

March 14 -16, 2013  
Hilton Bonnet Creek Resort • Orlando, Florida

# AMGA 2013 annual CONFERENCE

Learning from the BEST!

**AMGA**

American Medical Group Association®





Photo provided by the Orlando Convention and Visitors Bureau

*“At HealthTexas Provider Network, we strongly believe that “knowledge is power.” Staying abreast of current industry trends through education and knowledge sharing is a top priority. Attending the AMGA annual conference each year guarantees the opportunity to listen, share ideas, and learn from other top-performing medical groups from all over the U.S. Each year I come away with at least one innovation, solution, or technique that can be implemented in our organization. I remain inspired by my peers and enjoy the sense of camaraderie that exists among all who attend the AMGA annual conference. It is our chance to applaud each other’s efforts and play an integral role in improving the way we deliver health care across this great nation.”*

— Sarah Gahm  
Chief Administrative Officer  
Baylor Health Care System/  
HealthTexas Provider Network

Dear Colleague,

The American Medical Group Association invites you and your leadership team to the AMGA 2013 Annual Conference: Learning from the Best! This conference promises participants a comprehensive look at how some of the nation’s preeminent medical groups and health systems are transforming care delivery in this country. Healthcare leaders from across the U.S. will be gathering in Orlando, Florida, for what has become the year’s most anticipated educational gathering, and you won’t want to miss this opportunity to network with the best and brightest in health care.

Using direct feedback from AMGA members and attendees of previous conferences, we have engineered this meeting to address the specific needs of healthcare leaders transitioning their organizations into high-performing health systems. To kick off the meeting, **Daniel Pink**, bestselling author of *A Whole New Mind*, will use four decades of behavioral research to reveal the key ingredients for inspiring motivated high performers. Another general session will convene a blue-ribbon panel representing patients, insurers, providers, and employers to discuss the future direction of American health care. Finally, **Chesley B. “Sully” Sullenberger**, best known for his miraculous water landing on the Hudson River in January 2009, will draw from his 43-year career as a pilot and safety expert to discuss how the lessons learned by the aviation industry can be applied to improving the safety, quality, and cost of health care.

In addition to these dynamic general sessions, the conference will offer peer-to-peer breakout sessions led by executives from the nation’s top healthcare delivery systems. They will present industry innovations, solutions, and techniques to help you better lead your organization, generate physician buy-in to your proposals, and provide the highest quality care to your patients. Inspiring medical group leaders will provide you with valuable tools and insights to take you beyond the theoretical with actual case studies from the front lines of health care.

As always, you will have ample opportunity to exchange ideas and solutions during both structured and free-flowing networking events, as well as the scheduled AMGA Leadership Council meetings.

This is your opportunity to join the country’s most prominent industry thought leaders as they chart the future of health care in the U.S. Make your plans to attend today.

Sincerely,

Donald W. Fisher, PhD, CAE  
President and Chief Executive Officer  
American Medical Group Association

# 10 Reasons Why You Should Attend This Conference

1. Leaders of the nation's premier medical groups and health systems share innovations and strategies for success.
2. General Sessions examine solutions from other industries to challenge your thinking and create innovative ways to lead your groups through change.
3. 40 concurrent Peer-to-Peer Breakout Sessions led by AMGA medical group leaders and industry partners offer real-life case studies to inspire and advance change throughout your organization.
4. Over 22 hours of free-flowing and structured networking provide unparalleled opportunities to exchange or develop fresh and creative ideas with your peers on common issues and situations.
5. Targeted discussion groups and various sessions devoted to surviving in an era of accountable care.
6. Best practices in aligning incentives and moving organizations from volume-based to value-based care are featured in Peer-to-Peer Breakout Sessions.
7. Pre-conference Immersion Sessions are designed to provide you with valuable tools and examples in clinical integration, conflict resolution, and employee engagement.
8. Leading industry stakeholders gather in the Exhibit Hall to demonstrate tools that foster informed healthcare decisions to improve clinical outcomes, accelerate efficiency, implement technology, and control costs.
9. A golf tournament at the prestigious Waldorf Astoria Golf Club and activities before the conference encourage you to begin networking with your peers while enjoying the scenic hotel property of Hilton Bonnet Creek.
10. 15.5 hours of continuing education credit is available for physicians, nurses, healthcare executives, and accountants.

## General Session Headliners

**Friday, March 15, 8:00 a.m. – 10:00 a.m.**

### **Drive: What the Science of Motivation Can Teach You About High Performance**



**Daniel Pink, Best-Selling Author, Drive: The Surprising Truth About What Motivates Us and A Whole New Mind**

Daniel Pink uses four decades of behavioral research to reveal why the traditional approach to high performance backfires on most organizations. In a provocative and entertaining presentation, you will see how many common organizational incentives often go wrong—and can reduce both creativity and satisfaction on the job. You will learn that the people who do what they do because of enjoyment of the task itself routinely outperform those who are motivated by external rewards. With examples from cutting-edge companies and intriguing experiments around the world, Pink will reveal the three key ingredients of intrinsically-motivated high performers—and demonstrate how organizations can create contexts that tap our deepest motivations to produce the highest results.

**Saturday, March 16, 8:30 a.m. – 10:30 a.m.**

### **“The Brave New World of Health Care” Five Years Later**



**Moderator: Donald W. Fisher, PhD, President and Chief Executive Officer, American Medical Group Association**

**Panelists: Robert E. Nesse, MD, Chief Executive Officer, Mayo Clinic Health System; Ron Pollack, Executive Director, Families USA (invited); and Karen Ignani, Chief Executive Officer, Association of Health Insurance Plans (invited); and Peter Lee, Executive Director, California Health Benefit Exchange (invited)**

In 2007, AMGA presented a panel of stakeholders to respond to a presentation, “The Brave New World of Health Care.” Now, over five years later, the landscape has indeed changed dramatically in many ways with the advances in technology, improvements in the delivery of care, and the introduction of new payment models in response to healthcare reform legislation. AMGA has invited representatives from various stakeholders to participate in another panel discussion examining the current landscape and exploring ways to work together for better outcomes. Leading voices from various sectors—including patient advocates, insurers, providers, and employers—will weigh in on health care’s future direction.

**Saturday, March 16, 3:30 p.m. – 5:00 p.m.**

### **Chesley B. “Sully” Sullenberger, III**



**“Miracle on the Hudson” Hero Pilot; Contributor, CBS News and Bestselling Author, Patient Safety and Avoiding Crisis: What the Health Care Industry Can Learn from Aviation**

Aviation and medicine are both high-stakes professions with little margin for error. While aircraft accidents produce mass casualties that capture our attention, medical accidents occur one by one at a rate of nearly 200,000 per year, a mortality rate that would shut down the airline industry. Captain Chesley B. Sullenberger, best known for his miraculous water landing on the Hudson River in January 2009, will draw from his 43-year career as a pilot and safety expert to discuss how the lessons learned by the aviation industry can be applied to improving the safety, quality, and cost of health care.

# Who Attends the AMGA Conference?

Scan me!



To visit the AMGA 2013 Annual Conference website directly using a mobile device.

*"As one of the leaders of a large integrated multispecialty group, I am always working on ways to improve the value for the services we provide. I find attending the annual AMGA conference to be tremendously worthwhile as a way to sample what other like organizations are doing to achieve the same types of improvements. I know of no other comparable melting pot for learning cutting-edge approaches to our everyday challenges."*

— Howard B. Graman, MD  
Chief Executive Officer  
PeaceHealth Medical Group

This conference is designed for the leaders of healthcare organizations including:

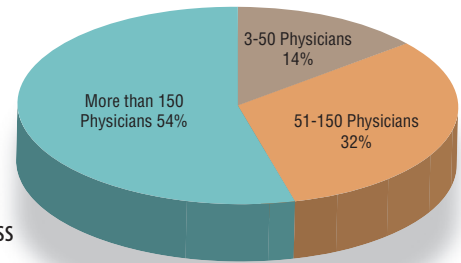
- Group Practices, IPAs
- Integrated Delivery Systems
- Accountable Care Organizations
- Hospital Systems, PHOs
- Academic/Faculty Practices
- MSOs, PPMCs

Running a healthcare organization takes a team effort and this conference has been designed to address each level of your senior leadership and management teams. The meeting's practical advice, cost-effective strategies, and real-world solutions will benefit your organization's:

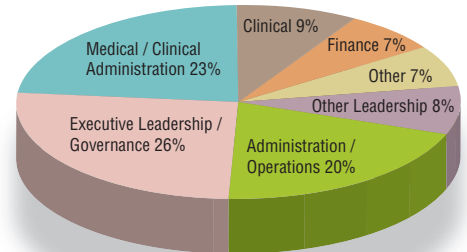
- CEOs, Presidents, Board Chairs
- CAOs, COOs, Administrators, Executive Directors
- Medical Directors, CMOs
- Accountable Care Officers
- Physician Leaders
- CFOs, Vice Presidents
- Board Members
- Chief Strategy/Innovation Officers
- Compliance Officers
- Department Directors
- Information Systems Managers
- Pharmacy Department Managers
- Quality and Research Directors and Officers
- Senior Managers of Clinical Effectiveness
- Human Resources Directors and Officers
- Marketing Directors and Officers

At times during the conference there will be as many as 11 sessions presented concurrently. To ensure your organization maximizes your conference experience, plan to bring your full leadership team! A group discount is available.

Attendees by Group Size (MD FTEs)



Attendees by Functional Area



## What Is AMGA?

The American Medical Group Association represents medical groups, including some of the nation's largest, most prestigious medical group practices, independent practice associations, integrated healthcare delivery systems, and accountable care organizations. AMGA's mission is to improve health care for patients by supporting multispecialty medical groups and other organized systems of care. The members of AMGA deliver health care to approximately 130 million patients, 1 in 3 Americans. Headquartered in Alexandria, Virginia, AMGA is the strategic partner for medical groups and health systems, providing a comprehensive package of benefits, including political advocacy, educational and networking programs and publications, benchmarking data services, and financial and operations assistance.

