

# Adjusting *the* Sails:

SETTING A NEW  
COURSE FOR  
TOMORROW



OHA Convention & Trade Show • Nov. 4-6, 2015  
Cox Convention Center & Renaissance Hotel, Oklahoma City

## Wednesday, Nov. 4

8:30 a.m.	-	9:45 a.m.	Rural Hospital Session
9:00 a.m.	-	11:15 a.m.	Hospital Volunteers of Oklahoma – <i>Bridge</i>
10:00 a.m.	-	11:15 a.m.	General Session – <i>Crowe &amp; Dunlevy</i>
11:30 a.m.	-	1:15 p.m.	Volunteer Lunch
12:00 p.m.	-	2:00 p.m.	Oklahoma Health Lawyers Association
1:30 p.m.	-	3:00 p.m.	Opening Ceremonies and Keynote – <i>Thomas</i>
3:00 p.m.	-	5:00 p.m.	Oklahoma Organization of Nurse Executives – <i>Fanning</i>
3:00 p.m.	-	5:00 p.m.	OHA Annual Business and Board Meeting
3:00 p.m.	-		Oklahoma Society of Directors of Volunteer Services Board Meeting
5:00 p.m.	-	7:00 p.m.	Chairman’s Party

## Thursday, Nov. 5

7:30 a.m.	-	11:45 a.m.	Oklahoma Association of Medical Staff Services – <i>Rogers, Sullivan, Thompson</i>
8:00 a.m.	-	9:30 a.m.	General Session – <i>Brenner</i>
8:00 a.m.	-	12:00 p.m.	Oklahoma Society of Directors of Volunteer Services
8:00 a.m.	-	5:00 p.m.	Oklahoma Association of Healthcare Engineers – <i>Wagner</i>
8:30 a.m.	-	11:45 a.m.	Public Relations & Marketing Society of the OHA – <i>Tumpey, Berney</i>
9:30 a.m.	-	10:30 a.m.	General Session – <i>Berkowitz</i>
10:00 a.m.	-		Oklahoma Psychiatric Hospital Association Board Meeting
10:30 a.m.	-	11:30 a.m.	Oklahoma Society for Quality & Risk Management – <i>Slater</i>
10:30 a.m.	-	11:30 a.m.	Oklahoma Healthcare Human Resources Association – <i>Court</i>
10:30 a.m.	-	2:30 p.m.	Trade Show
11:45 a.m.	-		Oklahoma Society for Quality & Risk Management Member/Board Meeting
11:45 a.m.	-		Oklahoma Association of Medical Staff Services Business Meeting
1:00 p.m.	-	4:15 p.m.	Oklahoma Association of Medical Staff Services – <i>Jordan, OBN, Kelsey, Varghese, Bruce, Zimmer</i>
1:30 p.m.	-	2:30 p.m.	Oklahoma Society for Quality & Risk Management – <i>Homan</i>
2:30 p.m.	-	4:30 p.m.	General Session – <i>Swan</i>
2:30 p.m.	-	5:00 p.m.	Oklahoma Psychiatric Hospital Association – <i>Ahpeatone, Carrizales</i>
5:00 p.m.	-		Oklahoma Association of Healthcare Engineers Board Meeting

## Friday, Nov. 6

7:15 a.m.	-	8:15 a.m.	Breakfast and Sooner Healthcare Executives – <i>Cordova</i>
8:30 a.m.	-	11:30 a.m.	Closing ACHE Session – <i>Deao</i> 3 Hours ACHE Face-to-Face Education credit
10:00 a.m.	-	12:00 p.m.	Oklahoma Healthcare Financial Management Association – <i>Austin</i>
12:00 p.m.	-		Oklahoma Healthcare Financial Management Association Board Meeting

DOWNLOAD THE OHA CONVENTION MOBILE APP BEGINNING OCT. 5 FOR FULL CONFERENCE DETAILS AT YOUR FINGERTIPS! ACCESS SCHEDULES AND IMPORTANT UPDATES ON YOUR SMARTPHONE BEFORE THE EVENT AND ON SITE. LOOK FOR DETAILS SOON AT [WWW.OKOHA.COM/MOBILEAPP](http://WWW.OKOHA.COM/MOBILEAPP).

# President's Message



Dear colleagues and friends,

I wish to extend to you an invitation to join nearly 1,000 of your colleagues in attending the Oklahoma Hospital Association's 2015 Convention & Trade Show, to be held Nov. 4-6, at the Cox Convention Center in downtown Oklahoma City. This is our largest educational and networking event of the year and you won't want to miss it!

Our theme this year, "Adjusting the Sails: Setting a New Course for Tomorrow," explores the need to be flexible and adaptive as our industry faces unprecedented challenges. As the health care system undergoes reconfiguring, we need to be able to envision a variety of scenarios and adjust quickly to remain viable and continue to meet the needs of our

patients and communities.

Topics to be explored during the two and half days will include:

- what it means to truly lead the way;
- collaborating to cost-effectively meet the needs of super utilizers;
- facing the unique challenges of rural and community hospitals;
- the competitive race for value in the coming decade;
- developing communication skills that create engagement and results;
- and much more.

Please keep in mind that your general registration entitles you to attend as many of the educational sessions as you wish, regardless of your membership in a particular affiliated society, with the exception of the ACHE session on Friday. **Note that, new this year, member hospital trustees can attend the OHA Convention & Trade Show at NO COST! Please invite and encourage your trustees to register and take advantage of this opportunity.**

We will again present our annual OHA awards throughout the convention at our various general sessions. We will also host a special gathering on Wednesday evening – join us at the Chairman's Party for some great networking, heavy hors d'oeuvres and beverages.

The OHA Convention offers many opportunities to learn new ideas and share experiences with your colleagues. You simply won't find a better value for your educational dollars than the OHA Convention & Trade Show! We look forward to seeing you Nov. 4 for "Adjusting the Sails: Setting a New Course for Tomorrow."

