



Twenty-Eighth Annual Trustee Conference

January 9-11, 2015

Ritz Carlton Lodge at Reynolds Plantation

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Purpose:

The purpose of this annual conference is to provide hospital leaders with information on the continual changes taking place in health care delivery. GHA is pleased to present an outstanding line-up of nationally recognized speakers for the conference.

Who Should Attend:

The conference is designed for hospital trustees, physician leaders, CEOs and other members of the hospitals' leadership teams. Hospitals are encouraged to bring a team.

General Sessions:

Suppose the Crowd is Wrong: Strategy in the Post-Reform World

Jeff Goldsmith, Ph.D.

This talk will examine the core assumptions that underlie most health system strategies in the wake of the Affordable Care Act. These include the assumption that fee for service payment will be replaced by some form of population health payment, that care systems will focus on prevention rather than curing disease, and that hospital systems will become integrated delivery networks that integrate care across the continuum. Is the health system actually headed this way? What if the crowd is wrong? What might it mean for strategy?

Population Health Readiness

Moderated by Phil Polakoff, M.D.

Population health is an extremely broad topic and encompasses several health care sectors. This panel will feature leaders from the Centers for Disease Control and Prevention, Department of Public Health, state governments, and hospitals that are active in various aspects of population health. Participants will discuss the myriad of ways that hospital boards can use effective leadership, direct intervention and other beneficial community activities to improve the health outcomes of their communities.

Patient Experience: From the Board Room to the Exam Room

Jake Poore, President and Chief Experience Officer, Integrated Loyalty Systems

Providing exceptional clinical experiences is not enough in today's increasingly demanding, value-driven health care environment. You have to provide clinical expertise with compassion and you must do both consistently. Delivering a great patient experience has to be more than something you do and more than this year's project or initiative. It has to be a compelling declaration of who you are as an organization.

Jake Poore will share how health care organizations can successfully hardwire great patient experiences by starting with clear messages in the board room, localize those messages down through the organization and ensure accountability throughout the entire organization.



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Breakout Sessions

Hot Topics in Health Care

Ethan James, GHA Senior Vice President of Government Relations; Temple Sellers, J.D., GHA General Counsel & Vice President of Legal Services; Carie Summers, GHA Vice President, Healthcare Financing

This session will provide an overview of the latest financial, legal and legislative issues impacting hospitals.

Physicians as Leaders: Is "Engagement" Enough?

GHA Chief Medical Officer Doug Patten, M.D.

Spoiler Alert: The answer is, "No." How can physicians best contribute as medical directors, officers, and trustees? Join in this interactive session where physician engagement strategies will be examined and lessons learned from high performing health systems will be shared.

Population Health In-Depth Discussion

(Presented Saturday Only)

If you would like more detailed information about population health and the many ways it can be incorporated in your facility, join our panel of experts for a more focused and interactive session on the subject.

GHA 101 for New Trustees

(Presented Sunday Only)

New board members will be interested in this session to be presented Sunday only. Learn how GHA benefits your organization as you hear from the association leadership on the many products and services available to assist you and your team. There will be plenty of time for questions and answers.

Learning Objectives

- Discuss your hospital's core assumptions and strategies in the wake of the Affordable Care Act;
- Examine your systems and programs to support health and wellness, chronic disease and acute care management;
- Evaluate how you can successfully hardwire great patient experiences in your hospital;
- Describe the latest financial, legal and legislative issues impacting hospitals; and
- Examine physician engagement strategies.

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Continuing Education Credit

The Georgia Hospital Association Research & Education Foundation is accredited by the Medical Association of Georgia to provide continuing medical education for physicians.

The Georgia Hospital Association Research & Education Foundation designates this live activity for a maximum of 9.50 AMA PRA Category1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

This program has been approved for 9.50 hours of continuing education credit by the Georgia Board of Nursing Home Administrators.

Registration Information

General Registration	\$500
Spouse/Guest Registration	\$250
Tour of Madison Homes and Gardens	\$75

The general registration fee includes the Friday afternoon session, welcome reception, Saturday sessions, Saturday breakfast, lunch & dinner, Sunday breakfast and sessions, and all breaks and conference materials. Spouses and guests are welcome and encouraged to attend. The spouse/guest registration fee includes the welcome reception, Saturday breakfast, lunch and dinner and Sunday breakfast.

Tour of Madison Homes and Gardens and Lunch

An addition to our schedule this year is an opportunity for spouses and guests to visit some of Madison's private homes and (weather permitting) gardens. Also included is a driving tour of this charming town, which includes some interesting historical information. Afterwards, lunch will be served at the parish house of Episcopal Church of the Advent. (Additional fee required.)

Conference registrations must be received by close of business on Jan. 5 to avoid the \$25 late registration fee. Requests for refunds will be honored if received by Jan. 5.

Accommodations

A Ritz Carlton Lodge room reservation form is attached for your convenience.

Restaurant, Spa and Golf Reservations

Please call the Ritz Carlton in advance for restaurant and spa reservations. Since this meeting takes place over the weekend, advance reservations are encouraged. The main number for the resort is (706) 467-0600.

Our group is being offered a 20 percent discount off the spa's regularly priced treatments. Offer does not apply to seasonal treatments that are already offered at a discount.

