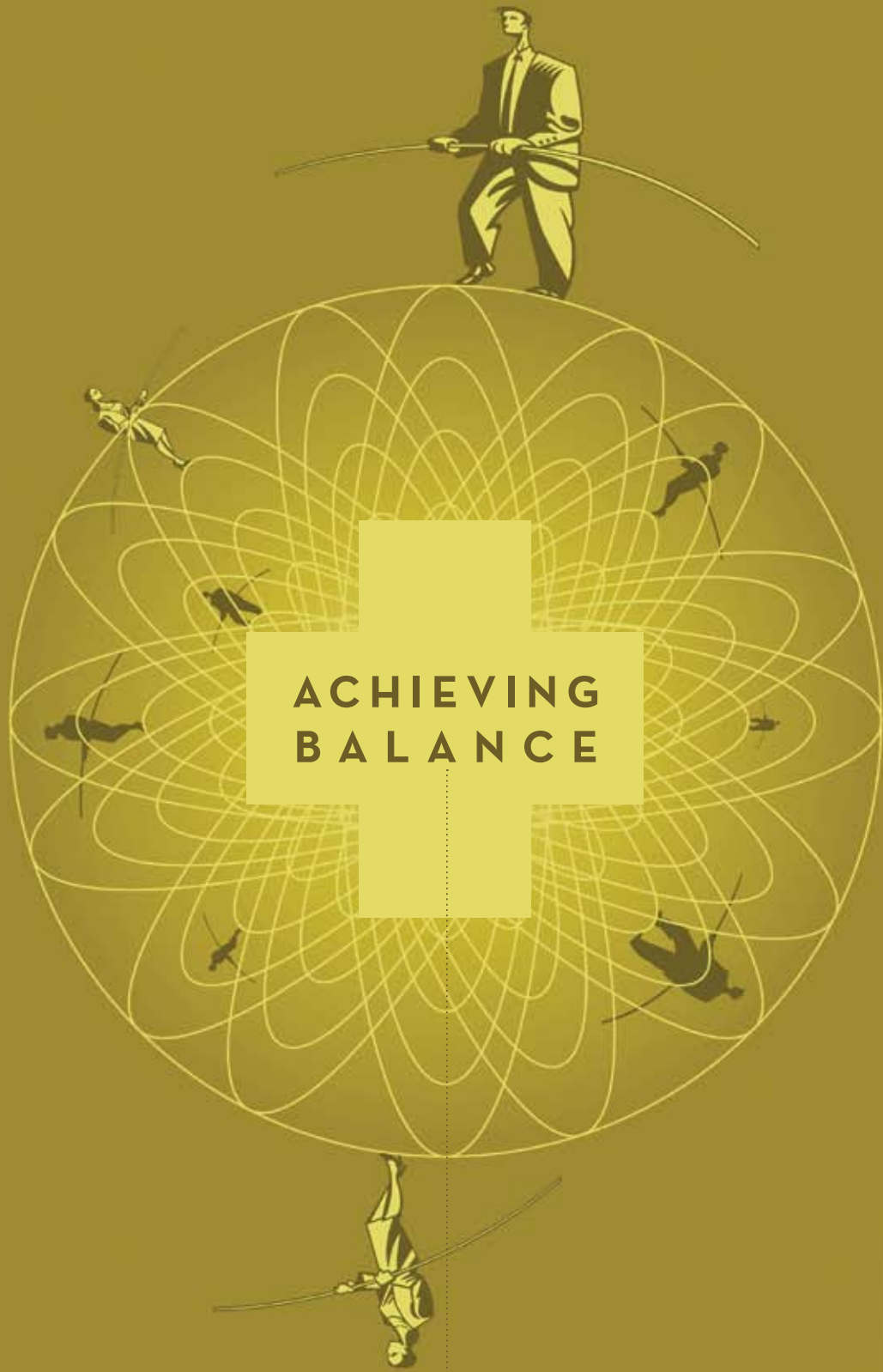


THE 11th ANNUAL WESTERN REGIONAL TRUSTEE SYMPOSIUM  
GRAND SUMMIT RESORT AT THE CANYONS ~ PARK CITY, UTAH ~ JUNE 13-15, 2007



