

HEALTH SUMMIT

“LEADERSHIP CULTURE FOR QUALITY AND VALUE-DRIVEN HEALTH CARE”

Media Partner:



Wednesday, May 21, 2008 • 7:00 A.M. – 5:00 P.M.

VENUE: The Greater Richmond Convention Center, Richmond, Virginia

Educational Partner:



PLENARY & GENERAL SESSION SPEAKERS —



**Invited:
 The Honorable
 Timothy M.
 Kaine**
 Governor of
 Virginia



**Martin D. Merry,
 MD, CM**
 University of New
 Hampshire;
 Consultant



Andrew Webber
 National Business
 Coalition on
 Health



Joe Quinn
 Wal-Mart
 Stores, Inc.



**Thomas H.
 Gallagher, MD**
 University of
 Washington



**Richard Siegrist,
 MBA, MS, CPA**
 Harvard School of
 Public Health



**Michael R. Cohen,
 RPH, MS, SCD**
 President, Institute
 for Safe Medication
 Practices



**Shoshanna
 Sofaer, Dr.P.H.**
 Baruch College
 (CUNY)

SUMMIT FEATURES

- ✓ Plenary Sessions by Seven National Speaker(s)
- ✓ Two General Session Presentation by National Speakers
- ✓ Employer Benefit Design Best Practices
- ✓ Continuing Education:
 - Physicians through the VCU School of Medicine
 - Contact hours for Nurses through the Virginia Nurses Association
 - CEU's for Pharmacists through the VCU School of Pharmacy
 - University CEU
 - Virginia Life and Health Insurance
 - PHR, SPHR & GPHR Certification offered through HRCI Application
- ✓ Deluxe Continental Breakfast
- ✓ Luncheon
- ✓ Exhibit Hall
- ✓ Networking
- ✓ Wellness in the Workplace Awards

VENUE



**THE GREATER RICHMOND
 CONVENTION CENTER**
 401 North Third Street
 Ballroom A, B, and C
 and Room E21 B-C
 Richmond, VA 23219
 Tel: (804)783-7300

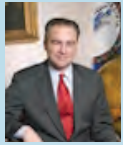
<http://www.richmondcenter.com/parking-directions.html>

Parking is FREE with your Summit registration. Enter the parking deck from Third Street, obtain pass, park, then enter the convention center through the third-floor deck to the Ballroom, which is on the second floor of the convention center.

SCHEDULE

6:00	EXHIBITOR SET-UP
7:00	REGISTRATION, EXHIBITS, CONTINENTAL BREAKFAST
8:00	WELCOME & OPENING REMARKS Joseph J. Hilbert - Executive Advisor to the Commissioner, Virginia Department of Health; President, VIPCS&S Robert L. Cramer - Manager, HR Services Planning, Norfolk Southern Corporation; Chairman, VBCH Board of Directors
8:15	PLENARY SESSION – “Healthcare in the Commonwealth” Invited: The Honorable Timothy M. Kaine, Governor of Virginia
8:30	PLENARY SESSION – “The Evolving Nature of Leadership in Health Care” Martin D. Merry, MD, Associate Professor Health Management and Policy, University of New Hampshire; Consultant
9:15	PLENARY SESSION – “Business Leaders Driving Health Care Reform” Andrew Webber, President and CEO, National Business Coalition on Health
10:00	Q&A
10:15	EXHIBITS & BREAK
10:45	PLENARY SESSION – “Disclosing Harmful Medical Errors to Patients: Recent Development and Future Directions” Thomas H. Gallagher, MD, Associate Professor, Department of Medicine, University of Washington
11:30	PLENARY SESSION – “The Next Imperative for Quality Transparency - Actual Quality Improvement” Richard Siegrist, MBA, MS, CPA, CEO, Harvard School of Public Health
12:15	PLENARY SESSION – “Leapfrog Hospital Quality & Safety Survey Results & Recognition” Bernie Niemeier, Publisher & President of Virginia Business
12:30	LUNCH – PREFUNCTION /EXHIBIT AREA
1:15	PLENARY SESSION – “Health Reform: The Wal-Mart Perspective” Joe Quinn, Senior Director, State Health Care Policy, Wal-Mart Stores, Inc. Q/A
	PROVIDER SESSION PURCHASERS/EMPLOYERS SESSION
2:15	SPEAKER AND PANEL GENERAL SESSION SPEAKER “Patient Safety Reporting Transparency” “The Role of Incentives in Consumer Activation” Shoshanna Sofaer, Dr.P.H. Robert P. Luciano Professor of Health Care Policy, School of Public Affairs Baruch College-The City University of New York (CUNY) Q/A
	SPEAKER & PANEL MODERATOR: Michael R. Cohen, RPH, MS, SCD President, Institute for Safe Medication Practices
	PANELISTS: • Mike Doering, Pennsylvania Patient Safety Authority • Richard F. Salluzzo, MD, MBA Wellmont Health System • Michael T. Lundberg, Virginia Health Information
3:15	BREAK IN EXHIBITOR HALL ~~~ VBCH 25TH ANNIVERSARY CELEBRATION & CAKE
3:45	EXCELLENCE IN PATIENT SAFETY AWARDS WELLNESS IN THE WORKPLACE AWARDS
4:15	AWARDEES WRAP-UP, EVALUATION, PRESENTATIONS
4:45	PROGRAM END DOOR-PRIZES

