

# ANNUAL NEHA CONFERENCE

THURSDAY & FRIDAY, DECEMBER 6 & 7 2007

BOSTON MARRIOTT COPLEY PLACE

## ROOM RESERVATIONS - CALL HOTEL

- 1 Reserve your room early!
- 2 Call hotel: 1-800-228-9290
- 3 Identify yourself as attendee at NEHA Annual Trustee Conference
- 4 NEHA room rate \$205
- 5 Cut-off November 14, 2007

## PROGRAM REGISTRATION FORM

### FEE

- \$395 Member Rate - Trustees, members of state hospital associations
- \$355 Member Team Discount - 3+ People\*
- \$725 Non-member Rate
- \$685 Non-member Discount - 3+ People\*

Registrant Name \_\_\_\_\_

Title \_\_\_\_\_ First Middle Initial Last

ACHE Designation *if applicable* \_\_\_\_\_

Badge Nickname \_\_\_\_\_

Organization \_\_\_\_\_

Street Address \_\_\_\_\_

City/Town \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

eMail \_\_\_\_\_

Contact *if different than registrant* \_\_\_\_\_

SESSIONS *Please Choose One*  1  2  3 1800W

### PAYMENT *Please Choose*

- Check Payable to New England Healthcare Assembly (NEHA)
- Credit Card *Select One*  Visa  Mastercard  American Express

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Name *as appears on card* \_\_\_\_\_

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### REGISTER

CREDIT CARD  
Fax 781.272.0466 or 781.272.1021

CHECK payable to NEHA  
Attention: Accounts Receivable  
New England Healthcare Assembly  
5 New England Executive Park  
Burlington, MA 01803

QUESTIONS  
REGISTRATION 781.272.8000 x180  
PROGRAM 781.272.8000 x176

SPECIAL NEEDS ADA assistance: contact Katherine Davis  
at 781.272.8000 x180 or email info@nehaonline.com

LOCATION Boston Marriott Copley Place, 110  
Huntington Ave, Boston MA

DIRECTIONS www.mhalink.org or call Boston Marriott  
Copley Place directly

CANCELLATIONS Received in writing by NOV 25 2007 for  
full refund, less \$50 administrative fee. No refunds  
available after this date: substitutes welcome

CEUs MHA authorized to award eight (8) hours of pre-  
approved Category II (non-ACHE) Continuing Education  
Credits for this program towards advancement  
/recertification in American College of Healthcare  
Executives. Participants wishing to apply continuing  
education hours toward Category II credit: *list  
attendance when applying for advancement or  
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\*TEAM DISCOUNT \$40 off each registration when group  
of 3 or more from same organization registers *at same  
time*

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ANNUAL NEHA CONFERENCE  
THURSDAY & FRIDAY, DECEMBER 6 & 7 2007  
BOSTON MARRIOTT COPLEY PLACE

An opportunity for hospital trustees to hear  
from national and state health care experts



Pathways  
to Exceptional  
Governance

EFFECTIVE  
GOVERNANCE  
IN TIMES OF  
CHANGE AND  
CHALLENGE

ANNUAL NEHA  
CONFERENCE  
THURSDAY  
& FRIDAY  
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2007

NEHA

# Pathways to Exceptional Governance

**THURSDAY, DECEMBER 6**
**9.00 AM**
**Greeting & Introductions**

 LYNN NICHOLAS, FACHE, President & CEO  
 Massachusetts Hospital Association

**9.10-10:30 am**
**How Fast will Health Care Delivery Systems Change**
*... and into what?*

JOHN HORTY, ESQUIRE

**10.45 AM-12.15 PM Breakout Sessions**
**Session One**
**Quality & Safety: Overview of MHA/AHA Curriculum for Trustees**
**Session Two**
**Everything you want to know about health care**
*... but are afraid to ask*

CAROLYN JACOBY-GABBAY &amp; JAMES E. HOOD

- ❖ Show me the money: *how hospitals get paid*
- ❖ Who regulates what? *Tracing the regulatory and oversight maze*
- ❖ Getting into the alphabet soup
- ❖ Legal understanding a trustee must have

**Session Three**
**Hospital Systems of the Future**

ROBERT REECE

- ❖ Strategic alternatives available to community hospital systems confronting a rapidly changing - *and transforming* - marketplace
- ❖ Challenges and options for developing an effective physician relations strategy
- ❖ Questions Boards should ask to position organizations for the future

**12.15 - 1.30 PM**
**Luncheon NEHA TRUSTEE AWARD**
**1.30 - 3.00 PM**
**Breakout Sessions Resume**
**3.00 - 4.30 PM**
**Why Hospitals Don't Learn from Failure**
*Organizational and psychological dynamics that inhibit change*

