

19TH ANNUAL WESTERN REGIONAL TRUSTEE SYMPOSIUM



Featuring keynotes:



DANIEL SINNOTT



BARBARA REILLY



THOMAS ROYER



MIKE ROCK

HOSPITALS & TRUSTEES: PARTNERS IN SUCCESS

JUNE 10-12, 2015 | SUN VALLEY RESORT | SUN VALLEY, IDAHO

YOU ARE INVITED!

Dear fellow trustees and healthcare executives,



On behalf of the planning committee, I would like to extend to you an invitation to attend the 19th Annual Western Regional Trustee Symposium (WRTS) on June 10-12, 2015 at the Sun Valley Resort in Sun Valley, Idaho. Idaho is proud to serve as host to this event, which has built its reputation on quality and affordable governance education.

This year's theme, "Hospitals & Trustees: Partners in Success," should serve as a reminder that the role of governance in any organization is crucial to its success. The governing board, in partnership with management, determines guiding policy – the hospital's vision, mission and goals. While management is charged with implementation, the governing board is responsible for oversight.

The hospital management team receives years of formal education and on-the-job training. Board members, however, receive much less. Yet, the performance of both is important to the organization's operation and success.

Engaged and informed board members are an integral part of successfully guiding hospitals into the future. The tools, knowledge and strategies being shared by this year's keynote line-up and breakout session speakers are intended to enhance trustee and governing board effectiveness, and the hospital/trustee partnership. Both new and experienced trustees are sure to find value in attending, and healthcare executives and trustees are encouraged to attend as a team.

I would like to take this opportunity to thank our sponsors. Without their participation and support, this symposium and its various educational opportunities and social events would not be possible. Please take a few minutes to review the brochure. We are certain you will agree that this promises to be another quality event with top-notch speakers. Don't miss out. Register today! We look forward to seeing you in Sun Valley.

Sincerely,

Mary Bateman

Mary Bateman
Chair, 19th Annual Western Regional Trustee Symposium
Board Chair, Bear Lake Memorial Hospital - Montpelier, ID



THANK YOU SPONSORS!

GOLD



SILVER



BRONZE



ARCHITECTS ENGINEERS

LODGING INFORMATION

Who Should Attend?

Trustees and executive leadership staff are encouraged to attend as a team. A discount is provided if four or more individuals attend from the same organization and register under one payment. Spouses and guests are also welcome to attend the group breakfasts and Welcome Reception, but will need to register.

Why Should You Attend?

Symposium attendees will gain increased knowledge about many issues through educational sessions, networking and information exchange with nearly 200 hospital and healthcare trustees and executives.

Sun Valley / Ketchum, Idaho

Located in South Central Idaho, the Wood River Valley is located at the edge of the Sawtooth and Challis National Forests; the majestic Sawtooth Wilderness is located immediately to the north. Almost surrounded by U.S. Forest Service and Bureau of Land Management lands, the Valley's heart is the Big Wood River. Between the sagebrush and lava drylands to the south and the forested mountain ranges to the north, the valley has a mountain desert climate. With an average humidity of only 30 percent and 15 inches of precipitation per year, the northern latitude creates long days, with 15 hours of sunshine in the summer. Dry, sunny summers and mild, sunny winters gave this resort community its well-deserved name. The average summer temperature is 78 degrees and the cities of Sun Valley and Ketchum are at an altitude of 5,750 feet.

There are activities for everyone to enjoy and Sun Valley is the perfect setting to network with other trustees and focus on governance issues without the distractions of everyday life.

Getting There

Airline connections to the Wood River Valley and Friedman Memorial Airport can be made from all major surrounding cities. By car, Sun Valley is approximately three hours from Boise and five hours from Salt Lake City.

Sun Valley Resort

Amid the splendor of Idaho's majestic mountains, Sun Valley has reigned as the world's first and finest destination ski resort since 1936. Sun Valley remains the ultimate timeless resort for all seasons.

Long comfortable days, cool star-bright nights, and mountain air so clear you can see forever! Summer activities abound and every day is filled to overflowing in Sun Valley. Bring the family for an experience they are sure to remember.

Lodging

The Sun Valley Resort offers a myriad of guest room types—from hotel rooms to apartments and condominiums—there are accommodations to meet your needs. Rates start at \$155/night + tax.

Reservations may be made by calling 1.800.786.8259 daily from 8:00 a.m. - 9:00 p.m. MT and mentioning the Western Regional Trustee Symposium. Confirmed reservations require an advance deposit equal to one night's room rental, plus resort fee and tax. Sun Valley accepts VISA, MasterCard, American Express, and Discover. A confirmation of room reservations will be forwarded upon receipt of deposit. *Please make reservations early for best selection!*

Reserve your room online at:

<http://www.sunvalley.com/trip-planner/groups/WRTS>

Hotel Reservation Cutoff

A room block has been established through **May 11, 2015**. Reservations will be accepted after this date at the group rate based on availability.

