Arkansas Hospital Association
Arkansas Health Executives Forum

Hospital Executive/Trustee Leadership Conference

Critical Success Factors in an Era of Health Reform

Patient Experience, A Top Strategic Priority

Patient Centered Medical Homes

Health Care Personnel Immunization Project

June 13-15, 2012

Chateau on the Lake
415 North State Highway 265
Branson, MO

ACHE Face-to-Face (Category I) Credit Offered
Executive/Trustee Leadership Conference  
June 13-15, 2012  
Chateau on the Lake  
Branson, Missouri

**Wednesday, June 13**

6:00 a.m. – 1:30 p.m. **Trustmark/AHA Services’ Fishing Tournament**  
Guides will take participants on a half-day fishing trip on either Table Rock Lake for bass fishing or below the dam on Lake Taneycomo for trout fishing. Participation is limited to those aged 13 and over, for safety reasons. *(Registered fishermen will need a Missouri fishing license that may be purchased prior to the outing. Information and directions to the marina will be forwarded with registration confirmation.)*

7:30 a.m. – 2:30 p.m. **Nabholz Construction Golf Tournament**  
*Branson Creek Golf Club*  
Managed by Troon Golf, Branson Creek Golf Club, a 7,100-yard championship level golf course, has been rated #1 by *Golf Magazine* and *Golf Digest* as the “Top Public Courses in Missouri” for 11 consecutive years. Designed by Tom Fazio, this course features a challenging Par 71 championship layout, with 5 sets of tees, etched into the beautiful Ozarks landscape with a view second to none. See the course at [www.bransoncreekgolf.com](http://www.bransoncreekgolf.com). *(Registered golfers will receive information and directions to the course with registration confirmation.)*

3:30 p.m. – 6:00 p.m. **Conference Registration**

3:45 p.m. – 5:00 p.m. **AHA Board Meeting**

6:00 p.m. – 7:30 p.m. **Conference Reception**  
Leadership Conference guests and their families will enjoy cocktails and hors d’oeuvres before taking advantage of the varied opportunities in Branson. We hope you will use this time to get acquainted with hospital executives and their families new to the Arkansas Hospital Association and to get reacquainted with those you’ve known for many years. And, Branson has so much to offer – restaurants, tours, musical entertainment, shopping or just relaxing around the hotel pool – that you’ll have no trouble finding entertainment for the evening.

**Thursday, June 14**

7:00 a.m. – 8:00 a.m. **Buffet Breakfast**

7:00 a.m. – 8:30 a.m. **AHEF Board and ACHE Regent’s Advisory Council Breakfast**

8:00 a.m. **Registration**

8:15 a.m. **Welcome and Introductions**  
*Larry Morse*, Chairman, Arkansas Hospital Association  
*Bo Ryall*, President and CEO, Arkansas Hospital Association
8:20 a.m.  Critical Success Factors for Community Hospitals in an Era of Health Reform  
Kevin C. “Casey” Nolan, Managing Director, Navigant Consulting, Inc.  
This presentation will provide an overview of the current and anticipated trends in healthcare and will discuss their impact on and implications for healthcare providers. The presentation also will include a specific focus on the likely future of independent community hospitals and critical access hospitals. A key focus of the presentation will be on identifying critical success factors for community hospitals seeking to stay independent and will include case studies of what successful community hospitals have done to address the challenges presented by the rapidly changing healthcare environment.

9:45 a.m. − 10:00 a.m.  Break

10:00 a.m.  A Call to Action: Patient Experience as a Top Strategic Priority  
M. Bridget Duffy, MD, Chief Experience Officer, ExperiaHealth, San Francisco, CA  
Too often, healthcare leaders focus on efficiency and financial performance without regard to the impact on patient experience. But, with the implementation of CMS-mandated patient satisfaction surveys, public reporting, and pay for performance, patient experience has become a growing priority. More importantly, patient experience can and should be the rallying point for building successful healthcare organizations. Join Dr. Bridget Duffy in her examination of why, during this turbulent time in healthcare, organizations should focus on creating a culture of caring and competence. Dr. Duffy will address why it is important to align healthcare organizations around patient experience from the Board to the front line, and why physician engagement and leadership of this strategy is essential to success. Dr. Duffy will draw on her experience as the first Chief Experience Officer of Cleveland Clinic and working with healthcare systems across the country to explore the connection between quality, safety, and patient and employee experience.