**HEALTHCARE GOVERNANCE & COMMUNITY COMMITMENT**

Keynote Speakers: Lowell Catlett, Ph.D., Eric D. Lister, M.D. & Larry W. Walker

**THE 11th ANNUAL WESTERN  
REGIONAL TRUSTEE SYMPOSIUM**  
GRAND SUMMIT RESORT AT THE CANYONS  
PARK CITY, UTAH - JUNE 13-15, 2007

HEALTHCARE GOVERNANCE  
&  
COMMUNITY COMMITMENT



MARIE  
KOTTER, chair  
11th Annual  
Western  
Regional  
Trustee  
Symposium

**DEAR FELLOW TRUSTEES AND HEALTH  
CARE EXECUTIVES,**

Our theme for this year embodies the dual challenges we face of trying to balance our commitment to provide high quality healthcare for our communities, and for the associated problems we have in maintaining the viability of our hospitals, especially in small rural areas. Our jobs have changed and our responsibilities and liabilities have grown. This makes it even more important for trustees and their healthcare leaders to come together to learn and share.

On behalf of the nine state hospital associations and the American Hospital Association, I would like to personally welcome you to this pivotal meeting, which for the past ten years has provided outstanding, stimulating educational sessions and the opportunity to network with over 300 hospital/health system trustees. This year's symposium will provide current and timely information and contacts that will assist you in balancing the many challenges facing the world of healthcare today.

We know you'll enjoy this year's meeting place—the beautiful Grand Summit Resort at The Canyons in Park City, Utah. Park City is known for its mountains, skiing, and hosting several Olympic events, as well as the Sundance Film Festival. This lovely setting will provide stunning, tranquil scenery for relaxing and networking with fellow trustees, friends and colleagues while you focus on the key issues and trends that hospital boards face today and tomorrow.

Please take a few moments to review the quality speakers, the 20 educational sessions on timely topics important to you, and the structured informal networking opportunities for trustees to learn from one another. As you review the program, I'm sure you will agree that this is a meeting you'll be glad you didn't miss.

Sincerely,

*Marie L. Kotter*

Marie L. Kotter, Ph.D.  
Chair, 11th Annual Western Regional Trustee Symposium  
Chair, Utah Trustee Council  
Trustee, Intermountain Healthcare Northern Region, Ogden, UT

# WEDNESDAY, JUNE 13

## 10:00 a.m. REGISTRATION OPENS (GRAND BALLROOM LOBBY)

### 11:15 a.m. – 11:30 a.m. WELCOME AND INTRODUCTIONS

11th Annual Western Regional Trustee Symposium chair Marie Kotter, Ph.D. trustee, Intermountain Healthcare Northern Region, Ogden, UT

### 11:30 a.m. – 12:15 p.m. SYMPOSIUM WELCOME LUNCHEON (KOKOPELLI GRAND BALLROOM)

The goal of this luncheon is to give attendees the opportunity to meet, welcome and talk with new and longtime trustee colleagues.

### 12:30 p.m. – 1:30 p.m. CONVERGENT HEALTH (KOKOPELLI GRAND BALLROOM)

What does a "living wall" in an office building in Canada have to do with a pot-bellied pig in Florida? How about a horse that is never ridden and a genetically modified tomato? Meet the new world of convergence health where food, work and leisure merge with medicine. The gains in human health will be phenomenal as medicine moves from treatment-based to prevention/lifestyle-based.

PRESENTER: LOWELL CATLETT, Ph.D.

## MINI WORKSHOP: 1:45 p.m. – 4:30 p.m.

### MINI WORKSHOP 1: THE ROLE OF THE TRUSTEE IN MANAGING CLINICAL QUALITY IMPROVEMENT (WHITE PINE I)

In this session, Dr. James will provide an overview of clinical quality improvement theory and measurement and provide insight as to the trustee's role in facilitating quality improvement. Dr. James will review recent quality improvement projects pursued at Intermountain Healthcare and update attendees on the progress of quality improvement efforts since the landmark Institute of Medicine report, "First Do No Harm," published in 1999.