Hotel Cancellation

Cancellations must be made thirty (30) days prior to arrival to receive a refund minus a \$25 processing fee. The deposit is forfeited on all cancellations made within thirty (30) days of arrival.



Free Sun Valley Resort Airport Shuttle

Complimentary shuttle service is available for hotel guests from Friedman Memorial Airport located in Hailey, just 14 miles from the resort. For those that choose to drive, parking at the resort is also complimentary.

10:00 a.m.

Registration and Sponsor Showcase

11:00 – 11:30 a.m.

Opening Ceremony

Lisa Kidder Hrobsky, President & CEO
Idaho Hospital Association - Boise, ID

Mary Bateman, Chair
19th Annual Western Regional Trustee Symposium
Board Chair, Bear Lake Memorial Hospital
Montpelier, ID

11:30 a.m. – 12:15 p.m.

Symposium Welcome Luncheon

This luncheon will afford trustees the opportunity to visit with new and long-time colleagues.

12:15 – 1:15 p.m.

Keynote Address



Great Leaders & Great Communicators

Daniel Sinnott, Founder & President, Sinnott Executive Consulting - Wilmington, DE

The ability to be a great leader is highly dependent upon being a great communicator. For example, Ronald Reagan, Steve Jobs, Mother Teresa, Martin Luther King and Abraham Lincoln were all considered great leaders in their respective fields. A great part of their success was due to being highly effective communicators.

They, like all great leaders, were not born with this skill, but developed the ability to “move” an audience to achieve great results. During this interactive presentation, the audience will learn some of the secrets to becoming a great communicator in a variety of different situations.

Daniel Sinnott brings 30 years of diverse leadership experience to his role as founder & president of Sinnott Executive Consulting. With a values-based leadership style, he has successfully led organizations through significant cultural changes, resulting in substantial gains in quality, financial and satisfaction results. Mr. Sinnott has proven strategic, financial and operational leadership skills in traditional and matrix organizations within single hospitals, academic medical centers and multi-hospital systems. He is an accomplished speaker and an instructor at the University of Pennsylvania Wharton School of Business, where he teaches management communication in the Executive MBA and MBA programs. Mr. Sinnott has published several articles focused on executive leadership development and recently published his first book, *The Commencement – 8 Challenging Guidelines for Achieving Business & Career Success*.

1:30 – 4:30 p.m.

The Trustee Toolkit Mini Workshop

Kim C. Stanger, JD, Partner, Holland & Hart, LLP - Boise ID

Everything you wanted to know about rules governing hospitals, but were embarrassed to ask! This program, created for trustees serving in their first term as a hospital trustee, will review the rules that apply to boards and their hospitals, including fiduciary duties and conflicts of interest; standards applicable to non-profit and public hospitals (community need, tax-exemption, open meeting laws, public finance, etc.); licensure and accreditation (CoPs and Joint Commission standards); medical staff relations (credentialing and corrective action); key health care laws (Stark, Anti-Kickback Statute, HIPAA, EMTALA, Antitrust and the Affordable Care Act); and defenses for board members who act in good faith. Participants will leave with a basic understanding of the rules by which their hospitals must operate, thereby enabling board members to fulfill their own duties.

Kim C. Stanger is the chair of the firm’s Health Law Group. Mr. Stanger helps clients in healthcare transactions and regulatory matters, including HIPAA, HITECH, and fraud and abuse laws. Mr. Stanger is consistently listed among the Best Lawyers in America® for Health Care Law by *U.S. News & World Report* (2010-2014) and was named 2014 Boise Health Care Law “Lawyer of the Year” by Best Lawyers in America® *U.S. News & World Report*. He is also a professor of health law and ethics at Boise State University.

1:30 – 2:45 p.m.

Concurrent Sessions 1-4

Session 1: How is the Hospital Doing Financially?

Dennis Stillman, MHA, CPA, FHFMA, Program Director, University of Washington - Seattle, WA

This session is designed to give new and seasoned trustees an understanding of the tools, skills and expectations they need to fulfill their duties relating to finance. These include setting objectives and monitoring performance, access to capital, reading financial statements and linking financial performance with strategic planning.

Dennis Stillman has spent 25 years in health services management with the majority of that time in financial management. Most recently, Mr. Stillman was CFO at University of Washington Medical Center in Seattle, WA. His academic credentials and certifications include a master’s degree in health services administration and a bachelor’s degree in business administration from the University of Washington and the University of Puget Sound, respectively. He is a Certified Public Accountant and a Fellow in the Healthcare Financial Management Association.

