

Louisiana Hospital Association



Annual Winter Healthcare Leadership Symposium

January 31 and February 1, 2012 • Hilton Capitol Center • Baton Rouge

Join hospital leaders from across Louisiana to learn about the latest developments in national and statewide healthcare reform. This symposium is the perfect opportunity to prepare you and your leadership staff for the upcoming legislative session and to gain useful knowledge that will help the hospital field advocate for our patients, our healthcare workforce and our facilities.



(From L to R) Lt. General Russel Honoré; Dave Willis; Dr. Loren Scott; John Maginnis; Stanley Hupfeld; Sec. Bruce Greenstein; and Tucker Bonner.

Tuesday, January 31, 2012

8:30 a.m. – 9:30 a.m. Registration/Networking/Vendor Booths Open

9:30 a.m. – 9:45 a.m. Welcome/Announcements

**9:45 a.m. – 10:45 a.m. The New Normal: Leadership and Preparedness in the 21st Century
Lt. General Russel L. Honoré, USA (Ret.)**

Lt. General Honoré was widely hailed by the media as the “Category 5 General” who led Task Force Katrina in the aftermath of the devastating hurricane. A no-nonsense and authentic leader, Lt. General Honoré shares his deeply-held principles for operating in the *NEW NORMAL* - a world where unpredictability and volatility are ever present. Always delivered with his trademark Creole wit and candor, Honoré’s engaging talks connect with audiences of all types.

**11:00 a.m. – 12:00 p.m. Where is Healthcare Going?
Dave Willis, Managing Director, The Advisory Board Company**

Willis will cover new payment models, performance standards and the changing competitive landscape in today’s healthcare environment. He is the managing director and the national spokesperson for the Advisory Board Company, a for-profit, publicly-traded research firm serving more than 2,600 of America’s leading hospitals and health systems. In this role, he advises hospitals and health systems on the strategic implications of healthcare reform.

12:00 p.m. – 1:00 p.m. Lunch (Provided)

**1:00 p.m. – 2:30 p.m. Louisiana Economic Outlook: The State We’re In
Dr. Loren C. Scott, President, Loren C. Scott & Associates, Inc.**

Dr. Scott will give an update on Louisiana’s changing economy and will provide an overview of what is to come. He will focus on the national economy, industries in Louisiana and the economic outlook in every corner of the state. Dr. Scott is the president of Loren C. Scott & Associates, Inc., a 29-year old economic consulting firm whose clients include such large national firms as BellSouth, Capital One Financial, Entergy, ExxonMobil, J.P. Morgan Chase, and a diversity of others. His career started at Louisiana State University in 1969 where he spent the next 33 years, rising through the ranks from assistant professor to the prestigious Freeport McMoran Endowed Chair of Economics and the Director of the Division of Economic Development and Forecasting.

Tuesday, January 31, 2012 Continued

2:30 p.m. – 3:30 p.m. Decoding the Political Environment in 2012
John Maginnis, Political Commentator and Author

John Maginnis, who has been writing about Louisiana politics since 1972, will give participants insight into what to expect this year in Louisiana politics. Maginnis publishes the *LaPolitics Weekly* and also writes a weekly syndicated column that appears in 16 daily and weekly newspapers around the state. Maginnis is the author of two books on Louisiana politics, "The Last Hayride" in 1984 and "Cross to Bear" in 1992, and he frequently comments on Louisiana politics for the national media.

Wednesday, February 1, 2012

8:00 a.m. – 8:45 a.m. Registration/Networking/Vendor Booths Open

8:45 a.m. – 10:15 a.m. Is Healthcare a Right?
Stanley F. Hupfeld, Chairman, INTEGRIS Health Family of Foundations

Hupfeld notes that "ever since Harry Truman proposed universal health coverage as he prepared to run for the presidency in 1948, the question of healthcare as a right or a privilege always seems to surface." The speaker will examine the two opposing views. Hupfeld has an extensive healthcare background. He became president and chief executive officer of Oklahoma Healthcare Corporation and its subsidiaries, including Baptist Medical Center of Oklahoma, on March 30, 1987. In 1995, he led the merger of Baptist Medical Center, Southwest Medical Center, and Baptist Healthcare of Oklahoma to form INTEGRIS Health, an integrated delivery system comprised of 13 Oklahoma hospitals. After 23 years as president and chief executive officer of INTEGRIS Health, he transitioned effective January 1, 2010 to chairman of the INTEGRIS Family of Foundations.