PRESENTER: BRENT C. JAMES, M.D., MSTAT, INTERMOUNTAIN HEALTHCARE

*Dr. James is known internationally for his work in clinical quality improvement, patient safety, and the infrastructure that underlies successful improvement efforts, such as culture change, data systems, payment methods, and management roles. He is the vice president for medical research and continuing medical education at the Institute for Health Care Delivery Research at Intermountain Healthcare, based in Salt Lake City, Utah. Dr. James also serves on several non-profit boards of trustees, dedicated to clinical improvement.*

## CONCURRENT SESSIONS: 1:45 p.m. – 3:00 p.m.

### SESSION 1: TRUSTEES MAKING THE COMMUNITY CONNECTION: TELL YOUR HOSPITAL STORY (WHITE PINE II)

The American Hospital Association created its Community Connections initiative to help hospitals reaffirm their rightful place as a valued and vital community resource that merits broad public support. It's a way to tell the hospital story to lawmakers, media, and the public, and a way for the hospital to hear concerns from these groups. In this session, you'll learn more about how trustees can be active participants in making the community connection, and you'll receive a number of resources and tools to help hospital executives and trustees talk to community audiences about healthcare issues and the services their hospitals provide to meet healthcare needs every day.

PRESENTERS: DEBRA STOCK AND LANNY A. KOPE, Ed.D.

*Stock is vice president of member relations for the American Hospital Association. Based in AHA's Chicago office, she has oversight of the AHA's policy and advocacy initiatives for trustees, volunteers and auxiliaries.*

*Kope has over 30 years of experience in healthcare governance and is currently serving as a trustee with the Sierra Vista Regional Health Center in Sierra Vista, AZ.*

### SESSION 2: MEDIA RELATIONS SKILLS (PAINTED HORSE I)

When the media comes looking for a response to a situation at your facility, do you know how to present the most effective and positive image? In this seminar you will learn a proactive approach to working with the media to ensure you are prepared for whatever may come your way. You will also gain a better understanding of how a news organization works, so you can better control what goes out over the airwaves- and have a better chance of getting the "good news" stories about your facility out to the community.

PRESENTER: BRENDA BAUMGARTNER

*Baumgartner joined KPVI-TV in April of 1999 as the executive producer for the shows, and is currently the NBC Newschannel 6 news director and co-anchor of NBC Newschannel 6 at 5, 6 and 10.*

*Before coming to KPVI, Baumgartner worked as special projects producer for ABC-News in Washington, DC, a producer for KUTV in Salt Lake City and as an Anchor/Reporter for KIFI-TV in Idaho Falls. Baumgartner has been recognized with such awards as: Scripps Howard Journalism Award, Society for Professional Journalist Award for "Investigative Reporting", "Investigative Reporter" 1993 by the Idaho Press Club, the William R. Hearst Journalism Award and the William Glassman Scholarship.*

### SESSION 3: LEGAL DEVELOPMENTS FOR TRUSTEES: SO WHEN IS MY TERM UP, ANYWAY? (ARROWHEAD I)

This session will discuss recent developments in governance, tax exemption, and institutional responsibility for non-profit trustees and directors.

PRESENTER: SAM COPPERSMITH, JD

*Coppersmith's legal practice centers on transactional issues, with an emphasis on real estate and land use, business organization, non-profit governance, contract negotiation, and planning issues. His clients include both local and national real estate entities, non-profit and for-profit institutions, and small businesses and individuals.*

*Coppersmith serves on the Board of Trustees and Executive Committee of the Devereux Foundation, the nation's largest non-profit behavioral healthcare provider, and in 2005 was appointed as a public member of the Governor's Regulatory Review Council. Coppersmith also is the "Managing Member" of Coppersmith Gordon Schermer & Brockelman PLLC.*

### SESSION 4: DISASTER PREPAREDNESS AT YOUR HOSPITAL AND HOME (ARROWHEAD II)

This session will provide practical advice on how to prepare yourself, your hospital and your community to respond to an emergency situation, whether it be a natural disaster, pandemic flu or bioterrorism. The basic steps of emergency preparedness will be provided as well as information regarding the unique role of the trustee in encouraging hospital emergency preparedness.