Session 2: CEO Transition: Ready or Not

Dan Ellis, PhD, Healthcare Consultant, Sumption & Wyland - Sioux Falls, SD

Board work is a challenging task in these uncertain times. The task becomes even more challenging during times of leadership change. This session outlines eight critical steps that boards should undertake to ready themselves for the probable event of a CEO transition. The session will cover key elements of a successful succession/transition plan for replacing your CEO and ways to minimize disruption to the rest of the organization.

Dr. Dan Ellis has worked in the fields of education, human services and healthcare leadership for 42 years. He has completed a PhD in adult education and a master's in healthcare administration. He has also published three books and several journal articles. After 25 years of serving as a hospital CEO, Dr. Ellis retired in 2014. He then joined the consulting firm of Sumption and Wyland of Sioux Falls and teaching the MBA and MHA programs at Bellevue University.

Session 3: Dealing With the Disruptive Trustee & Building a Better Board: Secrets to Success

Karma Bass, MPA, FACHE, Principal, Via Healthcare Consulting - Carlsbad, CA

One disruptive trustee can cause havoc in even the most well-run and otherwise disciplined board room. With the myriad challenges facing boards today and the imperative for top-notch leadership, it is critical that boards face this possibility and develop tools to address it proactively. Karma Bass will explain how to build a board of individually and collectively outstanding board members.

Objectives:

- Learn how to identify and address troublesome behavior in the boardroom.
- Discuss ways to safeguard your board against disruption and ensure high performance.
- Hear tips on developing a strong board development program to recruit, train and retain top-notch board members for an effective board.

Karma Bass is a sought-after speaker, facilitator and consultant with deep knowledge and experience in governance, strategic planning, philanthropy, healthcare policy and board effectiveness. Before joining Via Healthcare Consulting, she worked with ACCORD LIMITED, a Chicago-based consulting firm. She also spent two years as president & CEO of Alliance Healthcare Foundation in San Diego, where she reported to an independent, 11-person not-for-profit board. Notably, Ms. Bass spent 10 years at The Governance Institute, holding various positions including vice president, membership services, and director of research and publications.

Ms. Bass is board-certified in healthcare management and holds a master's degree in public health with a focus in health services administration from San Diego State University. She received her bachelor's degree from the University of California, San Diego.

Session 4: The Role of the Governing Board in an Emerging Era of Smart Healthcare

Sean Patrick Murphy, JD, MHA, President & CEO, TanAlto Healthcare - Edison, NJ

Hospitals and health systems have little "real experience" in strategy and innovation, especially compared to most every other industry. Much of this is a result of years of regulation and fragmentation. The healthcare technology revolution now demands that hospitals and health systems dramatically shift gears to meet not only changes in the payment and delivery system, but the changes, challenges, threats and opportunities in the rapidly emerging era of "smart care," technology driven changes to the healthcare delivery system.

Sean Patrick Murphy is president & CEO of the TanAlto Healthcare, a group dedicated exclusively to healthcare with a focus on leadership, governance, strategy and innovation. TanAlto provides the unique resources that allow healthcare providers and systems to think big, but act fast—to respond rapidly to the changing delivery system, in a fashion not unlike smaller, start-up companies. Their interdisciplinary team includes former healthcare executives, health lawyers, pharmacists, educators, healthcare technology experts and healthcare business executives experienced in both the equity and public markets. Mr. Murphy is a former senior vice president and corporate general counsel to a large, New Jersey integrated healthcare system. He received his JD from Rutgers University School of Law and his MHA in hospital administration from the George Washington University.

2:45 – 3:15 p.m.

Break and Sponsor Showcase

3:15 – 4:30 p.m.

Concurrent Sessions Repeat

5:00 – 6:00 p.m.

Welcome Reception

Whether you are a seasoned veteran of the symposium or a new attendee, this informal reception is the perfect conclusion to a full day of activities.

8:00 – 8:45 a.m.

Breakfast Buffet & Table Topic Discussions

Tables will be labeled with topics and you may choose the one that interests you most.

9:00 – 10:15 a.m.

Keynote Address



The Impact of Employee & Physician Engagement on the Patient Experience of Care

Barbara Reilly, PhD, Vice President, Data Analytics & Research Engagement Services, Press Ganey - Charlotte, NC

At the conclusion of this presentation, participants will be able to:

- Demonstrate the ROI of employee engagement.
- Demonstrate the ROI of physician engagement.
- Demonstrate the importance of employee and physician engagement on important patient and clinical outcomes.

