LEADERSHIP CONFERENCE
For Board Chairs, Board Members, Healthcare Executives, & Physicians

January 14–17, 2018
The Ritz-Carlton, Naples
Naples, Florida
Through our Leadership Conferences, The Governance Institute offers current information, interactive sessions, expert speakers, and the opportunity to meet others with a similar commitment to improving governance and achieving optimal board performance. The 2018 conference sessions are based on our 2018 Education Agenda, available at GovernanceInstitute.com.

**2018 Conference Learning Objectives:**

**Innovation:** Building progressive boards that can fuel an innovative culture, setting the stage for cutting-edge quality/safety and care delivery

**Digital & Mobile Health:** Blending strategy and value to build sustainable and secure technology-based, data-driven business models

**Consumerism:** Addressing a growing force demanding greater value, transparency, access, and convenience

**Patient Experience:** Taking an integrated approach to achieve the Triple Aim

**Community Health:** Living our missions through elevating community health efforts and furthering population health gains

**Payment Models & Financial Health:** Continuing the transition to value and preparing for implications of policy change, Medicaid/charity care, and access to care issues

*In addition to the key areas of focus listed above, ongoing education topics specific to the groups below will be addressed in 2018 programs and publications through our new Governance Learning Cohorts:*

- Independent Hospitals
- Subsidiaries
- Academic Health Centers
- Public Hospitals
- Systems
- Rural Hospitals
- Children's Hospitals

**FEATURED SPEAKERS**

- **Prathibha Varkey**, M.B.B.S., M.P.H., M.H.P.E., M.B.A.
  - President & CEO
  - Northeast Medical Group
  - Senior Vice President
  - Yale New Haven Health System

- **Ryan Donohue**
  - Corporate Director, Program Development
  - NRC Health

- **Brian J. Silverstein, M.D.**
  - Managing Director
  - BDC Advisors

- **Lisa Goldstein**
  - Associate Managing Director, Healthcare Ratings, Public Finance Group
  - Moody's Investors Service, Inc.

- **Kenneth Kaufman**
  - Chair & Managing Director
  - Kaufman, Hall & Associates, LLC

- **Susannah Fox**
  - Former Chief Technology Officer
  - U.S. Department of Health & Human Services

- **Kevin Barnett, Dr.P.H., M.C.P.**
  - Senior Investigator
  - Public Health Institute

