

BECKER'S

Hospital Review

Becker's Hospital Review Annual

Chief Executive Officer Strategy Roundtable

Wednesday, November 5, 2014 • 9:00 am - 7:00 pm

**40 Leading Hospital and Health System CEOs
15 CFOs and CIOs Speaking, 4 Tracks and 31 Sessions**

RITZ CARLTON • CHICAGO, ILLINOIS

THANK YOU TO OUR TITLE SPONSORS:



BREAKOUT SESSION TRACKS

- A. Strategy and Leadership**
- B. CEO, CFO and CIO Roundtables**
- C. ACOs - Best Practices and Ideas**
- D. Healthcare Reform and Improving Profitability**

**See the full schedule on page 2.
A sampling of sessions include:**

- The State of Healthcare
- Hospital Leadership: What Are the Biggest Opportunities for and Threats to Hospitals?
- Survival Strategies for Community Hospitals
- New Means for CEOs and Senior Leadership to Engage Physicians

- Creating Great Outcomes and Great Service
- CFO Roundtable: Population Health, Declining Reimbursement, Increased Reliance on Outpatient and Pension Funding
- Physician Alignment Strategies, Co-Management Joint Ventures, Employment and More
- Creating a Culture that Delivers High Quality at Low Cost
- How to Assess Strategy in a Changing World, Thinking 5 Months and 5 Years Into the Future
- Plan Provider Efforts in the Coming Age of ACOs, PHOs and Shared Savings Agreements

- CIO Roundtable: The Changing Role of Hospital CIOs, Meaningful Use and Best Practices for Leading with Technology
- The CFO Roundtable: Budgeting for Revenues, Controlling Rising Costs, Accessing Capital and a CFO's Top Priorities for 2015
- CIO Roundtable: How Systems Are Using Data, Where to Invest HIT Dollars, How to Demonstrate the Cost-Benefit of HIT Investment and the CIO's Top Priorities for 2015
- ACOs: Current Trends and Issues
- CEO Strategy Roundtable
- Developing a Culture of Safety for a High Reliability Healthcare Organization

CO-CHAIRS

- Charles S. Lauer, Author, Consultant, and Former Publisher, Modern Healthcare
- Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuireWoods, LLP Healthcare Department

**Please join us for the Becker's Hospital Review Annual Chief Executive Officer Strategy Roundtable
9 am to 7 pm on November 5th
at the Ritz Carlton in Chicago**

Come listen to outstanding hospital speakers discuss strategy, leadership, ACOs, physician alignment, healthcare reform and improving profitability

Program Schedule

Wednesday, November 5, 2014

9:00 - 10:30 am	Breakout Sessions
10:30 - 10:45 am	Networking Break
10:50 am - 12:15 pm	Breakout Sessions
12:15 - 1:00 pm	Networking Lunch
1:00 - 2:30 pm	Breakout Sessions
2:30 - 2:50 pm	Networking Break
2:55 - 4:20 pm	Breakout Sessions
4:25 - 5:10 pm	CEO Strategy Roundtable
5:15 - 6:00 pm	CEO Strategy Roundtable II
6:00 - 7:00 pm	Networking Reception

Becker's Hospital Review Annual Chief Executive Officer Strategy Roundtable

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15 CFOs and CIOs Speaking, 4 Tracks and 31 Sessions

WEDNESDAY, NOVEMBER 5, 2014

Registration and Exhibitor Set Up
7:00 AM – 9:00 AM

Breakout Session Tracks:

- A. Strategy and Leadership
- B. CEO, CFO and CIO Roundtables
- C. ACOs - Best Practices and Ideas
- D. Healthcare Reform and Improving Profitability

9:00 AM – 9:40 AM

CEO Roundtable: The State of Healthcare

Teri Fontenot, FACHE, President and Chief Executive Officer, Woman's Hospital, Steven I. Goldstein, President and Chief Executive Officer, Strong Memorial Hospital, Dean Gruner, MD, Chief Executive Officer, ThedaCare, Doug Lockett, President and Chief Executive Officer, CaroMont Health, Greg Koonsman, Senior Partner, VMG Health, Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuireWoods, LLP Healthcare Department

9:45 AM – 10:25 AM

Concurrent Sessions

A. How to Assess Strategy in a Changing World, Thinking 5 Months and 5 Years into the Future

Michael Sachs, Chairman, Sg2

B. Practice and Patient Marketing Strategies: Successful Strategies to Evolving Your Practice and Driving Value to the System