11:15 a.m.  Achieving Physical and Financial Wellness—Critical Pieces in The Benefits Puzzle  
Ron Watt, 2nd Vice President, Wellness and Engagement, Trustmark Voluntary Benefit Solutions  
Health and Financial Wellness programs are increasingly important for employers not only to save money, but to help employees be more productive. What are some of the barriers to success in these programs? Why is behavior change so hard? How can we engage employees effectively? We’ll review some behavioral sciences that have worked against us in the past, and how we can apply those same sciences to help us engage employees going forward. We’ll review some case studies on what’s worked, and how to leverage voluntary benefits to not only cover employee financial risks, but to deliver engagement solutions.

12:00 noon  Adjournment and Free Afternoon!  
Conference participants will have plenty of time to enjoy the many Branson attractions: shopping at the new Branson Landing and area outlet malls; relaxing at Spa Chateau, a 14,000 sq. ft. full-service spa with many amenities for guests; fishing; boating from the nearby marina; swimming in the indoor and outdoor pools; tennis courts; and more.
Silver Dollar City Tickets
Conference participants may purchase tickets to Silver Dollar City for use on Thursday at deeply discounted prices. See registration form for details.

Just minutes from the Chateau, Silver Dollar City, voted the number one theme park in the world by the International Association of Amusement Parks & Attractions, treats guests to an experience unlike any other theme park. The 50-acre, 1880s-themed park is nestled amidst the natural Ozark Mountains and features more than 100 demonstrating craftsmen, 60 unique shops, 40 live shows daily, roller coasters, dozens of kids’ attractions and rides, and an array of delightful restaurants and concessions.

5:00 p.m. – 7:30 p.m. Summer Conference Reception and Dinner
Enjoy cocktails and a buffet dinner until time to board a shuttle at the hotel entrance for the evening entertainment of your choosing (don’t forget to register for the events on the Summer Conference registration form). Although both events are designed for the entire family, conference guests with young children ages 4-11 may be interested in the Chateau’s Crawdaddies Kid’s Club (call 888-333-5253 to make arrangements). Your children will be well cared for while you enjoy an evening in Branson!

Optional Evening Entertainment Packages: Register on the enclosed Leadership Conference registration form. Be sure to include all family members and guests. (Ticket fees include shuttle transportation to and from the shows.)

#1 – Six Show (Shuttle departs hotel at 7:30 p.m., with Showtime at 8 p.m.; Mickey Gilley Theatre.)

The SIX Show is six real brothers performing – now in their 6th season in Branson. They’re also known as the Knudsen Brothers: Barry, Kevin, Lynn, Jak, Owen & Curtis.

When the brothers were very young, their father noticed they could make up songs and harmonies without instruction. Being musically gifted himself, he decided to sit them down at an old piano (the only instrument they could afford) and teach them gospel hymns. They picked the hymns up quickly and were soon singing them in 4-5 part harmony. After their first performance, singing gospel in church, they began performing other types of music.

They have shared the stage with Trisha Yearwood, Diana Ross, The Beach Boys, Olivia Newton John, Rod Stewart, the Doobie Brothers and many others.

#2 – Twelve Irish Tenors (Shuttle departs hotel at 7:30 p.m., with Showtime at 8 p.m.; Branson Variety Theater.)

This hugely talented group of Ireland’s finest singers is taking the concert world by storm as they perform their award-winning show in concert halls everywhere. Sold out tours in Europe and America have made this show one of the “hottest” productions in years. Fans go wild over the Twelve Irish Tenors, and theatres everywhere just love them!

From Opera to Pop, from Jazz to Classical, this show is a spine-tingling fabulous smash hit! Songs include “Danny Boy,” “That’s Life,” “You Raise Me Up,” “Hey Jude,” “Twist and Shout,” “Yesterday,” and more!