10:15 a.m. – 11:00 a.m. Improving Healthcare in Louisiana
Bruce Greenstein, Secretary, Department of Health and Hospitals

With state budget challenges ever-present and the 2012 state fiscal year approaching, Sec. Greenstein will share what hospitals and other healthcare providers can expect now and in the coming months. He will discuss programs and initiatives that DHH is spearheading and collaborating on to make improvements to healthcare for Louisiana residents and to cut healthcare costs in the state. Sec. Greenstein will also give an update on Coordinated Care Networks, the state's Medicaid managed care program that is now called BAYOU HEALTH.

11:00 a.m. – 11:45 a.m. Washington Outlook
Tucker Bonner, Regional Executive, American Hospital Association

What is happening with national budget cuts and healthcare reform? Bonner will give participants the most up-to-date information on what's happening in D.C. The American Hospital Association (AHA) is the national organization that represents and serves all types of hospitals, healthcare networks, and their patients and communities. Through representation and advocacy activities, AHA ensures that members' perspectives and needs are heard and addressed in national health policy development, legislative and regulatory debates, and judicial matters. Their advocacy efforts include the legislative and executive branches, and the legislative and regulatory arenas.

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Hotel Room Block

A corporate rate of \$143 per night has been established at the Hilton Baton Rouge Capitol Center located at 201 Lafayette Street in downtown Baton Rouge. Please call the hotel directly at (225) 344-5866, and ask for the Louisiana Hospital Association room rate for the appropriate date.



LHA Annual Winter Healthcare Leadership Symposium January 31 and February 1, 2012 • Capitol Hilton • Baton Rouge, Louisiana Registration Form

- \$150/person for LHA member hospital personnel & board members, LHA Associate members, and members of LHA societies (LONE, Attorneys, LSHPRM)
- \$250/person for LHA Corporate members and all others

Name _____ E-mail _____

Title _____

Name _____ E-mail _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

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Credit Card # _____ Billing Zip Code _____

Name on Card (please print) _____ Expiration Date _____

Signature _____ E-mail _____

Make check payable and mail to:

Louisiana Hospital Association – Management Corporation
9521 Brookline Avenue, Baton Rouge, Louisiana 70809-1431
Phone: (225) 928-0026

Registration

Registration for LHA member hospital personnel & board members, LHA Associate members, and members of LHA societies is \$150/person. Registration for LHA Corporate members and all others is \$250/person. The fee includes the seminar, printed materials and refreshments. Lunch will be provided on Tuesday, January 31, 2012 only. Registrations that are mailed **must** include payment by check or credit card. Visa, MasterCard or American Express is accepted. You may also fax your registration form to **(225) 923-1004**, with a Visa, MasterCard or American Express number. Registrations by fax will be accepted if method of payment is indicated on registration form (check being mailed, etc.). All information is handled through a confidential fax and blotted out before it is forwarded to the registrar. **Registration forms must be received into the LHA office by 5:00 p.m. one week prior to the scheduled event date.** This applies to registrations that are received by mail or fax. An email confirmation will be forwarded to all registrants who list an accurate email address. Registrations may be confirmed by phone but will not be accepted as an initial point of contact. It is recommended that a copy of your registration form be faxed to LHA prior to submitting it to your facility's accounting department in order to reserve your seat in the class.

Cancellation/Refund Policy - We realize that problems can occur that may necessitate registration cancellations. Cancellations received in writing up to one week prior to a scheduled event will be charged a cancellation fee of \$50. This fee covers some of the administrative costs associated with processing refunds, printing costs for handout materials, hotel guarantees, etc. Cancellations received less than five (5) working days prior to the scheduled event or those who fail to attend are non-refundable. However, registrants who are unable to attend an LHA educational event are permitted to and encouraged to send a substitute at no extra charge. Any sleeping room arrangements made with the local hotel must be cancelled directly with the hotel to avoid charges that are part of the hotel's cancellation policy.

Americans With Disabilities Act The Louisiana Hospital Association will make every effort to provide reasonable accommodations for physically challenged attendees who require special services. When registering, please attach a written description of needs to the application.