Richard A. Conn, MD, Pacira Pharmaceuticals

C. ACOs: Current Trends and Issues

Linda Deering, President, Advocate Sherman Hospital, Kurt Newman, MD, President and Chief Executive Officer, Children's National Medical Center, Michael Kasper, Chief Executive Officer, DuPage Medical Group, Michael D. Snow, President, TeamHealth, Moderated by Molly Gamble, Managing Editor, *Becker's Hospital Review*

D. CIO Roundtable: Mobile Health, Data Privacy and Other Key Issues

Julee Thompson, Chief Healthcare Executive, Sprint, Joseph H. Schneider, MD, MBA., FAAP, Vice President, Chief Medical Information Officer and Medical Director, Clinical Informatics, Baylor Health Care System, Patrick O'Hare, Senior Vice President and Chief Information Officer, Spectrum Health, Michael Canfield, Vice President Operations, Chief Information Officer, Firelands Regional Medical Center, Moderated by Helen Gregg, Assistant Editor, *Becker's Hospital Review*

Networking Break

10:30 AM – 10:45 AM

10:50 AM – 11:30 AM

A. Hospital Leadership: What Are the Biggest Opportunities for and Threats to Hospitals?

Paul Summerside, MD, MMM, Chief Medical Officer, BayCare Clinic, LLP, Donald Lovasz, President and Chief Executive Officer, KentuckyOne Health Partners, LLC, José Sánchez, President and Chief Executive Officer, Norwegian American Hospital, Eric Barber, President and Chief Executive Officer, Mary Lanning Healthcare, Steve M. Massey, President and Chief Executive Officer, Westfields Hospital, Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuireWoods, LLP Healthcare Department

B. Survival Strategies for Community Hospitals

Paul Taylor, Chief Executive Officer, Ozarks Community Hospital

C. Plan Provider Efforts in the Coming Age of ACOs, PHOs and Shared Savings Agreements

Paul Stewart, President and Chief Executive Officer, Sky Lakes Medical Center, David DiLoreto, MD, President and Chief Executive Officer, Presence Health Partners, Scott Sarran, MD, MM, Chief Medical Officer, Government Programs, Health Care Service Corporation, Michael Schatzlein, MD, Chief Executive Officer, Saint Thomas Health, Scott D. Nygaard, MD, MBA, Chief Medical Officer Physician Services and Network Development, Lee Memorial Health System Moderated by Molly Gamble, Managing Editor, *Becker's Hospital Review*

D. Board Strategic View of Health Information Technology Investment

David Adams, Executive Vice President and Chief Strategy Officer, Centra Health

11:35 AM – 12:15 PM

A. Successful Transformational Strategies for the New Healthcare Environment

Thomas Royer, MD, Former President and Chief Executive Officer, CHRISTUS Health

B. CFO Roundtable: Population Health, Declining Reimbursement, Increased Reliance on Outpatient and Pension Funding

Heath Bell, Chief Information Officer and Vice President of Revenue Cycle, Kish Health, Daniel Morissette, Chief Financial Officer, Stanford Hospital and Clinics, Timothy H. Baker, President, Principle Valuation LLC, Michael Allen, Chief Financial Officer, Gundersen Health System, Matthew J. Flynn, Senior Vice President and Chief Financial Officer, Northwestern Lake Forest Hospital, Moderated by To Be Determined

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C. New Means for CEOs and Senior Leadership to Engage Physicians

Raji Kumar, Chief Executive Officer, Dallas Medical Center, Pamela Stoyanoff, MBA, CPA, Executive Vice President and Chief Operating Officer, Methodist Health System, Michael O. Ugwuoke, DHA, FACHE, President and Chief Operating Officer, Methodist Le Bonheur Healthcare, Ross Nelson, MD, Principal - Provider Strategy and M&A, Strategy&, Moderated by Lindsey Dunn, Editor in Chief, *Becker's Hospital Review*

D. The Most Pressing Issues Facing Hospitals in 2015

Arturo Polizzi, Chief Operating Officer, ProMedical Toledo Hospital and ProMedica Children's Hospital, Rand Wortman, President and Chief Executive Officer, Kadlec Medical Center, Paul Stewart, President and Chief Executive Officer, Sky Lakes Medical Center, and Thomas A. Raskauskas, MD, Chief Executive Officer and President, St. Vincent's Health Partners

