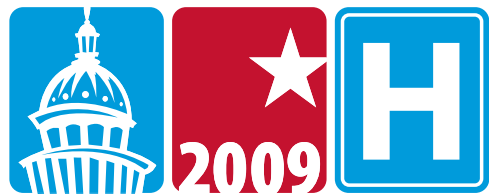




*Mental Health
Care Perspectives*



*Perspectives on
Adverse Events*



Texas Hospital Association
Leadership
CONFERENCE
January 21-22, 2009 • Hilton Austin

*The Uninsured
Crisis in Texas*



*Critical Nurse
Shortage*



*Maximizing
Leadership
Effectiveness*



*Legislative
Visits*



*Understanding the
World of Unions*



TEXAS HOSPITAL ASSOCIATION

2009 Leadership Conference

Lead: To guide or direct. To begin or open. To be ahead of. To show the way.



Are you ready to take the lead to help solve today's most pressing, complex health care challenges?

I invite you to join your colleagues and legislative leaders at the 2009 Texas Hospital Association Leadership Conference.

When THA made the decision to move its offices to downtown Austin, it was for one specific reason: to ensure that Texas hospitals would be at the epicenter of the health care public policy debate.

For that same reason, THA has changed the timing of its annual conference to coincide with the start of the state legislative session. I hope that you will be a part of this important event Jan. 21-22 at the Hilton Austin hotel.

Leadership Conference attendees will be treated to a front-row look at the regulatory and legislative issues most likely to impact hospitals. In addition to great educational sessions, you'll have an opportunity to network with colleagues, get acquainted with THA's new building and visit one-on-one with legislators and their staff members. You'll hear from state leaders, legislators and health care experts on the topics that greatly impact your hospital - the state budget, the uninsured crisis, Medicaid reform, mental health and the critical shortage of nurses and other health care professionals. A special workshop is offered for health care trustees, and the exhibit show will feature the latest products and services for hospitals.

Your presence in Austin is more important than ever. Let's show that hospitals really are positioned at the center of the legislative arena. I look forward to seeing you here Jan. 21-22.

Dan Stultz, M.D., FACP, FACHE
President/CEO
Texas Hospital Association



Conference Overview

JANUARY 21, 2009

Wednesday

7:00 a.m.

Registration Opens

7:00 - 8:30

Continental Breakfast

8:30 - 10:00

Concurrent Sessions

Delivering Quality Health Care

Trust Counts Now

John King, former American Hospital Association chairman, hospital CEO and author of *Trusts Counts Now*

Now, more than ever, it is important for hospitals to build and maintain their community's trust and confidence. Growing patient and purchaser demands for increased quality and value, plus easily accessible online grading systems, make continuous quality care a top concern. Discover strategies for success and learn how other hospitals have focused on patient safety to achieve excellent results.

Perspectives on Adverse Events

Steve Berkowitz, M.D., medical director for St. David's HealthCare, Austin;
Ron Luke, Ph.D., chairman of Texas Association of Business, Austin; and
Darren Rodgers, president of Blue Cross Blue Shield of Texas, Richardson

Be part of the dialogue on adverse events and a broad range of related issues. This interactive session is designed to provide insight and a framework to tackle issues such as

the medical impact of these mistakes and reimbursement for rescue care. Moderated by **Elaine Anderson**, senior vice president and corporate compliance officer, Texas Health Resources, Arlington.

Maximizing Your Leadership Effectiveness through Communication

Lauri Freking, Principal, WPNT & Associates, West Des Moines, Iowa

Faced with increasing expectations from all constituents, today's health care executives must be stellar communicators. Learn how to gain control of the communication process and how to develop - and deliver - effective messages.

10:00 - 10:20

Refreshment Break

10:20 - 11:45

Concurrent Sessions

Addressing the Mental Health Crisis in Texas

Mental Health Public Policy and Best Practices

Rebecca Chickey, director of member relations, section for psychiatric and substance abuse services, American Hospital Association, Chicago, Ill.

Gain a national perspective on mental health public policy and discover best practices to address the needs for both increased funding and for more behavioral health beds in our state.



David Farabee



Matt Wall



Richard J. Umbdenstock



Donna Howard



Ken Shine

Perspectives on Mental Health Care in Texas

Ron Anderson, M.D., FACP, president/CEO of Parkland Health and Hospital System, Dallas; Texas Rep. **David Farabee** (D-Wichita Falls). Invited: Texas Sen. **Judith Zaffirini** (D-Laredo)

While the demand for mental health and substance abuse services is increasing, community resources are often limited or non-existent, which means many Texans cannot access appropriate services. This session will address lack of access, potential solutions and possible legislation and funding for mental health during the upcoming session. Moderated by **Rebecca Chickey**, American Hospital Association, Chicago, Ill.

