



Trustee Institute

North Carolina Hospital Association



April 28-30, 2017

**Doubletree by Hilton, RTP
Durham, NC**

AGENDA

Friday, April 28

- 3:00 - 5:00 pm** **PRE-CONFERENCE WORKSHOP: The Board Development Cycle**
There is no additional fee for this workshop, but pre-registration is required
Dottie Schindlinger, BoardEffect
This session is designed to help you take the next step in building the board of your dreams. Key components of the board development cycle will be reviewed including:
- Board member recruitment and retention
 - Nominations, elections and on-boarding
 - Board education and knowledge development
 - Board self-assessment and handling difficult issues
- 5:30 - 6:30 pm** **WELCOME RECEPTION**
Join your colleagues for cocktails and hors d'oeuvres and mingle with some of NCHA's Diamond and Ruby Corporate Sponsors. Bring your business cards for a chance to win a door prize!

Dinner on Your Own

Saturday, April 29

- 8:00 - 8:45 am** **BREAKFAST BUFFET & NETWORKING**
- 8:45 - 9:00 am** **WELCOME ANNOUNCEMENTS AND PROGRAM OVERVIEW**
Hugh Tilson, Interim President, NCHA
- 9:00 - 10:15 am** **BALL OF CONFUSION: Trends and What They Mean for Leadership and Governance**
Jamie Orlikoff, President, Orlikoff and Associates;
Senior Consultant, Center for Healthcare Governance
Things are getting curiouser and curiouser. Across the country, state budget cuts are resulting in significant payment reductions to hospitals, while in several states, hospital tax-exempt status has been successfully challenged. Then there are MACRA, MIPS, Bundled Payment models, the impending repeal of the ACA and a whole host of other dizzying changes in the payment system. Jamie Orlikoff examines the trends impacting hospitals and health systems and discusses the implications for leaders. He also will address the changing role of governance and the increased time demands on volunteer board members to fulfill missions that seem under siege from all quarters.

10:15 - 10:30 am **BREAK**

10:30 - 11:20 am **HOSPITALS IN TRANSITION: Legal Issues and Alternatives**
Robert L. Wilson, Partner, and Noah H. Huffstetler, Managing Partner,
Nelson Mullins Riley & Scarborough LLP

Some estimates indicate more than 700 acute care hospitals nationwide could close within the foreseeable future. Many are in smaller communities or rural areas, and have historically been essential to the communities they serve in attracting physicians and making available critically needed healthcare services. North Carolina is not immune to the nationwide trend. This session will examine the legal issues arising when it is necessary to end inpatient services at a hospital, and explore the legal and regulatory steps necessary to transition such a facility to a more sustainable future.

11:20 - 11:30 am **STRETCH BREAK**

11:30 - 12:30 pm **ADVOCACY UPDATE**
NCHA Advocacy Staff

Find out the latest on state and federal advocacy efforts on behalf of hospitals and health systems.

12:30 - 1:30 pm **LUNCH BUFFET & NETWORKING**

Enjoy lunch with your fellow trustees and consider questions you might bring to the afternoon sessions.

1:30 - 2:45 pm **INTERACTIVE GOVERNANCE CLINIC**
Jamie Orlikoff

Bring your thorniest governance issues to one of the nation's preeminent health care governance experts. You'll gain practical solutions and proactive ideas for improving governance performance. No issue is off the table. Come prepared to talk, to question and be challenged! Jamie Orlikoff will discuss issues that frequently arise, but this session is shaped by YOUR issues and questions.

2:45 - 3:00 pm **BREAK**

3:00 - 4:00 pm **PROMISING PRACTICES: Addressing North Carolina's Behavioral Health Crisis**
Julia Wacker, NCHA's VP Community & Behavioral Health
NCHA member hospital and health system representatives

A panel of member health system representatives will discuss innovative efforts happening now in North Carolina to address the growing behavioral health crisis. Find out about promising models for emergency department care and strategies for coordinating with community partners to improve the discharge process. Learn more about legislation developed with NCHA's behavioral health workgroups to strengthen pre- and post-hospitalization for individuals with behavioral health issues.