PRESENTERS: DEBRA WYNKOOP AND JAN BUTTREY

*Wynkoop is currently the director of health policy at the Utah Hospitals and Health Systems Association. In this position, Wynkoop is responsible for the operation and support of the Association's health policy initiatives, including member coordination with all Utah Department of Health, Commerce and Human Service programs and regulatory matters as they relate to the hospital community. Prior to joining UHA, Wynkoop worked for the state of Utah for 27 years. Her last appointment was as the director of the Bureau of Licensing, Utah Department of Health, responsible for licensing and regulating healthcare facilities statewide. Wynkoop has extensive experience in public health, administrative rule processes and the legislative process.*

*Buttrey recently retired from the Utah Department of Health after 30+ years with the Bureau of Emergency Medical Services where she served concurrently as the director of the Bureau of Emergency Medical Services, coordinator, UDOH Bioterrorism Preparedness Program and deputy division director, division of Health Systems Improvement. Buttrey also served as disaster coordinator for the Utah Department of Health, overseeing all disaster planning, exercise development and implementation, and coordinator of incident management. She currently serves as a consultant with Utah Hospitals & Health Systems Association in issues related to disaster preparedness.*

### 3:00 p.m. – 3:20 p.m. MID-AFTERNOON BREAK (GRAND BALLROOM LOBBY)

## CONCURRENT SESSIONS REPEAT 3:20 pm – 4:30 p.m.

### 4:30 p.m. – 6:00 p.m. WELCOME RECEPTION (KOKOPELLI GRAND BALLROOM)

Welcome reception for symposium registrants and guests. Interested in networking with fellow trustees or meeting new ones? Then join us at this informal reception.

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## American Hospital Association

The American Hospital Association is proud to sponsor the Western Regional Trustee Symposium trustee educational conferences.

### 7:30 a.m. – 8:45 a.m. CONTINENTAL BREAKFAST/BREAKFAST TABLE TOPICS (KOKOPELLI II & III)

Come and enjoy a morning blend of breakfast, networking and education. Tables will be labeled with topics of interest and you can pick the one that interests you most.

### 9:00 a.m. – 10:15 a.m. THE ROLE OF THE BOARD: ASSURING QUALITY AND DRIVING MAJOR CHANGE INITIATIVES (KOKOPELLI GRAND BALLROOM)

Dr. Lister has been effective in using the urgent challenges of the day—concerns about quality and service, the distress experienced by many providers, the need for collaborative approaches to strategy development and strategy fulfillment. This work combines organizational assessment; retreat facilitation; ongoing counsel to top management; the support of major change initiatives; and coaching of senior executives.

**PRESENTER: ERIC D. LISTER, M.D.**



Eric Lister is a physician and consultant to healthcare organizations. He works throughout the health care industry - with group practices, hospitals, insurers, professional societies, manufacturers, and large integrated systems. His expertise lies in the development of leadership skills, organizational effectiveness, and group cohesion.

### 10:15 a.m. – 10:30 a.m. A.M. BREAK (GRAND BALLROOM LOBBY)

#### CONCURRENT SESSIONS: 10:30 a.m. – 11:45 a.m.

### SESSION 5: BEYOND THE BOARD SELF-EVALUATION: TAKING MEASURE OF YOUR BOARD (WHITE PINE I)

Although JCAHO now requires its hospitals to conduct Board self-evaluations on an annual basis, we have no compelling data to assure us that this process truly results in incremental improvement. This presentation describes a methodology for auditing governance—a process far more rigorous than the standard self-evaluation—that can result in a “diagnosis” and treatment plan for improved effectiveness.

**PRESENTER: ERIC D. LISTER, M.D.**

*Dr. Lister is a physician and consultant to healthcare organizations. He works throughout the healthcare industry—with group practices, hospitals, insurers, professional societies, manufacturers, and large integrated systems. His expertise lies in the development of leadership skills, organizational effectiveness, and group cohesion.*

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### SESSION 6: INVESTING FOR RETIREMENT AND THE INVESTMENT MARKET OUTLOOK (WHITE PINE II)

In this session, Bruere will provide a discussion of investment strategies to generate wealth for retirement. The discussion will cover various potential asset allocation policies, investment return expectations of different asset classes, and tax planning. Commentary will also focus on risk, not in the traditional investment sense of volatility, but in the more practical sense of not having enough money with which to retire comfortably.

Additionally, Bruere will discuss the current investment market outlook and potential impact of the 2008 election on investors.