Networking Lunch

12:15 PM – 1:00 PM

1:05 PM – 1:45 PM

A. Strategic Options for Health Systems

Randy Oostra, President and Chief Executive Officer, ProMedica, Barbara Martin, Chief Executive Officer, Vista Health System, Lynn Massingale, MD, FACEP, Executive Chairman, TeamHealth, Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuireWoods, LLP Healthcare Department

B. CFO Roundtable: Budgeting for Revenues, Controlling Rising Costs, Accessing Capital and a CFO's Top Priorities for 2015

John A. Orsini, CPA, Executive Vice President and Chief Financial Officer, Cadence Health, Harry Reese, Vice President and Chief Financial Officer, Ochsner Health System, Fred Savelsbergh, Chief Financial Officer, Baylor Scott & White Health, Michael T. Horton, FSA, EA, FCA, MAAA, Retirement Practice Leader, Towers Watson, Moderated by Amber McGraw Walsh, JD, Partner, McGuireWoods, LLP

C. Developing a Culture of Safety for a High Reliability Healthcare Organization

Charles J. Stokes, FACHE, Chief Operating Officer, M. Michael Shabot, MD, System Chief Medical Officer, Memorial Hermann Health System

D. Driving Perioperative Performance to Improve the Bottom Line

Jeff Peters, President and Chief Executive Officer, Surgical Directions

1:50 PM – 2:30 PM

A. Creating Great Outcomes and Great Service

David Bailey, MD, MBA, President and Chief Executive Officer, Nemours - A Children's Health System

B. CIO Roundtable: The Changing Role of Hospital CIOs, Meaningful Use and Best Practices for Leading with Technology

Jamie B. Parent, MS, MT (ASCP), Vice President of IT Operations and Associate Chief Information Officer, Rush University Medical Center, Gretchen Tegethoff, CHCIO, FHIMSS, CPHIMS, Chief Information Officer and Principal, TechExec Group, LLC, Board of Trustees Member, CHIME, Dave Garrett, Senior Vice President and Chief Information Officer, Novant Health, Moderated by Holly Carnell, JD, Associate, McGuireWoods LLP and Helen Gregg, Assistant Editor, *Becker's Hospital Review*

C. Chief Compliance Officer Roundtable

Thomas A. Flynn, Vice President, Chief Compliance Officer, Hackensack University Medical Center, Bruce A. Mettin, Corporate Compliance Officer, Trinity Health, Nancy Paridy, Senior Vice President, General Counsel and Government Relations, Corporate Secretary, Rehabilitation Institute of Chicago, Phillips Axten, JD, Chief Compliance Officer, Associate General Counsel, Lahey Health, Moderated by Scott Becker, JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuireWoods, LLP Healthcare Department

D. Designing the Patient Experience; Consumerize your Business While Building Brand Awareness, Loyalty and Preference

Mark Viden, Director, Digital Strategy and Brand Management, Dignity Health, and Sue MacInnes, Chief Market Solution Officer, Medline Industries

Networking Break

2:35 PM – 2:50 PM

2:55 PM – 3:35 PM

A. The Best Ideas for Community Hospitals Now

Paul Taylor, Chief Executive Officer, Ozarks Community Hospital, Jeff Hill, Chief Executive Officer, Steele Memorial Medical Center, Suzanne Richards, Chief Executive Officer, Victor Valley Community Hospital, Mike Williams, President and Chief Executive Officer, Community Hospital Corporation, Moderated by Lindsey Dunn, Editor in Chief, *Becker's Hospital Review*

B. CIO Roundtable: How Systems Are Using Data, Where to Invest HIT Dollars, How to Demonstrate the Cost-Benefit of HIT Investment and the CIO's Top Priorities for 2015

Tim Moore, Senior Vice President and Chief Information Officer, Hoag Memorial Hospital Presbyterian, Nayan D. Patel, CHCIOe,

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PMP, CPHIMS, Director of Information Technology, The Heart Hospital Baylor Plano, Phyllis Teater, Chief Information Officer and Associate Vice President, Health Services, The Ohio State University Wexner Medical Center, Lynne Thomas Gordon, MBA, RHIA, CAE, FACHE, FAHIMA, Chief Executive Officer, American Health Information Management Association, Andy Draper, Chief Information Officer, HCA Gulf Coast Division, Mary Alice Annecharico, Senior Vice President and Chief Information Officer, Henry Ford Health System, Moderated by Molly Gamble, Editor, *Becker's Hospital Review*