4:00 - 6:30 pm **AFTERNOON FREE TIME**

6:30 - 8:30 pm

TRUSTEE SERVICE AWARDS BANQUET

Join your peers, hospital and health system administrators and NCHA staff to support and recognize hospital trustees who, through their service, have made significant and unique contributions to their hospitals and communities. The evening begins with a social followed by the banquet at 7:00 pm.

Sunday, April 30

8:00 - 8:45 am

BREAKFAST BUFFET & NETWORKING

8:45 - 9:45 am

IMPROVING POPULATION HEALTH: A Changing Role for Hospitals

*George Isham, MD, MS, Senior Advisor, HealthPartners;
Senior Fellow, HealthPartners Institute*

There is new understanding of the interplay between the provision of healthcare and other factors that determine health in our communities. In this session, Dr. Isham will define Population Health and those factors that create health. Where do we stand on health - as a nation, as a state and as a community? What is the impact of healthcare on health? Do our hospital missions need to evolve relative to healthcare and health? Hear some examples of hospital involvement in community health improvement efforts, and learn why the role of the Board of Directors and Senior Management is so critical in setting a course for better health in this time of change.

9:45- 10:00 am

BREAK

10:00 - 11:15 am

CLOSING SESSION

CREATING EXCEPTIONAL PATIENT EXPERIENCES: Every Patient, Every Day. The Leader's Role in Building and Sustaining Exceptional Patient Experiences
Jake Poore, President & Chief Experience Officer, Integrated Loyalty Systems

Whether or not you have a title, you are a leader. We all have a circle of influence on others. Great leaders not only take care of our patients and customers, they also inspire their colleagues and associates. In this session, Jake Poore will help us understand the approach and the tools successful leaders use to elevate patient experiences to world-class status.

11:15 am

GRAND PRIZE DRAWING

Adjournment

CONFERENCE SPEAKERS



DOTTIE SCHINDLINGER

Dottie Schindlinger is Executive Vice President and Governance Technology Evangelist at BoardEffect where she promotes the intersection of governance and technology by researching governance trends and writing for a variety of publications. Her career has included roles such as program development with the Pennsylvania Humanities Council, Director of Training & Education for the Nonprofit Center at La Salle University, and Associate Faculty of La Salle's Communication Department.



JAMIE ORLIKOFF

Jamie Orlikoff is president of Orlikoff & Associates, Inc., a consulting firm specializing in health care governance and leadership, strategy, quality, patient safety, and organizational development. Long regarded as a leading figure on health care governance, Mr. Orlikoff is the national advisor on Governance and Leadership to the American Hospital Association and Health Forum. He has worked with hospital and system governing boards to strengthen their overall effectiveness and their oversight of strategy and quality.



ROBERT L. WILSON JR.

Robert Wilson is a partner in Nelson Mullins Riley & Scarborough LLP's Raleigh office practicing with the healthcare group. Mr. Wilson has worked for nearly 35 years with healthcare industry clients to find innovative and regulatory-compliant business solutions in the constantly changing healthcare industry. He devotes his law practice to the representation of healthcare providers including hospitals, accountable care organizations, physician/hospital organizations, physicians, and physician groups, among others.



NOAH H. HUFFSTETLER

Noah H. Huffstetler III is the managing partner of Nelson Mullins Riley & Scarborough's Raleigh office. He practices in the areas of healthcare law, administrative law, and business and appellate litigation. Mr. Huffstetler is a lecturer in healthcare law, having participated in programs sponsored by the North Carolina Bar Association, the North Carolina Medical Society, and the Duke University Graduate Program in Healthcare Administration.