Sincerely,

**Craig W. Jones, FACHE**

President

Oklahoma Hospital Association

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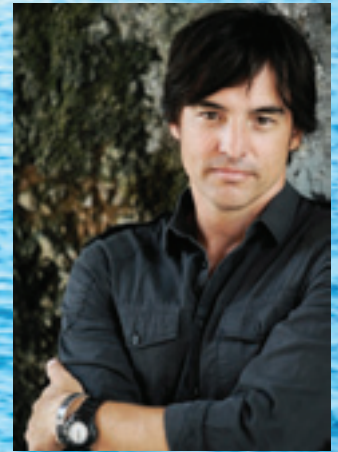
Crowe & Dunlevy

Emcare

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### Sapphire Level

Oklahoma Health Care Association



KEYNOTE SPEAKER

Wednesday, Nov. 4

**1:30 p.m.**

**Opening Ceremonies and  
Keynote Address**

*"Get it On! What it Means  
to Lead the Way"*

- Keni Thomas

Decorated combat veteran, member of a special mission recounted in the book and movie "Black Hawk Down," country music recording artist.

In 1993, Sgt. Keni Thomas was deployed to Mogadishu, Somalia with Bravo Company of the 3rd Ranger Battalion as part of a special operations package called Task Force Ranger. Their mission was to find and capture a criminal warlord named Mohammed Farrah Aidid. On the third of October, Sgt. Thomas and his fellow Rangers distinguished themselves in an 18-hour fire fight that would later be recounted in the book and movie "Black Hawk Down." Nineteen Americans died and 78 were wounded.

The Ranger motto is "Rangers Lead the Way." Leadership is the core of every skill developed as a Ranger. Leadership is not a position, but rather an example set by every Ranger. The world is made better when leadership is owned by each member of a team. Thomas' stories are examples of extraordinary soldiers fighting to bring each other home in the worst urban combat the U.S. has seen since World War II. They illustrate the power of leading by example at all levels, regardless of rank or station.

It's easy to lose perspective on our value to others. Make no mistake, your presence is crucial! The individuals to the left and right are directly affected by the result of your actions. Each team is a puzzle with invaluable pieces. Thomas will help you see yourself in the light of extraordinary. It is a choice made by many each day to impact those around them. This is the ultimate definition of LEADING THE WAY.

**The OHA W. Cleveland Rodgers  
Distinguished Service Award will  
be presented at this session.**

*This session is sponsored by Blue Cross and  
Blue Shield of Oklahoma.*

Wednesday, Nov. 4

**8:30 a.m.****Rural Hospital Session**

This session will feature presentations targeted toward the unique interests of rural hospital members, including late breaking topics of interest.

*This session is sponsored by Emcare and American Fidelity Assurance Company.*

Wednesday, Nov. 4

**10:00 a.m.****General Session  
"Legal Update"**

- Crowe &amp; Dunlevy

Attorneys from Crowe & Dunlevy will provide attendees with a legal update.

# Affiliated Society & Group Meeting Agendas

In addition to the general sessions, the following sessions are being offered to all convention registrants by professional organizations affiliated with the OHA. Please indicate on your registration form located in the back of the preview which sessions you plan to attend.

## ACHE

Friday, Nov. 6

7:15 a.m.

Continental Breakfast

Sooner Healthcare Executives Meeting &amp; Awards

*Richard D. Cordova*, FACHE, chairman ACHE Board of Governors and president and CEO of Children's Hospital Los Angeles.

8:30 a.m. - 11:30 a.m. Closing Session

"Compelling Communication: Creating Engagement Understanding and Results"

*Craig E. Deao*, senior executive team member, Studer Group

Develop communication skills that produce consensus, ownership and results. Deao will help you develop practical and collaborative coaching skills to improve employee performance, increase productivity and reinforce your organization's shared mission. Participants will gain ready-to-use communication tools to increase employee engagement, clarify performance expectations and create a culture of collaboration, resulting in a more purpose-driven and productive organization.

**The Oklahoma Hospital Association is authorized to award three hours of ACHE Face-to-Face Education continuing education credit toward advancement or recertification in the American College of Healthcare Executives for the Friday morning closing session.**

*(There is an additional registration fee to attend this session.)*

## DIRECTORS OF VOLUNTEER SERVICES - OSDVS

Wednesday, Nov. 4

3:00 p.m.

Board Meeting

Thursday, Nov. 5

8:00 a.m. - 12:00 p.m.

Education Session

Detailed agenda for this affiliated society meeting was not available at time of print. Watch for speaker names and more details on this session coming soon at [www.okoha.com/convention](http://www.okoha.com/convention).

## ENGINEERS - OAHE

Thursday, Nov. 5

8:00 a.m. - 5:00 p.m.

"The Role of Facilities Management in Infection Control"  
*William M. Wagner*, ScD, CHSP, CHEP, CHCM, vice president of quality compliance, TSI Consulting, Inc.

The interaction of the facility manager and infection preventionist is more important than ever. Their shared challenges are not only associated with staff during clinical, support, and maintenance activities, but also the overall management of the systems responsible for maintaining infection prevention and controls. There are specific elements in The Joint Commission Environment of Care and Infection Control standards that identify this relationship and require compliance, and more importantly, patient safety.

This program will identify the key elements of these standards and provide information on how to enhance the common effort required for effective quality, safety and compliance programs.

5:00 p.m.

Board Meeting

## FINANCIAL MANAGERS - OHFMA

Friday, Nov. 6

10:00 a.m. - 12:00 p.m. Education Session

"Revenue Cycle Updates"

*Mea Austin*, director of solutions and thought leadership, Haase and Long

This session will include up-to-the-moment, relevant information regarding legislation and trends that affect the revenue cycle, including how the Consumer Finance Protection Bureau, Affordable Care Act, 501(r), and the marketplace affect daily business office activities and the overall climate of the revenue cycle, and details regarding point-of-service collections and financial assistance.

After spending more than a decade as a paralegal at a bankruptcy law firm, Austin saw the need for a solution to address the rising number of uninsured patients. In early 1990, she formed the Medical Assistance Program (MAP) at Haase and Long to create benefits for the uninsured. MAP became the first of a suite of services developed to "compassionately create zero balance" for physicians and hospitals. Austin is recognized nationally as an authority on the Affordable Care Act, 501(r) regulations, self-pay eligibility, revenue cycle best practices and a variety of leadership and motivational topics.

12:00 p.m.

Board Meeting

## HEALTH LAWYERS - OHLA

Wednesday, Nov. 4

12:00 p.m. - 2:00 p.m. Education Session

Detailed agenda for this affiliated society meeting was not available at time of print. Watch for speaker names and more details on this session coming soon at [www.okoha.com/convention](http://www.okoha.com/convention).

## HUMAN RESOURCES - OHHRA

Thursday, Nov. 5

10:30 a.m. - 11:30 a.m.