- **Steven Z. Pantilat,** M.D., M.H.M., FAAHPM
  - Professor of Palliative Care, Division of Hospital Medicine
  - University of California, San Francisco
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 a.m.</td>
<td>Registration</td>
</tr>
<tr>
<td>2:30–4:00 p.m.</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td></td>
<td><strong>Intentional Governance:</strong> Resources &amp; Solutions for Peak Performance</td>
</tr>
<tr>
<td></td>
<td>INSTRUCTION LEVEL: BASIC</td>
</tr>
<tr>
<td></td>
<td>KEITH WYSOCKI Director, Business Development</td>
</tr>
<tr>
<td></td>
<td><em>The Governance Institute</em></td>
</tr>
<tr>
<td></td>
<td><strong>Board Development:</strong> Matching Talent &amp; Skills to Strategic Direction</td>
</tr>
<tr>
<td></td>
<td>INSTRUCTION LEVEL: INTERMEDIATE</td>
</tr>
<tr>
<td></td>
<td>DAVID NYGREN, PH.D. Principal</td>
</tr>
<tr>
<td></td>
<td><em>Nygren Consulting</em></td>
</tr>
<tr>
<td></td>
<td><strong>Repositioning Philanthropy as a Strategic Revenue Source</strong></td>
</tr>
<tr>
<td></td>
<td>INSTRUCTION LEVEL: INTERMEDIATE</td>
</tr>
<tr>
<td></td>
<td>BETSY CHAPIN TAYLOR, FAHP President &amp; Principal Consultant</td>
</tr>
<tr>
<td></td>
<td><em>Accordant Philanthropy</em></td>
</tr>
<tr>
<td>4:15–6:00 p.m.</td>
<td><strong>Transforming Healthcare through Quality Improvement &amp; Innovation</strong></td>
</tr>
<tr>
<td></td>
<td>PRATHIBHA VARKEY, M.B.B.S., M.P.H., M.H.P.E., M.B.A. President &amp; CEO</td>
</tr>
<tr>
<td></td>
<td><em>Northeast Medical Group</em></td>
</tr>
<tr>
<td></td>
<td><em>Senior Vice President</em> <em>Yale New Haven Health System</em></td>
</tr>
<tr>
<td>6:00–7:00 p.m.</td>
<td>Networking Reception</td>
</tr>
<tr>
<td></td>
<td><strong>Networking Breakfast</strong></td>
</tr>
<tr>
<td>7:00 a.m.</td>
<td><strong>General Session</strong></td>
</tr>
<tr>
<td>8:00–9:30 a.m.</td>
<td><strong>Land of Confusion: Navigating an Uncertain Future with a Fearful Consumer</strong></td>
</tr>
<tr>
<td></td>
<td>RYAN DONOHUE Corporate Director, Program Development NRC Health</td>
</tr>
<tr>
<td>9:45–10:45 a.m.</td>
<td><strong>Population Health: Strategies to Implement Now for Future Success</strong></td>
</tr>
<tr>
<td></td>
<td>BRIAN J. SILVERSTEIN, M.D. Managing Director BDC Advisors</td>
</tr>
<tr>
<td>11:00 a.m.–12:00 p.m.</td>
<td><strong>General Session</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Update from the Capital Markets:</strong> Moody’s Perspective on Not-for-Profit Healthcare</td>
</tr>
<tr>
<td></td>
<td>LISA GOLDSTEIN Associate Managing Director Healthcare Ratings, Public Finance Group <em>Moody’s Investors Service, Inc.</em></td>
</tr>
<tr>
<td>12:00–1:00 p.m.</td>
<td>Networking Lunch</td>
</tr>
<tr>
<td>1:00–2:30 p.m.</td>
<td><strong>Concurrent Sessions</strong></td>
</tr>
<tr>
<td></td>
<td><strong>A Deep Dive on Not-for-Profit Healthcare Rating Methodology</strong></td>
</tr>
<tr>
<td></td>
<td>LISA GOLDSTEIN Associate Managing Director Healthcare Ratings, Public Finance Group <em>Moody’s Investors Service, Inc.</em></td>
</tr>
<tr>
<td></td>
<td><strong>The Relationship Era: Why Satisfaction, Quality, &amp; Value Aren’t Enough to Win Hearts (or Wallets)</strong></td>
</tr>
<tr>
<td></td>
<td>RYAN DONOHUE Corporate Director, Program Development NRC Health</td>
</tr>
<tr>
<td></td>
<td><strong>What Governing Boards Should Know about Grateful Patient Giving</strong></td>
</tr>
<tr>
<td></td>
<td>WILLIAM (BILL) MOUNTCASTLE, M.P.A. President &amp; Principal Advisor</td>
</tr>
<tr>
<td></td>
<td><em>Health Giving</em></td>
</tr>
</tbody>
</table>
7:00 a.m.  Networking Breakfast

8:00–9:30 a.m.  General Session
Healthcare at a Strategic Crossroads
KENNETH KAUFMAN
Chair & Managing Director
Kaufman, Hall & Associates, LLC

9:45–10:45 a.m.  General Session
Health & Technology Megatrends: How You Can Anticipate the Future
SUSANNAH FOX
Former Chief Technology Officer
U.S. Department of Health & Human Services

11:00 a.m.–12:30 p.m.  Concurrent Sessions
Empowering Consumer Choice through Transparency
ANDY IBBOTSON
Vice President, Reputation Management
NRC Health

Case Study: Living the Mission at ProMedica: Innovative Approaches to Improving Community Health
STEPHEN W. KETT
Senior Program Director
The Governance Institute

Public Hospital Governance Learning Cohort: Making the Case for Population Health
MATTHEW J. MUHART, M.B.A., CPA
Executive Vice President & Chief Administrative Officer
Memorial Healthcare System

