

## CONFERENCE OBJECTIVES

**A multi-disciplinary symposium designed for executive leadership and management to:**

- Introduce emerging technology integration strategies
- Introduce service line development opportunities in Orthopedics, Cardiovascular and Spine
- Understand supply cost management as effective tool to fund service line development
- Identify emerging technology in Orthopedics, Cardiovascular and Spine

## WHO SHOULD ATTEND

- CEO/COO/VP
- VPMA/CNO
- Directors
- Hospital Leadership
- Clinical Leadership

## ABOUT HSI

Healthcare Strategic Insight, LLC (HSI) is a leading provider of healthcare consulting services, specializing in emerging technology integration, supply cost management and project-based implementation. Known in healthcare as implementation specialists for medical technology, clinical education and project-based initiatives to increase service line utilization, HSI is committed to delivering quality, innovative and results driven services to our clients.

Healthcare Strategic Insight, LLC  
2021 Midwest Road, Suite 200  
Oak Brook, IL 60523



**2nd Annual Symposium**

## ***Emerging Technology & Service Line Development***

**Tampa Marriott Waterside**

**Hotel & Marina**

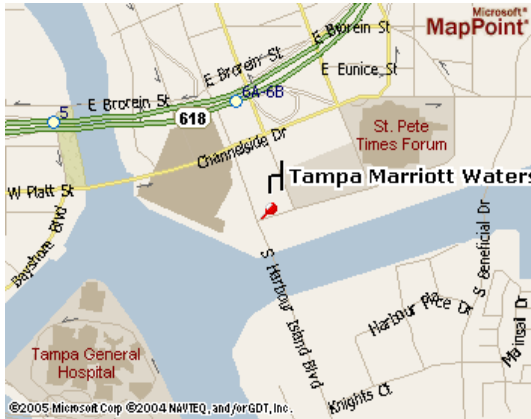
**Tampa, FL**

**April 28-29, 2005**

## HOTEL

### TAMPA MARRIOTT WATERSIDE HOTEL & MARINA

700 South Florida Ave  
Tampa, Florida 33602 USA  
Phone: 1-813-221-4900  
Fax: 1-813-204-6373  
Toll-free: 1-888-268-1616 (For reservations)



#### Directions

##### From Tampa Airport (TPA)

Hotel direction: 8.0 mi NW. Take I-275 North for six miles to downtown Exit-44, follow signs to Convention Center & Harbour Island - Hotel is 12 blocks ahead adjacent to the Tampa Convention Center. Estimated taxi fare: 18 USD (one way)

##### From St. Petersburg Airport (PIE)

Hotel direction: 22.0 mi. Take I-275 North to downtown Exit-44, follow signs to Convention Center & Harbour Island - Hotel is 12 blocks ahead adjacent to the Tampa Convention Center. Estimated taxi fare: 45 USD (one way)

## AGENDA - DAY ONE

Day One Agenda will include discussions, reviews and introductions on current issues related to Cardiovascular, Orthopedics and Spine service lines. Scheduled presenters to date:

- TVC
- Kyphon
- HSI
- Big Pond Technologies
- PhDx
- Sparrow Health
- DePuy
- N. American Med. Corp.

## AGENDA - DAY TWO

Will include discussions and introductions in a workshop type atmosphere, focusing on:

- Use of data to analyze internal infrastructure to support business plan
- Service line assessments to identify opportunities
- Use of supply cost management techniques to fund future service line development
- Gaining physician and team participation in supply cost management
- Service line data analysis and outcome reports

## REGISTRATION FORM

- Registration before 4/10/05 \$325.00  
 Registration after 4/10/05 \$405.00

Name: \_\_\_\_\_  
Facility: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Enclosed is a check for the total payment of \$\_\_\_\_\_, made payable to Healthcare Strategic Insight, LLC

Visa  Mastercard  American Express

Card No. \_\_\_\_\_

Name on \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_

#### Registration and Cancellation

Your course registration will be valid and confirmed upon receipt of course fees. A \$75 service fee will be kept for administrative services on any cancellation. Refunds will be made for cancellations before April 10, 2005, after which no refund will be sent. Only cash and checks allowed for walk-up registrations.

Mail with payment in full to:

Healthcare Strategic Insight, LLC  
2021 Midwest Road, Suite 200  
Oak Brook, IL 60523

Or fax to: 630-705-5547

Or by phone: 630-705-5545