"Update on the Fair Labor Standards Act (FLSA)"

Leonard Court, Crowe & Dunlevy

Court is a graduate of Oklahoma State University and Harvard Law School and joined Crowe & Dunlevy in 1972. He is one of three Oklahoma attorneys to be inducted as a fellow of the College of Labor and Employment Lawyers. Court has been named one of the Best Lawyers in America Lawyers of the Year for Labor and Employment Law Management in Oklahoma City four times. An active member of the Oklahoma City Human Resources society, he was awarded the organization's HR Legend Award in 2014.

## MEDICAL STAFF SERVICES - OKAMSS

Thursday, Nov. 5

7:30 a.m. - 4:15 p.m.

"2015 Medical Staff Services Fall Conference"

8:45 a.m. - 9:30 a.m.

"Value of Certification"

Heidi Thompson, group director, medical staff services, Centura Health

9:30 a.m. - 10:30 a.m.

Lisa Sullivan, Drug Enforcement Administration

10:45 a.m. - 11:45 a.m.

Patricia Rogers, shareholder, practice group leader, McAfee & Taft

Rogers is a health care lawyer who concentrates on administrative and regulatory compliance, health care transactions, and business consulting. Her experience includes Medicare fraud and abuse and Stark compliance and analysis. She advises health care providers and business associates on HIPAA privacy, security and breach notification, developing joint venture arrangements with physicians and other health care providers. Rogers also helps develop medical staff bylaws for hospitals and ambulatory surgery centers and counsels on physician employment arrangements, Medicare enrollment and billing, review and analysis of contracts, and organizing professional corporations and other professional entities.

11:45 a.m.

Business Meeting

12:00 p.m. - 1:00 p.m. Lunch in Trade Show

1:00 p.m. - 2:30 p.m.

Diana Jordan, comedian and speaker

Jordan shines as the only female motivational speaker with more than 25 years' experience as a headliner comedian. Her messages are strong and her humor absolutely hilarious! Her motivational messages ring loud and true about how you can make the choice to be happy, find the funny in life, take responsibility for your health, find ways to bust stress and, by doing just four things, make a happier, healthier and more productive you.

2:45 p.m. - 3:15 p.m.

Oklahoma Board of Nursing

3:15 p.m. - 4:15 p.m.

Lyle Kelsey and Reji Varghese, Oklahoma State Board of Medical Licensure & Supervision;

Deborah Bruce and Richard Zimmer, Board of Osteopathic Examiners

## NURSE EXECUTIVES - OONE

Wednesday, Nov. 4

3:00 p.m. - 5:00 p.m.

"Who are you BECOMING as a Leader?"

Jonathan Fanning

This engaging program draws from the lives of servant leaders who have left a lasting positive impact on the world around them. Inspiring anecdotes include lessons from leaders such as William Wilberforce, Harriet Tubman, Walt Disney, Nelson Mandela, Margaret Thatcher, Gandhi, Mother Teresa, Winston Churchill and Martin Luther King. "Who are you BECOMING" introduces the two ingredients the greatest leaders all have in common and a simple formula for enhancing leadership in your own life and organization. In this thought-provoking presentation, Fanning shares lessons from the best leadership development organizations in the world, as well as heart-felt examples of applying these lessons in Fortune 500 companies, small entrepreneurial ventures, educational institutions and at home.

5:00 p.m.

Chairman's Party

Thursday, Nov. 5

8:00 a.m. - 9:30 a.m.

General Session  
- Brenner

9:30 a.m. - 10:30 a.m.

General Session  
- Berkowitz

10:30 a.m. - 2:30 p.m.

Trade Show

2:30 p.m. - 4:30 p.m.

General Session - Swan



SPEAKERS

Thursday, Nov. 5

8:00 a.m.

General Session

"Health Care Hotspotting: Caring for the Super Utilizers"

- Jeffrey Brenner, MD

Primary care physician, creator of a health care delivery system to meet the needs of the most vulnerable, founder and executive director of Camden Coalition of Healthcare Providers, Camden, N.J.

Jeffrey Brenner doesn't blame a person for going to an emergency room for a cold or an ear infection, even if the illness could have been treated in a doctor's office at much lower cost. He faults the health care system and he wants to prove that if providers, employers and insurers work together more effectively, that person will stop going to the ER. So-called superusers, who bounce in and out of the hospital, account for 30 percent of health expenditures. "The fix for this vexing challenge requires nothing less than a redesign of the way America delivers health care," says Brenner, a physician turned community activist.

The high-utilizers repeatedly access emergency rooms and doctors' offices with complex medical conditions compounded by diverse social issues. By providing and coordinating the medical care and social services these patients needed, Brenner and his group were able to reduce the cost of their care.

This type of collaboration is necessary to achieve change. Entirely new models of care delivery are going to be designed—and the institutions that don't figure that out are going to be like Kodak and Blockbuster—history. Brenner says, "The next 30 years are going to be about sucking cost out of the system, and if you don't figure out how to be a player in that, you're not going to be relevant."

This session is sponsored by Mercy.

Several OHA awards will be presented during this session.



Thursday, Nov. 5

**9:30 a.m.**

**General Session**

*"The Unique Challenges for Rural and Community Hospitals: How to Remain Successful and Community Focused"*

- Steve Berkowitz, MD

Dr. Berkowitz has more than 25 years of experience in health care management and consulting. He was the chief medical officer of St. David's Healthcare, a six-hospital system in Austin, Texas, as well as the chief medical officer for the Central and West Texas Division of HCA. During this time, St. David's achieved national prominence in mortality reduction, CMS core measure performance, STEMI times, and VTE prophylaxis. In 2008, St. David's won the Texas Award for Performance Excellence, an award based upon Baldrige criteria.

All hospitals are facing unprecedented challenges with the pressures of cost reduction, maintaining quality/patient satisfaction, and developing integrated networks of care. The rural and community hospital has unique challenges in these arenas, which can ultimately affect the very viability of the institution. Trustees have more responsibilities than ever before. Critical decisions regarding service lines, medical staff availability and engagement, and tertiary care support are now top of mind. Dr. Berkowitz will discuss these issues and offer best practices on how the community hospital can continue high quality care throughout these difficult times.

*This session is sponsored by OHA Insurance Agency.*

## PSYCHIATRIC HOSPITAL ASSOCIATION - OPHA

Thursday, Nov. 5

10:00 a.m.

Board Meeting

12:00 p.m. - 2:30 p.m.