7:00 a.m.  Networking Breakfast

8:00–9:30 a.m.  General Session
Building Systems to Improve Community Health: Emerging Models of Leadership
KEVIN BARNETT, DR.P.H., M.C.P.
Senior Investigator
Public Health Institute

9:45–11:00 a.m.  General Session
Life after the Diagnosis: Expert Advice for Living Well with Serious Illness for Patients & Caregivers
STEVEN Z. PANTILAT, M.D., M.H.M., FAAHPM
Professor of Palliative Care, Division of Hospital Medicine
University of California, San Francisco

11:00 a.m.  Adjourn
HOTEL INFORMATION

The Governance Institute is providing two hotel options for this conference, The Ritz-Carlton, Naples Beach Resort and The Ritz-Carlton, Naples Golf Resort. Guests will experience the same room rate. While the conference is located at the beach resort, the golf resort will provide a complimentary shuttle between the two resorts (approximately a 10-minute shuttle ride).

CONTACT INFORMATION

The Ritz-Carlton, Naples Beach Resort
280 Vanderbilt Beach Road
Naples, Florida 34108
Hotel phone: (239) 598-3300
Hotel fax: (239) 598-6665
Hotel Web site: Ritzcarlton.com/Naples

The Ritz-Carlton, Naples Golf Resort
2600 Tiburon Drive
Naples, Florida 34109
Hotel phone: (239) 593-2000
Hotel fax: (239) 254-3300
Hotel Web site: Ritzcarlton.com/NaplesGolf

HOTEL RESERVATIONS

There are a limited number of rooms at The Governance Institute rate, so make your room reservations as early as possible. Hotel accommodations are the responsibility of each attendee; conference registration does not secure your room. Please request The Governance Institute rate when booking your room using the reservations phone number below.

The Ritz-Carlton, Naples Beach Resort
Reservations phone: (877) 590-8187
Reservations fax: (239) 598-6665
Check in: 4:00 P.M.
Check out: 11:00 A.M.
Room rate: Starting at $445* (SGL/DBL occupancy)

The Ritz-Carlton, Naples Golf Resort
Reservations phone: (877) 557-3092
Reservations fax: (239) 598-6665
Check in: 4:00 P.M.
Check out: 11:00 A.M.
Room rate: Starting at $349* (SGL/DBL occupancy)

All reservations must be made by December 22, 2017, to secure this rate. Should the room block become full before this date, reservations will be accepted on rate/space availability. Most hotel rooms sell out one to two months in advance of the conference so please plan accordingly.

*Cancellation Policy: All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card at the time the reservation is made. All rates are subject to applicable taxes.

CONTINUING EDUCATION CREDITS AVAILABLE

Joint Accreditation: In support of improving patient care, The Governance Institute, a service of National Research Corporation, is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

The Governance Institute designates this live activity for a maximum of 14.75 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

ACHE: The Governance Institute, a service of National Research Corporation, is authorized to award 14.75 hours of pre-approved ACHE Qualified Education credit for this program toward initial advancement, or recertification, of FACHE. Participants in this program who wish to have the continuing education hours applied toward ACHE Qualified Education Credit must self-report their participation. To self-report, participants should log into their MyACHE account and select ACHE Qualified Education Credit.

CPE: The Governance Institute, a service of National Research Corporation, 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 Web site: www.nasbaregistry.org.

Program level: Overview • No advanced preparation required
Field of Study: Business Management and Organization
Instructional level: Group Live
Maximum potential CPE credits: 14.75
2018 LEADERSHIP CONFERENCES

JANUARY 14–17
The Ritz-Carlton, Naples
Naples, Florida

FEBRUARY 18–21
Fort Lauderdale Marriott Harbor Beach Resort & Spa
Fort Lauderdale, Florida

MARCH 11–14
Fairmont Scottsdale Princess
Scottsdale, Arizona

SEPTEMBER 23–26
Encore at Wynn Las Vegas
Las Vegas, Nevada

OCTOBER 7–10
The Broadmoor
Colorado Springs, Colorado

2018 GOVERNANCE SUPPORT FORUM

AUGUST 5–7
The Westin St. Francis San Francisco on Union Square
San Francisco, California