**PRESENTER: EDWIN M. BRUERE, CFA**

*Bruere is co-chief executive of Mid-Continent Capital and is responsible for investment management and risk control of clients' equity and fixed income portfolios. Ed also chairs the investment research committee.*

*Previously, Bruere spent 12 years at ABN AMPO Asset Management (USA) Inc. and its predecessor firm. He was a senior vice president and the director of institutional equity investments. As such, he was responsible for the firm's approximately \$2.5 billion in equity investments, focusing on the flagship Stable Growth and Value Strategies. Bruere was instrumental in developing and managing the value strategy.*

### SESSION 7: UNDERSTANDING FEDERAL AND COMMUNITY PUBLIC REPORTING AND PAY FOR QUALITY INITIATIVES (PAINTED HORSE I)

Participants in this session will hear an overview of federal public reporting and pay for quality programs planned or currently in use in the Medicare program. The session will also include an outline of public-private partnerships now being developed in many communities across the nation in support of the federal value-driven healthcare initiative. These community “value exchanges” focus on healthcare price and quality transparency as well as realigning the financial incentives for both consumers and providers. Finally, this session will include discussion of the implications of these programs for hospital trustees and senior leaders.

**PRESENTER: SUSAN M. NEDZA, MD, MBA, FACEP AND MARC H. BENNETT**

*Dr. Nedza is currently serving in the Special Program Office, Value Based Purchasing at the Center for Medicare and Medicaid Services. In that role, she is leading the education and outreach activities in support of the Physician Quality Reporting Initiative. She is the chief medical officer for Region V of CMS. Dr. Nedza served in the role of medical director, Division of Emergency Medical Services, for the Illinois Department of Public Health until 2002. She practiced clinical emergency medicine for over 14 years in the suburbs of Chicago and at the major trauma center. She has*

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spoken internationally about the implementation of practice guidelines and efficient healthcare delivery. She has expertise as a measurement methodologist and in pay for performance systems. Dr. Nedza currently holds a faculty position as adjunct associate professor, the Department of Emergency Medicine at the Feinberg School of Medicine of Northwestern University.

Bennett is president and CEO at HealthInsight, a private, non-profit quality improvement organization (QIO). HealthInsight holds the Medicare QIO contracts for Utah and Nevada as well as numerous other private contracts and grants related to healthcare quality in both states and nationally. Bennett is currently chair of the Utah Patient Safety Committee, the coordinating committee for statewide quality and safety initiatives in the state. Nationally, Bennett currently serves as president-elect of the American Health Quality Association (AHQA), the trade association for QIOs. He began his term as president of the association in February 2007. He is also a member of the Board and Executive Committee of AHQA and previously served as a chair of the AHQA CEO section. Bennett is a frequent speaker and presenter in Utah and Nevada as well as nationally on quality and safety topics including human factors sciences, system thinking, design, transparency and pay for performance.

**11:45 a.m. - 1:15 p.m. NETWORKING LUNCHEON (KOKOPELLI II & III)**

This symposium provides ample time for attendees to benefit from the knowledge and experience of one another. Join this luncheon and enjoy networking with your colleagues before returning to the "classroom."

**CONCURRENT SESSIONS REPEAT 1:15 p.m. - 2:30 p.m.**

**MINI WORKSHOPS: 10:30 a.m. - 2:30 p.m.**

**MINI WORKSHOP 2: TRUSTEE TOOLKIT EXPERIENCE (ARROWHEAD I)**

(For Trustees with Three Years or Less Experience) This Trustee Toolkit mini workshop is designed to help beginning trustees in their first three years of board service understand various governance and financial aspects of healthcare in order to remove, or at least minimize, the initial confusion which might occur.

**PRESENTERS: LANNY A. KOPE, Ed.D., PENNY S. BROOKE APRN, MS, JD, AND BRADLEY D. LEBARON, FACHE**

*Kope has more than 30 years of experience in healthcare governance and is currently serving as a trustee with the Sierra Vista Regional Health Center in Sierra Vista, AZ.*

*Brooke is both a nurse and an attorney. She is a professor and director of outreach at the University of Utah College of Nursing where her scholarly focus is on healthcare standards of care, improving diversity in nursing, and providing service to communities, both locally and internationally. Brooke has served several terms on the Utah Hospitals and Health Systems Association Board of Trustees and has chaired the Trustee Council and presently chairs the Quality Council for UHA. She has served as a member of the Intermountain Healthcare Board of Directors and the Urban Region Hospitals Board of Trustees for almost 20 years. She has also served on the boards of The American Association of Nurse Attorneys, The Volunteer Trustee Foundation, and Intermountain Therapy Animals. Brooke has received the UHA Urban Trustee of the Year Award and the American Association of Nurse Attorneys Advocate of the Year Award.*