Lunch and Trade Show

2:30 p.m. - 5:00 p.m.

"The Collaborative Workplace"

Aimee Ahpeatone, MA, LPC, LADC, and Cristela Carrizales

Ahpeatone is a licensed professional counselor and the owner of Mosaic Mental Health, where she provides counseling services to diverse clients, including children in foster care, as well as disadvantaged adolescents and adults. She owns MEIA consulting where she and her team provide training and coaching to corporate, non-profit, and state agencies with a focus on team building, collaboration and consensus building. She is active in the non-profit community, serving on the boards of The Plaza District, Lyric Theatre Understudies and many other organizations. In her spare time, she manages an improvisation comedy company and participates in the local improvisation scene.

Carrizales is an Oklahoma City actor, singer, improviser and director. She has appeared in numerous stage productions around Oklahoma City. Highlights include Phantom in "The Rocky Horror Picture Show," Christmas Eve in "Avenue Q," Puck in "A Midsummer Night's Dream," Dionne in "Hair" and Charlotte Lucas in "Pride & Prejudice." She has taught acting to children, teenagers and adults intermittently since 1992.

## PUBLIC RELATIONS & MARKETING - PRMS

Thursday, Nov. 5

8:30 a.m. - 10:00 a.m.

"MERS, MRSA, Ebola - Oh My! Communication Lessons Learned from Health Care Outbreaks"

Abbigail Tumpey, MPH, associate director for communications science, division of healthcare quality promotion, Centers for Disease Control and Prevention (CDC)

Communicating with patients, policymakers, or the media about patient safety threats, medical errors, or an infection control breach can be daunting. In this session, meet with CDC senior communicator Abbigail Tumpey to discuss communication best practices that every health care provider and communicator needs to know. Participants will learn how to be transparent while building and retaining trust, discuss lessons learned from outbreaks in health care facilities, and gain knowledge of risk and crisis communication principles that can be put into action in your facility.

10:15 a.m. - 11:45 a.m.

"Increase Your Marketing Results with Online Tools"  
Tim Berney, president/brand strategy, VI Marketing & Branding

New digital and social media tools are coming on the market every day. Discover ways to use the latest of these, some free and some paid, to enhance your overall marketing and brand strategy. This interactive session, led by Tim Berney and other members of his staff, will get into the details of how to use a variety of exciting digital tools effectively and easily.

## QUALITY & RISK MANAGERS - OSHQRM

Thursday, Nov. 5

8:00 a.m. - 9:30 a.m.

General Session - Brenner

9:30 a.m. - 10:30 a.m.

General Session  
- Berkowitz

10:30 a.m. - 11:30 a.m.

"Legal Aspects of End of Life Resources & Issues"

Jan Slater, JD, MBA, executive director, Oklahoma Center for Healthcare Improvement

Slater is the executive director of the Oklahoma Center for Healthcare Improvement, an organization dedicated to disseminating information on innovations in health care that improve patient outcomes, advance population health, and decrease health care costs. As a health care attorney and former hospital CEO, she will identify the pertinent Oklahoma laws and discuss their implications on hospitals, patients and families and provide guidance and insight for successfully navigating the final stages of life.

11:45 a.m.

Member Meeting

12:00 p.m.

Trade Show and Lunch

1:30 p.m. - 2:30 p.m.

"An Ethical Perspective of End of Life Resources & Issues"  
Mary Homan, director of ethics, Mercy West Communities

As an ethicist and patient advocate, Homan will point out the common obstacles faced by patients, families, their physicians and medical teams, as well as explore the moral principles of decision making for hospitals, including those with religious affiliations.

2:30 p.m. - 4:30 p.m.

General Session - Swan

**Download the OHA Convention mobile app beginning Oct. 5 for full conference details at your fingertips! Access schedules and important updates on your smartphone before the event and on site. Look for details soon at [www.okoha.com/mobileapp](http://www.okoha.com/mobileapp).**

# Hospital Volunteers of Oklahoma

Wednesday, Nov. 4

8:00 a.m. - 9:00 a.m. Registration

9:00 a.m. - 11:15 a.m. "If Health Care is About Well Being,  
Why am I So Stressed Out?"  
*Jerry Bridge*

Bridge is a speaker and humorist. He is well known for turning complex topics into fun, engaging thought provoking programs. Bridge is a gifted speaker, well known for his ability to help people reduce stress, build teamwork and improve performance. His passion is to lead inspiring motivating programs that empower people and to have lots of fun in the process.

11:30 a.m. - 1:15 p.m. Volunteer Luncheon

1:30 p.m. - 3:00 p.m. Opening Ceremonies & Keynote Address  
"Get it On! What it Means to Lead the Way" *Thomas*



SPEAKERS

Thursday, Nov. 5

2:30 p.m.

**General Session**

**"Health Care 2015-2025:  
The Tipping Point in the  
Competitive Race for Value"**

- *Maureen Swan*

President, MedTrend, Inc.

Maureen Swan is the president of MedTrend, Inc., a firm she founded in 1998 that specializes in strategic planning and analysis for the health care industry. MedTrend focuses on value-added, data driven strategies for doctors, hospitals, health care systems, blood centers, health associations, and health plan organizations. She has more than 25 years of sales, marketing, and strategic planning management experience. Prior to her time with MedTrend, Swan was vice president of marketing operations and strategic analysis for Allina Health System in Minneapolis. Prior to joining Allina, Swan held positions with Abbott Northwestern Hospital, HealthPartners, IBM, and Eastman Kodak.

Swan has worked with large health systems and CAH hospitals, medical supply organizations, physician clinics and hospitals across the country to develop strategy designed to create growth and breakthrough results. She has a national practice and reputation for identifying and speaking on emerging health care trends and the strategic implication for the health care industry.

**The Spirit of Achieving Cost Savings Awards will be given at this session.**



Friday, Nov. 6

**8:30 a.m. - 11:30 a.m.**

### Closing Session

*"Compelling Communication:  
Creating Engagement,  
Understanding and Results"*

- Craig E. Deao

Senior Executive Team Member  
Studer Group

Develop communication skills that produce consensus, ownership and results. Craig E. Deao will help you develop practical and collaborative coaching skills to improve employee performance, increase productivity and reinforce your organization's shared mission. Participants will gain ready-to-use communication tools to increase employee engagement, clarify performance expectations and create a culture of collaboration, resulting in a more purpose-driven and productive organization.

