



Join us in *Austin, Texas*

## Physician Hospitals of America 12th Annual Conference & Exhibits

September 19-21, 2012  
Hilton Austin Hotel  
Austin, Texas



PHYSICIAN  
HOSPITALS  
OF AMERICA



Register today at [physicianhospitals.org/conference](http://physicianhospitals.org/conference)

# SCHEDULE AT-A-GLANCE

Legal/Legislative	Quality Assurance	Leadership – Business Operations	Leadership – Strategic Planning	General Sessions
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## WEDNESDAY, SEPTEMBER 19

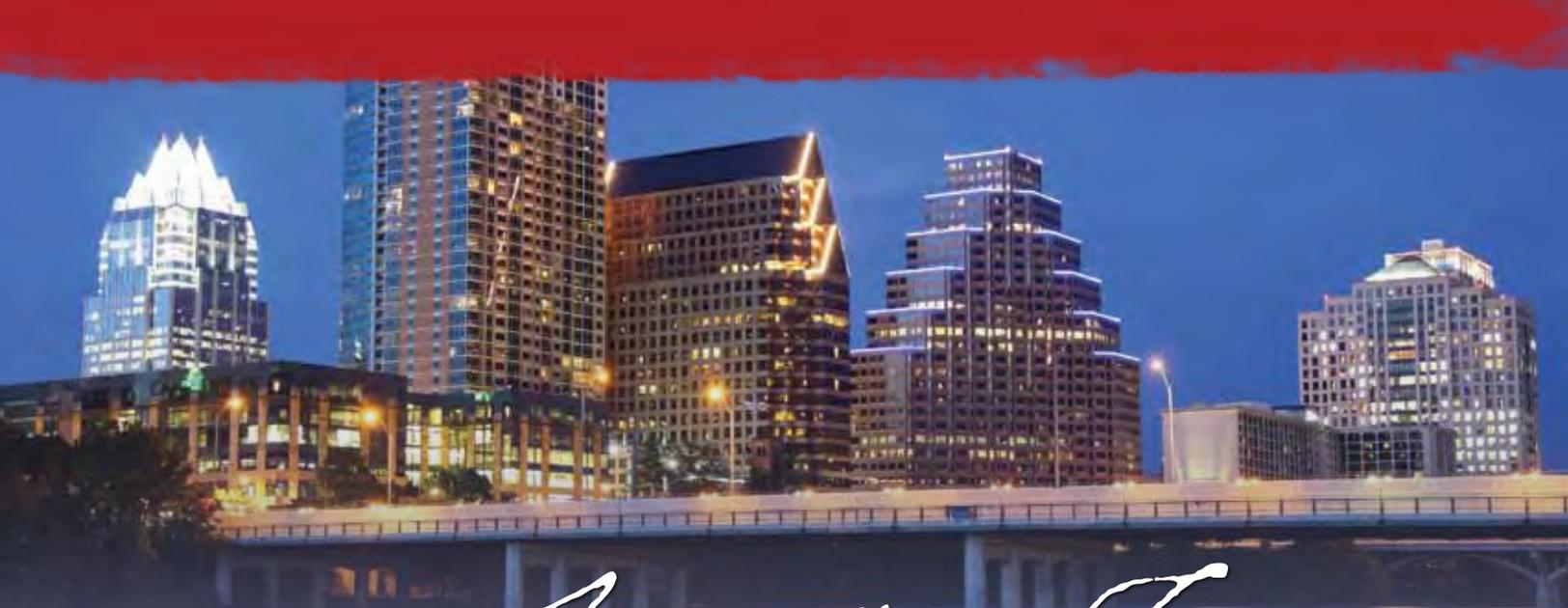
10:00 am – 4:00 pm	Golf Outing at Barton Creek Resort & Spa
2:00 pm – 6:30 pm	Registration Open
6:30 pm – 8:00 pm	Welcome Reception at the Texas Governor's Mansion