Conference Agenda

Friday, January 9, 2015

- 2-5 p.m. *Suppose the Crowd is Wrong: Strategy in the Post-Reform World*
Jeff Goldsmith
- 5:30- 6:30 p.m. Cocktail Buffet Reception

Saturday, January 10, 2015

- 7:30-8 a.m. Breakfast
- 8-11 a.m. *The Focus on Population Health*
Panel of Experts
- 8:45 a.m.-2:45 p.m. Spouses' Tour and Lunch in Madison (Additional Fee Required)
- 11:15 a.m.- 12:45 p.m. **Breakout Sessions (choose from 3)**
- Hot Topics in Health Care*
Ethan James, Temple Sellers, J.D., & Carie Summers
- Physicians as Leaders: Is Engagement Enough?*
Doug Patten, M.D.
- Population Health In-Depth Discussion (Presented Saturday Only)*
Panel of Experts
- GHA 101 for New Trustees (Presented Sunday Only)*
GHA Leadership
- 12:45-1:45 p.m. Lunch
- Afternoon Free
- 7 p.m. Reception, Dinner & Bingo!!

Sunday, January 11, 2015

- 8- 8:30 a.m. Breakfast
- 8:30- 9:30 a.m. *Patient Experience: From the Board Room to the Exam Room*
Jake Poore
- 9:45- 11:15 a.m. **Breakout Sessions (choose from 3)**
- 11:15 a.m. Adjournment

REGISTRATION

(One form per registrant – form may be duplicated)

Please complete and return this form making sure it arrives no later than January 5 to:

Mallory Garrett

(770) 249-4514

Georgia Hospital Association

(800) 233-2964

1675 Terrell Mill Road

(770) 249-4598 FAX

Marietta, GA 30067

mgarrett@gha.org

The following person will attend Twenty-Eighth Annual Trustee Conference being held January 9-11, 2015 at the Ritz- Carlton Lodge at Reynolds Plantation, Greensboro, GA

Name _____ Nickname _____

Title _____

Hospital/Organization _____ Address _____

City/State/Zip _____ Telephone # () _____

Spouse/Guest (if registering) _____ FAX # () _____

E-Mail Address _____

Method of Payment

Return this form with a check payable to GHA, or credit card information. Registration must be received by January 5, 2015 to avoid the late registration fee. Refunds will be made only if requested on or before January 5.

_____ \$-0- per person for 2 attendees (trustee/CEO/physician leader)

_____ \$500.00 per person general registration fee

_____ \$250.00 per person for spouse/guest

_____ \$75.00 per person for tour and lunch in Madison

_____ \$25.00 per person late fee if received after January 5, 2015

_____ TOTAL

I authorize payment by credit card _____ MC _____ VISA _____ Am Ex

Credit Card# _____ Expiration Date _____

Print name as it appears on credit card _____

A room reservation form for Ritz Carlton Lodge is attached for your convenience.



THE RITZ-CARLTON LODGESM
REYNOLDS PLANTATION

HOTEL RESERVATION FORM
GHA 2015 Program - January 8-11, 2015
GROUP RESERVATION COORDINATOR: JAMIE LOWE 706-467-7109

Please be aware that the hotel fills up quickly. All reservations must be received by December 10, 2014. After this time, reservations will be accepted on a space available basis at the prevailing hotel rates. If you do not receive email confirmation within 7 days of sending the fax form, please contact reservations directly at 706-467-7109 to confirm your reservation.

Reservation By Phone : call Jamie Lowe, Group Reservations Coordinator at 706-467-7109

To book online: www.ritzcarlton.com :

Select our location, Click on the + sign "Optional Information" enter ROBROBR or ROBROBL in the group block. Click submit and you will see your group name.

Reservation by Fax.

Please reserve accommodations for:

NAME _____
(Last) (First)

COMPANY / ORGANIZATION _____

Address _____

City _____ State _____ Zip _____

Phone # _____ Fax# _____

Arrival Date _____ at _____ (am/pm) No. of adults _____
(Check-in time is after 4pm)

Departure Date _____ at _____ (am/pm) No. of children _____
(Check-out time is before 12 noon)

E-Mail Address _____ (to receive confirmation)

The maximum number of people per guest room is four (4). A maximum of two (2) children under the age of eighteen (18) per room are complimentary. Additional adults 18 or older \$25.00/person. Charges for cribs may apply.

ADVANCE DEPOSIT IS REQUIRED TO CONFIRM RESERVATIONS

DEPOSITS

Room and tax deposit, for all nights of the reservation is required. A deposit will be refunded if cancellation of reservations is received thirty (30) days prior to arrival date. If the room is cancelled thirty (30) days or less prior to the arrival date and the room is not resold, the deposit will not be refunded. Seven (7) days to the arrival date, all credit card guarantees and advance deposits will be applied to all reservations for room and tax charges for all nights of the reservation. In the event of an early departure, the deposit is non-refundable unless the hotel is notified thirty (30) days in advance.

METHOD OF PAYMENT: American Express Master Card Visa Diners
 Discover Check Enclosed

Credit Card Number _____ Expiration Date _____

ROOM REQUEST Run of Resort View @ 179.00 plus tax (12%) per room per night, single/double occupancy
 King Bed (not guaranteed) 2 Queen Beds (not guaranteed)

All rooms are non- smoking

Please note that the bed type is only a request and will be guaranteed at check in on a space available basis.