Participants will learn to:

- Enhance leadership and coaching skills to deliver aligned messages connecting behavior to mission execution.
- Apply communication techniques to create a feedback-rich environment.
- Increase staff and organization engagement and decrease turnover and anxiety.
- Gain comfort in clarifying performance expectations to reduce miscommunications and safety errors.
- Identify the roles of respect and safety in delivery of difficult messages.
- Develop a personal action plan.

\*The OHA is authorized to provide three hours ACHE Face-to-Face Education credit for this program.

**There is an additional charge to attend this session. Use Section B on the registration form to register for this event. You must be registered for the convention to attend this session.**

## Chairman's Party

**Wednesday, Nov. 4  
5:00 p.m. - 7:00 p.m.**

All convention attendees and exhibitors are invited to The Chairman's Party on Wednesday evening. Join your friends and colleagues for some great food and drink, along with a little music. Beverages and heavy hors d'oeuvres will be served. Dress casual, relax and enjoy spending time with colleagues. Come and have some fun!





## TRADE SHOW INFORMATION

More than 150 exhibit booths featuring the products and services of local and national companies will be located in the Cox Convention Center, Exhibit Halls 1 & 2. There will be four hours of exhibit time from 10:30 a.m. - 2:30 p.m. on Thursday, Nov. 5.

Thursday at noon, the 2015 exhibitors will sponsor a complimentary lunch for those attending the Trade Show.

Cash and prizes totaling more than \$1,000 will also be awarded to Trade Show attendees. You must be present to win!

## WHY YOU SHOULD ATTEND THE TRADE SHOW

It is always a challenge to stay up to date on the latest in health care products, services and technology. Don't miss an opportunity to see many of the latest innovations in health care, all under one roof! With every booth devoted solely to health care, you will see a vast array of vendors during the OHA Trade Show...and you'll have an opportunity to win cash and other nice prizes just by being on the trade show floor! The OHA Preferred Partner Network companies will be highlighted on a special aisle near the entry into the trade show.

The Trade Show also offers time to network with colleagues, see product demonstrations, discover new technologies, products and services, and eat lunch, compliments of the 2015 Trade Show vendors. A preliminary list of this year's vendors is included for your review on page 10.

## VENDOR REGISTRATION

### Registration and Set Up Hours:

1:00 p.m. - 4:00 p.m., Wednesday, Nov. 4

7:30 a.m. - 9:30 a.m., Thursday, Nov. 5

### Place:

Cox Convention Center, Street Level  
Registration area on west side of building  
and Exhibit Halls 1 & 2

## PROSPECTIVE VENDORS

Trade Show booths are still available for the Oklahoma Hospital Association's largest educational event of the year! The OHA Annual Convention & Trade Show draws attendees from health care organizations across the state of Oklahoma. Exhibit hours offer time for valuable contact with current and prospective customers.

### Other Features Include:

- An exhibitors' service desk that is maintained on the trade show floor;
- The entire trade show floor carpeted, including every booth;
- Association staff available to assist vendors throughout the show;
- Complimentary lunch in the trade show area for attendees;
- Drawing for cash prize just for exhibitors; and
- Promotion in the OHA Convention mobile app.

The OHA Annual Convention & Trade Show offers a low exhibit fee, easy access, statewide promotion and a choice of setup times. Booth space is assigned on a first-come, first-served basis. For more information about booth prices and locations, contact Mary Winters or Shelly Bush, (405) 427-9537, winters@okoha.com or bush@okoha.com.

## Vendor Lounge Sponsors

### Platinum

Chickasaw Nation  
Choctaw Nation Health  
Services Authority,  
*Talihina*  
Lindsay Municipal Hospital  
Mercy Hospital Ardmore  
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Hospital  
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INTEGRIS Health  
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# 2015 Trade Show Exhibitors

Accountable Healthcare Staffing  
 ADG, Inc.  
 Administrative Consultant Service,  
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 Company  
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 Evident  
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 GE Johnson Construction Company  
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 Hill-Rom  
 Hospital Receivables Service, Inc.  
 Hospitals Helping Patients Quit - OHA  
 Tobacco Cessation Initiative  
 INNERFACE Architectural Signage  
 InPro Corporation  
 Jackson Healthcare  
 Kinslow, Keith & Todd, Inc.  
 Liberty Occupational Health  
 Management  
 LifeShare of Oklahoma  
 McFarland Architects, PC  
 MCN Healthcare  
 MEDITECH (Medical Information  
 Technology, Inc.)

Merritt Hawkins  
 MidFirst Bank Healthcare Lending  
 Modular Services Company  
 OHA Insurance Agency  
 OHA WorkHealthy Hospitals  
 OHCA - Oklahoma Health Care  
 Association  
 Oklahoma Blood Institute  
 OU Medical Center  
 Performance Solutions (A Subsidiary  
 of BCS)  
 Perkins & Will  
 Pinnacle Healthcare Consulting  
 ProAssurance  
 Professional Engineering Consultants  
 Rees Associates, Inc.  
 Robison Medical Resource Group,  
 LLC  
 Ross Group  
 Script Care, Ltd.  
 Scrubs & Beyond/Life Uniform  
 Sheridan Healthcare  
 Sooner Healthcare Executives - ACHE  
 Sound Physicians  
 TeamHealth  
 The Jeffries Group  
 The Korte Company  
 The Midland Group  
 TRANE  
 TSIG Consulting

*(as of 8/7/15)*



# Education Credits

The Oklahoma Hospital Association is authorized to award three hours of ACHE Face-to-Face Education continuing education credits toward advancement or recertification in the American College of Healthcare Executives for the Friday morning closing session. Sign-in sheets will be provided and certificates will be prepared for ACHE members who register, sign in and attend this session. To register for this session, use the convention registration form. (There is an additional cost to attend. Please go to Section B of the registration form to sign up for this program.)

Six hours of pre-approved ACHE Qualified Education credits will be awarded toward advancement or recertification in the American College of Healthcare Executives for the remaining sessions of the Convention. Participants wishing to have the ACHE Qualified Education hours applied toward credit should list their attendance when applying for advancement or recertification in ACHE.