# Annual Conference Schedule

## Wednesday, March 13, 2013

**7:00 a.m. – 9:00 a.m.** ..... Focus Group Breakfast (by invitation)

**8:00 a.m. – 9:00 a.m.** ..... AMGA Leadership Councils Breakfast

**9:00 a.m. – 5:00 p.m.** ..... **AMGA Leadership Council Meetings** (Council Members only)

- Board Chairs/Chief Executive Officers/Presidents
- Chief Administrative Officers/Chief Operating Officers
- Chief Financial Officers
- Chief Information Officers
- Chief Medical Officers/Medical Directors
- Human Resources Directors/Officers
- Quality Directors/Officers
- Marketing/Public Relations Directors

**5:30 p.m. – 7:00 p.m.** ..... **AMGA Board and Leadership Councils Reception**

### SESSION TRACK KEY

- LG** Leadership and Governance
- CP** Care Process Improvement
- PM** Practice Management
- IT** Information Technology
- LR** Legislation and Regulation

## Thursday, March 14, 2013

**7:30 a.m. – 1:30 p.m.** ..... **AMGA Golf Classic at Waldorf Astoria Golf Club**

**9:00 a.m. – 5:00 p.m.** ..... **Immersion Sessions**

- 101 Collaborative for Clinical Integration and Value
- 102 Engaging Employees as We Transform to a Value-Based Healthcare System
- 103 Patient Engagement Strategies in the New World of ACOs
- 104 Walk in the Woods: Renegotiating Health Care

**5:00 p.m. – 7:00 p.m.** ..... **AMGF 7th Annual Silent Auction**

**5:00 p.m. – 7:00 p.m.** ..... **Welcome Reception in Exhibit Hall**

## Friday, March 15, 2013

**7:00 a.m. – 8:00 a.m.** ..... Networking Continental Breakfast with Exhibitors

**7:00 a.m. – 6:00 p.m.** ..... AMGF 7th Annual Silent Auction

**8:00 a.m. – 10:00 a.m.** ..... **Opening General Session: Daniel Pink**

**10:00 a.m. – 10:45 a.m.** ..... Refreshment Break with Exhibitors

**10:45 a.m. – 12:15 p.m.** ..... **Networking Discussion Groups by Organizational Type**

**12:15 p.m. – 2:00 p.m.** ..... Lunch with Exhibitors

**2:00 p.m. – 3:15 p.m.** ..... **Peer-to-Peer Breakout Sessions**

**LG** **The Future of Healthcare Governance**

*F. Kenneth Ackerman, FACHE, FACMPE, Chairman, Integrated Healthcare Strategies; and Gary Kaplan, MD, FACP, FACMPE, FACPE, President and CEO, Virginia Mason Health System*

- LG Changing Physician Culture: Informating the Clan**  
*David Maizel, MD, Corporate Vice President and President, Shane H. Peng, MD, Vice President and Senior Medical Director of Clinical Operations, and Daniel J. Dickinson, MD, Clinical Chief, Internal Medicine Physicians, Sentara Medical Group; and Rajiv Kohli, PhD, Professor of Business, Mason School of Business, College of William & Mary*
- IT Improving Clinical Outcomes: Leveraging Data to Automate Population Health Management**  
*Robert Fortini, Vice President, Chief Clinical Officer, Bon Secours Health System*
- IT Delivering Value through Technology**  
*Krishna Ramachandran, Chief Information & Transformation Officer, Mark Nelson, MD, Physician Champion, and Karen Adamson, Director, Information & Transformation, DuPage Medical Group*
- CP Patient-Centered Medical Home: The Journey towards Recognition and Sustainability**  
*Robert Pesce, MD, FAAP, Medical Director, HealthPoint Medical Group; and Cami Leech Florio, MHA, MABMH, Manager, Clinical Operations, HealthPoint Management Services*
- CP Leveraging Days Wait to Appointment and Outpatient Patient Satisfaction Scores to Improve Retention Rates, Reimbursement, and Reporting Metrics**  
*Steven Spalding, MD, Assistant Medical Director, Business Intelligence/Medical Operations, and Eric D. Hixson PhD, MBA, Director, Outcomes and Analytics, Business Intelligence/Medical Operations, Cleveland Clinic*
- CP Improving Medication Adherence: Understanding the Patient's Perspectives**  
*Colleen A. McHorney, MD, Senior Director, U.S. Outcomes Research, Merck Sharp & Dohme Corp.; and Frederick J. Bloom Jr., MD, MMM, Associate Chief Quality Officer, Geisinger Health System*
- CP Using Clinical Analytics to Optimize Care Coordination Across Multiple Sites of Care**  
*John Cuddeback, MD, PhD, Chief Medical Informatics Officer, Anceta; Mary Lantin, MPH, Vice President, Client Services, Humedica; Jonathan Hines, MD, Chief Medical Officer, and Kelly Schaudt, Senior Director of Lean Operations, Wilmington Health*
- PM Provider Approachability: A Look in the Mirror**  
*Mark Deyo-Svendsen, MD, Medical Director and Family Practice Physician, Michael Phillips, MD, Associate Medical Director and Family Practice Physician with Obstetrics, Jill Albright, RN, MS, Quality Nurse Specialist, and Karl Palmer, RN, MS, Quality Nurse Specialist, Mayo Clinic Health System – Red Cedar*
- PM Transitioning Reimbursement from Volume to Value: Performance-based Contracting Using a Shared Savings Model**  
*Michael J. Tronolone, MD, MMM, Chief Medical Officer, The Polyclinic*
- PM Reducing Medical Cost Trend in ACO/AQC Environments: An Innovative Approach to Physician Engagement**  
*Sandhya K. Rao, MD, Associate Medical Director for Quality Improvement, Jeffrey B. Weilburg, MD, Assistant Professor of Psychiatry, Harvard Medical School and Director, Neuropsychiatry Program, Massachusetts General Hospital and Associate Medical Director, Megan R. Renfrew, MA, Senior Project Manager, Performance, Analysis & Improvement, Massachusetts General Physicians Organization; Hannah J. Wong, PhD, Postdoctoral Fellow, Institute for Technology Assessment, Benjamin H. Castleton, Senior Data Analyst/Programmer, Performance Analysis and Improvement, Massachusetts General Hospital; and Timothy G. Ferris, MD, MPhil, MPH, Medical Director, Massachusetts General Physicians Organization and VP Population Management, Partners HealthCare*

**3:15 p.m. – 3:45 p.m.** ..... Refreshment Break with Exhibitors

3:45 p.m. – 5:00 p.m. .... Peer-to-Peer Breakout Sessions

SESSION TRACK KEY

- LG Leadership and Governance
- CP Care Process Improvement
- PM Practice Management
- IT Information Technology
- LR Legislation and Regulation

- LG Hospital Physician Alignment Models: Involving Physicians in the Process**  
*Thomas A. Moser, FACHE, Chief Operating Officer, Medical Associates, PLC; and Aimee Greeter, MPH, Manager, Coker Group*
- LG Aligning Network Quality Goals**  
*Mark Wendling, MD, Associate Medical Director Performance Improvement, and Michael Sheinberg, MD, Associate Medical Director Medical Quality, Lehigh Valley Physician Group*
- LG Achieving Medical Group Integration: A Comparison of Organizational Development**  
*Robert D. Jansen, MD, President, and Nicole Ashe, Assistant Vice President of Finance, WellStar Medical Group; Kevin McCormick, MD, Division Chief, Internal Medicine, Thea A. Reigler, Vice President, Human Resources, and Polly M. Krywanski, Senior Vice President, Finance, Spectrum Health Medical Group; and Joshua D. Halverson, Principal, ECG Management Consultants, Inc.*
- IT EHR to EHR Conversions: What, When, and How**  
*Abe Levy, MD, Chief Quality Officer and Medical Director, Thomas J. Lester, MD, Chief Medical Officer, and Lewis Kohl, DO MBA, Chief Medical Information Officer, Mount Kisco Medical Group PC; and Jeffery Daigrepoint, Senior Vice President, Coker Group*
- CP Maximizing Limited Care Management Resources to Improve Clinical Quality and Ensure Safe Transitions**  
*Scott Flinn, MD, Medical Director, Mary Ellen Leahy, RN, MBA, FACMPE, Director of Performance Improvement and Continuity of Care, and Fritz Steen, RN, MBA, Ambulatory Care Manager, Arch Health Partners*
- CP Scribes in Clinical Practice: A Means of Improving Provider Efficiency and Satisfaction**  
*Marcia Sparling, MD Assistant Medical Director, and Tom Sanchez, Director of Operations, The Vancouver Clinic*
- CP Practical Practice: Patients and Providers Partnering to Build Communication Skills Essential for Patient- and Family-Centric Care**  
*Samer Assaf, MD, Sharp Rees-Stealy Medical Group; and Ross Adams, MS, CCC-SL, Patient Advisor*
- PM Right-sizing Staff: Managing Costs More Effectively**  
*Loretta Swan, CPC, Vice President/Operations, Trinity Clinic, Trinity Mother Frances Hospitals and Clinics*
- PM Integrated Delivery Systems: A Cure for the Healthcare Delivery Crisis**  
*Donn Sorensen, MBA, FACMPE, President, Mercy St. Louis, Mercy Health Ministry; and Amy Fore, MHSA, FACMPE, Director of Operations, St. John's Clinic*
- PM Unifying Compensation: The Lehigh Valley Physicians Group Compensation Plan Experience**  
*Edward R. Norris, MD, Chair, Compensation Committee, and Michael A. Rossi, MD, MBA, Physician Executive Director, Lehigh Valley Physicians Group*
- LR AMGA Federal Legislative and Regulatory Update**  
*Michelle Spence, Vice President, Public Policy; Karen S. Ferguson, Director of Regulatory Affairs; Christina Dabkowski, JD, Manager, Congressional Affairs; and Garrett Eberhardt, Legislative Coordinator, American Medical Group Association*

5:00 p.m. – 6:00 p.m. .... Happy Hour with Exhibitors

**6:30 a.m. – 8:30 a.m. .... AMGF 5K Fun Run**

**7:00 a.m. – 8:30 a.m. .... Networking Breakfast with Exhibitors**

**8:30 a.m. – 10:30 a.m. .... General Session: “The Brave New World of Health Care” Five Years Later**

**10:30 a.m. – 11:00 a.m. .... Refreshment Break with Exhibitors**

**11:00 a.m. – 12:15 p.m. .... Peer-to-Peer Breakout Sessions**

**LG Achieving Group Practice Initiatives with Physician Extenders**

*Richard Baney, MD, MBA, Assistant Medical Director for Quality Improvement, and Debra Johansen, MBA, CMPE, Chief Operations Administrator, MIMA*

**LG The Strategic Imperative of Physician Leadership at Hawai'i Pacific Health**

*Kenneth B. Robbins, MD, Chief Medical Officer, Hawai'i Pacific Health*

**LG Successful Triple Aim Collaboration between Two Competitors: An Innovative ACO Case Study**

*Brian Rank, MD, Medical Director, HealthPartners Medical Group, HealthPartners; and Penny Ann Wheeler, MD, Chief Clinical Officer, AllinaHealth*

**IT Successful HITECH/Meaningful Use Roll-Out: A Methodology to Drive Organizational Change**

*Margaret Head, RN, MSN, MBA, Chief Operating Officer and Chief Nursing Officer, and Danny Bonn, MMHC, Administrative Director, Vanderbilt Medical Group*

**IT The Promise of Telemedicine: Improving Quality, Access, and Safety While Lowering Cost across the Continuum of Care**

*Jim Roxburgh, RN, MPA, Program Manager, and Alan J. Shatzel, Jr., DO, Chairman, Department of Medicine, Medical Director, Mercy Neurological Institute, and Medical Director, Mercy Telehealth Network; and Parag Agnihotri, MD, Medical Director for Care Management, Head of the Division of Geriatrics, Mercy Medical Group, Inc.*

**CP Developing a Department of Practice Transformation**

*Robert W. Brenner, MD, MMM, Chief Medical Officer, Pegeen Butterfield, BSN, Director, Care Coordination/Utilization Management, and Jamie Reedy, MD, MPH, Medical Director of Practice Transformation, Assistant Medical Director of Quality, Department of Care Coordination/Utilization Management, Summit Medical Group*

**CP Establishing a Palliative Medicine Service in a Large Ambulatory Medical Group**

*Barney Newman, MD, Medical Director, and Maura Del Bene, NP, Associate Director, Palliative Medicine, Palliative Medicine Service, WESTMED Medical Group*

**CP Applying Lessons from Two Years of a Commercial ACO to a Medicare Shared Savings Program**

*Lee Sacks, MD, Executive Vice President, Chief Medical Officer, Advocate Health Care and CEO, Advocate Physician Partners; and Mark Shields, MD, Senior Medical Director, Advocate Health Care*