C. Key Thoughts on Execution and Strategy for Hospitals and Health Systems

Scott Dimmick, Regional/Market Vice President of Human Resources, Catholic Health Partners, David P. McQuaid, Executive Vice President for Clinical Affairs, Thomas Jefferson University Health System, President and Chief Executive Officer, Thomas Jefferson University Hospitals, Inc., Mark Hamm, Chief Executive Officer, EmCare Hospital Medicine, Scott Nygaard, MD, MBA, Chief Medical Officer Physician Services and Network Development, Lee Memorial Health System, Moderated by Lindsey Dunn, Editor in Chief, *Becker's Hospital Review*

D. Pediatric Population Health Programs

Peter Roberts, Executive Vice President for Population Health and Network Development, Children's Medical Center

E. The Right Culture as a Catalyst for Transforming the Model of Care With Velocity

Terry Akin, President and Chief Operating Officer, Cone Health, Joan H. Evans, Executive Vice President of Innovation and Transformation, Cone Health and Shideh Sedgh Bina, Founding Partner, Insigniam

3:40 PM – 4:20 PM

A. Creating a Culture that Delivers High Quality at Low Cost

Quint Studer, Consultant and Founder, Studer Group

B. How Physician Joint Ventures Fit into Today's Fee-For-Service and New Payment Models

Andrew Hayek, President and Chief Executive Officer, Surgical Care Affiliates, Jon Scholl, Executive Vice President and Chief Strategy Officer, Texas Health Resources

C. Physician Alignment Strategies, Co-Management Joint Ventures, Employment and More

Larry J. Schroeder, FACHE, Chief Executive Officer, Sauk Prairie Healthcare, Alan Channing, Former President and Chief Executive Officer, Sinai Health System, Patrick Board, Chief Executive Officer, Union Health System, Sandra Coletta, President and

Chief Executive Officer, Kent Hospital and Chief Operating Officer, Care New England, Todd J. Mello, ASA, AVA, MBA, Principal and Founder, HealthCare Appraisers, Inc., Moderated by Lindsey Dunn, Editor in Chief, *Becker's Hospital Review*

D. ASCs as a Physician Alignment Strategy

Robert Zasa, Founder and Managing Partner, ASD Management, Jeffrey Simmons, Chief Development Officer, Regent Surgical Health, Robert Parrish, Senior Vice President of Acquisitions and Development, Ambulatory Surgery Centers of America, Moderated by Laura Miller, Editor, *Becker's ASC Review* and *Becker's Spine Review*

4:25 PM – 5:10 PM

A. CEO Strategy Roundtable

Julie S. Manas, President and Chief Executive Officer, HSHS Division (Western Wisconsin) and President and Chief Executive Officer, Sacred Heart Hospital, Pat Fry, Chief Executive Officer, Sutter Health, Phillip M. Kambic, President and Chief Executive Officer, Riverside Medical Center, Luke Lambert, CFA, CASC, Chief Executive Officer, Ambulatory Surgical Centers of America (ASCOA), Ora Pescovitz, MD, Former Chief Executive Officer, University of Michigan Health System, Chris Van Gorder, President and Chief Executive Officer, Scripps Health, Past Chairman, American College of Healthcare Executives, Moderated by Charles Lauer, Author, Consultant, Speaker, Former Publisher of *Modern Healthcare*, and Scott Becker, JD, CPA, Publisher, *Becker's Healthcare*; Chairman, McGuireWoods, LLP Healthcare Department

5:15 PM – 6:00 PM

A. CEO Strategy Roundtable

Dianne J. Anderson, RN, MS, President and Chief Executive Officer, Lawrence General Hospital, Tom Mallon, Founder and President and Chief Executive Officer, Regent Surgical Health, Terry Akin, President and Chief Operating Officer, Cone Health, John A. Brennan, MD, MPH, President and Chief Executive Officer, Newark Beth Israel Medical Center and Children's Hospital of New Jersey, Executive Vice President Barnabas Health, John Jay Shannon, MD, Chief Executive Officer, Cook County Health and Hospitals System, Moderated by Charles Lauer, Author, Consultant, Speaker, Former Publisher of *Modern Healthcare* and Scott Becker, JD, CPA, Publisher, *Becker's Healthcare*; Chairman, McGuireWoods, LLP Healthcare Department