Dr. Barbara Reilly leads and accelerates Press Ganey's science and research initiatives related to employee, physician and volunteer engagement. She is responsible for harnessing and leveraging the combined data of Morehead Associates and Press Ganey Associates to develop empirical models and predictive metrics related to engagement, and other meaningful outcome measures.

With more than 20 years of executive experience and consulting with senior business leaders in the U.S. and internationally, Dr. Reilly has a good balance of knowledge and practical business experience. From 1992 to 2013, she taught MBA, EMBA and PMBA programs at Georgia State University as a full time faculty member. She holds a doctorate in industrial and organizational psychology from Bowling Green State University and has completed post-doctoral studies in international business at USC.

10:30 – 11:45 a.m.

Concurrent Sessions 5-9

Session 5: Leadership & Governance to Support Population Health

Robert W. York, Senior Vice President, Kaufman, Hall & Associates, LLC - Skokie, IL

The move toward population health management requires hospitals and health systems to transition toward ensuring the health of a defined population across the care continuum. Making such a fundamental shift in an organization's care delivery model requires senior executives and trustees to make an equally fundamental shift in mindset. This session will provide practical guidance for leaders on the types of

changes they should make in terms of how they view key elements such as scale, volume, and patient care and capital investment priorities.

Robert W. York is the leader of the Population Health Management division in the firm's strategy practice. He provides strategic services for a range of healthcare clients, including large healthcare systems, public/safety-net providers, academic medical centers and community hospitals. Mr. York's responsibilities focus on developing strategies to help providers remain relevant and viable in the new healthcare environment. Such strategies are based on rigorous market analysis, population and payer segment and demand analysis, and strategic partnership evaluation.

He regularly speaks to boards and at meetings of professional societies, and he has published numerous articles in industry journals, including *Health Affairs*, *Spectrum* and *Strategic Financial Planning*.

Session 6: Developing & Maintaining Positive CEO/Board Relations

Lanny A. Kope, EdD, Faculty, University of Phoenix - Sierra Vista, AZ

Margaret Hepburn, RN, MS, FACHE, CEO, Legacy Foundation of Southeast Arizona - Sierra Vista, AZ

One of the most challenging elements of hospital governance is the relationship between the CEO/senior staff and the hospital board. This session will focus on what CEOs need and look for from their boards, and what a board—through the board chair—anticipates from the CEO. It is necessary for good governance that a positive and productive team evolves between these two governance forces. The session will present critical elements of this evolution.

Margaret Hepburn has served for more than eight years as president & CEO of Sierra Vista Regional Health Center in Sierra Vista, AZ. During that time, she worked closely with the hospital board in developing a partnership that resulted in the building of a replacement hospital for the community and the formation of the Legacy Foundation. Ms. Hepburn serves on the board of directors of the Arizona Hospital & Healthcare Association and the Tucson board of the American Red Cross. She is also a member of several local and state organizations.

Dr. Lanny A. Kope has been a hospital trustee for more than 30 years, serving on urban and rural hospital boards. He is the immediate past board chair of Sierra Vista Regional Health Center and is currently serving as secretary of the Legacy Foundation of Southeast Arizona. Dr. Kope has had national responsibility as chair of the American Hospital Association's Committee on Governance and currently serves as a member of the National Board of Advisors with the Center for Healthcare Governance. He is also a University of Phoenix faculty member in healthcare.

Session 7: Beyond Random Acts of Kindness: A Strategic Approach to Improving the Health & Well-Being of the Population

Kathy Armijo-Etre, PhD, Vice President of Mission & Spirituality, CHRISTUS St. Vincent Regional Medical Center - Santa Fe, NM

Non-profit hospitals are now required by the IRS to demonstrate an understanding of the health status of the local population. The presentation will show a hospital's approach to impacting the health and well-being of the population in response to critical needs identified through the needs assessment. The approach relies upon a rigorous study of health needs, investment in the community, partnerships with government, non-profits and other stakeholders, and services specially designed to meet the needs of high-risk populations, such as those with chronic mental illness or addictions, that are high utilizers of the emergency room.

Dr. Kathy Armijo-Etre holds a PhD in human and organizational systems, a master's degree in social work and a bachelor's in social work. She has worked in the field of health and human services for over 30 years in state government, non-profits, education and healthcare. She has extensive experience in the areas of early childhood, school age children, adolescent, adult behavioral health and senior care. Her areas of expertise include organizational development, program development and public health.