## THURSDAY, SEPTEMBER 20

7:00 am – 5:00 pm	Registration Open			
7:00 am – 8:00 am	Continental Breakfast			
8:00 am – 9:30 am	Opening Keynote with Jim Carroll, <i>Moving Beyond the Meltdown: Aligning Yourself for Growth Through Innovation</i>			
9:30 am – 10:00 am	Refreshment Break			
10:00 am – 11:00 am	Top Ten Legal Issues Facing Physician-Owned Hospitals, <i>Amber Walsh, JD</i>	Creating an Exceptional Preoperative Patient Experience, <i>Anne S. Hast, MSN</i>	Recasting Clinical Documentation as a Critical Strategic Initiative for Accountable Care, <i>Paul Weygandt, MD, JD, MPH, MBA, CCS</i>	Physician-Owned Hospitals: Valuation and Market Observations in a Post-PPACA World, <i>Kevin McDonough, CFAI, and Sarina Hickey</i>
11:00 am – 12:00 pm	General Session: General Trends in Hospital Acquisitions of Physician Practices, <i>Clinton Flume, MBA, and Chris Gauvin, MBA</i>			
12:00 pm – 1:30 pm	Lunch in the Exhibit Hall			
1:30 pm – 2:30 pm	Medical Malpractice Update: Trends and Recommendations, <i>Pamela L. Popp, MA, JD, DFASHRM, CPHRM, AIM</i>	Anesthesia Services and Expertise That Can Improve Surgical Volume, <i>Philip Eichenholz, MD, AOA</i>	What Every Privately-Owned Hospital Needs to Know About Captive Insurance, <i>Peter Strauss, JD, LLM</i>	Setting Up a Search Implementation Analysis to Enhance Medical Staff Planning and Recruiting Performance, <i>Craig Fowler</i>
2:30 pm – 3:00 pm	Refreshment Break			
3:00 pm – 4:00 pm	General Session: Benchmarking Presentation, <i>Paul Faracis, MBA, CTQ Solutions, and Charlotte Dupuis, Lafayette Surgical Specialty Hospital</i>			
4:00 pm – 5:00 pm	Political Update: Jennifer Larkin Lukawski, BGR Government Affairs, LLC			
5:00 pm – 6:00 pm	Exhibit Hall Happy Hour			

## FRIDAY, SEPTEMBER 21

7:00 am – 3:00 pm	Registration Open			
7:00 am – 8:00 am	Breakfast in the Exhibit Hall			
8:00 am – 8:30 am	Member Business Meeting			
8:30 am – 9:30 am	Keynote with Joe Flower, <i>Strategy for the Next Healthcare: 10 Questions You May Be Missing</i>			
9:30 am – 10:00 am	Refreshment Break			
10:00 am – 11:00 am	MICs, MACs, RACs, and ZPICs: Latest Developments, Emerging Legal Issues, and Successful Appeal Strategies for Physician-Owned Hospitals, <i>Andrew B. Wachler</i>	Using Co-Management to Improve Quality and Keep Physicians Financially Engaged, <i>Curtis Bernstein, CPA/ABV, ASA, CVA, MBA</i>	Controlling Implant Costs Fairly, <i>John Dietz, MD, and David Fisher, MD</i>	
11:00 am – 12:00 pm	The AMA-OMSS: A Valuable Resource for Physicians in Providing Quality Care, <i>Arthur D. Snow, Jr., MD</i>	Catheter-Associated Urinary Tract Infection (CAUTI) Reduction in the Surgical Patient, <i>Jamie Eickman, RN, BSN, and Michelle George, RN, BSN</i>	International Medical Exchange, <i>Steve Harmon and David Miller</i>	
12:00 pm – 1:30 pm	Lunch			
1:30 pm – 2:30 pm	General Session: Changes on the Horizon: Are You Ready for the Future of Specialty-Driven Healthcare? <i>Bruce Payton</i>			
2:30 pm – 6:00 pm	Free Time in Austin – Visit our hospitality booth on-site for more information			
6:00 pm – 9:00 pm	PHA Speakeasy Social			



# Join us in *Austin, Texas* for the most important event dedicated to the physician-owned hospital industry!

Physician Hospitals of America (PHA) invites you to attend its 12th Annual Conference & Exhibits, September 19-21, 2012, at the Hilton Austin.