**PM A Lean Approach to Physician Schedule Optimization**

*Robert Trenschel, DO, Senior Vice President Medical Operations, and Mary Beth McDonald, MBA, Senior Vice President Clinic Operations, Aurora Medical Group; and Karen Bowman-Dillenburg, MS, Operations Improvement Manager, Aurora Health Care*



**PM Life Lessons: Building an Efficient Medical Staff Engine Serving 10 Diverse Hospitals**  
*David L. Knocke, FACHE, President, BJC Medical Group; and Lori Schutte, MBA, President, Cejka Search*

**12:15 p.m. – 1:45 p.m.** ..... Networking Lunch

**2:00 p.m. – 3:15 p.m.** ..... **Peer-to-Peer Breakout Sessions**

**SESSION TRACK KEY**

- LG** Leadership and Governance
- CP** Care Process Improvement
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**LG The Merger of Gundersen Clinic and Lutheran Hospital: Struggles and Successes**  
*Jeff Thompson, MD, Chief Executive Officer, Gundersen Health System; and Daniel K. Zismer, PhD, School of Public Health, University of Minnesota*

**LG Successful Physician Leadership and Engagement: Kaiser Permanente Mid-Atlantic States**  
*Bernadette Loftus, MD, Associate Executive Director for the Mid-Atlantic States, The Permanente Medical Group*

**IT Cost Display in Real-Time Electronic Order Entry: Changing Practice Pattern Changes with Shared Cost Data**  
*Kate Elizabeth Koplan, MD, MPH, Director of Medical Management, Atrius Health*

**CP Medicare Shared Savings ACOs: One Organization's Initial Lessons Learned**  
*Gregory A. Spencer, MD, FACP, Chief Medical Officer, Crystal Run Healthcare*

**CP Population Health (Medical Home 2.0)**  
*Beth Averbeck, MD, Associate Medical Director, Primary Care, and Bob Van Why, Senior Vice President, Primary Care and Practice Development, HealthPartners*

**CP Transforming Care Delivery by Moving from Episodic to Coordinated Payment**  
*Kenneth E. Berkovitz, MD, System Medical Director, Summa Cardiovascular Institute, and Chair, Department of Cardiovascular Disease, Summa Akron City and St. Thomas Hospitals, Summa Physicians Inc.; Robert A. Gerberry, JD, Associate General Counsel, and Robert Hunter, MBA, MA, System Administrative Director, Summa Cardiovascular Institute, Summa Health System*

**PM Physician Practice Redesign: Implementing an Integrated Patient Service Center**  
*Kenneth Ashley, MD, FAAP, FACPE, Medical Director, Primary Care, Sutter Medical Group; Theresa Frei, RN, BSN, MBA, Chief, Patient and Client Services, Sutter Physician Services; and Jennifer K. Gingrass, MS, Principal, ECG Management Consultants, Inc.*

**PM From Volume to Value: Moving from a Fee-For-Service Model to a Population Management Model**  
*Patrick F. Garrett, MD, MMM, FACP, Vice President Physician Relations, St. Anthony's Medical Center; Robert Curtin, MD, President, Dave Hinkle, CMPE, Executive Director, Tammy Barga, Director of Revenue Cycle Management, Medicare Advantage and Compliance, Ronald K. Finnan, RN, MBA, FACMPE, Group Practice Administrator, PCP/IM, and Karen Schechter, RHIA, CMPE, Group Practice Administrator, Specialists, St. Anthony's Physician Organization*

**3:15 p.m. – 3:30 p.m.** ..... Refreshment Break

**3:30 p.m. – 5:00 p.m.** ..... **Closing General Session: Chesley B. "Sully" Sullenberger, III**

**6:30 p.m. – 7:30 p.m.** ..... Closing Reception

**7:30 p.m. – 9:30 p.m.** ..... **Closing Banquet with Larry Miller**

# 2013 Annual Conference Presenters and Guests

## Advocate Health Care

Lee Sacks, MD, Executive Vice President, Chief Medical Officer, Advocate Health Care and CEO, Advocate Physician Partners  
Mark Shields, MD, Senior Medical Director

## Allina Health

Penny Ann Wheeler, MD, Chief Clinical Officer

## Anceta

John Cuddeback, MD, PhD, Chief Medical Informatics Officer

## Arch Health Partners

Scott Flinn, MD, Medical Director  
Mary Ellen Leahy, RN, MBA, FACMPE, Director of Performance Improvement and Continuity of Care  
Fritz Steen, RN, MBA, Ambulatory Care Manager

## Atrius Health

Kate Elizabeth Koplan, MD, MPH, Director of Medical Management

## Aurora Health Care

Jeffrey W. Bailet, MD, Senior Vice President, and President, Aurora Medical Group  
Karen Bowman-Dillenburg, MS, Operations Improvement Manager  
Mary Beth McDonald, MBA, Senior Vice President Clinic Operations, Aurora Medical Group  
Robert Trenchel, DO, Senior Vice President Medical Operations, Aurora Medical Group

## Austin Regional Clinic

Norman H. Chenven, MD, Founder and Chief Executive Officer

## BJC Medical Group

David L. Knocke, FACHE, President

## Bon Secours Health System

Robert Fortini, Vice President, Chief Clinical Officer

## Cejka Search

Lori Schutte, MBA, President

## Cleveland Clinic

A. Marc Harrison, MD, Chief Executive Officer, Cleveland Clinic Abu Dhabi  
Eric D. Hixson PhD, MBA, Director, Outcomes and Analytics, Business Intelligence/Medical Operations  
Steven Spalding, MD, Assistant Medical Director, Business Intelligence/Medical Operations

## The Coker Group

Jeffery Daigrepoint, Senior Vice President  
Aimee Greeter, MPH, Manager

## College of William & Mary

Rajiv Kohli, PhD, Professor of Business, Mason School of Business

## Crystal Run Healthcare

Gregory A. Spencer, MD, FACP, Chief Medical Officer

## Dartmouth Hitchcock

Barbara Walters, DO, MBA, Senior Medical Director

## DuPage Medical Group

Karen Adamson, Director, Information & Transformation  
Mark Nelson, MD, Physician Champion  
Krishna Ramachandran, Chief Information & Transformation Officer

## ECG Management Consultants, Inc.

Jennifer K. Gingrass, MS, Principal  
Joshua D. Halverson, Principal

## Geisinger Health System

Frederick J. Bloom Jr., MD, MMM, Associate Chief Quality Officer

## Gundersen Health System

Jeff Thompson, MD, Chief Executive Officer

## Hawai'i Pacific Health

Kenneth B. Robbins, MD, Chief Medical Officer

## HealthPartners

Beth Averbeck, MD, Associate Medical Director, Primary Care  
Brian Rank, MD, Medical Director, HealthPartners Medical Group  
Bob Van Why, Senior Vice President, Primary Care and Practice Development

## HealthPoint Medical Group

Cami Leech Florio, MHA, MABMH, Manager, Clinical Operations, HealthPoint Management Services  
Robert Pesce, MD, FAAP, Medical Director

## Humedica

Mary Lantin, MPH, Vice President, Client Services

## Integrated Healthcare Strategies

F. Kenneth Ackerman, FACHE, FACMPE, Chairman

## Intermountain Healthcare

Linda C. Leckman, MD, FACS, Vice President and Chief Executive Officer, Intermountain Medical Group

## Lehigh Valley Physician Group

Edward R. Norris, MD, Chair, Compensation Committee  
Michael A. Rossi, MD, MBA, Physician Executive Director  
Michael Sheinberg, MD, Associate Medical Director Medical Quality  
Mark Wendling, MD, Associate Medical Director Performance Improvement

### **Massachusetts General Physicians Organization**

Benjamin H. Castleton, Senior Data Analyst/Programmer, Performance Analysis and Improvement, Massachusetts General Hospital  
Timothy G. Ferris, MD, MPhil, MPH, VP Population Management, Partners HealthCare, and Medical Director  
Sandhya K. Rao, MD, Associate Medical Director for Quality Improvement  
Megan R. Renfrew, MA, Senior Project Manager, Performance, Analysis & Improvement  
Jeffrey B. Weilburg, MD, Assistant Professor of Psychiatry, Harvard Medical School and Director, Neuropsychiatry Program, Massachusetts General Hospital, and Associate Medical Director  
Hannah J. Wong, PhD, Postdoctoral Fellow, Institute for Technology Assessment

### **Mayo Clinic Health System**

Robert E. Nesse, MD, Chief Executive Officer

### **Mayo Health System – Red Cedar**

Jill Albright, RN, MS, Quality Nurse Specialist  
Mark Deyo-Svendsen, MD, Medical Director and Family Practice Physician  
Karl Palmer, RN, MS, Quality Nurse Specialist  
Michael Phillips, MD, Associate Medical Director and Family Practice Physician with Obstetrics

### **Medical Associates, PLC**

Thomas A. Moser, FACHE, Chief Operating Officer

### **Merck Sharp & Dohme Corp.**

Colleen A. McHorney, MD, Senior Director, U.S. Outcomes Research

### **Mercy**

Amy Fore, MHSA, FACMPE, Director of Operations, St. John's Clinic  
Donn Sorensen, MBA, FACMPE, President, East Communities

### **Mercy Medical Group**

Parag Agnihotri, MD, Medical Director for Care Management, Head of the Division of Geriatrics  
Jim Roxburgh, RN, MPA, Program Manager  
Alan J. Shatzel, Jr., DO, Chairman, Department of Medicine, Medical Director, Mercy Neurological Institute, and Medical Director, Mercy Telehealth Network

### **MIMA**

Richard Baney, MD, MBA, Assistant Medical Director for Quality Improvement  
Debra Johansen, MBA, CMPE, Chief Operations Administrator

### **Mount Kisco Medical Group**

Scott D. Hayworth, MD, FACOG, President and CEO  
Lewis Kohl, DO, MBA, Chief Medical Information Officer  
Thomas J. Lester, MD, Chief Medical Officer  
Abe Levy, MD, Chief Quality Officer and Medical Director

### **NorthShore University Health System**

Joseph Golbus, MD, President, NorthShore Medical Group

### **PeaceHealth Medical Group**

Howard B. Graman, MD, FACP, Chief Executive Officer

### **The Permanente Medical Group**

Bernadette Loftus, MD, Associate Executive Director for the Mid-Atlantic States

### **The Polyclinic**

Michael J. Tronolone, MD, MMM, Chief Medical Officer

### **Riverside Health System**

Barry L. Gross, MD, Executive Vice President/Chief Medical Officer

### **Scripps Medical Foundation**

Larry J. Harrison, MHA, MBA, Chief Executive/Senior Vice President

### **Sentara Medical Group**

Daniel J. Dickinson, MD, Clinical Chief, Internal Medicine Physicians  
David Maizel, MD, Corporate Vice President and President  
Shane H. Peng, MD, Vice President and Senior Medical Director of Clinical Operations

### **Sharp Rees-Stealy Medical Group**

Samer Assaf, MD

### **Spectrum Health Medical Group**

Polly M. Krywanski, Senior Vice President, Finance  
Kevin McCormick, MD, Division Chief, Internal Medicine  
Thea A. Reigler, Vice President, Human Resources

### **St. Anthony's Physician Organization**

Tammy Bargaen, Director of Revenue Cycle Management, Medicare Advantage and Compliance  
Robert Curtin, MD, President  
Ronald K. Finnan, RN, MBA, FACMPE, Group Practice Administrator, PCP/IM  
Patrick F. Garrett, MD, MMM, FACP, Vice President Physician Relations, St. Anthony's Medical Center  
Dave Hinkle, CMPE, Executive Director  
Karen Schechter, RHIA, CMPE, Group Practice Administrator, Specialists