6:00 PM – 7:00 PM

Networking Reception

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SPEAKERS



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Terry Akin, President and Chief Operating Officer, Cone Health



Michael Allen, Chief Financial Officer, Gundersen Health System



Dianne J. Anderson, RN, MS, President and Chief Executive Officer, Lawrence General Hospital



Mary Alice Annecharico, Senior Vice President and Chief Information Officer, Henry Ford Health System



Phillips Axten, JD, Chief Compliance Officer, Associate General Counsel, Lahey Health



David Bailey, MD, MBA, President and Chief Executive Officer, Nemours



Timothy H. Baker, President, Principle Valuation



Eric Barber, President and Chief Executive Officer, Mary Lanning Healthcare



Shideh Sedgh Bina, Founding Partner, Insigniam



Scott Becker JD, CPA, Publisher, Becker's Healthcare; Chairman, McGuireWoods, Healthcare Department



John A. Brennan, MD, MPH, President and Chief Executive Officer, Newark Beth Israel Medical Center and Children's Hospital of New Jersey, Executive Vice President Barnabas Health



Holly Carnell, JD, Associate, McGuireWoods LLP



Alan H. Channing, Former President and Chief Executive Officer, Sinai Health System



Sandra Coletta, Chief Executive Officer, Kent Hospital



Linda Deering, RN, President, Advocate Sherman Hospital



David DiLoreto, MD, President and Chief Executive Officer, Presence Health Partners, Chief Medical Officer, Presence Health



Scott Dimmick, Regional/Market Vice President of Human Resources, Catholic Health Partners



Andy Draper, Chief Information Officer, HCA Gulf Coast Division



Lindsey Dunn, Editor in Chief, Becker's Hospital Review

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Teri Fontenot, FACHE, President and Chief Executive Officer, Woman's Hospital



Pat Fry, Chief Executive Officer, Sutter Health



Bernie Galla, RN, Chief Information Officer, Howard University Health Sciences



Molly Gamble, Managing Editor, *Becker's Hospital Review*



Dave Garrett, Senior Vice President and Chief Information Officer, Novant Health



Steven I. Goldstein, President and Chief Executive Officer, Strong Memorial Hospital



Lynne Thomas Gordon MBA, RHIA, CAE, FACHE, FAHIMA, Chief Executive Officer, American Health Information Management Association



Helen Gregg, Assistant Editor, *Becker's Hospital Review*



Dean Gruner, MD, Chief Executive Officer, ThedaCare



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Michael T. Horton, FSA, EA, FCA, MAAA, Retirement Practice Leader, Towers Watson

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Doug Luckett, President and Chief Executive Officer, CaroMont Health



Tom Mallon, Founder and Chief Executive Officer, Regent Surgical Health



Sue MacInnes, Chief Market Solution Officer, Medline Industries, Inc.



Julie S. Manas, President and Chief Executive Officer, HSHS Division (Western Wisconsin), President and CEO, Sacred Heart Hospital



Barbara Martin, MBA, BSN, FACHE, President and Chief Executive Officer, Vista Health System



Steve M. Massey, President and Chief Executive Officer, Westfields Hospital



Lynn Massingale MD, FACEP, Executive Chairman, TeamHealth



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Timothy C.L. Moore, Senior Vice President and Chief Information Officer, Hoag Memorial Hospital Presbyterian



Daniel Morissette, Chief Financial Officer, Stanford Hospital and Clinics



Ross Nelson, MD, Principal - Provider Strategy and M&A, Strategy&



Kurt Newman, MD, President and Chief Executive Officer, Children's National Medical Center



Scott Nygaard, MD, MBA, Chief Medical Officer Physician Services and Network Development, Lee Memorial Health System



Patrick O'Hare, Senior Vice President and Chief Information Officer, Spectrum Health



Randy Oostra, President and Chief Executive Officer, ProMedica Health System



John A. Orsini, CPA, Executive Vice President and Chief Financial Officer, Cadence Health



Jaime B. Parent, MS, MT (ASCP), Vice President of IT Operations and Associate CIO, Rush University Medical Center



Nancy Paridy, JD, Senior Vice President, General Counsel and Government Relations, Corporate Secretary, Rehabilitation Institute of Chicago