ABOUT THE PLENARY SPEAKERS



"Healthcare in the Commonwealth"

THE HONORABLE TIMOTHY M. KAINE

Governor of Virginia

Invited



"The Evolving Nature of Leadership in Health Care"

MARTIN D. MERRY, MD, CM

University of New Hampshire; Consultant
Sanbornton, CT

Martin Merry brings to his professional engagements a unique background of "Corporate America," clinical practice and consulting/learning facilitation experience. He earned his undergraduate degree in Industrial and Labor Relations from Cornell University, his medical degree at McGill University, practiced general internal medicine for 8 years, and then served as Medical Director for Quality at St. Joseph's Hospital in Elmira, NY.

Dr. Merry began in 1981 a career devoted to consultation and education in the areas of quality, leadership, and organizational transition for more than 1000 US and international health care organizations. He is a recognized communicator of leading edge quality concepts for health care, including Six Sigma, Human Factors Science, ISO 9000 and Baldrige-based systems development. His present areas of focus include governance and leadership development, organizational transition, integration of quality into health IT and patient safety as consultant with Dynamic Health Systems. Dr. Merry also is Associate Clinical Professor of Health Management and Policy at the University of New Hampshire and Senior Advisor for Medical Affairs for the New Hampshire Hospital Association.

"Business Leaders Driving Health Care Reform"



ANDREW WEBBER

President & CEO, National Business Coalition on Health,
Washington, DC

Andrew Webber is President and CEO of the National Business Coalition on Health (NBCH), a national, not-for-profit, membership organization of 80 business coalitions on health, dedicated to health system reform through value-based purchasing, community by community. Mr. Webber currently sits on the Board of Directors of the National Quality Forum, the Leapfrog Group, Bridges to Excellence, and the Center for Information Therapy. He is a member of the Purchaser/Business Advisory Councils for the National Committee for Quality Assurance, the Joint Commission, and the eHealth Initiative. Mr. Webber is a frequent speaker and lecturer on health care policy issues. He is a graduate of Harvard University.

Prior to joining NBCH, Mr. Webber served as VP for External Relations & Public Policy at the National Committee for Quality Assurance, served as Senior Associate for the Consumer Coalition for Quality Health Care, and Executive VP for the American Medical Peer Review Association (aka: American Health Quality Association). Mr. Webber started his health care career in 1978 as an employee of the Washington Business Group on Health (WBGH), rising to the position of VP for Public Policy.

"Health Reform: The Wal-Mart Perspective"



JOE QUINN

Senior Director, State Health Care Policy
Wal-Mart Stores, Inc., 702 S.W. 8th Street,
Bentonville, AK

Joe Quinn is Senior Director, State Healthcare Policy for Wal-Mart Stores, Inc., the largest employer in the United States with more than one million people covered on its health plans. Mr. Quinn works jointly with the Wal-Mart benefits design team and the public affairs group, and contributes to the national effort to make health benefits as affordable and accessible as possible to the company's 1.3 million associates in the United States.

Quinn was part of the Wal-Mart team that rolled out the innovative \$4 generic drug program that is changing the healthcare landscape in America. For this work he was one of the 2007 co-winners of the companies Sam M. Walton Entrepreneur Award.

Prior to joining Wal-Mart, Quinn was Director of Policy and Dir. of Communications for former Arkansas Governor Mike Huckabee, where he helped develop the Healthy Arkansas Initiative (Healthy America), the ARKids First program. He served as Director of Communications for the Arkansas Department of Human Services. Before entering public service Quinn was an award-winning television journalist with the CBS TV affiliate in Little Rock, Arkansas.