Conference highlights include a series of valuable educational sessions and the opportunity to network with fellow physician-owned hospital professionals. This year's conference has much to offer:

- Acquire the tools and resources to improve your clinical and business operations.
- Discover innovative ways of providing patient care with a focus on quality management and improvement.
- Gain a greater understanding of industry-specific regulations and compliance.
- Hear how the current political environment impacts hospital development and expansion.
- Learn more about the importance of participating in industry advocacy efforts.
- Meet with others in the field through a range of networking opportunities.
- Evaluate the latest products, trends, and technology that can save you time and money.

As physician-owned hospitals, we acknowledge that our flexibility as a result of physician governance continues to represent the best in the

healthcare industry. With physicians leading the way, we offer a better choice for patients.

As an added bonus, attendees are welcome to participate in a variety of conference activities, including a "Speakeasy Social" and a golf outing at renowned Barton Creek Resort & Spa. In addition, attendees are invited to kick off the conference in style during the opening reception at the historic Texas Governor's Mansion. In a city as diverse as Austin, there is fun for everyone.

Show your support for our industry by attending Physician Hospitals of America's 12th Annual Conference & Exhibits. We know you will discover new ideas and gain a greater appreciation of our critical role in the healthcare industry.

We hope to see you in Austin!

Sincerely,



**Pamela Popp**  
*PHA Program Committee Chair*  
Executive Vice President  
Western Litigation, Inc.

## 2012-2013 PHA PROGRAM COMMITTEE

**Pamela Popp**  
*Executive Vice President*  
Western Litigation, Inc.  
Houston, Texas

**Linda Holyfield, RN, MSN**  
*President/CEO*  
P&S Surgical Hospital  
Monroe, Louisiana

**Andrew Summers**  
*Vice President of Finance*  
Texas Institute for Surgery at  
Presbyterian Hospital  
Dallas, Texas

**John Dietz**  
*Board Chairman*  
OrthoIndy Hospital  
Indianapolis, Indiana

## KEYNOTE SPEAKERS



**Jim Carroll**  
Thursday, September 20  
8:00 am – 9:30 am

### ***Moving Beyond the Meltdown: Aligning Yourself for Growth Through Innovation***

In the face of widespread economic volatility, organizations have three essential choices: they can panic and make rash decisions; they can freeze; or they can respond to rapid change through innovation, particularly with respect to strategies, structure, capabilities, markets, products, and activities. Jim Carroll, a leading futurist, trends, and innovation expert, shares his insight on the strategies that top organizations are pursuing to stay ahead of economic uncertainty. Carroll also discusses what world-class innovators are doing to position themselves for post-recession opportunities, and how to think “big” moving forward.

Jim Carroll is renowned for his presentations that involve signature humor, high-level energy, and deep insight, and for challenging observations.



**Joe Flower**  
Friday, September 21  
8:30 am – 9:30 am

### ***Strategy for the Next Healthcare: 10 Questions You May Be Missing***

The next two years present a unique and compelling opportunity for healthcare executives to drive deep change. The key questions facing them are vastly different from what they were in the past. Joe Flower will explore these questions, and examine why many of today’s healthcare CEOs and C-suite leaders are challenged to find the answers to address them. In addition, he will untangle the political, legal, and healthcare industry threads that are outstanding in the field.

With nearly 30 years’ experience, Joe Flower has emerged as a thought leader on healthcare changes in the United States and abroad. He has explored the future of healthcare with clients ranging from the World Health Organization to the Global Business Network to the U.K. National Health Service.