# General and Registration Information

## CONVENTION HOTEL

### Renaissance Oklahoma City Convention Center Hotel

10 North Broadway  
Oklahoma City, OK 73102  
Phone: (405) 228-8000 or (800) 468-3571  
Fax: (405) 228-8080

#### Renaissance Rates

King	\$144
Double	\$144
Concierge King	\$164

A block of rooms has been reserved at the Renaissance Oklahoma City Convention Center Hotel. The Renaissance is attached to the Cox Convention Center by a second level sky bridge. **Rooms are being held until Monday, Oct. 5.** To make your reservations, call the number shown above. Reservation requests received after the cut-off date will be confirmed on an availability basis. Convention attendees are responsible for making their own hotel reservations. When making your reservations, remember to mention the Oklahoma Hospital Association Annual Convention to receive the convention room rate.

**Renaissance Oklahoma City Hotel** – This downtown Oklahoma City hotel is just steps (or a courtesy limousine ride) from the Bricktown Entertainment District. You may also enjoy the spa, indoor pool and fitness center, or sip on Starbucks coffee in Caffeina's Marketplace. Guests can discover hidden gems only a local would know with Renaissance's In-The-Know recommendations, personally created weekly by the hotel's Navigator.

The hotel offers 258 rooms and 53 suites that are expressive, yet functional; styled with touches of warm, vibrant colors. The hotel hosts a smoke-free environment in guest rooms as well as all public areas. Each guest room is equipped with FREE high speed internet. The lobby, meeting rooms and public areas also offer complimentary wireless internet access.

All guest rooms feature the right amenities to accommodate business and leisure guests. Treat yourself to a full menu of spa services available for your embellishment and delight. Beautiful, oversized rooms and suites include custom duvets, clouds of pillows and luxury linens. Fine dining is available in the hotel, or you can take the Oklahoma Spirit for a quick trolley ride to Oklahoma City's Bricktown area.



## PARKING

Those convention attendees who are staying at the Renaissance Hotel may either use the hotel's valet parking service for \$25 for overnight or \$15 for day parking.

Additional parking is available for convention attendees in the Santa Fe Parking Garage, located at Main and E. K. Gaylord, for \$8 per day. Entry to the convention center from the Santa Fe Parking Garage is available from a second level sky bridge to the Renaissance Hotel and continues to the Convention Center.

Although the Cox Convention Center does not own or manage any parking, there are approximately 1,190 spaces located below the convention center. Entrance to this garage is located at the west side of the Cox Center, on Robinson Street. Other parking is also available in the Century Center Garage, located to the north of the Cox Center on Sheridan Avenue. The cost to park in either of these lots is \$8-\$10 per day. **As always, parking in the downtown area is a challenge.**

## DRESS

During the 2015 OHA Convention & Trade Show, business casual is appropriate dress for all events.

## HOW TO REGISTER

**Complete both sides of the registration form.** Please select the sessions you plan to attend to allow OHA to provide adequate meeting space for each event.

- With the exceptions of a spouse or a guest, each person registering should use a separate registration form. If additional forms are needed, feel free to make copies.
- **PLEASE NOTE: OHA is now offering COMPLIMENTARY Convention registration for Trustees from OHA member hospitals.**
- Return the completed form(s) with a check payable to:  
OHERFT (Oklahoma Hospital Education and Research Foundation Trust)  
PO Box #96-0298  
Oklahoma City, OK 73196-0298
- Return the completed form(s) with credit card information (American Express, Discover, VISA or MasterCard) to:  
OHERFT (Oklahoma Hospital Education and Research Foundation Trust)  
4000 Lincoln Boulevard  
Oklahoma City, OK 73105
- Credit card registrations may be faxed to (405) 424-4507. The member hospital group registration allows a single member hospital (not an entire system) to register a group of employees for discounted registration fees. It does not apply to volunteers or trustees. Each employee must complete his/her own Advance Registration Form.

### Complimentary OHA Member Hospital Trustee Registration

Please complete a separate form for each hospital trustee who is registering for the Convention. Complete both the front and back of the form so we will have correct attendee numbers for each session. Remember there is **NO COST** for trustees from member hospitals to attend the 2015 Annual Convention & Trade Show. (This does not include the volunteer luncheon or ACHE program.)

### OHA Member Hospital Registration

10 registrants	\$2,350
11-20 registrants	\$2,350 +\$100 per person over 10
Over 20 registrants	\$3,350+\$75 per person over 20

Each employee must complete his/her own Advance Registration Form.

*(Details continued on next page.)*

**DOWNLOAD THE OHA CONVENTION MOBILE APP BEGINNING  
OCT. 5 FOR FULL CONFERENCE DETAILS AT YOUR FINGERTIPS!  
ACCESS SCHEDULES AND IMPORTANT UPDATES ON YOUR  
SMARTPHONE BEFORE THE EVENT AND ON SITE.**

LOOK FOR DETAILS SOON AT [WWW.OKOHA.COM/MOBILEAPP](http://WWW.OKOHA.COM/MOBILEAPP).

## HOW TO REGISTER (cont.)

To qualify for this fee, all registration forms to which the discounted fee applies must be received by OHA at the same time and payment must be included. Please number the forms being sent together in the place indicated on the registration form. Group registrations must be postmarked on or before Tuesday, Oct. 20, 2015.

- OHA will not refund registration fees received separately. OHA will bill any registration fees for forms received separately at the individual general registration rate.
- The early discounted rate of \$235 or \$60 will apply to registrations postmarked or received on or before Tuesday, Oct. 20, 2015. After Oct. 20, the regular rate of \$260 or \$85 will be charged. OHA member hospital group registrations must be postmarked on or before Oct. 20.
- Each person must register separately to attend the Friday morning ACHE Face-to-Face Education session. For ACHE members wanting credit, the cost is \$195; for those who only need contact hours, the cost is \$100. Use Section B on the registration form to register for this event.
- Representatives from non-exhibiting companies will not be permitted access to the Annual Convention & Trade Show.
- **If you are not able to register in advance for the convention, please be prepared to pay when you register or purchase tickets on site.**
- The spouse or guest registration fee does not apply to employees of the hospital.
- The member volunteer fee of \$60 applies only to hospital volunteers. Paid hospital employees (directors of volunteers) must pay the general registration fee or be included in a hospital group registration fee.
- Payment can be made using cash, American Express, VISA, MasterCard, Discover, personal checks and company checks. **OHA will not bill for on-site registrations.**



## REQUESTS FOR REFUNDS

Refund requests must be received in writing before 4 p.m., Oct. 20, 2015; however a \$100 per person service fee will be charged. **NO refunds will be made AFTER Oct. 20, 2015. There will be NO exceptions.**

## HANDOUT MATERIALS

Handout materials for sessions will be available for printing on the OHA website at [www.okoha.com](http://www.okoha.com) beginning two weeks prior to the start of the convention as well as on the convention mobile app. Please print the handouts for the sessions you plan to attend prior to the convention. Printed handouts will not be available.

