

The Governance Institute's
Leadership Conference

For Board Chairs, Board Members, Healthcare Executives, & Physicians



Omni Nashville Hotel
Nashville, Tennessee
October 30–November 2, 2016



A service of  NATIONAL RESEARCH
Corporation

October 2016 Leadership Conference

Through our Leadership Conferences, The Governance Institute offers current information, interactive sessions, expert speakers, and the opportunity to meet others with a similar commitment to improving governance and achieving optimal board performance. The 2016 conference sessions are based on our 2016 Education Agenda, available at GovernanceInstitute.com.

2016 Conference Learning Objectives:

Expanding Quality Oversight to Value-Based Care Settings: Identify governance and leadership strategies that enable the board to improve and sustain quality across the organization's service lines and affiliated providers.

Advancing Population Health with Targeted Metrics: Articulate goals to move population health management forward through targeting and segmenting patient populations and measuring health and value.

Building Strategic Alliances across the Continuum: Discern new partners needed to deliver value-based care and develop relationships to build the care continuum and physician enterprise.

Consumer Strategy: Connecting & Responding to Consumer Needs: Recommend strategies to respond to consumer preferences and behavior.

Innovation & Disruption: The Expanding Role of Non-Traditional Providers: Demonstrate the implications of new competitors in the provider space and propose ways to position the organization competitively while aligning with the mission.

Ongoing Governance Education Topics:

Foundation Board Strategy & Best Practices

**Creating a High-Reliability Culture:
Executing Uniformly with Intensity & Accuracy**

**Strategy & Financial Oversight:
New Metrics, Long-Term Vision, &
Advancing the Strategic Planning Agenda**

**Board & Committee Best Practices:
Education for New &
Seasoned Board Members**

**System Governance Structure:
Consolidating, Integrating, &
Engaging at the Local Level**

Featured Speakers:



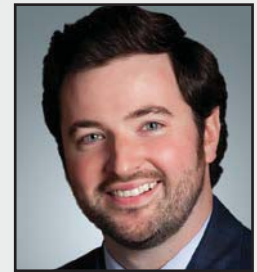
Brian J. Silverstein, M.D.
Managing Partner
HC Wisdom



Marian C. Jennings, M.B.A.
President
M. Jennings Consulting, Inc.



David A. Shore, Ph.D.
Faculty
Harvard University
Distinguished Professor of Innovation & Change
Tianjin University of Finance & Economics (China)



Ryan Donohue
Corporate Director,
Program Development
*National
Research Corporation*



Michael Irwin
Managing Director,
Not-for-Profit Health Care Group
Citigroup



James A. Diegel, M.S.H.S.A., FACHE
Chief Executive Officer
Howard University Hospital



Kathleen Jennison Goonan, M.D.
Managing Director
Navigant



W. Roy Smythe, M.D.
Chief Medical Officer
Valence Health

Conference Program

Saturday // OCTOBER

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SPECIAL PRE-SESSION	<p>8:00 A.M.–5:00 P.M. Alignment of Governance & Leadership in Healthcare: Building Momentum for Transformation KEVIN BARNETT, DR.P.H., M.C.P. Senior Investigator <i>Public Health Institute</i></p>
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Sunday // OCTOBER

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SPECIAL PRE-SESSION	<p>8:00 A.M.–2:00 P.M. Alignment of Governance & Leadership in Healthcare: Building Momentum for Transformation KEVIN BARNETT, DR.P.H., M.C.P. Senior Investigator <i>Public Health Institute</i></p>
1:00 P.M.	<p>Registration</p>
2:30–4:00 P.M. Concurrent Sessions	<p>Board Basics for Effective Governance ERIC D. LISTER, M.D. Managing Director <i>Ki Associates</i></p> <p>Supporting Culture Change: The Role of the Chief Experience Officer RICHARD CORDER, M.H.A., FACHE Partner <i>Wellesley Partners</i></p> <p>Integrating with Physicians? What Governing Boards Should Know about Related Enterprise Risk DANIEL K. ZISMER, PH.D. Co-Founder & Managing Director <i>Castling Partners</i></p>
KEYNOTE ADDRESS	<p>4:15–6:00 P.M. Patient Segmentation for Consumer Strategy & Population Health BRIAN J. SILVERSTEIN, M.D. Managing Partner <i>HC Wisdom</i></p>
6:00–7:00 P.M.	<p>Networking Reception</p>

Monday // OCTOBER

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7:00 A.M.	<p>Networking Breakfast</p>
8:00–9:30 A.M. General Session	<p>Driving Value through Strategic Alliances MARIAN C. JENNINGS, M.B.A. President <i>M. Jennings Consulting, Inc.</i></p>
9:45–10:45 A.M. General Session	<p>Memo to Change Agents: Avoid the VOID! DAVID A. SHORE, PH.D. Faculty <i>Harvard University</i> Distinguished Professor of Innovation & Change <i>Tianjin University of Finance & Economics (China)</i></p>
11:00 A.M.–12:00 P.M. General Session	<p>The Big Pivot: How Technology & Sociology Will Dramatically Change Care Delivery W. ROY SMYTHE, M.D. Chief Medical Officer <i>Valence Health</i></p>
12:00–1:00 P.M.	<p>Networking Lunch</p>
1:00–2:30 P.M. Concurrent Sessions	<p>Governance 201: How the Board's Role Has Changed MARIAN C. JENNINGS, M.B.A. President <i>M. Jennings Consulting, Inc.</i></p>
1:00–2:30 P.M.	<p>Uber: Changing the Way the World Moves STÉPHEN W. KETT Senior Program Director <i>The Governance Institute</i></p>
1:00–3:30 P.M.	<p>Strategies for Leading Successful Change Initiatives: Seven Critical Success Factors DAVID A. SHORE, PH.D. Faculty <i>Harvard University</i> Distinguished Professor of Innovation & Change <i>Tianjin University of Finance & Economics (China)</i></p>