## GENERAL SESSIONS

### **General Trends in Hospital Acquisitions of Physician Practices**

**Clinton Flume, MBA, and Chris Gauvin, MBA**

Physician practice acquisitions by hospital and healthcare systems have steadily increased in the last two years. This session highlights the general trends observed by VMG in physician acquisitions and provides insight as to what specialties are currently being developed and for what price. The session also explores hospital executives’ roles in the decision-making process of a physician practice acquisition.

Clinton Flume is a manager at VMG Health and is based in their Dallas office. His focus has been on developing client relationships and providing valuation, transaction advisory, and operational consulting services in the healthcare services industry. Specifically, he has significant experience with the physician practice, inpatient rehabilitation, cancer treatment, ambulatory surgery center, and diagnostic imaging segments.

Chris Gauvin is also a manager at VMG Health in Dallas. He has a broad range of national expertise pertaining to healthcare entities such as physician practices, ambulatory surgery centers, diagnostic imaging centers, and various other entities.

### **Changes on the Horizon: Are You Ready for the Future of Specialty-Driven Healthcare?**

**Bruce Payton**

In light of healthcare reform and the rise of ACOs, along with continual reimbursement changes and increasing quality standards, this session explores proven advice for facing these challenges proactively. Bruce Payton will speak about a specialty-driven perspective from both the hospital and physician side of the equation. Learn how to compete in your marketplace, and hear about the best ways to clinically, operationally, and financially optimize performance with quality of care on top of mind.

Bruce Payton is an experienced healthcare leader with a proven track record of enhancing care delivery through improved operational, financial, and clinical performance.

With significant career accomplishments in both hospital leadership and independent consulting, his strengths also span the continuum of strategic planning, service line development, reengineering, cost-reduction and control, and volume and revenue growth for specialty programs.

## ACCREDITATION STATEMENTS

### **CME Accreditation**

This CME activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the Joint Sponsorship of the Institute for Medical Studies (IMS) and Physician Hospitals of America (PHA). IMS is accredited by the ACCME to provide continuing medical education for physicians. IMS designates this educational activity for a maximum of 12 AMA PRA Category 1 Credits™. Physicians should

only claim credit commensurate with the extent of their participation in the conference.

Nurses may claim credit for activities approved for AMA PRA Category 1 Credits™ in most states, for up to 50 percent of the nursing requirement for recertification. This activity is designated for up to 12 AMA PRA Category 1 Credits™. Nurses should only claim credit commensurate with the extent of their participation in the conference.

American College of Medical Practice Executives (ACMPE) accepts AMA PRA Category 1 Credits™ from organizations accredited by ACCME. The provider of this program, Institute for Medical Studies, is accredited by the ACCME and designates this educational activity for a maximum of 12 AMA PRA Category 1 Credits™. Administrators should only claim credit commensurate with the extent of their participation in the conference.

# CONFERENCE INFORMATION

## HOTEL AND TRAVEL ACCOMMODATIONS

### HILTON AUSTIN

500 East 4th Street | Austin, Texas 78701

Tel: (512) 482-8000 Fax: (512) 469-0078

The Hilton Austin hotel, located in the heart of the city, boasts a one-block walk to Austin's famous Sixth Street nightlife, lively entertainment, and prime shopping and dining in the Warehouse Entertainment and 2nd Street Districts. As an added bonus, the Hilton Austin plays host to the luxurious Tower Health Club & Spa for those looking for relaxation and comfort.

We encourage you to make your room reservation early as space can sell out. The PHA group rate is \$219 per night, plus taxes and fees. This rate is available until August 27, or until the PHA room block is full, whichever occurs first.

### AIRPORT INFORMATION

Austin Bergstrom International Airport (AUS) is the airport of service for the Hilton Austin. The airport is served by more than ten commercial airlines flying across the United States and has nonstop service from 38 destinations. The hotel is a 15-minute ride from the airport. Additional details about the Austin airport can be found at <http://www.ci.austin.tx.us/austinairport/>.