## NAME BADGES & TICKETS

Name badges and tickets must be picked up at the OHA Convention & Trade Show registration desk, located on the street level of the Cox Convention Center in the registration area on the west side. Materials will not be mailed in advance.

## REGISTRATION DESK HOURS

**Participant Registration:** 7:30 a.m. - 4:00 p.m., Wednesday, Nov. 4  
7:30 a.m. - 3:30 p.m., Thursday, Nov. 5  
7:00 a.m. - 10:00 a.m., Friday, Nov. 6

On Wednesday and Thursday, the OHA registration desk will be located on the street level of the Cox Convention Center in the registration area on the west side. On Friday those attending the ACHE session will register on the second level of the Cox Center outside of the ACHE meeting room. Those attending other sessions will register on the street level of the Cox Convention Center in the pre-function area outside meeting rooms 1-6.

*See the Trade Show section of this program preview for information pertaining to vendor registration.*

## Online Registration

Prefer the Ease of Online Registration?  
Getting near the registration deadline?  
Still want to make the Early Bird Registration?  
Save time, save a stamp—register online.  
Go to [www.okoha.com](http://www.okoha.com) to register online using your Visa, MasterCard, Discover or AMEX.

**DOWNLOAD THE OHA CONVENTION MOBILE APP  
BEGINNING OCT. 5 FOR FULL CONFERENCE DETAILS  
AT YOUR FINGERTIPS! ACCESS SCHEDULES AND  
IMPORTANT UPDATES ON YOUR SMARTPHONE BEFORE  
THE EVENT AND ON SITE. LOOK FOR DETAILS SOON AT  
[WWW.OKOHA.COM/MOBILEAPP](http://WWW.OKOHA.COM/MOBILEAPP).**

## 2015 Council on Education

**Corey Lively**, chair, CEO, Great Plains Regional Medical Center, Elk City

**Dava Baldridge**, COO & CNO, Hillcrest Hospital Claremore

**Richard Barker**, FACHE, administrator/CEO, Mercy Health  
Love County, Marietta

**Bill Clark**, director, BKD, LLP, Tulsa

**Bart Daugherty**, administrator, Physicians Hospital in Anadarko

**Cynthia Duncan**, CEO, Roger Mills Memorial Hospital, Cheyenne

**Shelly Dunham**, CEO, Okeene Municipal Hospital

**Edward Herrman**, FACHE, president, INTEGRIS Bass Baptist Health  
Center, Enid

**Jimmy Leopard**, FACHE, CEO, Wagoner Community Hospital

**Mark McCroskey**, VP/operations, Northeastern Health System, Tahlequah

**Liz Michael**, RN, BSN, CNO/VP patient care services, Stillwater Medical Center

**Anna Nguyen**, chief clinical officer, The Children's Center Rehabilitation  
Hospital, Bethany

**Kemberley Scully**, RN, CEO & CNO, Purcell Municipal Hospital

**Kim Sherrod**, RN, MSN, CNOR, CNO, Tulsa Spine & Specialty Hospital

**Joshua Tucker**, administrator, Mercy Hospital Logan County, Guthrie

**Mary Winters**, VP/education & support services, Oklahoma  
Hospital Association

**OHA would like to thank Crowe & Dunlevy, A Professional Corporation,  
for their contribution to help cover the cost of the  
2015 OHA Annual Convention & Trade Show Preview.**

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BEGINNING OCT. 5 FOR FULL CONFERENCE DETAILS  
AT YOUR FINGERTIPS! ACCESS SCHEDULES AND  
IMPORTANT UPDATES ON YOUR SMARTPHONE BEFORE  
THE EVENT AND ON SITE. LOOK FOR DETAILS SOON  
AT [WWW.OKOHA.COM/MOBILEAPP](http://WWW.OKOHA.COM/MOBILEAPP).



# OHA Annual Convention Advance Registration Form

NOTE: The early discounted registration fee of \$235 applies to all registrations postmarked on or before Oct. 20, 2015. For registrations postmarked after Oct. 20, the general registration fee of \$260 will apply. See general and registration information on page 12 for information about member hospital group registrations.

**NOTE: When using one of the hospital group rates, all registration forms must be received by OHA at the same time and postmarked on or before Oct. 20, 2015.**

Please print or type all information. This information will be used to prepare your convention name badge. **USE ONE FORM FOR EACH REGISTRANT.** Copies may be made.

Name \_\_\_\_\_  
 First name for badge \_\_\_\_\_  
 Title \_\_\_\_\_ ACHE Status \_\_\_\_\_  
 Hospital/Organization \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Email \_\_\_\_\_  
 Business Phone (\_\_\_\_) \_\_\_\_\_  
 Spouse or Guest Attending \_\_\_\_\_

**Please Circle One:**

Exhibitor	President/CEO	Administration	COO
CFO	CNO/DON	CMO	CIO
Nursing	Trustee	Director	Manager
Volunteer	Dept. Head	Coordinator	Hospital
Employee	Supervisor	Guest	Specialist
First Timer	Other _____		

**A. Required Registration for all Attendees**

*(Please select one or more)*

**Individual Registration**

\$235 Early Bird Member Registration \$ \_\_\_\_\_  
*(Prior to Oct. 20, 2015)*  
 \$260 OHA Member Registration \$ \_\_\_\_\_  
*(After Oct. 20, 2015)*  
 \$50 Spouse/Guest Registration \$ \_\_\_\_\_  
***(Does not apply to paid hospital employees)***  
 \$500 Non-member Registration \$ \_\_\_\_\_  
 (Employee of Non-Member Hospital)  
 Complimentary Trustee Registration \$ \_\_\_\_\_  
***(Applies to OHA member hospital trustees)***

**Member Hospital Group Registration**

\_\_\_ of \_\_\_ forms included *(See details on page 12)*  
 OHA Member Hospital Registration –  
 10 registrants - \$2,350 \$ \_\_\_\_\_  
 OHA Member Hospital Registration – 11-20 registrants  
 \$2,350+\$100 per person over 10 \$ \_\_\_\_\_  
 OHA Member Hospital Registration – over 20 registrants  
 \$3,350+\$75 per person over 20 \$ \_\_\_\_\_