"Disclosing Harmful Medical Errors to Patients: Recent Development and Future Directions"



THOMAS H. GALLAGHER, MD

Associate Professor, Department of Medicine University of
Washington, Seattle, WA

Dr. Thomas Gallagher is a general internist whose research and educational interests address conflicts of interest in the doctor-patient relationship. He received his MD from Harvard University, then began his internal medicine training at

Barnes Hospital in St. Louis, and research training in the Robert Wood Johnson Clinical Scholars Program at the University of California, San Francisco, under the mentorship of Dr. Bernard Lo. After fellowship Dr. Gallagher returned to Washington University in St. Louis as a faculty member in the Department of Medicine, Division of General Medical Sciences, where he pursued both research, educational and administrative activities. Along with his research, Dr. Gallagher developed and served as coursemaster for The Practice of Medicine, a required, 3-year long, 300-hour integrated medical school course. His work in curriculum development led to his selection as an inaugural recipient of the Samuel L. Goldstein Award for excellence in medical student education. Dr. Gallagher also chaired the Barnes-Jewish Hospital Bioethics Committee.



"The Next Imperative for Quality Transparency – Actual Quality Improvement"

RICHARD SIEGRIST, MBA, MS, CPA

Senior Vice President, WebMD Quality Services, Acton, MA
President & CEO, PatientFlow Technology, Inc., Boston, MA

Richard Siegrist is Adjunct Lecturer on Management at the Harvard School of Public Health where he has taught financial management, management control and decision support for over 20 years in the graduate, executive and physician education programs. Mr. Siegrist also is President and CEO of PatientFlow Technology, Inc., a consulting and software service, which he co-founded with Professor Eugene Litvak, and is Senior Vice President of WebMD Health Services, the leading provider of health information for consumers, employers and health plans.

Mr. Siegrist co-founded and served as President and CEO of HealthShare Technology, Inc. until WebMD acquired the company, where he received a US patent (#5,652,842) with his brother Donald for "Analysis and reporting of performance of service providers." He also co-founded Transition Systems, Inc. (TSI), a for-profit subsidiary of Tufts New England Medical Center in Boston that was acquired by Eclipsys. At various times, he served as Vice President of Consulting, Vice President of Operations and Chief Financial Officer for a leading provider of hospital cost accounting and decision support software. He began his healthcare career at New England Medical Center. He received an MBA from the Harvard Business School, an MS in Accounting from the New York University Graduate School of Business and a BA in Political Economy from Williams College.



"Patient Safety Reporting and Transparency"

Panel Speaker and Moderator

MICHAEL R. COHEN, RPH, MS, SCD

President, Institute for Safe Medication Practices,
Huntingdon Valley, PA

Michael Cohen, RPh, MS, ScD, is president of The Institute for Safe Medication Practices, a non-profit healthcare organization that specializes in understanding the causes of medication errors and providing error-reduction strategies to the healthcare community, policy makers, and the public. He is editor of the textbook, Medication Errors (2007 American Pharmaceutical Association) and serves as co-editor of the ISMP Medication Safety Alert! publications that reach over 2 million health professionals and consumers in the US, as well as regulatory authorities and others in over 30 foreign countries. Dr. Cohen is a member of the Sentinel Event Advisory Group for the Joint Commission and served recently as a member of the Committee on Identifying and Preventing Medication Errors, Institute of Medicine. He also is a member of the National Quality Forum's Voluntary Consensus Standards Maintenance Committee (CSMC) on Safe Practices and served recently on the FDA Drug Safety and Risk Management Committee. Over the past 5 years, Cohen has consistently been recognized by Modern Healthcare as one of the top 100 "Most Powerful People in Healthcare" and in 2005 he was recognized as a MacArthur Fellow by the John D. and Catherine T. MacArthur Foundation.

"The Role of Incentives in Consumer Activation"



SHOSHANNA SOFAER, DR.P.H.

Robert P. Luciano Professor of Health Care Policy
School of Public Affairs, Baruch College – The City University
of New York (CUNY), New York, NY

Shoshanna Sofaer, a member of the School of Public Affairs faculty since 1998, teaches and serves as student advisor in health care policy, with special interest in health care quality measurement and improvement; health care consumerism, coalition building at the local and state level to pursue community health improvement objectives; the assessment of innovative medical education programs to increase the extent to which physicians integrate biomedical knowledge with interpersonal skill and high level integrity and humanity in working with patients.