### GROUND TRANSPORTATION

#### Taxis

Minimum fare for taxi customers is \$12.85, which includes a \$1.00 airport surcharge. All taxis have a four passenger maximum, excluding children 12 years and under. All taxis accept major credit cards.

#### Rental Car Companies

Alamo/National, Avis Car Rental, Budget, Rent-A-Car, Dollar Car Rental, Enterprise Rent-A-Car, Hertz Car Rental, and Thrifty Car Rental all have offices out of the Austin Airport to serve your car rental needs.

#### Parking

Self-parking is available at the hotel for \$20. Valet parking is also available for \$27. Rates are daily.

#### Shuttle Service

Super Shuttle's Austin Airport shuttle is more convenient than AUS airport parking and more economical than a taxi or limo. SuperShuttle passengers share the ride with others going in their direction in one of their comfortable blue vans for rates as low as \$13 each direction.

### GENERAL INFORMATION

#### Special & Dietary Requests

If you require ADA accommodations or dietary requests, please indicate so on the registration form. This will allow us to have meals arranged prior to your arrival.



# CONFERENCE ACTIVITIES

## WEDNESDAY, SEPTEMBER 19: WELCOME RECEPTION

PHA attendees are invited to kick off the conference in style during the opening reception on Wednesday, September 19 at 6:30 pm. Held at the beautiful and historic *Texas Governor's Mansion* in the heart of downtown Austin, this valuable networking opportunity is open to all registered attendees and will include hors d'oeuvres, cocktails, and, of course, live Texan music. Tours of the mansion will also be available.

## WEDNESDAY, SEPTEMBER 19: GOLF OUTING

You don't get to be the best golf resort in Texas without offering something spectacular in return. Each of Barton Creek's 18-hole courses combine the genius of some of the game's greatest legends with unparalleled beauty of the famed Texas Hill Country.

The 7,153-yard, par-72 Fazio Canyon's course layout boasts the signature of Tom Fazio. This award-winning course offers numerous scenic holes lined with stately Red Oaks and Sycamore trees and features spectacular Hill Country views of Short Springs Branch, a beautiful limestone bed creek that meanders throughout the course. The 561-yard, par-5 finishing hole is tremendous and by all accounts rivals Barton Creek's existing #18 hole on the Foothills course.

Bring your swing and join us Wednesday morning from 10:00 am to 4:00 pm for an unforgettable golf outing at Barton Creek's Golf Course! This event is sponsored by Collect Rx, Inc.

## THURSDAY, SEPTEMBER 20: EXHIBIT HALL HAPPY HOUR

On Thursday, join us in the Exhibit Hall for a Happy Hour. Learn about cutting-edge technologies, tools, and resources from industry supporters.

- See demonstrations of innovative products and services.
- Get in-depth answers from well-informed company representatives.
- Make knowledgeable decisions regarding products and services for your business needs.
- Save hours of research through vendor presentations that allow you to quickly compare solutions.

## FRIDAY, SEPTEMBER 21: PHA SPEAKEASY SOCIAL

PHA will open a private room for a speakeasy-themed, Prohibition-style social on Friday night. Guests will enjoy intoxicating and "illegal" drinks, such as Prohibition-style pints, New York Sidecars, and more. To add to the festivities, an A-list piano player will take the stage with your favorite songs from the past. Take your chance at the casino game tables, including Texas Hold 'Em, Blackjack, and Roulette.

In the true tradition of speakeasies, guests may receive a secret password for a special admittance freebie. The password will be posted to the PHA website at 11:00 am on September 21. Those that mention the secret password will be rewarded with a special surprise at the door!

So grab your fedora, roll down your stockings, get those spit curls in order, and whatever you do, "Speak Easy."