Ticket-holders must ride the shuttle provided for entrance to the show.
**Friday, June 15**

7:30 a.m.  Buffet Breakfast

8:30 a.m.  Patient Centered Medical Homes (Panel Discussion)

*Moderator:*
*Ray Hanley, President/CEO, Arkansas Foundation for Medical Care, Little Rock*

*Panel:*
*Mark Mengel, MD, MPH, Vice Chancellor, Regional Programs, UAMS, Little Rock*
*Mark Lee, MD, Mercy Medical Clinic, Bella Vista*

With increasing emphasis on improving outcomes and lowering costs, accountable care, bundled payments, physician integration and patient centered medical homes have been highlighted as value-based approaches to providing patient care. Integrally tied to accountable care, the patient centered medical home empowers providers to coordinate care for patients across the continuum of care. Panelists will discuss:

- The Transformation to Accountable Care
- Fundamentals of creating patient centered medical homes (PCMHs)
- Considerations in creating PCMHs (i.e. clinical integration, IT integration, risk management)
- Developing a consistent practice of evidence-based medicine

*This panel discussion has been developed and is presented locally by the Arkansas Hospital Association and the Arkansas Health Executives Forum. The American College of Healthcare Executives has awarded ACHE 1.5 Face-to-Face Education (formerly called Category I) credit hours to this program. To receive credit, your name must appear on the sign-in sheet.*

10:00 a.m.  Health Care Personnel Immunization Project: Employee Vaccinations in Arkansas’ Hospitals

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

In collaboration with the Arkansas Department of Health (ADH) through a grant from the Centers for Disease Control and Prevention (CDC), the Arkansas Hospital Association (AHA) is conducting a Health Care Personnel Immunization Project to educate, train and provide technical assistance to Arkansas hospital personnel to assist in the development and implementation of employee vaccination programs in Arkansas hospitals. This seminar will provide an overview of the program and solicit the input of the AHA Board of Directors as the specific employee vaccine is selected. Potential barriers, experience of other states and hospitals, costs and benefits will be discussed. The funding for the project is from the Capacity Building Assistance to Strengthen Public Health Immunization Infrastructure and Performance grant (CFDA 93.539).

10:30 a.m.  Adjournment
DRESS CODE
Casual attire is encouraged (for guests as well as speakers) for all meetings and social events during the leadership conference. No exceptions!

CONTINUING EDUCATION CREDITS
As a independent chartered Chapter of the American College of Healthcare Executives, the Arkansas Health Executives Forum is authorized to award 2.0 hours of ACHE Qualified Education credit (formerly called Category II) toward advancement or recertification the American College of Healthcare Executives.

Participants in this program who wish to have it considered for ACHE Qualified Education credit should list their attendance when they apply to the American College of Healthcare Executives for advancement or recertification.

Participants are responsible for maintaining a record of their ACHE Qualified Education.

ACKNOWLEDGEMENTS
The Arkansas Hospital Association wishes to thank the following sponsors for their financial support of the Leadership Conference:

**Diamond Sponsor**
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CANCELLATION POLICY
If cancellations are received in writing five business days prior to the date of the conference, 50% of the registration fee is refundable. Registrants who cancel the day of the conference 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.)
Chateau on the Lake
Resort & Convention Center
415 North State Highway 265
Branson, MO 65616

Call 1-888-333-5253 for room reservations

Reservation Cutoff: May 25, 2012

Check-in time is 4:00 p.m.
Check-out time is 11:30 a.m.

Luxury, old world charm and refined amenities await you in Branson, Missouri at Chateau on the Lake Resort and Convention Center. Visitors to this grand Branson resort – known as the “Castle in the Ozarks” – experience the finest in world-class hospitality, first-class Branson lodging and the enchanting charm of the Chateau’s personal touches. Modern services and amenities blend with classic old world opulence at the Chateau on the Lake, which stands on a beautiful, forested Ozark mountaintop, overlooking the crystal waters of scenic Table Rock Lake.

What awaits you and your family? Tiled stone baths and luxurious bedding; magnificent views; exceptional cuisine; a full-service marina offering boating, para-sailing and scuba diving; hiking and cycling trails; tennis; indoor and outdoor swimming; a private movie theatre; a luxurious day spa and beauty salon; fitness center; gift shop and boutique; and the supervised Crawdaddies Kid’s Club – an experience like no other.