*LeBaron is the president and CEO of Uintah Basin Medical Center in Roosevelt, UT. He has been in this position since November 1993. UBMC operates a 42 bed hospital, a 59 bed nursing home, and a medical services organization which manages the physician practices for the Northeastern Utah Medical Group. He served as chairman of UHA, Utah Hospitals and Health Systems Association in 2001. He currently serves as chairman of the Utah Telehealth Network Advisory Board and as a member of the Utah Digital Health Services Commission. In 1998, LeBaron was honored by the American College of Health Executives with the Utah Regent's Award and in 2004, LeBaron was honored by UHA as the Distinguished Hospital Executive.*

**MINI WORKSHOP 3: EMPLOYEE RELATIONS (ARROWHEAD II)**

The greatest challenge for healthcare leaders during the next decade promises to be the employee relations "perfect storm" that is forming on the horizon. In a time of growing demand for healthcare services and increasing pressures for cost containment, leaders of healthcare organizations face a severe and growing shortage of key professionals, the retirement of "baby boomer" staff and mid-level management, diminishing staff and physician satisfaction, and "corporate campaigns" launched by unions that have taken a terrible toll on the public image and financial well-being of hospitals and health systems. This session will examine specifically the key components of the growing employee relations crisis in healthcare and offer strategies whereby trustees and senior leaders can build a stronger organization to weather this storm.

**PRESENTERS: MARSHA K. BORLING, RN, MA, AND JOHN E. BAIRD, JR.**

*Borling, senior partner for Baird/Borling Associates, Ltd, has held a variety of clinical staff, mid-level and executive management positions in hospitals nationally, and as director of patient care services for the Wisconsin Hospital Association from 1994-1995, she served as a resource to the WHA membership and other health organizations. As a consultant, Borling has specialized in healthcare operations improvement, organizational planning, leadership development and customer service, and has published articles dealing with strategic planning, community health needs assessment and planning and the impact of hospital management strategies on employee morale and customer service.*

*Baird is a senior partner with Baird/Borling Associates, Ltd. Baird served on the faculty of the University of North Dakota and the University of Michigan. From there he joined Baxter International, a leading manufacturer of healthcare products, where he served as corporate manager of communications and opinion research. He left Baxter in 1980 to become a consultant, and in 1983 joined with a group of experienced labor relations and human resources consultants to form what ultimately became Baird/Borling Associates.*

**6:30 p.m. - 9:00 p.m. ROCKY MOUNTAIN BAR-B-QUE AND ENTERTAINMENT (THE CANYONS PAVILION)**

Join your fellow WRTS attendees for this special event at The Canyons Pavilion featuring a sumptuous western-style buffet, bar and the music and musings of "In Cahoots," a trio of musicians and story-tellers reminiscent of the Old West. The music is a combination of traditional cowboy standards and "buckaroo'd up" versions of classics and original songs. The jokes and stories are guaranteed to make your eyes roll, and the cowboy poetry, as it slides off the silver tongue of JP Carson, is guaranteed to have you in stitches or maybe shedding a tear. The band has been featured in such events as the 2002 Salt Lake Olympic Games, the Heber City Cowboy Poetry and Buckaroo Fair and the Festival of the American West. This optional event is priced at \$80 per person and includes dinner, cash bar service and entertainment.



**7:00 a.m. - 8:30 a.m. BREAKFAST BUFFET (KOKOPELLI GRAND BALLROOM)**

**7:30 a.m. - 8:30 a.m. AHA - WASHINGTON LEGISLATIVE REPORT (KOKOPELLI GRAND BALLROOM)**

This session will provide an update of federal legislative and policy initiatives relevant to the hospital field and an overview of the national political environment.