## REGISTRATION INFORMATION

## REGISTRATION INFORMATION

	On or Before 8/23	After 8/23
<b>Conference Registration</b>		
PHA Member	\$750	\$875
A special discount is available for bringing three or more attendees from one organization. Contact PHA Registration at (202) 367-1173 or registration@physicianhospitals.org.		
Non-member	\$895	\$995
Physician Member*	\$565	\$665
Speaker	\$345	\$395
Exhibitor	\$345	\$395
<b>Ancillary Registrations</b>		
Exhibitor (Exhibit Hall Access Only)	\$75	\$75
Guest	\$175	\$175
Guest registrations are for non-exhibitors wishing to attend the PHA social functions, including Wednesday and Thursday's receptions and Friday's Social Event.		
<b>Ticketed Events</b>		
PHA Speakeasy Social	\$100	\$100
Conference and Guest registrations include admission to the social event.		
<b>Golf Outing</b>	\$275	\$275

### CANCELLATION

All cancellation requests must be made in writing by August 23, 2012. Cancellations made on or before August 23, 2012, will be eligible for a refund, less a \$100 processing fee. All refunds will be processed after the conference. No refunds will be made for requests received after August 23, 2012.

### QUESTIONS?

Phone: (202) 367-1173

Fax: (202) 367-2173

Email: registration@physicianhospitals.org

Web: www.physicianhospitals.org

\*To qualify for this reduced rate you (or your organization) must be a PHA member and a practicing physician.

**Register Online at [physicianhospitals.org/conference](http://physicianhospitals.org/conference) and receive one extra drink ticket!**

**ATTENDEE INFORMATION**

Please print all information as you would like it to appear on your badge.

First Name	Last Name	Degree
Title	Facility/Company	
Address	City, State, ZIP	Country
Phone	Email	
Guest First Name	Guest Last Name	

 We want to ensure you enjoy the Annual Conference. If, due to disability, you have special need or dietary restrictions, please let us know, and we will do our best to assist you.

**REGISTRATION FEES**

Full Conference	On or Before 8/23/12	After 8/23/12
Member	<input type="checkbox"/> \$750	<input type="checkbox"/> \$875
<i>A special discount is available for bringing three or more attendees from one organization. Contact PHA Registration at (202) 367-1173 or <a href="mailto:registration@physicianhospitals.org">registration@physicianhospitals.org</a>.</i>		
Non-member	<input type="checkbox"/> \$895	<input type="checkbox"/> \$995
Physician Member Discount	<input type="checkbox"/> \$565	<input type="checkbox"/> \$665
<i>To qualify for this reduced rate you (or your organization) must be a PHA member and you must be a practicing physician.</i>		
Guest Registration <i>Includes Social Event and Receptions</i>	<input type="checkbox"/> \$175	<input type="checkbox"/> \$175
PHA Speakeasy Social <i>This event is included in Full Conference &amp; Guest registrations. Only complete this section if you wish to purchase additional tickets.</i>	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100
Will you be attending the social event?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Golf Outing	<input type="checkbox"/> \$275	<input type="checkbox"/> \$275
Golfer 1 _____		
Golfer 2 _____		
Golfer 3 _____		
Golfer 4 _____		
Purchase up to two Mulligans	<input type="checkbox"/> \$10 (1)	<input type="checkbox"/> \$20 (2)
<b>TOTAL DUE</b> .....	\$ _____	