### **Summa Health System**

Kenneth E. Berkovitz, MD, System Medical Director, Summa Cardiovascular Institute, and Chair, Department of Cardiovascular Disease, Summa Akron City and St. Thomas Hospitals, Summa Physicians Inc.  
Robert A. Gerberry, JD, Associate General Counsel  
Robert Hunter, MBA, MA, System Administrative Director, Summa Cardiovascular Institute

## 2013 Annual Conference Presenters and Guests Continued

### Summit Medical Group, P.A.

Robert W. Brenner, MD, MMM, Chief Medical Officer  
Pegeen Butterfield, BSN, Director, Care Coordination/Utilization Management  
Jamie Reedy, MD, MPH, Medical Director of Practice Transformation, Assistant Medical Director of Quality, Department of Care Coordination/Utilization Management

### Sutter Health

Kenneth Ashley, MD, FAAP, FACPE, Medical Director, Primary Care, Sutter Medical Group  
Theresa Frei, RN, BSN, MBA, Chief, Patient and Client Services, Sutter Physician Services  
Don L. Wreden, MD, President and Chief Executive Officer, Sutter Medical Group

### Trinity Mother Frances Hospitals and Clinics

Loretta Swan, CPC, Vice President/Operations, Trinity Clinic

### University of Louisville Physicians

Michael W. Bukosky, MSHA, FACMPE, Chief Executive Officer

### University of Minnesota

Daniel K. Zismer, PhD, School of Public Health

### The Vancouver Clinic

Tom Sanchez, Director of Operations  
Marcia Sparling, MD, Assistant Medical Director

### Vanderbilt Medical Group

Danny Bonn, MMHC, Administrative Director  
Margaret Head, RN, MSN, MBA, Chief Operating Officer and Chief Nursing Officer

### Virginia Mason Health System

Gary Kaplan, MD, FACP, FACMPE, FACPE, President and CEO

### WellStar Medical Group

Nicole Ashe, Assistant Vice President of Finance  
Robert D. Jansen, MD, President

### WESTMED Medical Group

Maura Del Bene, NP, Associate Director, Palliative Medicine, Palliative Medicine Service  
Barney Newman, MD, Medical Director

### Wilmington Health

Jonathan Hines, MD, Chief Medical Officer  
Jeffrey G. James, MBA, Chief Executive Officer  
Kelly Schaudt, Senior Director of Lean Operations

## CONTINUING EDUCATION CREDIT

### AMGA Education Mission Statement

The American Medical Group Association's continuing education program delivers high-quality learning activities to respond to the educational needs of medical group leaders. AMGA's continuing education activities enable its members to share information and innovations in order to remain current and continually improve patient care by advancing the medical group model as the preferred method of healthcare delivery. The association accomplishes this goal by offering timely, unparalleled learning activities including an annual conference, regional meetings, and distance learning tools. Medical group leaders who participate in activities offered by AMGA can apply for credits to complete their requirements in CME, CPE, ACMPPE, and ACHE, and nurse administrators can earn continuing education credits.

### CME Credit for Physicians

The American Medical Group Association is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians. AMGA takes responsibility for the content, quality, and scientific integrity of this CME activity. AMGA designates this continuing medical education activity, AMGA's Annual Conference: Learning From the Best!, for a maximum of 15.5 hours in Category 1 of the Physician's Recognition Award of the American Medical Association. Each physician should claim only those hours of credit actually spent in the educational activity.

### CPE Credit for Accountants

American Medical Group Association is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org). AMGA designates this continuing professional education activity for a total of 12 CPE credits. This learning activity is a group live meeting, providing an overview of topics presented. There are no advance preparations or pre-requisites to attend this meeting.

### CE Credit for Nurses

Continuing Education credits (CEs) are available through the California Board of Registered Nursing, Provider #11816. This educational activity, AMGA's Annual Meeting: Learning from the Best!, has been designated for a maximum of 15.5 contact hours. Conference participants wishing to receive credit must provide their license number and Social Security number upon successful completion of the program(s).

### ACHE Credit for Healthcare Executives

The American Medical Group Association is authorized to award 15.5 hours of pre-approved Category II (non-ACHE) continuing education credit for this program toward advancement or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

### ACMPPE Credit

This program may qualify for continuing education credit for the American College of Medical Practice Executives (ACMPPE). To apply for ACMPPE credit, submit the ACMPPE generic credit hour form with a copy of this brochure.

### AMGA's Full Disclosure Policy for CME Activities

As an accredited provider of continuing medical education activities, it is the policy of the American Medical Group Association—(AMGA) to ensure balance, independence, objectivity, and scientific rigor in all its individually sponsored educational activities. All faculty participating in any learning activity sponsored by AMGA are required to disclose to the participants any actual or potential conflicts of interest that may have a direct bearing on the subject matter of the CME activity. This requirement pertains to relationships with pharmaceutical companies, biomedical device manufacturers, consulting companies or other corporations whose products or services are related to the subject matter of the presentation. Speakers are also expected to openly disclose inclusion of any off-label, experimental, or investigational use of drugs or devices in their presentations. For full disclosures, please visit [www.amga.org](http://www.amga.org), and click under Annual Conference.

AMGA's 2013 Annual Conference activities will not include discussions of any off-label, experimental, or investigational use of drugs or devices in their presentations.

For complete learning objectives, view the expanded presentation descriptions at [www.amga.org](http://www.amga.org).

# Pre-conference Activities

## Wednesday, March 13, 2013

7:00 a.m. – 9:00 a.m.

### Focus Group Breakfast (by invitation)

8:00 a.m. – 9:00 a.m.

### AMGA Leadership Councils Breakfast

9:00 a.m. – 5:00 p.m.

### AMGA Leadership Council Meetings

AMGA will convene the leaders of its member groups who participate in AMGA's Leadership Councils. Attendance in the Leadership Council meetings is only for active members of that particular Leadership Council. For specific agendas, check your council's webpage or contact Dustin Gunderson at (703) 838-0033, ext. 343.

- Board Chairs/Chief Executive Officers/Presidents
- Chief Administrative Officers/Chief Operating Officers
- Chief Financial Officers
- Chief Information Officers
- Chief Medical Officers/Medical Directors
- Human Resources Directors/Officers
- Quality Directors/Officers
- Marketing/Public Relations Directors

To learn more about the Leadership Councils or to join, please visit [www.amga.org](http://www.amga.org) or contact Dustin Gunderson, Manager, Marketing & Council Relations, at (703) 838-0033, ext. 343 or [dgunderson@amga.org](mailto:dgunderson@amga.org).

5:30 p.m. – 7:00 p.m.

### AMGA Board and Leadership Councils Reception

The members of AMGA's Leadership Councils will gather for cocktails, refreshments, and conversation with AMGA's Board of Directors. (By invitation)

## Thursday, March 14, 2013

7:30 a.m. – 1:30 p.m.

### AMGA Golf Classic at Waldorf Astoria Golf Club

Designed with a five-tee system for all playing abilities, yet still quite challenging, the Waldorf Astoria Golf Club provides a truly exceptional setting for Orlando golf. Test your skill on the 18-hole Rees Jones-designed championship course, winding through a large wetland preserve. The AMGA Golf Classic is open on a first-come, first-served basis to all conference registrants regardless of skill. Sign up as a foursome, twosome, or individual and enjoy a little friendly competition on the resort's beautiful South Course. Cart, box lunch, and prizes are included in the fee. Early registration is recommended, as we are likely to sell out.

**Because of Waldorf Astoria policies, the final participant list must be furnished 14 days before the tournament date, so there will be no cancellations/refunds after February 27.**

**Vendors:** Please note that play with requested medical group leaders is not guaranteed. Requests will be honored based on your company's level of corporate partner membership in AMGA.



Thursday, March 14, 2013

9:00 a.m. – 5:00 p.m.

AMGA's pre-conference immersion sessions are specially designed, focused learning opportunities for AMGA conference participants. The registration fee allows you access to your selected course, and we encourage you to commit to attending one of the sessions listed. It is possible to participate in each session,\* but space is a luxury in each room, leaving a session to attend another will allow another participant your seat, which may or may not be available when you return. If each workshop is of interest, we'd recommend you send a team to participate. For a more detailed agenda, visit [www.amga.org](http://www.amga.org).

## Collaborative for Clinical Integration and Value

The Collaborative for Clinical Integration and Value (CCIV) was formerly the Institute for Clinical Quality and Value (ICQV), which officially dissolved on June 30, 2011 and endorsed AMGA as the best venue for healthcare leaders to share ideas, experiences, and best practices that improve clinical quality and efficiency. AMGA created the Collaborative for Clinical Integration and Value to continue the work of ICQV and designed this immersion session for attendees who wish to gain a better understanding of clinical integration. Speakers include representatives from Brown & Toland, Weill Cornell, Norton Healthcare, Humana, Vanderbilt Medical Group, and Navigant Healthcare.

## Engaging Employees as We Transform to a Value-Based Healthcare System

The focus of this immersion session will be on engaging employees in the transformation to a value-based system. AMGA is bringing together employee engagement experts from around the nation—including government employers, corporations, and medical groups—to explore strategies for building and sustaining an energized, engaged workforce. Invited speakers include representatives from The Everett Clinic, Medical Clinic of North Texas, Walt Disney, Intel, Mercer, and King County, Washington Government.

\* Not including Walk in the Woods: Renegotiating Health Care

## Patient Engagement Strategies in the New World of ACOs

### *Institute for Quality Leadership Semi-Annual Meeting*

Enhancing the patient experience will be a key driver for ACO success. In this workshop, participants will be invited to interact with healthcare leaders to explore patient engagement strategies designed for ACOs and how groups are navigating the challenges set forth by CMS and commercial payers. Methods which groups are using to interact with patients, including the use of patient portals and other outreach strategies, will be discussed with opportunities to learn directly from healthcare systems with extensive experiences to share. To round out the day, attendees will have the chance to learn how to “train the trainer” from patient experience expert Dr. Stephen Beeson of the Studer Group so that they can return to their office and begin coaching and engaging physicians and care teams to create internal processes and systems to address opportunities for improvement.

## Walk in the Woods: Renegotiating Health Care

*Leonard J. Marcus, PhD, and Barry C. Dorn, MD, Healthcare Negotiation Associates*

Learn the essential art of negotiation in this pre-conference workshop. Participants will be led through a four-step process that the speakers have used with hundreds of groups in a wide variety of situations to align interests in any negotiation. Additionally, the speakers will spend time with an interactive component designed to help participants master the art of negotiation and conflict resolution. Space is limited to allow for interaction and workshop exercises; participants must specifically pre-register for this workshop to gain admittance.

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*“Attendance at the annual conference and the COO/CAO council are essential ways that I stay updated on best practices and solutions to practice management issues. We all face the same challenges regardless of the location, size, or governance structure of our organizations. The opportunity to learn from my peers and for me to share experiences from my organization to help others makes the annual conference a very beneficial event.”*

— Margaret Head, RN, MSN, MBA  
Chief Operating Officer/Chief Nursing Officer  
Vanderbilt Medical Group

# Peer-to-Peer Breakout Sessions

Friday, March 15, 2013

2:00 p.m. – 3:15 p.m.

