

Arkansas Hospital Association

Hospital Executive / Trustee Leadership Conference

Healthcare Trends for Executives

Wal-Mart and the Future of Healthcare

Rebooting Healthcare

June 16-18, 2010

Chateau on the Lake
Branson, Missouri



ARKANSAS HOSPITAL ASSOCIATION

EXECUTIVE/TRUSTEE LEADERSHIP CONFERENCE

June 16-18, 2010
Chateau on the Lake
Branson, Missouri

Wednesday, June 16

6:00 a.m.–1:30 p.m.

AHA SERVICES' FISHING OUTING (Meet in Hotel Lobby)

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 [\$7.00/ bass and \$14 trout] that must be purchased prior to the outing. A license form and other information will be forwarded with registration confirmation. All fishermen must be in the hotel lobby by 6:00 a.m.!)*

7:30 a.m.–2:30 p.m.

NABHOLZ CONSTRUCTION GOLF OUTING (Branson Creek Golf Club)

Managed by Troon Golf, Branson Creek Golf Club was rated #1 by *Golf Magazine* and *Golf Digest* in the Top Public Courses in Missouri for ten consecutive years (2000-2009). In its May 2009 issue, *Golf Digest* also named Branson Creek the Top Public Golf Course in Missouri. Designed by golf course architect Tom Fazio, the 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. *(Registered golfers will receive information and directions to the course with registration confirmation.)*

3:30 p.m.–6:00 p.m.

CONFERENCE REGISTRATION

4:00 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 17

7:00 a.m.–8:30 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

8:30 a.m.

WELCOME and INTRODUCTIONS

James Magee, Chairman, Arkansas Hospital Association

Phil Matthews, President and CEO, Arkansas Hospital Association

8:35 a.m.–11:00 a.m.

“Healthcare Trends Every Executive Should Know: The Healthcare Bubble and the Global Race for Value”

Maureen Swan, Principal, MedTrend, Inc.

This discussion will focus on the emerging trends shaping the healthcare industry, including the notion of being in a healthcare bubble with a high potential for a correction over the next five years. Impending healthcare reform, vibrant consumerism and shifting employer health benefit models are driving new innovations and models of delivery, along with a heightened focus on value. With a provocative look at how healthcare could go down the path of AIG and GM, this session will create a sense of urgency and opportunity for hospitals, providers and healthcare suppliers.

Maureen Swan is a Principal with MedTrend, Inc., a firm she founded in 1998 that specializes in strategic planning and analysis for the healthcare industry. MedTrend focuses on value-added, data driven strategies for doctors, hospitals, healthcare systems, health associations and health plan organizations. She has over 25 years of sales, marketing and strategic planning management experience. Prior to her 11 years with MedTrend, Maureen was Vice President, Marketing Operations and Strategic Analysis for Allina Health System, a \$2.5 billion healthcare organization in Minneapolis, Minnesota. While there, she had system-wide accountability for market research, strategic and business development analysis, call center operations and strategic planning. She led efforts to understand key marketing and strategic opportunities for Allina’s one million member health plan, 18 hospitals and 60 physician clinics.

9:50 a.m.–10:00 a.m.

Break

10:00 a.m.

(program continues)

11:00 a.m.

Educational Program Adjourns

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

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: Pierce Arrow (Shuttle departs hotel at 6:15 p.m., showtime at 7:30 p.m., Pierce Arrow Theater)

Pierce Arrow, Branson's Hottest Show, features a cast who brings the audience along with them to enjoy the time of their lives... With Pierce Arrow, talent overflows, from the World's lowest bass singers according to the Guinness Book of World Records, to masterful harmonies and expert entertainers. Jarrett Dougherty is known as Branson's funniest comedian and for his many hysterical characters – you never know who might show up! Desta, Branson's beautiful ray of sunshine, will bring you all the current musical stylings as well as your most beloved country songs. Kim Boyce, a former Miss Florida with many contemporary gospel hits, lights up the night at the Pierce Arrow Theater. Pierce Arrow is family fun for parents and kids of all ages. You'll love the smooth sounds, rock-the-house Gospel, and be stirred by the patriotic medleys!

#2: Liverpool Legends (Shuttle departs hotel at 7:45 p.m., showtime 8 p.m., The Mansion Theater)

Headlining their own production in Branson since 2006, the Liverpool Legends have been voted Best New Show, Best Band and Best Show in Branson. The group won the coveted Branson's Visitor Choice Award for Best Show in Branson in 2009. The "Fab Four" will spark vivid memories among Boomers in the audience and ignite a new Beatles fan base for the generations that will follow. The likenesses are uncanny and audiences might think they are seeing the impossible – that illusive Beatles reunion that never materialized! Performing live without added background tracks, Liverpool Legends faithfully revives the music of The Beatles exactly as it was originally heard, performing songs spanning the entire career of The Beatles and on through the solo years.

Friday, June 18

7:30 a.m.–8:30 a.m.

BUFFET BREAKFAST

8:30 a.m.–9:30 a.m.

“Wal-Mart and the Future of Healthcare”

Ron Galloway, Producer, Writer, Editor, American Mediaworks, LLC

From in-store healthcare clinics to eyeglasses, from flu shots to urgent care, Wal-Mart has its designs on leveraging its 4,000 stores into the largest force in American healthcare. How does this affect you and your industry? What are their motivations?

In 10 short years Wal-Mart has become the second largest force in optometry. Their \$4 prescription plan changed the face of the prescription industry.