Navigating the Texas Legislative and Regulatory Process

Matt Wall, J.D., associate general counsel, Texas Hospital Association, Austin

This crash course gives advocacy veterans and newcomers alike insight into affecting change and encouraging positive health care legislation at the state capitol.

Noon - 1:30 p.m.

THA Town Hall Luncheon

State of the Association Address

Dan Stultz, M.D., FACP, FACHE, president/CEO of Texas Hospital Association, Austin; THA Chairman **Barclay E. Berdan, FACHE**, Texas Health Resources, Arlington; **Richard J. Umbdenstock**, president and chief executive officer, American Hospital Association, Washington, D.C.

In a non-session year for the Texas legislature, there was still plenty of work to do in the advocacy arena on both the national and state levels. Hear from leaders about THA's visible and vocal efforts to lay the groundwork for the next legislative session. Plus, find out what's on the horizon at this popular seated luncheon sponsored by HOSPAC.

1:45 - 4:45

The Texas Health Care Workforce Crisis

Staffing Issues in Hospitals: Is There a Business Case for Quality?

Peter I. Buerhaus, Ph.D., RN, FAAN, director of the Center for Interdisciplinary Health Workforce Studies, Vanderbilt University School of Nursing, Nashville, Tenn. and author of Future of the Nursing Workforce in the United States: Data, Implications, and Future Trends

A nationally recognized expert on nursing workforce issues, as well as a prolific author and researcher, Buerhaus shares insights into today's staffing challenges. He offers a keen understanding of employment issues, including the business case for quality care, earnings and workforce demographics, plus the policy options needed to strengthen the current and future RN workforce.

Understanding the World of Unions

Natasha Bush, Oliver J. Bell & Associates, Inc., Austin

In the rapidly changing world of health care, unions are making their presence felt in this state. This session will provide unique insight to help hospital executives proactively learn to identify issues, determine solutions and move toward successful outcomes – no small task given the complexity and dynamics of this movement.

Building the Texas Health Care Workforce

Tony Gilman, executive officer of the Texas Health Care Policy Council, Texas Governor's Office, Austin; Texas Rep. **Donna Howard** (D-Austin); **Ken Shine, M.D.**, chancellor, The University of Texas System, Austin. Invited: Texas Rep. **Lois Kolkhorst** (R-Brenham)

The average hospital vacancy rate for registered nurses is about 11 percent, while specialty areas face even higher vacancy rates. Demand is soaring, but an aging population and competing priorities for funding and higher

Reasons to Attend

- There's no better time to be in downtown Austin than at the start of the legislative session.
- Two days of educational Leadership Tracts covering topics such as quality health care, mental health issues, effective communication strategies and the insurance and workforce crises, led by experts in their respective fields.
- Numerous legislators have been invited to share their insights on key issues affecting your hospitals.
- The conference provides numerous networking opportunities to visit with CEOs from the nation's top health care organizations and connect with colleagues.
- Adjacent events to make the most of your trip – THT/TONE/HOSPAC.
- A luxury hotel in a great American city at a prime time of the year.
- Recognize winners.





Barclay Berdan

education continue to affect the nursing shortage. Learn about proposed solutions in this informative session.

Moderated by **Jennifer Banda**, senior director of advocacy and public policy, Texas Hospital Association, Austin.

2:45 - 3:15

Refreshment Break

5:00 - 7:00

THA Chairman's Reception

Mix and mingle with exhibitors and fellow attendees while you enjoy complimentary appetizers and beverages at this special reception honoring THA Chairman Barclay Berdan.

JANUARY 22, 2009

Thursday

7:00 - 8:30

The Horace Cardwell ACHE Affiliates Breakfast

U.S. Army Major General **David Rubenstein**, FACHE, and ACHE chairman



Texas Lt. Gov. David Dewhurst

8:00 - 8:45 a.m.

Continental Breakfast

9:00 - 11:00

The Uninsured: Understanding the Challenge, Identifying the Solutions

The state's growing uninsured population impacts everything from overcrowded emergency rooms to burgeoning bad debt and uncompensated care. Discover strategies and initiatives the new president, Congress and the Texas Legislature could use to address this problem.