## **LG** The Future of Healthcare Governance

*F. Kenneth Ackerman, FACHE, FACMPE, Chairman, Integrated Healthcare Strategies; and Gary Kaplan, MD, FACP, FACMPE, FACPE, President and CEO, Virginia Mason Health System*

Health care is changing rapidly, and boards of healthcare enterprises must become more competent, dedicated, nimble, diverse, and transparent to meet the demands of the future. This interactive presentation will discuss what is driving the change, and how leading healthcare organizations are promoting higher standards of excellence.

## **LG** Changing Physician Culture: Informating the Clan

*David Maizel, MD, Corporate Vice President and President, Shane H. Peng, MD, Vice President and Senior Medical Director of Clinical Operations, and Daniel J. Dickinson, MD, Clinical Chief, Internal Medicine Physicians, Sentara Medical Group; and Rajiv Kohli, PhD, Professor of Business, Mason School of Business, College of William & Mary*

Successful healthcare transformation requires physician engagement, without which attempts are likely to fail. Sentara Medical Group has effectively changed its physician culture. The experience mirrors principles identified by Dr. Rajiv Kohli's Informating the Clan. This presentation describes their journey and offers tools for systematic implementation of change.

## **IT** Improving Clinical Outcomes: Leveraging Data to Automate Population Health Management

*Robert Fortini, Vice President, Chief Clinical Officer, Bon Secours Health System*

New care models and reimbursement schemes are introducing new challenges for healthcare providers to manage patient populations. This presentation will share strategies behind Bon Secours' success in improving clinical outcomes through the effective use of IT and data to automate population health management.

## **IT** Delivering Value through Technology

*Krishna Ramachandran, Chief Information & Transformation Officer, Mark Nelson, MD, Physician Champion, and Karen Adamson, Director, Information & Transformation, DuPage Medical Group*

Discover how DuPage Medical Group is employing dashboards, EHR functionality, data mining, and other analytics tools to adapt to the changing healthcare environment with the goal of achieving excellence in quality, efficiency and access.

## **CP** Patient-Centered Medical Home: The Journey towards Recognition and Sustainability

*Robert Pesce, MD, FAAP, Medical Director, HealthPoint Medical Group; and Cami Leech Florio, MHA, MABMH, Manager, Clinical Operations, HealthPoint Management Services*

This presentation will summarize HealthPoint Medical Group's journey towards Patient-Centered Medical Home recognition under the 2011 NCQA Standards. The speakers will reflect on the planning, implementation, and recognition processes, the team approach to disease management, and unique considerations of a PCMH model in both adult medicine and pediatric settings.

## **CP** Leveraging Days Wait to Appointment and Outpatient Patient Satisfaction Scores to Improve Retention Rates, Reimbursement, and Reporting Metrics

*Steven Spalding, MD, Assistant Medical Director, Business Intelligence/Medical Operations, and Eric D. Hixson PhD, MBA, Director, Outcomes and Analytics, Business Intelligence/Medical Operations, Cleveland Clinic*

With increasing responsibility for containment of healthcare costs and intense competition between systems for healthcare dollars, patients are more selective in their search for care. This case study demonstrates how to create a competitive advantage through greater understanding of patient demographics and disease states and their impact on patient satisfaction.

## **CP** Improving Medication Adherence: Understanding the Patient's Perspectives

*Colleen A. McHorney, MD, Senior Director, U.S. Outcomes Research, Merck Sharp & Dohme Corp.; and Frederick J. Bloom Jr., MD, MMM, Associate Chief Quality Officer, Geisinger Health System*

This session will provide an overview of the collaboration between the Community Practice Service Line of Geisinger Health System and Merck, with the primary objective to heighten clinicians' awareness of and ability to address medication non-adherence during routine interactions with patients.

### SESSION TRACK KEY

- LG** Leadership and Governance
- CP** Care Process Improvement
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**CP Using Clinical Analytics to Optimize Care Coordination across Multiple Sites of Care**

*John Cuddeback, MD, PhD, Chief Medical Informatics Officer, Anceta; Mary Lantin, MPH, Vice President, Client Services, Humedica; Jonathan Hines, MD, Chief Medical Officer, and Kelly Schaudt, Senior Director of Lean Operations, Wilmington Health*

As provider groups begin to assume financial risk for population health, they need to determine priorities for care by viewing patients in the context of comparative data. Groups are also taking advantage of predictive models built using large databases that stratify patients by risk of some outcome, e.g., estimating the risk of hospital admission over the next six months for a patient with heart failure. As interactive analytical applications are deployed to multiple regions or sites across a large health system, the ability to tailor queries to a site's specific interests enhances the use of data to optimize care coordination. Medical groups using Humedica MinedShare® for clinical analytics will share their experiences in balancing the value of flexibility against the need for consistency.

**PM Provider Approachability: A Look in the Mirror**

*Mark Deyo-Svendsen, MD, Medical Director and Family Practice Physician, Michael Phillips, MD, Associate Medical Director and Family Practice Physician with Obstetrics, Jill Albright, RN, MS, Quality Nurse Specialist, and Karl Palmer, RN, MS, Quality Nurse Specialist, Mayo Clinic Health System—Red Cedar*

This presentation will describe the successful use of a survey-resurvey method to assess staff and provider perceptions of individual provider approachability and safely share transparent results and improvement resources. It will also share results of the program, including that the resurvey showed improved perceptions, reports of providers making improvement efforts, and a perception that the survey process made the culture safer.

**PM Transitioning Reimbursement from Volume to Value: Performance-based Contracting Using a Shared Savings Model**

*Michael J. Tronolone, MD, MMM, Chief Medical Officer, The Polyclinic*  
In 2010, The Polyclinic and Premera Blue Cross implemented a three-year performance-based contract that allows both parties to share in savings. This presentation will focus on the crafting of a shared savings agreement, while touching on issues such as patient attribution, the selection of an appropriate control group and comparison methodology, and transitioning from an Episode Treatment Group (ETG)-based methodology to measure cost to adopting the Total Cost of Care as the measurement system.

**PM Reducing Medical Cost Trend in ACO/AQC Environments: An Innovative Approach to Physician Engagement**

*Sandhya K. Rao, MD, Associate Medical Director for Quality Improvement, Jeffrey B. Weilburg, MD, Assistant Professor of Psychiatry, Harvard Medical School and Director, Neuropsychiatry Program, Massachusetts General Hospital and Associate Medical Director, Megan R. Renfrew, MA, Senior Project Manager, Performance, Analysis & Improvement, Massachusetts General Physicians Organization; Hannah J. Wong, PhD, Postdoctoral Fellow, Institute for Technology Assessment, Benjamin H. Castleton, Senior Data Analyst/Programmer, Performance Analysis and Improvement, Massachusetts General Hospital; and Timothy G. Ferris, MD, MPhil, MPH, Medical Director, Massachusetts General Physicians Organization and VP Population Management, Partners HealthCare*

Constraining the growth of healthcare costs is a national priority. New payment mechanisms and risk- and reward-sharing contracts are focused on managing medical expense trend. This presentation will detail how Massachusetts General Hospital developed a Trend Management Tool that provides cost and utilization data to specialists and engages leaders in trend reduction initiatives.



**Key Conference Date:  
Early Bird Registration, January 25, 2012**



# Peer-to-Peer Breakout Sessions

Friday, March 15, 2013

3:45 p.m. – 5:00 p.m.

## **LG** Hospital Physician Alignment Models: Involving Physicians in the Process

*Thomas A. Moser, FACHE, Chief Operating Officer, Medical Associates, PLC; and Aimee Greeter, MPH, Manager, Coker Group*

This session explores the implications of hospital ownership, physician employment and other forms of alignment. Additionally, it examines the critical success factors for viable physician/hospital relationships and reviews the typical process that a practice/hospital encounters to align. Fair market value will be defined and the key factors of the FMV process discussed. Finally, this session contemplates how to best involve physicians in the alignment process, from their leadership during the initial internal assessments to leveraging their presence during negotiations.

## **LG** Aligning Network Quality Goals

*Mark Wendling, MD, Associate Medical Director Performance Improvement, and Michael Sheinberg, MD, Associate Medical Director Medical Quality, Lehigh Valley Physician Group*

Over the past several years, Lehigh Valley Physician Group's network has implemented a strategic, evidence-based mammography quality metric. Through transparency, proactive management, and strategic network alignment, they have engaged the system and improved the metric performance, moving them closer to the accountability of an integrated care delivery system.

## **LG** Achieving Medical Group Integration: A Comparison of Organizational Development

*Robert D. Jansen, MD, President, and Nicole Ashe, Assistant Vice President of Finance, WellStar Medical Group; Kevin McCormick, MD, Division Chief, Internal Medicine, Thea A. Reigler, Vice President, Human Resources, and Polly M. Krywanski, Senior Vice President, Finance, Spectrum Health Medical Group; and Joshua D. Halverson, Principal, ECG Management Consultants, Inc.*

In an environment where value is rewarded, high-functioning multi-specialty practices are positioned to have a strategic advantage. This presentation provides detailed case studies of how two organizations with differing organizational characteristics, capabilities, and market conditions are utilizing their respective employed physician organizations to lead organizational transformation efforts toward integrated care delivery.

### SESSION TRACK KEY

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## **IT** EHR to EHR Conversions: What, When, and How

*Abe Levy, MD, Chief Quality Officer and Medical Director, Thomas J. Lester, MD, Chief Medical Officer, and Lewis Kohl, DO, MBA, Chief Medical Information Officer, Mount Kisco Medical Group PC; and Jeffery Daigrepoint, Senior Vice President, Coker Group*

Buying and implementing an EHR is the biggest decision a practice will ever make. This session will address the most common reasons to seek EHR replacement; taking ownership without placing blame; assessing the process or product; cost, re-selection, data migration, and process design/optimization; and the cost of indecision.

## **CP** Maximizing Limited Care Management Resources to Improve Clinical Quality and Ensure Safe Transitions

*Scott Flinn, MD, Medical Director, Mary Ellen Leahy, RN, MBA, FACMPE, Director of Performance Improvement and Continuity of Care, and Fritz Steen, RN, MBA, Ambulatory Care Manager, Arch Health Partners*

This presentation will demonstrate how patient registries, incentives, and a Lean care management team (care management RN, CDE, case managers, SNF NP, and pharmacist) can help your practice exceed HEDIS benchmarks for chronic disease management, enhance patient self-management, and facilitate safe transitions of care.

## **CP** Scribes in Clinical Practice: A Means of Improving Provider Efficiency and Satisfaction

*Marcia Sparling, MD, Assistant Medical Director, and Tom Sanchez, Director of Operations, The Vancouver Clinic*

The Vancouver Clinic piloted the use of scribes in five different departments, using a contracted service with prior experience in Emergency Department settings. The organization developed an efficient, flexible model that increased the capacity to see patients, but nevertheless shortened the provider work day. Clinical documentation, and provider and patient satisfaction improved; financial performance was variable.

Visit Us Online at [www.amga.org](http://www.amga.org)

**CP Practical Practice: Patients and Providers Partnering to Build Communication Skills Essential for Patient- and Family-Centric Care**

*Samer Assaf, MD, Sharp Rees-Stealy Medical Group; and Ross Adams, MS, CCC-SL, Patient Advisor*

In developing communication skill-building trainings, Sharp Rees-Stealy Medical Group discovered that partnering with patients to provide practical practice proved most beneficial. The presenters will outline the pitfalls of excluding patients, segregating providers by job role, and the success in training all healthcare team members together with patients playing a significant and central role.