Will Wal-Mart become the largest referral source in medicine through their 2,000 planned retail

health clinics? Will Wal-Mart “Mom and Pop” certain specialties into economic hardship? How will Wal-Mart’s plans for Electronic Health Records (EHR) affect physician providers?

“Wal-Mart & The Future of Healthcare” addresses these questions and more as you are compelled to face a new competitive force on the horizon.

Ron Galloway writes and makes films about business and technology. He is the writer/director of “Why Wal-Mart Works,” the provocative business documentary about the world’s largest corporation. He is the author of the upcoming *Social Money*, a book about virtual currencies and payment systems. He is a financial columnist for the Huffington Post, one of the most popular news sites on the Web. Ron has been featured on CNN, CNBC, MSNBC ABC’s *World News Tonight* and *The Daily Show*. He has been written about and quoted in the *New York Times*, the *Washington Post*, and the *Wall Street Journal*. He enjoys public speaking and has lectured before nearly 100 state and national financial organizations.

9:30 a.m.–10:15 a.m.

“Rebooting Healthcare”

Ron Galloway, Producer, Writer, Editor, American Mediaworks, LLC

“Rebooting Healthcare” is a new documentary about the complex set of inputs, outputs and processes involved in the U.S. healthcare system. Is the circuitry broken or merely unstable? Does the system need a reboot, or a whole new operating system? Who decides all these matters?

Ron Galloway will examine these issues with information gathered from conversations with the leading thinkers and prime movers involved in the healthcare field.

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 annual summer management conference. No exceptions!

CONTINUING EDUCATION CREDITS

The Arkansas Hospital Association (AHA) is authorized to award 4 hours of pre-approved Category II (non-ACHE) continuing education credit for this program toward advancement or recertification in the American College of Healthcare Executives. Participants wishing to have the program's continuing education hours applied toward Category II credit must list their ACHE credentials on the registration form and should list their attendance when making application to the ACHE for advancement or recertification.

ACKNOWLEDGMENTS

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

Diamond Sponsor
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Silver Sponsor
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Press Ganey Associates
Polk Stanley Wilcox Architects

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

415 N. State Hwy. 265
Branson, Missouri

Call 888-333-5253 (toll-free) now and make your reservations

Reservation cutoff: May 26

Check-in time is 3:00 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** Deluxe King and Deluxe Double: includes a king or two double beds and is elegantly decorated, like every room in the Chateau, with French-country furnishings.
- \$219** Chateau King: oversized guest room which includes a spacious sitting area with sleeper sofa and a larger balcony with a breathtaking view of Table Rock Lake.
- \$249** Ambassador Double and Ambassador King Lakeview: separate living and sleeping areas – each with its own television. The parlor area is complete with everything you need including a double-sleeper sofa, wet bar, mini-refrigerator and microwave.

Most guest rooms and suites have a balcony with a lake or mountain view and are nonsmoking. All guest rooms and suites are equipped with a lighted makeup mirror, hair dryer, bathroom scale, two telephones, two phone lines with voice mail and dataports, high speed Internet access, ironing board and iron, coffeemaker and feather pillows.



419 Natural Resources Drive
Little Rock, AR 72205
501-224-7878

**Arkansas Hospital Association
EXECUTIVE/TRUSTEE LEADERSHIP CONFERENCE
June 16-18, 2010 – Chateau on the Lake, Branson, Missouri**

CONFERENCE PARTICIPANT

(One registrant per form; photocopies accepted)

Name/ACHE Credentials _____ Title _____

Email _____ Spouse or Guest _____

Hospital/Institution _____

Mailing Address, City, State, Zip, Telephone _____

General Registration

\$325 per Conference Participant

(Fee includes faculty expenses, materials, meals, breaks, receptions and entertainment for Conference participant only.)

Note: Part I is for Conference participant only. See Part II for registration of spouse, children and/or additional guests.)

PART I (Conference Participant – please indicate attendance)	FEE	INDICATE ATTENDANCE	AMT. DUE
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. _____	
<i>Choose one of the following entertainment options for Thursday:</i>			
F. Package #1 — Pierce Arrow	n/c	F. _____	
G. Package #2 — Liverpool Legends	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	
A. Golf Tournament (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)	\$ 20 x	D. _____	
E. Conference Dinner (Thursday)	Adults \$ 35 x	E. _____	
	Children 4-11 ... \$ 15 x	E1. _____	
<i>Choose one of the following entertainment options for Thursday:</i>			
F. Package #1 — Pierce Arrow*	Adults \$ 20 x	F. _____	
(evening entertainment)	Children under 16 \$ 8 x	F1. _____	
G. Package #2 — Liverpool Legends*	Adults \$ 18 x	G. _____	
(evening entertainment)	Children 4-17 \$ 12 x	G1. _____	
H. Silver Dollar City (Thursday)	Adults \$ 35 x	H. _____	
(tickets accepted all day - 9:30 a.m. - 7 p.m.)	Children 4-11 ... \$ 25 x	H1. _____	
I. Breakfast Buffet (Friday)	\$ 20 x	I. _____	

*Shuttle transportation included; discounted ticket fees

**No transportation provided; deeply discounted ticket fees

Subtotal	\$ _____
General Registration	\$ 325
Total Amount Due	\$ _____

Please see cancellation policy on page 6

Make check payable to: Arkansas Hospital Education and Research Trust (AHERT)

Return form and check to: Betty Sipes, Arkansas Hospital Association, 419 Natural Resources Dr., Little Rock, AR 72205;
Telephone: 501-224-7878; FAX: 501-224-0519. Call Beth Ingram with questions about the conference.

REGISTRATION DEADLINE: JUNE 10, 2010