Accommodations:

$179 Mountain View: choice of a king bed or two double beds elegantly decorated with French-country furnishings

- or -

Lake View: enjoy the comforts of a king-size bed and sleeper sofa or two double beds decorated with elegant French-country furnishings

$215 Lake Front King: include an oversized sitting area with a sleeper sofa and lounge chair; most feature a balcony

$245 Lake Front Ambassador King: features a private bedroom with a king bed, separate sitting area with a sleeper sofa, two 37” flat screen televisions, and wet bar with microwave and refrigerator

Most guest rooms and suites have a balcony with a lake or mountain view and are nonsmoking. All guest rooms and suites feature HD 32-inch flat screen televisions, lighted makeup mirror, hair dryer, two telephones with voicemail, internet Wi-Fi connectivity ($9.95 per day), ironing board and iron, coffee-maker, Serta Perfect Sleeper mattresses with triple sheeting, down comforters and feather pillows.

www.chateauonthelake.com
Arkansas Hospital Association
Executive/Trustee Leadership Conference
June 13-15, 2012 – Chateau on the Lake, Branson

CONFERENCE PARTICIPANT (One registration per form; photocopies accepted)

Name/ACHE Credentials ____________________________________ Title _____________________________

Email ________________________________________ Spouse or Guest _______________________________

Hospital/Institution ___________________________ Telephone_______________________________________

Mailing Address, City, State, Zip_________________________________________________________________

General Registration: $365 Per Conference Participant
(Fee includes faculty expenses, materials, meals, breaks and receptions for conference participant only.)

PART I (Conference Participant Only) FEE Indicate Attendance

A. Golf Outing (Wednesday) Handicap _________ ................. n/c A. _______
B. Fishing Outing (Wednesday) Bass _____ Trout _________ n/c B. _______
C. Conference Reception (Wednesday) ............................................. n/c C. _______
D. Breakfast Buffet (Thursday) ............................................................ n/c D. _______
E. Conference Dinner (Thursday) ....................................................... n/c E. _______

Choose ONE of the following entertainment options for Thursday:

F. Show #1 - Six Show ................................................................. n/c F. _______
G. Show #2 - Twelve Irish Tenors.................................................  n/c G. _______
H. Silver Dollar City (Thursday only)................................................... n/c H. _______
I. Breakfast Buffet (Friday).............................................................. n/c I. _______

PART II (Additional Persons - Spouse, children, other guests) ... # Persons AMT. DUE

A. Golf Outing (Wednesday) Handicap _________ ....................... $85 x A. _______ _______
B. Fishing Outing (Wednesday) Bass ______ Trout _____............ n/c B. _______
C. Conference Reception (Wednesday) ............................................. n/ c C. _______
D. Breakfast Buffet (Thursday)............................................................ $20 x D. _______ _______
E. Conference Dinner (Thursday) Adult................................. $35 x E. _______ ________
   Children 11 and under ...... $15 x E1. _______ ________

Choose ONE of the following entertainment options for Thursday:

F. Show #1 - Six Show* Adults............................... $30 x F. _______ ________
   Children 12-17...$15 x F1. _______ ________
   Children 11 and under...... Free x F2. _______ ________

G. Show #2 - Twelve Irish Tenors* Adults......................... $30 x G. _______ ________
   Children 12 and under...... Free x G1. _______ ________

H. Silver Dollar City (Thursday only) Adults ..................... $35 x H. _______ ________
   Children 4-11 ......... $25 x H1. _______ ________

I. Breakfast Buffet (Friday) .............................................................. $20 x I. _______ ________

Subtotal $ ______

*Shuttle transportation included; discounted ticket fees

PAYMENT INFORMATION

☐ Check payable to: Arkansas Hospital Education and Research Trust (AHERT)
☐ Credit Card: ☐ Visa ☐ Mastercard *American Express and Discover NOT Accepted.

Card Number Expiration Date Cardholder Phone Number

Cardholder’s Address

Cardholder’s Name Cardholder’s Signature

Return form and payment to: Lyndsey Dumas, Arkansas Hospital Association, 419 Natural Resources Drive, Little Rock, AR 72205; Telephone: 501-224-7878; Fax: 501-224-0519. Call Beth Ingram with questions about the conference.

Cancellation Policy on Page 6

REGISTRATION DEADLINE: JUNE 4, 2012