Session 8: Top Performing Critical Access Hospitals

Rick Wagner, CPA, FHFMA, Partner, Director of Business Development, Eide Bailly - Minneapolis, MN

The challenges are great and the resources seem to be dwindling. However, through it all, some critical access hospitals continue to significantly outperform their counterparts. This session will discuss the top strategies employed by the more successful providers to assist them in improving operations, reimbursement and financial performance.

Learning objectives:

- Identify strategies to protect and improve patient volumes.
- Explore strategies to improve operational efficiency.
- Discuss strategies to improve net reimbursement for services.

Rick Wagner has more than 30 years of experience serving the healthcare industry, including experience as a controller and an interim CEO for two major health systems in Oklahoma. He specializes in finance, leadership, mergers and affiliations, reimbursement, operations and physician alignment. He is a Medal of Honor Recipient and Gold Medal Member from the Healthcare Financial Management Association. Mr. Wagner received his bachelor's degree in accounting from the University of Arkansas in Fayetteville.

Session 9: Principles of Good Governance for Hospital Boards

Thomas J. Mortell, JD, Partner, Hawley Troxell Ennis & Hawley - Boise, ID

From oversight of management to strategic planning, this presentation will explore the role of boards and board members in the operation of your hospital. Attendees will also discuss the roles and responsibilities of board members, their relationship to hospital management and the community.

Thomas J. Mortell is chair of the firm's health law group, as well as a member of the firm's board of partners. His healthcare practice focuses on advising hospitals and other healthcare providers on all aspects of healthcare law. He assists healthcare providers in business transactions, including the acquisition of competing entities, the formation of entities or facilities jointly-owned by hospitals and physicians, the acquisition of physician practices, and professional services contracts between hospitals and physicians. Additionally, he advises hospital boards on issues relating to physician integration, compliance, governance and strategic planning. Mr. Mortell has represented hospital clients in federal false claims act litigation, payer reimbursement claims and related compliance matters. He represents and advises hospitals and other healthcare clients with issues relating to physician peer review, credentialing and discipline. He also advises healthcare clients on issues related to compliance with fraud and abuse regulations at both the state and federal level.

12:00 – 1:00 p.m.

Luncheon & AHA Federal Update



Mike Rock, Senior Associate Director, Federal Relations
American Hospital Association - Washington, DC

Enjoy lunch while hearing Mike Rock provide a comprehensive federal perspective on the state of healthcare in America and pending legislation that will impact our nation's hospitals and health systems. The federal update is designed to share innovative ideas and information, as we collaborate to provide better healthcare services to our communities.

Mike Rock worked on Capitol Hill as staff assistant to U.S. Senator Roman Hruska from 1975 to 1977 and served as legislative assistant to U.S. Representative Charles Thone from 1977 until 1978. He then was legislative staff director to U.S. Representative Virginia Smith. Mr. Rock joined the AHA as a lobbyist in 1984. He has covered the Budget and Appropriations Committees of both Houses, the House Commerce Committee and the Senate Committee on Health, Education, Labor and Pensions. He is currently responsible for the House Ways and Means Committee, and the Senate Finance Committee, specializing in Medicare, tax, capital financing and health system reform issues.

1:00 – 1:30 p.m.

Sponsor Showcase

1:30 – 2:45 p.m.

Concurrent Sessions Repeat

3:00 – 4:30 p.m.

Special Session

Telemedicine Panel Discussion

Panelists: Casey Meza, Dr. Michael Meza, Stacey Carson, Tiffany Whitmore Seibert

Telemedicine is defined as the use of medical information exchanged from one site to another via electronic communications to improve a patient's clinical health status. Predictions indicated that 1.8 million patients worldwide will be served through telemedicine capabilities by 2017, compared to only 300,000 patients today. As technology advances there are numerous opportunities to increase access to high quality care throughout the state in a cost-effective manner.

With this growing opportunity, what is your community's vision about how to use telemedicine to increase services and access of care for your patients? What barriers, if any, exist in your state to hinder this advancement of the use of technology? Individuals from across the state will share information on how telemedicine is currently being utilized and barriers to full integration in service delivery. Additionally, this session will focus on opportunities for telemedicine capabilities to enhance collaboration between our communities.

Casey Meza has been with Kootenai Health since July 2013, after serving as the CEO of two critical access hospitals in north central Idaho. In her 23 years as CEO, she was instrumental in developing a comprehensive medical team that serves the needs of the 28,000 people in this remote area. She worked closely with her team to create a sustainable and collaborative model between the hospitals and physicians and other organizations. At Kootenai Health, she continued to work throughout the 10 northern counties to enhance collaboration and strengthen relationships leading to sustainable healthcare throughout the northern part of Idaho. Ms. Meza received the Shirley Ann Munroe Award from the American Hospital Association, as well as the Award of Excellence in Patient Care from the Idaho Hospital Association.