**DEMOGRAPHIC INFORMATION**

<b>Level of Responsibility (select one)</b> <input type="checkbox"/> Assistant/Associate <input type="checkbox"/> Clinician <input type="checkbox"/> Consultant <input type="checkbox"/> Coordinator <input type="checkbox"/> Director <input type="checkbox"/> Executive (CEO, CFO, etc.) <input type="checkbox"/> Manager/Supervisor <input type="checkbox"/> Technician <input type="checkbox"/> Physician <input type="checkbox"/> Other _____	<b>Number of Employees in Organization (select one)</b> <input type="checkbox"/> 1-10 <input type="checkbox"/> 11-25 <input type="checkbox"/> 26-50 <input type="checkbox"/> 51-75 <input type="checkbox"/> 76-100 <input type="checkbox"/> 101-200 <input type="checkbox"/> 201-300 <input type="checkbox"/> More than 300	<b>Annual Purchasing Budget (select one)</b> <input type="checkbox"/> Less than \$500K <input type="checkbox"/> \$500K to \$2M <input type="checkbox"/> \$2M to \$5M <input type="checkbox"/> \$5M to \$10M <input type="checkbox"/> \$10M to \$25M <input type="checkbox"/> \$25M to \$50M <input type="checkbox"/> More than \$50M
<b>Primary Work Area/Specialty (select up to three)</b> <input type="checkbox"/> Central Services <input type="checkbox"/> Clinical Resource Management <input type="checkbox"/> Corporate Office/Health System HQ <input type="checkbox"/> Consulting <input type="checkbox"/> Contract Management <input type="checkbox"/> Finance <input type="checkbox"/> Human Resources <input type="checkbox"/> Information Technology <input type="checkbox"/> Law/Legal Counsel <input type="checkbox"/> Logistics <input type="checkbox"/> Materials Management <input type="checkbox"/> Purchasing <input type="checkbox"/> Pharmacy <input type="checkbox"/> Support Services <input type="checkbox"/> Value Analysis <input type="checkbox"/> Physician <input type="checkbox"/> Other _____	<b>Organization Type (select one)</b> <input type="checkbox"/> Academic Institution <input type="checkbox"/> Acute Care Facility <input type="checkbox"/> Assisted Living Facility <input type="checkbox"/> Consulting Firm <input type="checkbox"/> Distributor <input type="checkbox"/> Group Purchasing Organization <input type="checkbox"/> Hospital/Medical Center <input type="checkbox"/> Integrated Delivery Network <input type="checkbox"/> Law Firm <input type="checkbox"/> Managed Care Organization <input type="checkbox"/> Manufacturer <input type="checkbox"/> Marketing/PR/News <input type="checkbox"/> Military/Veterans' Affairs/Government <input type="checkbox"/> Rehabilitation <input type="checkbox"/> Tech <input type="checkbox"/> Vendor <input type="checkbox"/> Other _____	<b>Areas of Buying Influence (select up to three)</b> <input type="checkbox"/> Administration <input type="checkbox"/> Central Service <input type="checkbox"/> Consulting/Legal Services <input type="checkbox"/> Diagnostic Imaging <input type="checkbox"/> Emergency <input type="checkbox"/> Environmental Services <input type="checkbox"/> Facility Planning/Architecture/Construction <input type="checkbox"/> Mailroom/Printing/Shipping <input type="checkbox"/> Medical/Surgical <input type="checkbox"/> Operating Room <input type="checkbox"/> Physician Clinic <input type="checkbox"/> Technology <input type="checkbox"/> Other _____

**PAYMENT INFORMATION • PAYMENT MUST ACCOMPANY REGISTRATION**

- Check enclosed payable to PHA, drawn on U.S. bank  
Mail check payments to PHA Registration, Department 3200, Washington, DC 20042-3200
- I authorize PHA to charge my  Visa  MasterCard  American Express
- Fax credit card payments to PHA at (202) 367-2173

Credit Card Number	Expiration Date
Name on Card	Signature

**Cancellation:** All cancellation requests must be made in writing by August 23, 2012. Cancellations made on or before August 23, 2012, will be eligible for a refund, less a \$100 processing fee. All refunds will be processed after the conference. No refunds will be made for requests received after August 23, 2012.

**QUESTIONS ?**

Phone (202) 367-1173 | Fax (202) 367-2173 | Email [registration@physicianhospitals.org](mailto:registration@physicianhospitals.org)

Additional registrants from the same organization should make a copy of this form and complete the information in full.



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## 12th Annual Conference & Exhibits

### Register Today

- Discover the latest information to help you provide the best patient care
- Explore tools and resources to improve clinical and business operations
- Earn CME and CEU credit
- Meet with others in the field through a range of networking opportunities
- Enjoy lively Austin, Texas!

[physicianhospitals.org/conference](http://physicianhospitals.org/conference)

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