**PM Right-sizing Staff: Managing Costs More Effectively**

*Loretta Swan, CPC, Vice President/Operations, Trinity Clinic, Trinity Mother Frances Hospitals and Clinics*

In today's economy the pressure continues to grow for medical practices to reduce costs in order to meet the healthcare challenges ahead. In an effort to find the best-use staffing model, Trinity Clinic implemented a strategy to identify the appropriate staff complement and determine just how many employees were required to support the activity produced. This presentation outlines successful steps to right-sizing staff as a cost containment strategy.

**PM Integrated Delivery Systems: A Cure for the Healthcare Delivery Crisis**

*Donn Sorensen, MBA, FACMPE, President, East Communities, Mercy; and Amy Fore, MHSA, FACMPE, Director of Operations, St. John's Clinic*  
Want to become an ACO? It starts with integration. This session provides tools needed to develop an integrated delivery system that serves the organization's unique patients, physicians, and communities. The presenters offer practical guidance for successfully integrating hospitals and group practices with strategies for shared leadership, cultural alignment, and more.

**PM Unifying Compensation: The Lehigh Valley Physician Group Compensation Plan Experience**

*Edward R. Norris, MD, Chair, Compensation Committee, and Michael A. Rossi, MD, MBA, Physician Executive Director, Lehigh Valley Physician Group*  
Lehigh Valley Physician Group has undertaken a multi-year and multispecialty process to implement a uniform compensation model that accounts for provider productivity, administrative and education needs, and citizenship requirements to align a large multispecialty group of more than 700 providers. The compensation plan also addresses and contributes to budget and financial integrity for the Lehigh Valley Physician Group. The process of implementing this compensation plan will be presented.

**LR AMGA Federal Legislative and Regulatory Update**

*Michelle Spence, Vice President, Public Policy; Karen S. Ferguson, Director of Regulatory Affairs; Christina Dabkowski, JD, Manager, Congressional Affairs; and Garrett Eberhardt, Legislative Coordinator, American Medical Group Association*

This panel discussion will provide an overview of AMGA's healthcare agenda for Congress and the top issues affecting medical groups and health systems. Other topics to be covered include the latest on ACOs, Medicare reform (including the sustainable growth rate), and healthcare current events, both legislative and regulatory.

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*"Sutter Medical Group leadership has attended the AMGA Annual Conference for many years as an efficient means to accomplish many goals. This experience has greatly focused our strategic thinking learned from high-quality speakers and through extensive dialogue, both formally and informally. We have proactively distributed our attendees' participation in breakout sessions to allow a breadth of exposure and information, with nightly meetings to share notes and compare perspectives. Our time together in this setting has been a culturally bonding experience for our Board. Bringing physicians early in their leadership experience has been an important piece of our medical group succession planning. Finally, we have found that these meetings have provided a great balance of (a) learning new ideas that change what we do and (b) learning that we are not as far off track as we might have feared!"*

— Don L. Wreden, MD  
President & Chief Executive Officer  
Sutter Medical Group

# Peer-to-Peer Breakout Sessions

Saturday, March 16, 2013

11:00 a.m. – 12:15 p.m.

**LG Achieving Group Practice Initiatives with Physician Extenders**

*Richard Baney, MD, MBA, Assistant Medical Director for Quality Improvement, and Debra Johansen, MBA, CMPE, Chief Operations Administrator, MIMA*

MIMA expanded their primary care department by hiring ARNPs and PAs, and found the use of physician extenders also supported practice initiatives related to quality, compliance, patient access, and operational efficiency. Members of MIMA's administrative leadership will also review their experience developing compensation models for the extenders and their physician supervisors.

**LG The Strategic Imperative of Physician Leadership at Hawai'i Pacific Health**

*Kenneth B. Robbins, MD, Chief Medical Officer, Hawai'i Pacific Health*  
Physician leadership and a physician/administrative partnership are keys to success for high-performing organizations. This presentation will make the case for physician leadership training as a strategic imperative in your organization, discuss the challenges faced by physician leaders, and present the nuts and bolts of developing a successful in-house physician leadership training program.



**LG Successful Triple Aim Collaboration between Two Competitors: An Innovative ACO Case Study**

*Brian Rank, MD, Medical Director, HealthPartners Medical Group, HealthPartners; and Penny Ann Wheeler, MD, Chief Clinical Officer, AllinaHealth*  
AllinaHealth and HealthPartners Medical Group, market competitors, have successfully partnered in an ACO model to achieve Triple Aim results with improvements in quality and the patient experience, and lower cost utilization. This real-world case study of an ACO includes three years of strong total cost of care trend results.

**IT Successful HITECH/Meaningful Use Roll-Out: A Methodology to Drive Organizational Change**

*Margaret Head, RN, MSN, MBA, Chief Operating Officer and Chief Nursing Officer, and Danny Bonn, MMHC, Administrative Director, Vanderbilt Medical Group*

While the Vanderbilt University Medical Center had been using an EHR for several years, the tools did not meet HITECH/Meaningful Use certification criteria and were inconsistently utilized by providers. With a clearly defined governance structure and organized operational approach, VUMC was able to successfully certify and attest to HITECH/Meaningful Use within an aggressive time frame. The plan is to replicate this structure and organization to Phase II and other significant organizational changes.

**IT The Promise of Telemedicine: Improving Quality, Access, and Safety While Lowering Cost across the Continuum of Care**

*Jim Roxburgh, RN, MPA, Program Manager, and Alan J. Shatzel, Jr., DO, Chairman, Department of Medicine, Medical Director, Mercy Neurological Institute, and Medical Director, Mercy Telehealth Network; and Parag Agnihotri, MD, Medical Director for Care Management, Head of the Division of Geriatrics, Mercy Medical Group, Inc.*

Health systems across the country struggle with clinical integration, access, safety, and quality because fragmented care delivery has been rewarded. New economic drivers incentivize population management, quality outcomes, and better value which requires innovation and rapid adoption of technology for care delivery across the entire continuum. This presentation will highlight lessons learned and telehealth network development and implementation from seed money to reality.

**SESSION TRACK KEY**

- LG** Leadership and Governance
- CP** Care Process Improvement
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**CP Developing a Department of Practice Transformation**

*Robert W. Brenner, MD, MMM, Chief Medical Officer, Pegeen Butterfield, BSN, Director, Care Coordination/Utilization Management, and Jamie Reedy, MD, MPH, Medical Director of Practice Transformation, Assistant Medical Director of Quality, Department of Care Coordination/Utilization Management, Summit Medical Group*

It is clear that in order to remain financially solvent, medical groups must ready their organizations for success under value-based payment models. Summit Medical Group has approached this challenge by creating a Department of Practice Transformation. This presentation will overview this journey, describe the challenges and successes, and offer specific examples.

**CP Establishing a Palliative Medicine Service in a Large Ambulatory Medical Group**

*Barney Newman, MD, Medical Director, and Maura Del Bene, NP, Associate Director, Palliative Medicine, Palliative Medicine Service, WESTMED Medical Group*

The new frontier of palliative care is the outpatient setting when serious illness is present. The involvement of palliative care, from the time of diagnoses, has the highest impact potential for patient-centered, quality, and cost-effective care. This presentation will describe the principles, strategies, and tools employed to implement the program at WESTMED Medical Group.

**CP Applying Lessons from Two Years of a Commercial ACO to a Medicare Shared Savings Program**

*Lee Sacks, MD, Executive Vice President, Chief Medical Officer, Advocate Health Care and CEO, Advocate Physician Partners; and Mark Shields, MD, Senior Medical Director, Advocate Health Care*

This presentation will outline the lessons learned over two years from one of the largest commercial ACOs that resulted in a Medicare Shared Savings Program. Presenters will describe how Advocate Physician Partners' integrated model of care successfully transitioned to an accountable care-type model, explore how specific measures improve goals of accountable care, and outline how to modify it for Medicare beneficiaries.

**PM A Lean Approach to Physician Schedule Optimization**

*Robert Trenchel, DO, Senior Vice President Medical Operations, and Mary Beth McDonald, MBA, Senior Vice President Clinic Operations, Aurora Medical Group; and Karen Bowman-Dillenburg, MS, Operations Improvement Manager, Aurora Health Care*

This presentation will provide an overview of the process Aurora Medical Group is using to standardize physician schedule templates and scheduling processes using Lean methodologies. Areas of focus will include decreased complexity resulting in increased operational efficiencies, patient throughput, and overall satisfaction. The presenters will lead a discussion on challenges, lessons learned, and next steps, while providing concrete tactics and processes to achieve schedule optimization and physician/provider acceptance.

**PM Life Lessons: Building an Efficient Medical Staff Engine Serving 10 Diverse Hospitals**

*David L. Knocke, FACHE, President, BJC Medical Group; and Lori Schutte, MBA, President, Cejka Search*

This presentation will apply the trends reported in the annual Retention Survey to real-life challenges. Participants will learn about balancing growth and efficiency through BJC Medical Group's recruitment, acquisition, and retention model for a diverse group of 10 community hospitals, operating in highly competitive markets within a system that includes a top academic medical center.

**SESSION TRACK KEY**

- LG** Leadership and Governance
- CP** Care Process Improvement
- PM** Practice Management
- IT** Information Technology
- LR** Legislation and Regulation

# Peer-to-Peer Breakout Sessions

Saturday, March 16, 2013

2:00 p.m. – 3:15 p.m.

**LG The Merger of Gundersen Clinic and Lutheran Hospital: Struggles and Successes**

*Jeff Thompson, MD, Chief Executive Officer, Gundersen Health System; and Daniel K. Zisner, PhD, School of Public Health, University of Minnesota*

Drs. Thompson and Zisner will do an analysis of the 15-year process of combining a major clinic system and tertiary hospital system into an integrated health system. Emphasis will be on governance, physician engagement, and utilizing the new structure to improve the functioning of the system.

**LG Successful Physician Leadership and Engagement: Kaiser Permanente Mid-Atlantic States**

*Bernadette Loftus, MD, Associate Executive Director for the Mid-Atlantic States, The Permanente Medical Group*

Kaiser Permanente Mid-Atlantic States has rapidly become a top national performer in quality and service. Much of this success is a result of strides made in physician leadership and engagement. The recipe for success includes communicating a clear strategy, setting bold goals, designing an organizational structure for accountability, and providing tools.

**IT Cost Display in Real-Time Electronic Order Entry: Changing Practice Pattern Changes with Shared Cost Data**

*Kate Elizabeth Koplan, MD, MPH, Director of Medical Management, Atrius Health*

Very few medical groups have shared cost data at point-of-care electronic order entry with their clinicians in order to educate clinicians about the relative costs of ordered items such as laboratory tests and procedures. Atrius Health is at the cutting edge of this exploration with its addition to its EMR of relative costs of laboratory tests at the point of care. The emphasis in this interactive presentation is to share how the group practically approached the problem of cost education within the EMR in real time order entry and how it evaluated this program as being successful, both quantitatively and qualitatively (including clinician engagement).

**CP Medicare Shared Savings ACOs: One Organization's Initial Lessons Learned**

*Gregory A. Spencer, MD, FACP, Chief Medical Officer, Crystal Run Healthcare*

Crystal Run Healthcare's CMO discusses how it became one of the nation's first Medicare Shared Savings Program ACOs—and examines the lessons learned in its first year of the program. Dr. Spencer will discuss how to assess an organization's strengths and weaknesses, and how to build a leadership team to oversee the transition to value-based care. He will offer guidance on how to establish the clinical infrastructure needed to effectively use embedded care managers to help build medical neighborhoods and how an EHR can be the backbone for an enhanced data warehouse to create more effective clinical dashboards and identify patient care gaps.