Michael Meza, M.D., has been an Idaho family practice physician for 18 years. While working at Clearwater Valley Hospital, he was successful in implementing several telehealth services for his community. His "front line" view of rural healthcare allowed him to see how limitations of access to specialty services affected patients, families and communities. His compassion and drive to provide these services close to home encouraged him to work collaboratively with other facilities to create a telehealth system that served outpatients, inpatient and emergent needs. Through his team's leadership, they were able to provide telehealth services such as adult and pediatric psychiatry, cardiology, dermatology, hospitalists and emergency department backup. Dr. Meza is now participating in the Idaho Telehealth Taskforce, which joins over 70 members from all aspects needed to advance this technology for the benefit of Idaho residents. Dr. Meza also serves on the governor's Telehealth Council and is a member of the American Telemedicine Association.

Stacey Carson started her career at the Idaho Hospital Association 26 years ago and has been vice president of operations since 2006. Ms. Carson facilitates strategic planning, operationalizes new initiatives, provides project management, and develops and implements policies and procedures. In 2014, Ms. Carson was appointed as chairman of the Idaho Telehealth Council, which was formed as a result of House Concurrent Resolution 46, and charged with coordinating and developing a comprehensive set of standards, policies, rules and procedures for the use of telehealth and telemedicine in Idaho. In her role as chair, she has worked with hospitals, physicians, regulators, payers and policymakers in developing telemedicine policies for Idaho. She is a member of the American Telemedicine Association.

Tiffany Whitmore Seibert joined St. Alphonsus in 2002 working as coordinator of research for the Idaho Neurological Institute. Ms. Seibert's work efforts shifted to telemedicine coordinator in 2006 and expanded to director of system planning and telemedicine for the St. Alphonsus Health System in 2011. She currently serves as the director of strategy and planning for the St. Alphonsus Health System. She has been instrumental in the development, implementation and evaluation of telemedicine services for the IDA/ORE Network, comprised of 11 hospitals. She works closely with the executive leaders and physicians of these institutions with the goal of continually enhancing and increasing access to healthcare services via telemedicine. She earned her bachelor's degree in psychology and a master's degree in public administration, both from Boise State University. She is a member of the American College of Healthcare Executives and the American Telemedicine Association.

6:30 - 9:00 p.m. (Social 6:30; Dinner 7:00; Entertainment 8:00)

Special Evening Event (Optional)

Join us for an evening of spectacular scenery and sumptuous food at Trail Creek Cabin, an authentic western getaway located just 1.9 miles northeast of the resort.



Transportation will be provided to/from Baldy Bus Loop, located at the resort, for those that do not wish to drive or walk. Transportation will begin 20 minutes prior to the start time of the event. The bus will make continuous loops until there are no more guests. They can begin loading 20 minutes prior to the end of the event. Attendees are encouraged to bring a light jacket as June evenings in Idaho can be both beautiful and cool.



Following dinner, guests will enjoy the musical sounds of **Steve Eaton**, a unique and innovative songwriter, musician and Idaho native who currently resides in Eagle, Idaho. He has written songs for *The Carpenters*, *Art Garfunkel* and *Lee Greenwood*, just to name a few. Some of the songs have climbed *Billboard* magazine's top 20, appeared on albums achieving gold and platinum status and re-released on multiple best-selling compilations. He was a member of several popular 60s bands, including *The Fabulous Chancellors*, and performed as lead guitarist for *Paul Revere & the Raiders*. Eaton has opened for *Ray Charles*, *Blood Sweat & Tears*, and *Carole King*.

****This optional event includes dinner, transportation and entertainment. You will need to indicate on the registration form if you and/or guests will be attending.**
NOTE: Alcoholic beverages will be available for purchase (cash bar). Non alcoholic beverages also available.

7:15 – 7:45 a.m. Breakfast Buffet

8:00 – 9:45 a.m.

Keynote Session



Transforming Your Hospital: Strategies for Success

Thomas C. Royer, M.D., FACPE, CEO & Partner, Royer-Maddox-Herron Advisors; CEO Emeritus, CHRISITUS Health - Southlake, TX

Recognizing there is an urgent need for healthcare-related organizations to transform, this presentation will address the following learning objectives:

1. Identify the major drivers of the change.
2. Present a clear understanding of the future healthcare landscape.
3. Clarify the three critical strategies that must be transformed and their tactics, which drive the roadmap to transformational success.
4. Gain an understanding of the major constraints to overcome to be successful.
5. Understand the three key leadership qualities essential for leaders today.