To register for this conference, visit GovernanceInstitute.com/October2016

Conference Program

Tuesday // NOVEMBER

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7:00 A.M.	Networking Breakfast
8:00–9:30 A.M. General Session	Environmental Assessment on Accelerating Consolidation Trends <i>MICHAEL IRWIN</i> Managing Director, Not-for-Profit Health Care Group <i>Citigroup</i>
9:45–10:45 A.M. General Session	Cultural Transformation: Executing High Reliability <i>JAMES A. DIEGEL, M.S.H.S.A., FACHE</i> Chief Executive Officer <i>Howard University Hospital</i>
11:00 A.M.–12:30 P.M. Concurrent Sessions	Systemness: Creating Organizational Alignment with Physicians at the Core <i>GUY M. MASTERS, M.P.A.</i> Principal <i>Premier, Inc.</i>
	<i>BARRY S. ARBUCKLE, PH.D.</i> President & CEO <i>MemorialCare Health System</i>
	How to Sell What Works: Collaboration from a Point of Strength & the Impact on Communications <i>ANNE H. TOOMEY</i> Founding Partner <i>Jarrard Phillips Cate & Hancock</i>
	<i>JORDAN SHIELDS</i> Vice President <i>Juniper Advisory</i>

Tuesday (continued) // NOVEMBER

1

12:45–3:00 P.M.	Health System Considerations for Getting Into the Insurance Business: True Life Lessons <i>BRIAN SILVERSTEIN, M.D.</i> Managing Partner <i>HC Wisdom</i>
SPECIAL PANEL DISCUSSION	<i>ROBERT W. PRYOR, M.D.</i> Senior Vice President <i>Kaufman, Hall & Associates, LLC</i>
	<i>BARRY S. ARBUCKLE, PH.D.</i> President & CEO <i>MemorialCare Health System</i>
	<i>JODY GROSS</i> Vice President of Operations & Government Programs <i>Health New England</i>

Wednesday // NOVEMBER

2

7:00 A.M.	Networking Breakfast
8:00–9:30 A.M. General Session	The Baldrige Journey: What It Means & Making It Last <i>KATHLEEN JENNISON GOONAN, M.D.</i> Managing Director <i>Navigant</i>
9:45–11:00 A.M. General Session	The New Payer: What Makes the Healthcare Consumer Tick? <i>RYAN DONOHUE</i> Corporate Director, Program Development <i>National Research Corporatio</i>
11:00 A.M.	Adjourn

To register for this conference, visit GovernanceInstitute.com/October2016



Hotel Information

About Omni Nashville Hotel

The Omni Nashville Hotel was created specifically to be an authentic expression of the city's vibrant music culture. Across from the Music City Center, this downtown Nashville hotel is a one-of-a-kind experience, fully integrated with an expansion of the Country Music Hall of Fame® and Museum on three levels. Located on Fifth Avenue between Demonbreun Street and Korean Veterans Boulevard, Omni Nashville Hotel's design is a modern expression of the city's distinct character, incorporating natural materials, exposed steel, and regional limestone. The multi-story hotel and expanded museum share meeting and entertainment space and bring additional restaurants and retail venues to this dynamic destination in downtown Nashville.

Contact Information

Omni Nashville Hotel

250 Fifth Avenue South
Nashville, Tennessee 37203
Hotel phone: (615) 782-5300
Hotel Web site: Omnihotels.com/hotels/nashville

Hotel Reservations

There are a limited number of rooms at The Governance Institute rate, so make your room reservations as early as possible. Hotel accommodations are the responsibility of each attendee; conference registration does not secure your room.

Reservations phone: (800) 843-6664
Reservations Web site: <http://bit.ly/1WeY1De>
Check in: 4:00 P.M.
Check out: 12:00 P.M.
Room rate: \$269* (SGL/DBL occupancy)

All reservations must be made by **October 6, 2016**, to secure this rate. Should the room block become full before this date, reservations will be accepted on rate/space availability.

**Note: All reservations must be accompanied by a first night's room deposit or guaranteed by a valid major credit card, which must be supplied at the time of reservation.*

Cancellation Policy

Any guaranteed reservation not cancelled 72 hours prior to arrival will be subject to one night room and tax cancellation fee.



Continuing Education Credits Available

Joint Accreditation: The Governance Institute, a service of National Research Corporation is accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC) to provide continuing education for the healthcare team.

The Governance Institute designates this live activity for a maximum of 17.5 *AMA PRA Category 1 Credit(s)*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

ACHE: The Governance Institute is authorized to award 17.5 hours of pre-approved ACHE Qualified Education credit (non-ACHE) for 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 ACHE Qualified Education credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

CPE: The Governance Institute is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its Web site: www.learningmarket.org.

Program level: Overview • No advanced preparation required

Field of Study: Business Management and Organization

Instructional level: Group Live

Maximum potential CPE credits: 17.5



2016 Leadership Conferences

The Ritz-Carlton, Naples
Naples, Florida
January 17–20

Boca Raton Resort & Club
Boca Raton, Florida
February 21–24

Fairmont Scottsdale Princess
Scottsdale, Arizona
April 17–20

The Broadmoor
Colorado Springs, Colorado
September 11–14





Omni Nashville Hotel
Nashville, Tennessee
October 30–November 2

Governance Support Forum

Marriott Marquis San Diego Marina
San Diego, California
August 7–9

Fall 2016 System Forum: *Consumerism & Transparency*

The Ritz-Carlton, Amelia Island
Amelia Island, Florida
November 13–15

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