable. Registrants who cancel the day of the program or fail to attend must pay the entire fee. Substitutions, however, are permitted. Registrations that are phoned in or faxed are subject to the same cancellation policy. (Note: All cancellations must be received in writing by the registrar.)
**FACULTY**

**James Bentley, PhD,** is a semi-retired health policy analyst who currently works with a number of hospitals on the implications of national health reform for their operations and with state hospital associations on their annual strategic plans. In October 2009, he concluded 18 years with the American Hospital Association where he was responsible for strategic policy planning. His responsibilities included long-range planning, health professions, workforce initiatives, disaster preparedness and response, and hospital-medical staff relationships. Prior to his time at the AHA, Jim spent 15 years with the Association of American Medical Colleges responsible for legislative and regulatory activities affecting teaching hospitals, and as vice president of clinical services. Currently, Jim is a member of the national board of directors for Trinity Health of Novi, Michigan, a multi-hospital Catholic health system with facilities from Maryland to California.

**Paul Cunningham** is executive vice president of the Arkansas Hospital Association. He is a native of Little Rock and has worked in the healthcare field since 1973. A BSBA graduate of the University of Arkansas in 1971, he also holds a Masters Degree in Public Administration from the U of A in Fayetteville. Prior to joining the Arkansas Hospital Association in 1981, he worked in a local health planning agency for six years and served as the director of children’s services with the Arkansas Easter Seal Society. He served as the senior vice president of the AHA since 1995 and was named executive vice president in 2011. His primary responsibilities are policy analysis, federal relations, reimbursement issues and communications. Paul also serves as the AHA’s liaison with the Dallas Regional Office of the Centers for Medicare & Medicaid Services.

**Connie Curran, EdD, RN, FAAN,** is the founder and CEO of Best on Board, a firm that provides education, testing, and certification services for healthcare trustees and executive leaders. She has more than 30 years of experience in healthcare consulting, academic, hospital system and healthcare association leadership. She is president of Curran Associates, a healthcare consulting firm, and trustee and past-chair of the board of Silver Cross Hospital in Joliet, Illinois, which was named a Thomson Reuters 100 Top Hospital for the past eight years, and presently serves on three publicly-traded corporate governing boards as well as that of a major university. Connie served as vice chairman of APM, Inc., a national healthcare consulting firm; and founded and was president and CEO of CurranCare, LLC, a national management and consulting services firm that was acquired by Cardinal Health. She then served as president of Cardinal Health Consulting Services. She has been a vice president of the American Hospital Association and Dean at the Medical College of Wisconsin. She recently co-authored books on hospital-physician integration and hospital redesign and optimized home care integration and served as the editor of Nursing Economics for eighteen years.

**Cindy Fineran,** senior consultant with The Walker Company, has 16 years of experience in the healthcare field, with particular expertise in regulation and compliance. She was a vice-president of sales and director of regulatory affairs for two large northwest health insurance companies, and has extensive experience in strategic planning, regulatory compliance and organizational effectiveness. She has directed compliance with state and federal regulation, internal, state and CMS audits, and was selected as one of 17 initial participants in her company’s regional pilot program for executive development. As a vice-president of sales, Cindy directed a team of 30 individuals. She became a consultant with The Walker Company in November 2008.

**Tim Ritter, CPA,** is senior manager in the healthcare group at Wipfli’s Minneapolis and St. Paul offices. He has more than 11 years of experience serving healthcare organizations. He specializes in and has developed expertise in serving clients whose operations provide a wide range of healthcare and related services. Tim’s experience includes providing audit and accounting services, nonprofit tax returns, and cost report preparation. He also has served as an interim finance director for a Federally Qualified Health Center and performed audit services as a team member testing internal controls for a large multinational company under the Sarbanes-Oxley Act.

**Bo Ryall** is president of the Arkansas Hospital Association, a position he has held since 2010. He joined the AHA in 2005 as executive vice president and chief government relations officer. Prior to that position, he was executive director of the HomeCare Association of Arkansas, served as an aide to Speaker of the House Bill Stovall, and directed the Office of Constituency Services for the Arkansas House of Representatives and the Science Information Liaison Office of the University of Arkansas at Little Rock.

**Mary Totten, MBA,** specializes in governance, education and communication. For more than 20 years, she has been a speaker and consultant to hospitals, health systems and other health organizations on quality, governance restructuring, board orientation and evaluation, medical staff credentialing and strategic planning. Mary was co-founder of Health Governance Digest and an owner and principal of the American Governance & Leadership Group, which was purchased by the American Hospital Association (AHA) in 2004 and is now the AHA’s Center for Healthcare Governance. She also is a long-term consultant for a national revenue improvement solutions consulting firm, where she provides strategic marketing planning and implementation services. Mary conducts board retreats and education programs, has authored six books and more than 100 articles on governance and leadership issues. She has served as a trustee and board officer on hospital, health system and school boards.

**Jodiane Tritt** joined the Arkansas Hospital Association as vice president for government relations in 2010. She most recently served as Executive Director of the Center for Clinical and Translational Research at UAMS. Prior to that position, she was Director of Community Support for the Arkansas Department of Health (ADH). In her work at ADH, she was responsible for their legislative agenda and advocating on its behalf with legislators. She is a graduate of Hendrix College and the University of Arkansas at Little Rock William H. Bowen School of Law.
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Crowne Plaza, Little Rock  
November 16-17, 2012

Registration Form

Name ______________________________________________________________________________
Title  ______________________________________ E-Mail ________________________________  
Organization _________________________________________________________________________
Address ______________________________________________________________________________
City _____________________________________     State _____________    Zip ________________
Telephone ___________________          Fax ___________________

Registration Fee
Registration fee includes printed materials, refreshments and lunch, speaker expenses and meeting room rental.

Please indicate which sessions you will attend:
___ Friday Workshop  ($100 for AAHT members / $200 for non-AAHT members)

Saturday Concurrent Sessions, please choose one:
    “Essentials of Healthcare Governance”
    ___ Those who are new to Best on Board ($100 for AAHT members / $200 for non-AAHT members)
    ___ Those who are attending to complete the course—modules 3, 4, 5 (no fee necessary)
    OR
     “The Quality Imperative”
    ___ Entire course is taught at this time ($100 for AAHT members / $200 for non-AAHT members)

Method of Payment

☐ Check Enclosed (Please make checks payable to: Arkansas Association for Hospital Trustees)
Credit cards are not accepted.

2 Ways to Register

  FAX:  501-224-0519

  Mail: Education Department  
        Arkansas Hospital Association  
        419 Natural Resources Drive  
        Little Rock, AR 72205  
        501-224-7878

Refunds and Cancellations
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