Dr. Thomas C. Royer has extensive experience in developing physician partnerships, focusing on providing measurable high-quality patient care, which is provided at affordable, lower costs. After 12 years of service as the founding CEO and president of CHRISTUS Health, Dr. Royer transitioned to the CEO Emeritus role in 2011. During those 12 years, he led CHRISTUS Health through a remarkable period of growth, making it one of the 10 largest Catholic healthcare systems in the U.S. The international health system consists of 40 hospitals and long-term care facilities and multiple clinics, as well as a myriad of other health programs in more than 60 communities.

In 2006, 2007 and 2008, Dr. Royer was named as one of the Most Powerful Physician Executives in Healthcare by *Modern Physician* magazine. Additionally, in recognition of his outstanding work as a clinician, leader and executive, Dr. Royer was awarded the AHA Lifetime Achievement Award and was made an Honorary Fellow in the American College of Physician Executives.

9:45 – 10:00 a.m.

Closing Remarks

Mary Bateman, chair of the 19th Annual Western Regional Trustee Symposium, will offer comments to conclude the symposium.

REGISTRATION INFORMATION

You have three ways to conveniently register for the symposium using the registration form on the next page. Confirmation will be sent to you within 10 days of receipt of your paid registration. The Western Regional Trustee Symposium is reasonably priced and hospitals are encouraged to send multiple attendees and benefit from the group discount.

REGISTRATION FEES:

Registration deadline is **May 19, 2015**. (A \$55 processing fee will be added to registrations received after that date and for any on-site registrations.)

Individual Hospital Member	\$499
(Includes Wednesday, Thursday and Friday sessions, breakfasts, lunches and Welcome Reception. This fee does not include the Thursday evening event.)	
Four or More Hospital Members*	\$475
Spouse/Guest**	\$135
Thursday Evening Event	\$80
On-site Registration	\$550

* Registrations must be received together to qualify for the discount.

** The spouse/guest fee includes the Welcome Reception, and Thursday and Friday breakfast. This fee does not include the luncheons or the Thursday evening event.

MAIL: Peggy McCreary, Meeting & Events Planner
Colorado Hospital Association
7335 East Orchard Road, Suite 100
Greenwood Village, CO 80111

FAX: (720) 496-2377 (Credit card registrations only)

ONLINE: www.trusteesymposium.org

IMPORTANT NOTE: Payment must accompany your registration and can be made by check or Visa, MasterCard or American Express. **Checks should be made payable to: Colorado Hospital Association.**

REGISTRATION CANCELLATION POLICY:

Registration fees are non-refundable unless notice is received by May 19, 2015. However, alternates from the same hospital can be substituted. If a notice is received prior to May 19, refunds will be given less a \$75 administrative processing fee.

QUALIFIED EDUCATION CREDIT (Non-ACHE Credit):

WRTS is authorized to award **11.5 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.

ACCESS TO MEETING:

The Western Regional Trustee Symposium wishes to ensure that no individual with a disability is excluded, denied services, segregated or otherwise treated differently from other individuals because of the absence of auxiliary aids and services. If you need any of the auxiliary aids or services identified in the Americans with Disabilities Act, please advise us by indicating any special needs on the registration form provided. You will be personally contacted to make arrangements.

To make online registration go smoothly:

- Registrants must be in the database before registering. Please email Peggy McCreary at peggy.mccreary@cha.com with a list of people you would like to register, including name, title, hospital, hospital address and email address. Duplicate emails are not accepted by the system. Each person must have their own email address. This will help in searching the database in the future. You will then be notified when the database is updated.
- If the person you would like to register has attended this program in the past and is in the database, you can search for their account by entering their email address and password. If you forgot their password, you can create a new one.
- You can only register one person at a time. If registering multiple people at one time, you will need to register them individually by logging on with their email address and password and then logging off when registration is completed for that individual. You will repeat the process for the additional people. You cannot log on as yourself to register other people.
- Do not use the spouse/guest button unless you are truly registering a spouse. If the person you are trying to register is not in the database, please contact Peggy McCreary at peggy.mccreary@cha.com to have them added. You cannot log on as yourself to register other people.
- When registering four or more hospital members/trustees (from the same facility) at the same time, use coupon code **FOUR** to receive the discounted registration fee.
- Verify your credit card billing address before submitting your registration. The system automatically brings over the hospital address which might differ from the address on the credit card.
- If you receive a "Processing Failed! A duplicate transaction has been submitted" error message, please verify all the information is correct including the credit card billing address. Once all the information is verified, submit the registration again. If problems still occur, contact Peggy McCreary.
- Contact Peggy McCreary with any changes to registrations or with any questions or problems at peggy.mccreary@cha.com or call (720) 330-6034.