Dr. Sofaer is considered an authority on the use of qualitative and mixed methods in health services and health policy research. She is a methodological and/or substantive consultant to many research efforts and health policy issued. She is widely published. She has served for the Institute of Medicine's Committee on the Consequences of Uninsurance, the ABIM (American Board of Internal Medicine) Foundation; The Robert Wood Johnson Foundation; The Century Foundation; the Agency for Healthcare Quality and Research; Academy Health; the Centers for Medicare & Medicaid Services; the Center for the Advancement of Health; the National Committee for Quality Assurance; the Foundation for Accountability; RTI International; and Mathematica Policy Research.

OTHER INFORMATION

WHO SHOULD ATTEND?

Business and healthcare leaders, CEOs, CFOs, COOs, CMOs, benefit, human resource, and pharmacy benefit managers, information technology (IT) professionals, policy makers, physicians, hospital executives, and others involved in the delivery of health care, coalition executives, government representatives, insurance company representatives, benefits consultants, lawyers, accountants and anyone interested in employee/consumer health care cost and quality.

EXHIBITORS

About 40 exhibitors will have the opportunity to demonstrate the latest health care, wellness, disease management, hospital, health plan quality, and other products and services of interest to our members.

Contact VBCH at vbch@myVBCH.org or phone 757.552.0913 to reserve your booth or to discuss sponsorship opportunities.

DOOR PRIZES

Door prizes will be drawn at the end of the day! Winners must be present.

CONTINUING EDUCATION

- Physicians through the VCU School of Medicine
- Contact hours for Nurses through the Virginia Nurses Association
- CEU's for Pharmacists through the VCU School of Pharmacy
- University CEU
- Virginia Life and Health Insurance
- PHR, SPHR & GPHR Certification-by HRCI Application

Contact VBCH for up-to-date approval status: Phone 757-552-0913 or visit www.myvbch.org/Summit2008.php

LODGING:

The Marriott Downtown Richmond

500 East Broad Street, Richmond, Virginia 23219

Phone: 804-643-3400

Fax: 804-649-3725

Room Rate: **\$159/night plus taxes and fees**

Check-in time: 4:00 PM (5/20/08)

Checkout time: 12:00 PM (5/21/08)

Cut-off date: **Monday, April 28, 2008**

Reservations:

Reservations may be made by individual attendees directly with Marriott reservations at 800-228-9290. Attendees should request "VIPC&S/VBCH Conference" when making their reservation.

Directions:

Visit this link to obtain detailed directions and map:

<http://www.marriott.com/hotels/maps/travel/ricdt-richmond-marriott/>

Parking:

The Richmond Marriott (Hotel) offers valet parking at \$15.00 per car per night for all registered overnight guests.

Self-parking available at \$4.00 per hour, max \$14.00 per day, at the parking garage located directly behind the Hotel (entrance on 5th and Marshall Street).

A covered pedestrian bridge connects the Hotel to The Greater Richmond Convention Center

REGISTRATION FORM

2008 HEALTH SUMMIT

Wednesday, May 21, 2008 • 7AM – 5PM Richmond, Virginia

REGISTRATION FEES DISCOUNTED-RECEIVED BY MAY 7

VBCH Member

- \$75.00 per VBCH member
Current member entitled to one complimentary registration

Non Member***

- \$150.00

REGISTRATION FEES-MAY 8 THROUGH MAY 21

VBCH Member

- \$75.00 per member

Non Member

- \$225.00

MAIL CHECKS AND REGISTRATION TO:

VBCH (aka: HRHC)
287 Independence Blvd
Pembroke Two, Suite 218
Virginia Beach, VA 23462

- A check or money order payable to VBCH should accompany the registration form.

****NOW is a great time to join VBCH. VBCH members receive one complimentary registration and other member benefits.*

Phone 757-552-0913 for a membership brochure or for more information!

Basic Membership Fee: \$250 Set Up Plus \$1 Per FTE Employee Per Year (PEPY)

REFUND POLICY:

CANCELLATIONS must be in writing and received by VBCH by Wednesday, May 7, 2008 for a full refund.
SUBSTITUTIONS ONLY beginning May 8th.

Please copy and submit form for each registrant

Name _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip Code _____

Phone (_____) _____

Fax (_____) _____

Email _____

Number of Reservations _____

(Please copy and submit form for each registrant):

Other Donation to help support the programs of VBCH \$ _____

Total Enclosed \$ _____

Thank You. See you Wednesday, May 21st!

HEALTH SUMMIT

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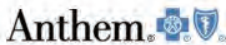
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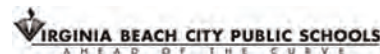
GOLD



SILVER



A Business of Caring.



BRONZE



COPPER