AMY EDMONDSON, PhD

**4.30 - 5.30 PM**
**NEHA General Reception**
**FRIDAY, DECEMBER 7**
**8.00 - 9.00 AM**
**State Hospital Association Breakfasts**
**9.00 - 10.30 AM**
**Pay for Performance is here ... Does it really work?**

DAVID NASH, MD

**10.30 - 11.00 AM**
**Summary Key Conference Points Lessons Learned**
**11.00 AM**
**Adjourn**

**John Harty, Esquire**
**Senior Partner, Harty, Springer & Mattern, and Founder, Estes Park Institute**

For founding a law firm devoted to health care, a nonprofit corporation that presents education programs to health care executives, a policy research think tank that shapes issues and opinions and a publishing arm that exposes health care issues into the broader environment - Harty has been recognized in many ways, including: named Honorary Fellow of the American College of Healthcare Executives; awarded the Award of Honor of the American Hospital Association; and given an Honorary Life Membership in the American Hospital Association.


**John Combes, MD**
**President & COO, AHA Center for Governance**

Dr. Combes brings focus to quality and leadership issues in patient safety, end-of-life care, and clinical variation. He has expertise in quality management, medical ethics, and medical management, and served as director of a New York State community hospital with responsibility for a family practice intern and residency program. He was also chief medical officer for two large Florida health care systems, responsible for medical management, physician group practice development, quality improvement, and medical staff relations. He serves on several national advisory groups on medical ethics, palliative care and reduction of medication errors. He serves on a hospital system board and a multi-state quality improvement organization.


**Carolyn Jacoby-Gabbay**
**Partner, Nixon Peabody, LLP Health Services Group**

Advises hospitals, physicians and other health care providers on regulatory compliance, business transactions and strategic initiatives, managed care contracts with third party payers i.e., insurance companies, HMOs and PPOs, and Medicare and Medicaid reimbursement issues. Represents clients before federal/state agencies and review panels, advising clients of corporate compliance programs, counseling on licensure and accreditation requirements, satisfying Stark Law requirements, applying federal anti-kickback fraud and abuse restrictions and "safe harbors," and observing standards applicable to tax-exempt organizations, such as fiduciary duties and conflicts of interest policies.


**James E. Hood**
**Partner, Nixon Peabody, LLP**

Concentrates on areas of corporate governance, restructuring, acquisitions, mergers, debt and equity financing, shareholder dispute resolution, joint venture formation and distribution arrangements (domestically and internationally), limited liability company formation, strategic partnerships and acts as general counsel to medium-to-large closely owned companies. He assisted in the drafting and passage of New Hampshire's current Business Corporations Act &amp; Limited Liability Company Act.


**Robert Reece**
**President, Cambridge Research Institute**

Specializes in strategic planning, governance restructuring, and medical staff development. His experience of the past 20 years includes consulting to large and small hospital systems, community teaching hospitals, university medical centers and medical groups across the country. He is particularly interested in working with his clients -- including professional associations, hospitals, and integrated systems -- to develop the conceptual frameworks necessary to guide thoughtful strategy development. In addition, he has lectured extensively on a variety of topics to a number of health care groups.


**Amy Edmondson, PhD**
**Novartis Professor of Leadership and Management**
**Chair, Doctoral Programs, Harvard Business School**

Edmondson's recent article, "Why Hospitals Don't Learn from Failures: Organizational and Psychological Dynamics That Inhibit System Change" (with Anita Tucker), received the 2004 Accenture Award for a significant contribution to management practice. Her research examines leadership influences on learning, collaboration and innovation in teams and organizations, a field-based approach that includes research in health care delivery. One stream of her work has shown effects of leadership behavior and a safe psychological climate on patient safety in hospitals.


**David Nash, MD**
**Professor and Chair, Department of Health Policy**
**Jefferson Medical College, Thomas Jefferson University**

A board certified internist, Dr. Nash founded the Office of Health Policy at Jefferson Medical College in 1990. Internationally recognized for his work in outcomes management, medical staff development and quality-of-care improvement, his publications and articles have appeared in more than 100 major journals. Repeatedly named by Modern Healthcare to the top 100 most powerful in health care, his national activities include appointment to the Joint Commission Advisory Committee on Performance Measurement, the CIGNA Physician Advisory Committee, membership on the Board of Directors of the Disease Management Association of America (DMAA) and Chair of an NQF Technical Advisory Panel -- four key national groups focusing on quality measurement and improvement. He is on the boards of directors and advisory boards of multiple health care companies and systems.

**Nominate a Trustee!**

 NEHA Trustee Award for Excellence  
<http://www.nehaonline.com/index.shtml>

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