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Hospitals & Trustees: Partners in Success

June 10-12, 2015 | Sun Valley, Idaho

Registration deadline: May 19, 2015

Please fill out a separate registration form for each person attending the meeting. If additional forms are needed, you may make copies. If you have questions or need assistance, contact Peggy at (720) 330-6034 or e-mail peggy.mccreary@cha.com.

Please print clearly

Name & Title _____

Organization _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

E-mail of person attending symposium _____

Name, phone of individual filling out form if other than registrant: _____

WEDNESDAY, JUNE 10

• **Keynote** - Great Leaders & Great Communicators

12:15-1:15 p.m. Attending Not attending

• **Trustee Toolkit Mini Workshop** (*Intended for new trustees*)

1:30-4:30 p.m. Attending Not attending

• **Concurrent Sessions** - Select one session for *each* time slot attending.

1. How is Your Hospital Financially? 1:30-2:45 p.m. 3:15-4:30 p.m.

2. CEO Transition: Ready or Not 1:30-2:45 p.m. 3:15-4:30 p.m.

3. Dealing With Disruptive Trustee 1:30-2:45 p.m. 3:15-4:30 p.m.

4. Role of Governing Board 1:30-2:45 p.m. 3:15-4:30 p.m.

• **Welcome Luncheon** Attending Not attending

• **Welcome Reception** Attending Not attending

THURSDAY, JUNE 11

• **Keynote** - Impact of Employee & Physician Engagement on Patient Experience of Care

9:00-10:15 a.m. Attending Not attending

• **Concurrent Sessions** - Select one session for *each* time slot attending.

5. Population Health 10:30-11:45 a.m. 1:30-2:45 p.m.

6. Positive CEO/Board Relations 10:30-11:45 a.m. 1:30-2:45 p.m.

7. Beyond Random Acts of Kindness 10:30-11:45 a.m. 1:30-2:45 p.m.

8. Top Performing CAHs 10:30-11:45 a.m. 1:30-2:45 p.m.

9. Principles of Good Governance 10:30-11:45 a.m. 1:30-2:45 p.m.

• **Luncheon/AHA Federal Update** Attending Not attending

12:00-1:00 p.m.

• **Special Session** - Telemedicine Panel Discussion

3:00-4:30 p.m. Attending Not attending

FRIDAY, JUNE 12

• **Keynote** - Transforming Your Hospital: Strategies for Success

8:00-9:45 a.m. Attending Not attending

SYMPOSIUM REGISTRATION FEE: (*Includes Wednesday, Thursday and Friday sessions, breakfasts, lunches and Wednesday Welcome Reception. This fee does not include Thursday evening event.*)

Hospital Member: \$499/person Four or More Members:* \$475/person

TOTAL: \$ _____

*Multiple Registration Discount

If four or more individuals from your organization submit registrations at the same time, each may register at this reduced rate. This discount does not apply to a spouse and/or guest registering for the symposium.

SPOUSE/GUEST FEE: Spouse/Guest: \$135 per person

(Includes Welcome Reception, Thursday and Friday breakfast. This fee does not include Thursday event.)

TOTAL: \$ _____

Spouse/Guest Name: _____

Spouse attending Welcome Reception Spouse not attending Welcome Reception

THURSDAY EVENING DINNER EVENT: \$80 per person

Spouse/Guest Name: _____

TOTAL: \$ _____

MISCELLANEOUS: Late/On-site Fee: \$55 per person
(Registrations after May 19, 2015)

TOTAL: \$ _____

GRAND TOTAL DUE: \$ _____

METHOD OF PAYMENT:

Check (Payable to Colorado Hospital Association)

Visa MasterCard American Express

Name on Card _____

Card Number _____ CVV Code _____

Expiration Date _____

Signature _____

Billing Address _____

SPECIAL NEEDS:

Please describe _____

THREE WAYS TO REGISTER:

1. Mail registration form and check payment to:

Peggy McCreary, Meeting & Events Planner
Colorado Hospital Association
7335 East Orchard Road, Suite 100
Greenwood Village, CO 80111

2. Fax form with credit card information to (720) 496-2377

3. Online at www.trusteesymposium.org

For Association Use Only

Date Received:

Amount Received:

Date Posted:

Check Number:

Comments:





trusteesymposium.org

Save the Date!

20th Annual Western Regional Trustee Symposium
June 8-10, 2016
Arizona

The Western Regional Trustee Symposium is a collaboration between:



New Mexico Hospital Association



The Western Regional Trustee Symposium was recently awarded the 2015 Association of Association Educators (A²E) *Outstanding Association Achievement Award* in recognition of an outstanding milestone in health care education.