**PRESENTER: MIKE J. ROCK**

*Rock worked on Capitol Hill as staff assistant to Nebraska Republican Senator Roman Hruska from 1975 to 1977. He served as legislative assistant to Nebraska Republican Representative Charles Thone from 1977 until 1978, when Thone was elected Governor of Nebraska. From January 1979 to November 1984, Rock was legislative staff director to Nebraska Republican Representative Virginia Smith. Rock joined the American Hospital Association as a lobbyist in December 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, and health system reform issues.*

**8:45 a.m. - 10:45 a.m. BECOMING A REMARKABLE BOARD: UNLEASHING THE POWER AND POTENTIAL OF PURPOSEFUL GOVERNANCE (KOKOPELLI GRAND BALLROOM)**

Building and sustaining accountable, trusted and visionary governing leadership is one of the principal challenges for boards of trustees in today's hyper-scrutinized and increasingly transparent healthcare world. Hospitals and communities more than ever depend on their hospital boards for motivated, knowledgeable, insightful leadership by trustees who understand how to think and lead with purpose—confident, highly skilled, inspirational leaders who have what it takes to drive continuous governance gain.

Remarkable governance doesn't just happen—it's created and nurtured, shaped and molded by governing leaders with a passion for performance and a commitment to purpose. This session will explore the "governance X factors" that are critical to leadership effectiveness. Trustees will learn about the leadership habits of hospital boards, and gain new insights about the ways to unleash the power and potential of purposeful governance in their boardrooms and communities.

**PRESENTER: LARRY W. WALKER**



Larry Walker is President of The Walker Company, a Lake Oswego-based healthcare governance consulting firm. The company provides a broad array of governance development services, including governance organization audits, board self-assessment, CEO compensation analysis and performance review, board retreats, governance and trustee succession planning and recruitment.

**10:45 a.m. - 11:15 a.m. CLOSING COMMENTS/SYMPOSIUM CONCLUDES**

**(KOKOPELLI GRAND BALLROOM)**

Marie Kotter, Ph.D., chair, 11th Annual Western Regional Trustee Symposium, and Northern Utah Intermountain Healthcare Board of Trustees, Ogden, UT.



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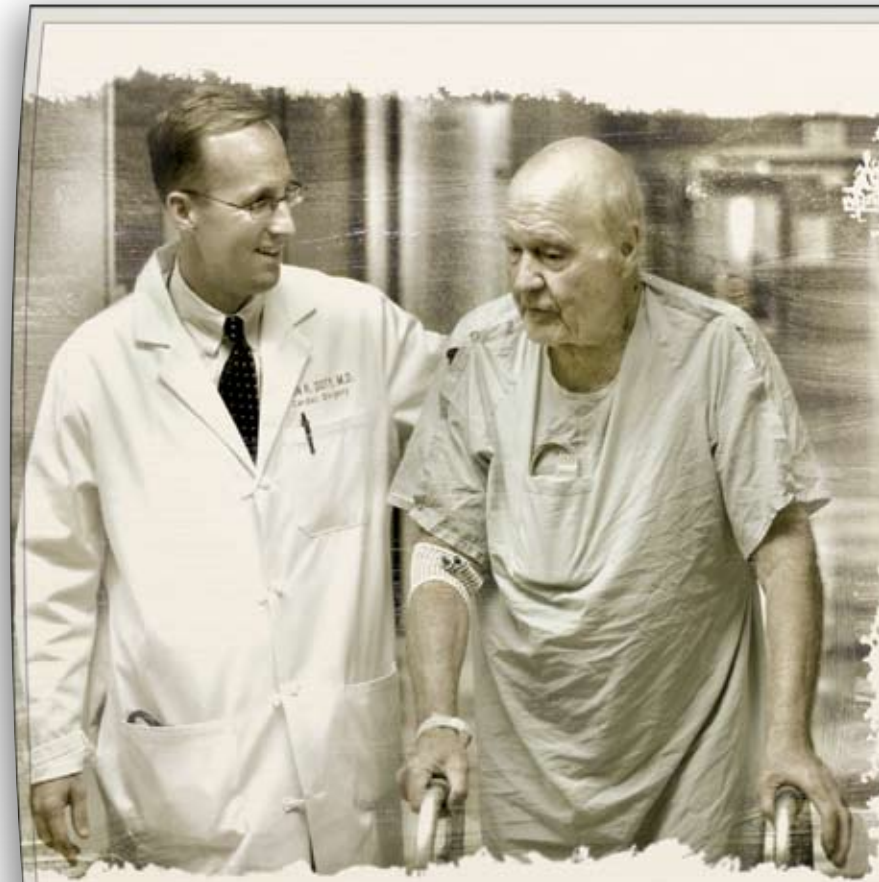
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