JULIA WACKER

Julia Wacker is the vice president of Community and Behavioral Health at NCHA, where she develops state-level behavioral health policy and programmatic initiatives in support of NC hospitals and patients. Previously, Ms. Wacker managed Duke Children's Healthy Lifestyles Clinic Office of Community Outreach, conducting childhood obesity prevention outreach and physician education in family-centered communication.



GEORGE ISHAM

George J. Isham, MD, MS, is senior advisor at HealthPartners and senior fellow at the HealthPartners Institute. He is an elected member of the National Academy of Medicine and was designated as a National Associate of the Institute of Medicine in 2003 in recognition of his contribution to its work.



JAKE POORE

Jake Poore is founder and president of Integrated Loyalty Systems, launched in 2001 with the explicit intent to change the face of the healthcare experience for patients, families and the care team members that serve them. Prior to starting his company, Poore spent nearly two decades at the Walt Disney Company helping to train and align 65,000 employees toward one end in mind: creating memorable experiences for individuals, not masses. He has spent the past 15 years fine tuning those blueprints by adding best practices from leaders in service, like Southwest Airlines and Ritz-Carlton Hotels, and applying them to more than 250 top healthcare organizations.

GENERAL CONFERENCE INFORMATION

TRUSTEE INSTITUTE

This annual event is a special learning and networking opportunity open to CEOs, trustees, senior executives and medical staff leaders of NCHA member hospitals and healthcare systems. This year's program will provide an overview of the national healthcare climate, top-notch governance education, interaction with governance experts, a variety of networking opportunities, a chance to hear what others in the field are doing, and a chance to share ideas and be challenged.

YOU SPOKE. WE LISTENED.

You asked for a North Carolina based venue that was convenient and cost effective so that more of your board members could attend. NCHA has secured a conveniently located venue that has allowed us the opportunity to reduce the registration fee and pass additional hotel accommodation savings on to you.

CONFERENCE LOCATION

Doubletree by Hilton, RTP
4810 Page Creek Lane
Durham, NC 27703
www.RaleighDurhamAirportRTP.DoubleTree.com

FEES AND REGISTRATION

NCHA Members (NCHA hospital and healthcare system employees and trustees): \$425 per person
Fee includes all conference materials and related events
Guest/Spouse: \$150 per person
Fee includes welcome reception, breakfasts and awards banquet

MEETING REGISTRATION

Register online at <https://events.ncha.org/event/1517/register>
The deadline to register for the conference is April 21. Confirmations will be emailed once registrations are processed. A \$50 processing fee will be charged for cancellations after April 21. After that date, refunds cannot be granted but substitutions are accepted prior to the start of the meeting.

ACCOMMODATIONS

The NCHA conference rate at the Doubletree Hilton is \$94. This rate will be offered through the cut-off date of April 11 or until the room block is full; whichever comes first. Book your accommodations as soon as possible using this link:

http://doubletree.hilton.com/en/dt/groups/personalized/R/RDUDADT-NCH-20170427/index.jhtml?WT.mc_id=POG

DRESS

Comfortable, casual attire is appropriate for all meeting events. Business or dress attire is recommended for the awards banquet. Meeting and banquet rooms tend to be cool, so please consider bringing a light jacket or sweater.

CREDIT HOURS

NCHA is authorized to award 10 hours of pre-approved ACHE Qualified Education credit for this program toward advancement or recertification in the American College of Healthcare Executives. Participants in this program who wish to have continuing education hours applied toward ACHE Qualified Education credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

NOTE ON SPECIAL NEEDS

NCHA wishes to ensure that no individual is excluded, denied services, segregated, or otherwise treated differently from others because of the absence of auxiliary aids or services identified in the Americans with Disabilities Act, call NCHA Education Services at 919/677-4245.

Questions about Trustee Institute? Call **NCHA Education Services** at 919-677-4246.



A contribution from NCHA Strategic Partners is assisting with the cost of this meeting.