**Volunteer Registration**

***(Does not apply to paid hospital employees)***  
 \$60 Early Bird Member Volunteer (includes lunch) \$ \_\_\_\_\_  
*(Prior to Oct. 20, 2015)*  
 \$85 Member Volunteer (includes lunch) \$ \_\_\_\_\_  
*(After Oct. 20, 2015)*  
 \$125 Non-member Volunteer \$ \_\_\_\_\_

**Total of Section A** \$ \_\_\_\_\_

**B. Optional Registration for Special Events**

**Wednesday, Nov. 4**  
 \$35 Volunteer Luncheon \$ \_\_\_\_\_  
**Friday, Nov. 6**  
 \$195 ACHE - (3 hr. ACHE Face-to-Face Education Credit) \$ \_\_\_\_\_  
 \$100 ACHE - (No Credit) \$ \_\_\_\_\_

**Total of Section B** \$ \_\_\_\_\_  
**Amount Enclosed** \$ \_\_\_\_\_

*(add totals from Sections A & B)*

**Indicate Method of Payment:**

\_\_\_ Check Enclosed (to OHERFT)  
**Make check payable to: OHERFT**  
**Return to:** OHERFT  
 Dept. #96-0298  
 Oklahoma City, OK 73196-0298  
 \_\_\_ Amex \_\_\_ DISCOVER \_\_\_ VISA \_\_\_ MasterCard  
 Account Number \_\_\_\_\_  
 Exp. Date \_\_\_\_\_  
 Name as it appears on card \_\_\_\_\_  
 Signature \_\_\_\_\_

Registrations paid by credit card should be mailed to:  
 Oklahoma Hospital Association  
 4000 Lincoln Boulevard  
 Oklahoma City, OK 73105  
 Credit card registrations may also be faxed to (405) 424-4507, or e-mailed to bush@okoha.com. You may also register online by visiting the OHA website at www.okoha.com.

**Refund Policy:** Requests for refunds must be **received in writing** before 4 p.m. on Oct. 20, 2015; however, a \$100 service fee will be charged. **No refunds will be issued after Oct. 20, 2015.**

**Please complete and return BOTH sides of registration form.**  
*(over)*

# OHA Annual Convention

## Advance Registration Form - Session Checklist

Name \_\_\_\_\_

### Select Your Sessions

Customize your convention experience by indicating on the checklist below the sessions you plan to attend. This will also help OHA provide adequate meeting space for each event. **After you have selected the sessions you wish to attend, complete Sections A and B on the back of this form.**

#### Wednesday, Nov. 4, 2015

- 8:30-9:45 Rural Hospital Session
- 9:00-11:15 "If Health Care is About Being Well, Why am I So Stressed Out?" sponsored by Hospital Volunteers of Oklahoma (Bridge)
- 10:00-11:15 General Session - "Legal Update" (Crowe & Dunlevy)
- 12:00- 2:00 Education Session sponsored by Oklahoma Health Lawyers Association
- 1:30- 3:00 Opening Ceremonies and Keynote – "Get It On? What it Means to Lead the Way" (Thomas)
- 3:00-5:00 OHA Annual Business and Board Meeting
- 3:00- 5:00 "What are You BECOMING as a Leader?" sponsored by Oklahoma Organization of Nurse Executives (Fanning)
- 5:00- 6:45 Chairman's Party

#### Thursday, Nov. 5, 2015

- 7:30- 11:45 "OkAMSS 2015 Fall Conference" sponsored by the Oklahoma Association of Medical Staff Services (Rogers, Sullivan, Thompson)
- 8:00-9:30 General Session – "Health Care Hotspotting: Caring for the Super Utilizers" (Brenner)
- 8:00-12:00 Education Session sponsored by the Oklahoma Society of Directors of Volunteer Services
- 8:00-5:00 "The Role of Facilities Management in Infection Control" sponsored by the Oklahoma Association of Healthcare Engineers (Wagner)
- 8:30-10:00 "MERS, MRSA, Ebola – Oh My! Communication Lessons Learned from Health Care Outbreaks" sponsored by the Public Relations & Marketing Society of the OHA (Tumpey)
- 9:30-10:30 General Session – "The Unique Challenges for Rural and Community Hospitals: How to Remain Successful and Community Focused" (Berkowitz)

- 10:15-11:45 "Increase Your Marketing Results with Online Tools" sponsored by the Public Relations & Marketing Society of the OHA (Berney)
- 10:30-11:30 "Legal Aspects of End of Life Resources and Issues" sponsored by Oklahoma Society for Healthcare Quality and Risk Management (Slater)
- 10:30-11:30 "Update on the Fair Labor Standards Act (FLSA)" sponsored by Oklahoma Healthcare Human Resources Association (Court)
- 10:30-2:30 Trade Show with complimentary lunch
- 1:00-4:15 "OkAMSS 2015 Fall Conference" sponsored by the Oklahoma Association of Medical Staff Services (Jordan, OBN, Kelsey, Varghese, Bruce, Zimmer)
- 1:30-2:30 "An Ethical Perspective of End of Life Resources and Issues" sponsored by Oklahoma Society for Healthcare Quality and Risk Management (Homan)
- 2:30-4:30 General Session – "Health Care 2015-2025: The Tipping Point in the Competitive Race for Value" (Swan)
- 2:30-5:00 "The Collaborative Workplace" sponsored by the Oklahoma Psychiatric Hospitals Association (Ahpeatone, Carrizales)

#### Friday, Nov. 6, 2015

- 7:15-8:15 Continental Breakfast and Sooner Healthcare Executives meeting (Cordova)
- 10:00- 12:00 "Revenue Cycle Updates" sponsored by the Oklahoma Healthcare Financial Management Association (Austin)

**To register for the following events, go to Section B on the reverse side of this registration form.**

Wednesday, Nov. 4 Volunteer Luncheon

Friday, Nov. 6 Closing Session: – "Compelling Communication: Creating Engagement, Understanding and Results" ACHE Face-to-Face Education Credit (Deao)

**Please complete and return BOTH sides of registration form.**  
(over)





OHA Annual Convention & Trade Show  
Cox Convention Center & Renaissance Hotel  
Oklahoma City – Nov. 4-6, 2015

4000 Lincoln Blvd. • Oklahoma City, OK 73105  
(405) 427-9537 • Fax: (405) 424-4507  
E-mail: [oha@okoha.com](mailto:oha@okoha.com)  
[www.okoha.com](http://www.okoha.com)