Robert Parrish, Senior Vice President of Acquisitions and Development, Ambulatory Surgery Centers of America



Nayan D. Patel, CHCIOe, PMP, CPHIMS, Director of Information Technology, The Heart Hospital Baylor Plano



Ora Pescovitz, MD, Former Chief Executive Officer, University of Michigan Health System



Jeff Peters, President and Chief Executive Officer, Surgical Directions



Arturo Polizzi, JD, Chief Operating Officer, ProMedica Toledo Hospital and ProMedica Toledo Children's Hospital



Thomas A. Raskauskas, MD, Chief Executive Officer and President, St. Vincent's Health Partners

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José Sánchez, President and Chief Executive Officer, Norwegian American Hospital



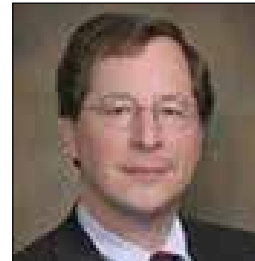
Scott Sarran, MD, MM, Chief Medical Officer, Government Programs Health Care Service Corp.



Fred Savelsbergh, Chief Financial Officer, Baylor Scott & White Health



Michael Schatzlein, MD, Chief Executive Officer, Saint Thomas Health



Joseph H. Schneider, MD, MBA, FAAP, Vice President, Chief Medical Information Officer and Medical Director, Clinical Informatics, Baylor Health Care System



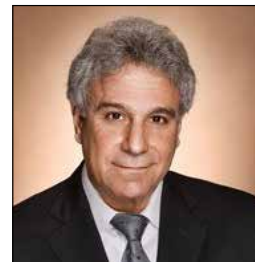
Jon Scholl, Chief Strategy Officer, Texas Health Resources



M. Michael Shabot, MD, Chief Medical Officer, Memorial Hermann Health System



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Jeffrey Simmons, Chief Development Officer, Regent Surgical Health



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Charles Stokes, FACHE, Chief Operating Officer, Memorial Hermann Health System



Pamela Stoyanoff, MBA, CPA, Executive Vice President and Chief Operating Officer, Methodist Health System

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Quint Studer, Consultant and Founder, Studer Group



Paul R. Summerside, MD, MMM, Chief Medical Officer, BayCare Clinic



Paul Taylor, Chief Executive Officer, Ozarks Community Hospital



Phyllis Teater, Chief Information Officer, OSU Wexner Medical Center



Gretchen Tegethoff, CHCIO, FHIMSS, CPHIMS, Chief Information Officer and Principal, TechExec Group, LLC, Board of Trustees Member, CHIME



Julee Thompson, Chief Executive Officer, Sprint



Michael O. Ugwueke, DHA, FACHE, President and Chief Operating Officer, Methodist Le Bonheur Healthcare



Chris Van Gorder, President and Chief Executive Officer, Scripps Health, Past Chairman, American College of Healthcare Executives



Mark Viden, Vice President, Brand Marketing, Dignity Health



Mike Williams, President and Chief Executive Officer, Community Hospital Corp.



Rand Wortman, President and Chief Executive Officer, Kadlec Health System



Robert Zasa, Founder and Managing Partner, ASD Management

SPEAKERS NOT PICTURED

Patrick Board, President and Chief Executive Officer, Union Health System

Michael Canfield, Vice President Operations, Chief Information Officer, Firelands Regional Medical Center

Richard A. Conn, MD, Pacira Pharmaceuticals

Suzanne Richards, Chief Executive Officer,

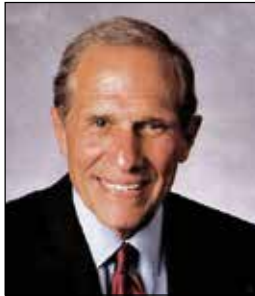
Victor Valley Global Medical Center

Peter Roberts, Executive Vice President for Population Health, Children's Medical Center of Dallas

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MODERATORS



Charles S. Lauer

Mr. Lauer was the publisher of *Modern Healthcare* for more than 30 years, taking it from a monthly money-losing proposition when Crain Communications purchased the magazine in 1976 to the nation's leading healthcare news weekly. Known throughout the healthcare industry and beyond as a leader, Mr. Lauer is now a healthcare consultant, an author, public speaker and award-winning businessman who is in demand for his motivational messages to top companies nationwide.