**CP Population Health (Medical Home 2.0)**

*Beth Averbeck, MD, Associate Medical Director, Primary Care, and Bob Van Why, Senior Vice President, Primary Care and Practice Development, HealthPartners*

HealthPartners has taken team-based care to the next level through a framework of population health. Based on HealthPartners' care design principles of reliability, customization, access, and coordination, the organization has redesigned care team roles to maximize productivity, connected with partners to improve coordination, and developed innovative ways to access care.

**CP Transforming Care Delivery by Moving from Episodic to Coordinated Payment**

*Kenneth E. Berkovitz, MD, System Medical Director, Summa Cardiovascular Institute, and Chair, Department of Cardiovascular Disease, Summa Akron City and St. Thomas Hospitals, Summa Physicians Inc.; Robert A. Gerberry, JD, Associate General Counsel, and Robert Hunter, MBA, MA, System Administrative Director, Summa Cardiovascular Institute, Summa Health System*

This session will explore the collaboration between Summa Physicians and the Summa Cardiovascular Institute to innovate care delivery, drive higher quality, and lower costs. To achieve these goals, Summa implemented a multifaceted strategy including participation in an accountable care organization, a clinically integrated network, and in the CMMI Bundled Payment Care Improvement Initiative (BPCII). The presentation will highlight the care redesign process necessary to deliver the highest quality care at the lowest cost for patients seeking cardiovascular care.



## Peer-to-Peer Breakout Sessions Continued

### **PM** Physician Practice Redesign: Implementing an Integrated Patient Service Center

*Kenneth Ashley, MD, FAAP, FACPE, Medical Director, Primary Care, Sutter Medical Group; Theresa Frei, RN, BSN, MBA, Chief, Patient and Client Services, Sutter Physician Services; and Jennifer K. Gingrass, MS, Principal, ECG Management Consultants, Inc.*

This presentation will describe the partnership between Sutter Medical Group (SMG) and Sutter Physician Services (SPS) to develop an off-site, integrated patient service center intended to function as a single point of contact for after-hours nurse advice, patient scheduling, and billing services. The goal was to provide 24-by-7 patient access. The presenters will describe the design and implementation processes, results, as well as ongoing enhancements and use of technology.

### **PM** From Volume to Value: Moving from a Fee-For-Service Model to a Population Management Model

*Patrick F. Garrett, MD, MMM, FACP, Vice President Physician Relations, St. Anthony's Medical Center; Robert Curtin, MD, President, Dave Hinkle, CMPE, Executive Director, Tammy Bargaen, Director of Revenue Cycle Management, Medicare Advantage and Compliance, Ronald K. Finnan, RN, MBA, FACMPE, Group Practice Administrator, PCP/IM, and Karen Schechter, RHIA, CMPE, Group Practice Administrator, Specialists, St. Anthony's Physician Organization*

This presentation will navigate participants through the process of moving from a fee-for-service model to a full risk payer model. Different initiatives such as Patient-Centered Medical Home, IOCP, and Meaningful Use will be discussed.

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*"The Advocate Medical Group sends our governing council members every year. We find the annual conference a tremendous opportunity to network and learn from others, as well as share the successes we have achieved in AMG and Advocate Health Care. Our leadership team especially values the preconference council meetings. Together, we appreciate the leadership that the American Medical Group Association brings to improving the health and care outcomes of the communities we serve."*

*— Kevin McCune, MD, Chief Medical Officer,  
Vice President of Medical Management  
Advocate Medical Group*

# Networking Opportunities

## Wednesday, March 13, 2013

9:00 a.m. – 5:00 p.m.

### AMGA Leadership Council Meetings

Prior to the pre-conference immersion sessions, AMGA will convene the leaders of its member groups who participate in AMGA's Leadership Councils. For a list of Councils that will be meeting, see page 13. To learn more about the Leadership Councils or to join, please visit [www.amga.org](http://www.amga.org) or contact Dustin Gunderson, Manager, Marketing & Council Relations, at (703) 838-0033, ext. 343 or [dgunderson@amga.org](mailto:dgunderson@amga.org).

5:30 p.m. – 7:00 p.m.

### Reception for AMGA Board and Leadership Councils

Following a day of meetings, the Leadership Councils will gather for cocktails, refreshments, and conversation with colleagues on the AMGA Board. (Invitation only)

## Thursday, March 14, 2013

7:30 a.m. – 1:30 p.m.

### AMGA Golf Classic at Waldorf Astoria Golf Club

Join AMGA members and industry partners for an exciting golf outing at this beautiful course located on the hotel property. For details, see page 13.

5:00 p.m. – 7:00 p.m.

### Welcome Reception in Exhibit Hall

AMGA will formally welcome conference attendees during a lively cocktail reception in the Exhibit Hall. Join your colleagues and peers while strolling through the hall for an enjoyable evening with our conference supporters.

## Friday, March 15, 2013

7:00 a.m. – 8:00 a.m.

### Networking Breakfast

10:45 a.m. – 12:15 p.m.

### Networking Discussion Groups

These popular and informative sessions will allow you to participate in lively and unstructured discussions, share common experiences, and find new solutions to tough issues you deal with every day. Sessions will be organized by group type and size. Open for all registered attendees.

12:15 p.m. – 1:45 p.m.

### Networking Lunch with Exhibitors

5:00 p.m. – 6:00 p.m.

### Happy Hour in Exhibit Hall

Join your colleagues, peers, and conference supporters for a cocktail and snack in the Exhibit Hall before heading out to experience Orlando.

## Saturday, March 16, 2013

6:30 a.m. Start

### AMGF 5K Fun Run

Join us for our third annual AMGF Fun Run, taking place on the Hilton Bonnet Creek property. Runners and walkers will enjoy the view of this luxurious resort as they journey along the set path for 5 kilometers of early morning sunshine.

7:00 a.m. – 8:30 a.m.

### Farewell to Exhibitors Networking Breakfast

Attendees can enjoy a casual, free-flowing networking breakfast that provides an opportunity to catch up with colleagues on their experiences at the conference while visiting with the conference supporters and exhibitors.

12:15 p.m. – 1:45 p.m.

### Networking Lunch

Join your colleagues and peers for a luncheon and free-flowing conversation.

7:30 p.m. – 9:30 p.m.

### Saturday Evening Reception and Banquet with Larry Miller



Immediately following the closing dinner, comedian Larry Miller will entertain guests. As one of Hollywood's most recognizable faces, Larry Miller has appeared in over 100 films and television shows: *Pretty Woman*, *The Nutty Professor*, *Ten Things I Hate About You*, *Desperate Housewives*, *Medium*, *Burn*

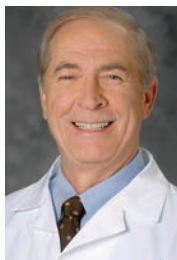
*Notice*, *Law & Order*, and *Seinfeld*. He is also a proud member of Christopher Guest's ensemble cast in the films *Waiting for Guffman*, *Best in Show*, *A Mighty Wind*, and *For Your Consideration*. He is currently touring the country in his one-man show *Cocktails with Larry Miller: Little League, Adultery and Other Bad Ideas*.



Follow us on Twitter for the latest updates on the AMGA 2013 Annual Conference



# Support the American Medical Group Foundation



Dear Colleague,

Given the dynamically changing landscape on the healthcare delivery front, the mission and work of the American Medical Group Foundation (AMGF) is now more important than ever. Our unique model of delivering care has the greatest potential to provide a complete continuum of coordinated care across all the needs of patients, regardless of how complex their medical condition. It is imperative that we continue to provide more evidence of how our model of care is able to bend the cost curve and improve quality.

And, as you may know, one of the ways we are accomplishing this is with our new national hypertension initiative, Measure Up, Pressure Down. This campaign is designed to improve hypertension care and patient outcomes within AMGA-member organizations while raising awareness among patients, communities, employers, policymakers and the media about the dangers of uncontrolled high blood pressure.

I urge you to continue supporting the Foundation by joining me at the various AMGF events at the 2013 Annual Conference in Orlando. The highly anticipated Silent Auction is in its 7th year, and our Annual AMGA Golf Classic, where extra contests and games will be hosted by the Foundation, will be played at the scenic Waldorf Astoria Golf Club. Also, I am pleased to announce the 3rd Annual 5K Fun Run will be held Saturday, March 16. These events provide key networking opportunities with other healthcare leaders in addition to fun and excitement—all while supporting the critical work of the Foundation.

In addition to these activities, the Foundation relies heavily on medical groups, industry stakeholders, and individuals for support throughout the year. If you are interested in participating in the Silent Auction or would like more information about any of these events or how to contribute to the Foundation, please contact Development Associate Sherry Greenwood at [sgreenwood@amga.org](mailto:sgreenwood@amga.org) or (703) 838-0033, ext. 352.

I look forward to joining you at these events!

Sincerely,

A handwritten signature in black ink that reads 'W Conway'.

William A. Conway, MD

Chair, American Medical Group Foundation, Senior Vice President and Chief Quality Officer, Henry Ford Health System

## Thursday, March 14

7:30 a.m. – 1:30 p.m.

### AMGF Golf Fundraiser

Plan now to join in exciting contests and games during the AMGA Golf Classic that are designed to up the ante of fun and festivities while benefitting the American Medical Group Foundation. Do you think you can hit a hole in one or a long-distance putt? See what cash and prizes you'll get for trying!

## Thursday, March 14 – Friday, March 15

Thursday, 5:00 p.m. – Friday, 7:00 p.m.

### AMGF 7th Annual Charity Silent Auction

To help continue promoting delivery system excellence through the AMGF, our fundraising goal for this year's Silent Auction is \$30,000. Reaching this milestone would make this event the most successful Silent Auction in AMGF history, but it can't be done without your support.

Take part in the AMGF Silent Auction, where you can bid on valuable and sought-after items such as trips to unique destinations, jewelry, sports memorabilia, and many others. Here is a sample:

- Treat your palate to some of the finest wines available.
- Select the perfect gift card for that perfect person.
- Save a spot on your mantel for sports memorabilia autographed by some of history's finest sports figures.
- Indulge yourself with a long weekend at popular getaways.
- Acquire the latest technology gadgets, such as iPads, Kindles, and iPhones.



## Saturday, March 16

6:30 a.m. Start

### AMGF 3rd Annual 5K Fun Run/Walk

#### Sponsored by *Provista*

Join us for our third annual AMGF Fun Run, taking place within the Hilton Bonnet Creek resort property. Runners and walkers will enjoy the view of this luxurious resort as they journey along the set path for 5 kilometers of early morning sunshine.



# Conference Information

The American Medical Group Association is a member-driven organization, dedicated to providing first-rate educational activities to our members. If you are interested in attending and your organization is not a member of AMGA, or you are unsure of your membership status, please contact Bill Baron, Director of Membership Development, at [wbaron@amga.org](mailto:wbaron@amga.org) or (703) 838-0033, ext. 336.

## Accommodations

After you receive your conference registration confirmation, you will be eligible to reserve your hotel room at Hilton Bonnet Creek by calling (407) 597-3600. In order to receive the special room rate, please identify yourself as being part of AMGA. The hotel will ask you for your conference registration confirmation number to complete your reservation.

