

2010 Small or Rural Hospital Conference



AGENDA

WEDNESDAY, FEBRUARY 10

Pre-Conference Meetings:

12:30 - 3:00 p.m.

Critical Access Hospital Meeting & Luncheon

Birches I

3:00 - 5:00 p.m.

Associated Health Resources, Inc.

Board of Directors Meeting

Birches II

4:00 - 7:00 p.m.

Conference Registration

Balsam Lobby

Opening Night Activities:

6:00 - 7:00 p.m.

Opening Night Reception

Slider's Restaurant

7:00 - 9:00 p.m.

Opening Night Dinner Banquet

Balsam, Spruce & Juniper Rooms

9:00 p.m.

Entertainment: Join us in Slider's for an evening of fun with **School Street Band!**

THURSDAY, FEBRUARY 11

7:00 - 8:30 a.m.

Registration

Balsam Lobby

Breakfast Buffet

Balsam & Spruce Rooms

8:30 - 8:45 a.m.

Welcome & Opening Comments

Birches Ballroom

Kris Doody, Chair, Maine Hospital Association and CEO, Cary Medical Center

8:45 - 10:15 a.m.

Keynote Presentation

Innovative Collaboration to Create Value: The Antidote for the Perils of Healthcare Reform

Nathan Kaufman, M.S., Managing Director, Kaufman Strategic Advisors and Nationally Renowned Healthcare Expert

To say that these are challenging times is an understatement. Hospitals across the nation are experiencing deteriorating operating performance. In addition to declining Medicare reimbursement rates, many hospitals have seen significant decreases in admissions in the most profitable service lines. The economic and market conditions impacting healthcare providers are of the magnitude that have impacted the financial and automobile sectors. In addition, hospitals face the uncertainties of what healthcare reform will bring. In 2010, healthcare providers will need to embrace innovation and efficiency, to provide more and better care, with less. During this session, leading healthcare

expert Nate Kaufman will explore these challenges and recommend strategies for weathering the storm.

10:15 - 10:45 a.m.

Networking Break

10:45 a.m. - 12:00 p.m.

Physician Retention: Optimizing Your Investment

Allison McCarthy, MBA, Principal, Barlow/McCarthy *Rural communities across the nation continue to struggle in their attempts to recruit and retain physicians. In today's challenging healthcare environment, it becomes even more critical to keep the quality physicians you work so hard to recruit. Once you've found the right physician, establishing structural approaches that will sustain them in a professionally and personally rewarding practice is essential for growth-oriented organizations. During this session, expert Allison McCarthy will provide real world suggestions and practical tools for dealing with this perennial issue.*

12:00 - 1:30 p.m.

Luncheon Buffet

1:30 p.m.

Free time ~ *Enjoy the slopes, cross-country skiing or simply relax in the heated outdoor pool and hot tub!*



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AGENDA (CON'T)

THURSDAY, FEBRUARY 11 (con't)

6:00 - 7:00 p.m.

Reception

Slider's Restaurant

7:00 - 8:30 p.m.

Dinner

Balsam, Spruce & Juniper Rooms



Originally from Maine, Bob Marley began performing stand up comedy in his hometown of Portland. He moved to Boston early in his career, gaining experience in a city known for spawning comedy all-stars.

*He now has a weekly radio call in segment with several radio stations around the country called *The World According to Bob*. Winner of this year's XM/Sirius Superbowl of Comedy, he continually makes new fans around the country.*

*Making his first television appearance on Comedy Central, he is now one of the few comics to do the complete late night circuit including *The Late Show with David Letterman*, *The Tonight Show with Jay Leno*, *Late Night with Conan O'Brien* and the *Late Show with Craig Ferguson* and *Craig Kilborn*.*

*A movie star as well, Bob starred in *Boondock Saints* and its sequel, *Saints II: All Saints Day*, which hit the screens on October 30, 2009.*

8:30 - 9:30 p.m.

Entertainment: *Maine's Wicked Funny Bob Marley!*

9:30 p.m.

Join us for entertainment at Slider's following the banquet.

FRIDAY, FEBRUARY 12

7:30 - 8:30 a.m.

Breakfast Buffet

Balsam, Spruce & Juniper Rooms

8:30 - 8:45 a.m.

Welcome & Opening Comments

Birches Ballroom

Kris Doody, Chair, Maine Hospital Association and CEO, Cary Medical Center

8:45 - 10:45 a.m.

Weathering the Storm: Creating Focus and Stability During Turbulent Times

Terry Nichols, Director, Advisory Board Academies

The only "constant" in healthcare today is the constant frenzy of "change". Governments and other payers are squeezing hospitals to design more cost effective care systems in order to reduce overall expenditures, eliminate waste, and expand access to more patients. Consumers are insisting on better service, more information, increased care options and a greater role in determining their own treatment plans. The public at large is demanding a reduction in medical errors, better adherence to best practice care protocols and further dissemination of quality data. Physicians, along with their patients, are expecting nearly immediate access to

next generation technology, new equipment, better facilities and expanded service offerings. Even if the need for these changes is widely understood and supported, the sheer rapidity, volume and complexity of these initiatives is often overwhelming. With the announcement of each new expectation, staff members grow more frustrated, managers grow more burned out and executives grow more harried. During this session, Terry Nichols will focus on seven critical approaches that great leaders adopt in order to lift these burdens, create stability and generate long-term, sustainable improvement.

10:45 - 11:00 a.m.

Networking Break

11:00 a.m. - 12:00 p.m.

Federal Policy & Regulatory Update

Joanna L. Hiatt, Senior Associate Director for Policy, American Hospital Association

Hospitals face significant challenges at both the national and state level. During this session, we will review the current political and regulatory environment and share advocacy goals for rural hospitals.

12:00 p.m.

Adjournment