Mr. Lauer's career includes early success as a retail representative for *Life Magazine* at Time, Inc., and later as a drug merchandising manager of *Look*. The consummate salesman, he served as midwest sales manager for two McGraw-Hill trade publications and was general sales manager for the publications of the American Medical Association where he became the AMA's director of communications. He also held various positions with Family Media, Inc. and Petersen Publishing. He is a graduate of Middlebury College in Vermont; Mr. Lauer served in the United States Army as a corporal during the Korean War and continued his postgraduate education at the Northwestern University Medill School of Journalism in Evanston, Illinois.



Scott Becker

Mr. Becker is the publisher of *Becker's ASC Review*, *Becker's Hospital Review* and *Becker's Spine Review*. Mr. Becker received his Juris Doctorate from Harvard Law School and his Bachelor of Science in finance and accounting from the University of Illinois at Urbana-Champaign.

REGISTER TODAY!

To register, visit www.regonline.com/ceoroundtable2014
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REGISTRATION FORM Photocopies are acceptable. Please print or type below. Please use a separate registration form for each attendee.

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REGISTRATION INFORMATION

First/Last Name: _____
Degree (As you wish it to appear on your badge): _____
Title: _____
Facility/Company: _____
Address: _____
City/State/Zip: _____
Phone: _____ Fax: _____
Email: _____

REGISTRATION FEES

ANNUAL CONFERENCE & EXHIBITS

Receive multiple registrant discount(s). The more people you send, the greater discount you receive. The prices listed below are per person. Your registration includes all conference sessions, materials and the meal functions.

MAIN CONFERENCE ONLY

	FEES	AMOUNT	FEES	AMOUNT
	(Before 10/1/14)		(After 10/1/14)	
1st Attendee	\$700	\$ _____	\$800	\$ _____
2nd Attendee	\$650	\$ _____	\$750	\$ _____
3rd Attendee	\$625	\$ _____	\$725	\$ _____
4th Attendee or more	\$600	\$ _____	\$700	\$ _____

(Ask about larger group discounts)

TOTAL ENCLOSED \$ _____

PAYMENT INFORMATION

Enclosed is a check, payable to ASC Communications

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I authorize to charge my:

Credit Card Number: _____ Expiration Date: _____

Printed Cardholder Name: _____ Zip Code: _____

Cardholder Billing Address: _____

City/State/Zip: _____

Signature: _____ CVV#/3-digit #: _____

TO REGISTER

COMPLETE REGISTRATION FORM AND MAIL OR FAX AS FOLLOWS:

Mail: **Make checks payable to ASC Communications**
Fax: Fax registration form with credit card information to 866-678-5755
Call: Call 800-417-2035 to register by phone
Email: registration@beckershealthcare.com
Web site: www.BeckersHospitalReview.com

Cancellation Policy: Written cancellation requests must be received by Sept. 1, 2014. Refunds are subject to a \$100 processing fee. Refunds will not be made after this date.

REGISTER ONLINE AT:
<https://www.regonline.com/ceoroundtable2014>

Multi-Attendee Discount Policy: To be eligible for the discount, your hospital must be registered at one time and work at the same address. Just copy the registration form for each attendee. Employees from a 2nd location are not eligible for the discount.

GENERAL INFORMATION

HOTEL RESERVATIONS

Ritz Carlton Chicago has set aside special group rates for conference attendees. To make a reservation online:
Website: <http://www.fourseasons.com/chicagorc/>
Step 1: Click link to "Make a Reservation"
Step 2: Enter dates traveling, # of people
Step 3: Click on "Corporate/Promo Code" and type in your code BH1112 and then "Find Rooms"
Step 4: Becker's Hospital Review information should appear with the rate of \$340.00 showing. Click on "Select Room" and follow prompts to confirm reservation.

Ritz Carlton Chicago
160 E. Pearson St. • Chicago, IL
(312) 266-1000

Group Room Rates: \$340

To make a reservation by phone, please call 312-573-5100 and request the Reservations Department. Please reference "Becker's Hospital Review" or the code "BH1112" to make a reservation in the block

CONFERENCE QUESTIONS

For additional information or questions regarding the conference please contact:

ASC Communications

Phone: (800) 417-2035 • Fax: (866) 678-5755

Email: registration@beckershealthcare.com

For Becker's Hospital Review and exhibitor/ sponsorship questions contact 800-417-2035

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