This number will be provided to you by AMGA in your registration confirmation letter. **Reservations must be made by Friday, February 8, 2013** in order to receive the AMGA conference rate of \$259 per night. After this date, rates and availability of rooms cannot be guaranteed.

**Reserving your room with the individual conference registration number is the only way to ensure you receive the discounted AMGA rate.** Hilton Bonnet Creek is located at 14100 Bonnet Creek Resort Lane, Orlando, FL 32821. Check-in is at 3:00 p.m., and check-out is at 12:00 p.m.

For groups sending 10 or more attendees, contact AMGA directly to discuss options for special room blocks and registration assistance. Beth Sutter, Education & Meetings Assistant, can be reached at [bsutter@amga.org](mailto:bsutter@amga.org) or (703) 838-0033, ext. 322.

## Dress Code

Dress for all conference events except the Closing Dinner Event on Saturday Evening is business casual. The dress code for the Closing Dinner Event is business.

## AMGA's Americans with Disabilities Act Statement

The American Medical Group Association is committed to making each of its educational activities accessible to all participants so they may be actively involved in the meetings and conferences. If you have special physical, dietary or communication needs that require auxiliary aids or services identified in the Americans with Disabilities Act, please call us at (703) 838-0033, ext. 333 so that we can accommodate your requests.

## Questions/Concerns

It is the policy of AMGA to facilitate the resolution of complaints and concerns regarding registration, hotel experience, and general meeting-related issues. All concerns and questions should be directed to Andi Bartolomeo, Director of Education and Meetings, at [abartolomeo@amga.org](mailto:abartolomeo@amga.org).

*"As a first-time attendee, I was stunned by the number of people gathered in one spot all facing the same issues. This conference was absolutely an amazing experience. What a great opportunity to interact with some of the industry's best. Not only did I learn more than I expected, but I came away re-energized with a new thought process in place regarding my own organization."*

— Linda Duer, Executive Director  
Idaho Physicians Network

## Three Ways to Register

- 1. Fax** form with credit card payment to (703) 548-1890
- 2. Mail** registration form and check (payable to AMGA) or credit card payment to: Conference Registrar, AMGA, One Prince St., Alexandria, VA 22314-3318
- 3. Online**, by visiting [www.amga.org](http://www.amga.org), clicking on "Annual Conference"

## Discounts

- **EARLY REGISTRATION:** Register by **Friday, January 25, 2013** to take advantage of a \$100 early registration discount. Your registration fee includes all general sessions, breakout sessions and networking discussion groups, two lunches, three receptions, and the closing dinner event and entertainment. For information on daily rates, contact Beth Sutter, Meetings & Education Assistant, (703) 838-0033, ext. 322 or [bsutter@amga.org](mailto:bsutter@amga.org).
- **GROUP DISCOUNT:** AMGA members, corporate partners, and non-member healthcare delivery organizations can qualify for an additional registration discount. Four or more paid registrations from the same organization will receive a \$150 discount per registration.

## Cancellation Policy

Cancellations must be submitted in writing by **Friday, February 1, 2013** in order to receive a refund, less a \$100 processing fee. No-shows are not eligible for refunds. Substitutions are welcome and will not incur a processing fee. Should an act of war or act of God strike the U.S. in the time immediately preceding the conference, registrants unable or unwilling to attend the conference will be given a credit in the amount of the registration fee to apply towards a future AMGA activity or other future AMGA expense.

# Agenda at a Glance

## Wednesday, March 13, 2013

- 7:00 a.m. – 9:00 a.m. Focus Group Breakfast (by invitation)
- 8:00 a.m. – 9:00 a.m. AMGA Leadership Councils Breakfast
- 9:00 a.m. – 5:00 p.m. **AMGA Leadership Council Meetings**
- 5:30 p.m. – 7:00 p.m. **AMGA Board and Leadership Councils Reception**

## Thursday, March 14, 2013

- 7:30 a.m. – 1:30 p.m. AMGA Golf Classic at Waldorf Astoria Golf Club
- 9:00 a.m. – 5:00 p.m. **Immersion Sessions**
  - 101 Collaborative for Clinical Integration and Value
  - 102 Future Care Coordination: Exploring Ways to Improve Quality and the Patient Experience
  - 103 Patient Engagement Strategies in the New World of ACOs
  - 104 Walk in the Woods: Renegotiating Health Care
- 5:00 p.m. – 7:00 p.m. **AMGF 7th Annual Silent Auction**
- 5:00 p.m. – 7:00 p.m. **Welcome Reception in Exhibit Hall**

## Friday, March 15, 2013

- 7:00 a.m. – 8:00 a.m. Networking Continental Breakfast with Exhibitors
- 7:00 a.m. – 6:00 p.m. AMGF 7th Annual Silent Auction
- 8:00 a.m. – 10:00 a.m. **Opening General Session: Daniel Pink**
- 10:00 a.m. – 10:45 a.m. Refreshment Break with Exhibitors
- 10:45 a.m. – 12:15 p.m. **Networking Discussion Groups by Organizational Type**
- 12:15 p.m. – 2:00 p.m. Lunch with Exhibitors
- 2:00 p.m. – 3:15 p.m. **Peer-to-Peer Breakout Sessions**
- 3:15 p.m. – 3:45 p.m. Refreshment Break with Exhibitors
- 3:45 p.m. – 5:00 p.m. **Peer-to-Peer Breakout Sessions**
- 5:00 p.m. – 6:00 p.m. **Happy Hour with Exhibitors**

## Saturday, March 16, 2013

- 6:30 a.m. – 8:30 a.m. **AMGF 5K Fun Run**
- 7:00 a.m. – 8:30 a.m. Networking Breakfast with Exhibitors
- 8:30 a.m. – 10:30 a.m. **General Session: “Brave New World of Health Care Five Years Later”**
- 10:30 a.m. – 11:00 a.m. Refreshment Break with Exhibitors
- 11:00 a.m. – 12:15 p.m. **Peer-to-Peer Breakout Sessions**
- 12:15 p.m. – 1:45 p.m. Networking Lunch
- 2:00 p.m. – 3:15 p.m. **Peer-to-Peer Breakout Sessions**
- 3:15 p.m. – 3:30 p.m. Refreshment Break
- 3:30 p.m. – 5:00 p.m. **Closing General Session: Chesley B. “Sully” Sullenberger, III**
- 6:30 p.m. – 7:30 p.m. Closing Reception
- 7:30 p.m. – 9:30 p.m. **Dinner Event with Larry Miller**

*“The demands on medical group leaders are so great that any time out of the office for meetings has to deliver tangible value. We find that AMGA’s meetings routinely provide new ideas to improve the way our organizations deliver high-quality health care to our patients. In short, we can’t afford not to be there.”*

— Thomas S. Nantais, MBA  
Chief Operating Officer  
Henry Ford Medical Group



**Scan me !**

To register for the AMGA 2013 Annual Conference

# AMGA 2013 annual CONFERENCE

## THREE WAYS TO REGISTER

- 1. Fax** form with credit card payment to (703) 548-1890
- 2. Mail** registration form and check (payable to AMGA) or credit card payment to: Conference Registrar, AMGA, One Prince St., Alexandria, VA 22314-3318
- 3. Online**, by visiting [www.amga.org](http://www.amga.org), clicking on "Annual Conference"

## REGISTRATION FORM

### PRE-CONFERENCE ACTIVITIES

#### WEDNESDAY, MARCH 13, 2013 – LEADERSHIP COUNCILS

- Leadership Councils \_\_\_\_\_ (no fee)  
(Name of Council)

**Note:** For council members only

#### THURSDAY, MARCH 14, 2013 – IMMERSION SESSIONS

##### *Collaborative for Clinical Integration and Value*

- AMGA Member or Corporate Partner  \$ 495  
AMGA Non-Member or Exhibitor  \$ 995

##### *Engaging Employees as We Transform to a Value-Based Health Care System*

- AMGA Member or Corporate Partner  \$ 495  
AMGA Non-Member or Exhibitor  \$ 995

##### *Patient Engagement Strategies in the New World of ACOs (IQL Semi-Annual Meeting)*

- AMGA Member or Corporate Partner  \$ 495  
AMGA Non-Member or Exhibitor  \$ 995

##### *Walk in the Woods: Renegotiating Healthcare\**

- AMGA Member or Corporate Partner  \$ 595  
AMGA Non-Member or Exhibitor  \$ 1095

\*Only registrants for this specific session will be admitted.

### ADDITIONAL ACTIVITIES AND REGISTRATION

#### THURSDAY, MARCH 14, 2013

##### *AMGA Golf Classic at Waldorf Astoria Golf Club*

- Member  \$ 145  
Non-Member  \$ 195  
Handicap \_\_\_\_ Requested Partner(s) \_\_\_\_\_

#### SATURDAY, MARCH 16, 2013

##### *AMGF 5K Fundraiser* \$ 50

##### *Closing Banquet with Larry Miller*

(Included in registration fee)

- Yes, I will attend the dinner event  
 Contact me so that I can reserve a table for 8 or more individuals.  
(AMGA will contact you)

Spouse/Guest Fee  \$ 175

(Includes continental breakfasts in Hospitality Suite March 15-16, Exhibit Hall receptions and Saturday evening event.  
NOTE: Does not include lunches.)

Name of Spouse/Guest \_\_\_\_\_

Spouse's/Guest's First Name/Nickname (to appear on badge)

Registrant's Full Name and Title (Dr., Mr., Mrs., or Ms.) \_\_\_\_\_

Job Title/Role \_\_\_\_\_

Organization Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

First Name/Nickname (to appear on badge) \_\_\_\_\_

### EVENT DATE: Thursday, March 14 – Saturday, March 16, 2013

	EARLY BIRD By Jan. 25	Jan 25- Feb. 22	After Feb. 23
AMGA Member or Corporate Partner	<input type="checkbox"/> \$ 925	<input type="checkbox"/> \$1025	<input type="checkbox"/> \$1125
AMGA Non-Member	<input type="checkbox"/> \$1850	<input type="checkbox"/> \$1950	<input type="checkbox"/> \$2050
AMGA Non-Corporate Partner/Exhibitor	<input type="checkbox"/> \$1350	<input type="checkbox"/> \$1450	<input type="checkbox"/> \$1550

**Please note:** The conference fee includes the welcome reception on **Thursday, March 14**, all activities on **March 15-16**, and the closing dinner entertainment. The fee does not include any pre-conference activities. Attendees must pay a separate fee for their choice of pre-conference activity.

### DISCOUNTS AND FEE REDUCTIONS

Attendees who register to attend an immersion session in addition to their conference registration are eligible to receive a discount of \$50 from the total fee.

Four (4) or more paid registrations from the same healthcare organization or corporate partner will receive a \$150 per registration discount. Please attach all registrations from the same organization to receive the discount.

Cancellations must be submitted in writing by **Friday, February 1, 2013** in order to receive a refund, less a \$100 processing fee.

### PAYMENT INFORMATION

Check, in the amount of \$ \_\_\_\_\_ is enclosed.

Please charge \$ \_\_\_\_\_ to my

Visa  MasterCard  American Express

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Authorized Signature \_\_\_\_\_


**QUESTIONS?** Contact Beth Sutter, Education & Meetings Assistant, (703) 838-0033, ext. 322 or [bsutter@amga.org](mailto:bsutter@amga.org).

Web



American Medical Group Association®

One Prince Street  
Alexandria, VA 22314-3318

AMGA 2014 ANNUAL CONFERENCE  
APRIL 9-12, 2014  
GAYLORD TEXAN  GRAPEVINE, TEXAS