The State of the Budget: Texas Revenue Estimates and the Impact on Health Care

Dick Lavine, senior fiscal analyst, Center for Public Policy Priorities, Austin

With health care spending accounting for about a third of the state's budget, issues such as accessible coverage have



Texas Gov. Rick Perry

a significant impact. How will Texas, with the highest rate of uninsured in the country, juggle revenue for health care initiatives in these uncertain economic times? Learn more about this issue and possible solutions.

The Uninsured and Insurance Reform in Texas: What's Needed?

Texas Lt. Gov. **David Dewhurst**, Austin

An investment in health is essential to a strong economy. With a keen understanding of this link, Lt. Gov. David Dewhurst will share what policy options are being considered to make health insurance more affordable and accessible. Get the latest on reform efforts and how Texas hospitals are involved.

10:15 - 10:30

Refreshment Break

11:15 a.m. - 1:15 p.m.

THA Awards Luncheon

Invited: Texas Gov. **Rick Perry**, Austin

This special annual event pays tribute to Texas health care heroes. During the luncheon, the prestigious Earl M. Collier Award for Distinguished Health Care Administration, Pioneer Award and THA Excellence in Community Service Award will be presented. Additionally, the Texas Organization of Nurse Executives and the Texas Society for Healthcare Human Resources Administration and Education will honor recipients of their Excellence in Leadership Awards, and long-time members of THA and the

American Hospital Association will be recognized. THA Chairman Barclay Berdan will emcee.

1:45 - 5:00

THA Open House and Legislative Visits

THA Open House

Get a first-hand look at THA's new headquarters, take a tour of the building and enjoy desserts and refreshments. Then, step across the street to visit with state elected officials. Buses will be provided from the Hilton immediately following the Awards Luncheon, or you may drive and take advantage of free parking at THA.

Tips for Making Your Legislative Visits Successful

This special briefing on capitol visit protocol will give you great tips to make the most of your legislative visits. Talking points on current legislative issues affecting health care also will be distributed.

Legislative Visits at the State Capitol

Take advantage of this opportunity to visit one-on-one with your state representatives at the capitol. Because we want your visit to be successful, THA advocacy staff are happy to assist you in establishing legislative appointments, or you may prefer to make your own arrangements directly with the capitol staff. Visits will be arranged for the afternoon of Thursday, Jan. 22, between 2:15 and 5:00 p.m., with your elected official. To schedule your visit through THA's advocacy staff, please contact Wendy Fudge at wfudge@tha.org or 512/465-1044. If you opt to make your own appointments, please let the advocacy team know your appointment time so that other appointments can be coordinated efficiently. For details on your elected officials, please visit <http://www.legislature.state.tx.us>.



Three Related Events

JANUARY 20, 2009

Tuesday



TONE Leadership Conference

The Texas Organization of Nurse Executives is hosting a one-day Leadership Conference in conjunction with the Texas Hospital Association Leadership Conference. Separate registration is required. For program details and to register, please visit www.texasnurse.org or call 512/220-4292.

9:00 - 11:00 a.m.

Breakfast

10:00 - 5:00 p.m.

Effective Workplace Strategies in the Face of Union Challenges

Marsha Borling, president/partner, Baird/Borling Associates, Northbrook, Ill.



6:30 - 7:30 p.m.

HOSPAC Reception

All 2008-09 leadership level HOSPAC contributors are invited to a private reception with the Texas Hospital Association Board of Directors on Jan. 20 from 6:30-7:30 p.m. at the Hilton. Be sure to make your contribution as soon as possible at www.hospac.org or call 512/465-1047. Or, simply stop by the HOSPAC booth at the conference!

JANUARY 21, 2009

Wednesday



TEXAS HEALTHCARE TRUSTEES

Texas Healthcare Trustees Health Care Policy Workshop Agenda

1:30 - 2:30 p.m.

2009 Smackdown – The Legislative Landscape

Harvey Kronberg, president, Texas Analyst, Inc., and publisher/editor/writer, Quorum Report, Austin

This lively and enlightening session by an Austin insider will provide an overview of the dynamics that will drive the next legislative session. Kronberg provides a bird's eye view of partisan leadership and parochial politics that ultimately will define the success or failure of the session.

2:30 - 3:00

Top 10 Legislative Issues for Hospitals or "What your Government is Doing to YOU!"

Don McBeath, director of advocacy and communications, Texas Organization of Rural & Community Hospitals, Austin; and Michelle Apodaca, J.D., vice president, government relations, Texas Hospital Association, Austin

Get up to speed on federal and state legislative and regulatory issues impacting hospitals, including an update of SB10, UPL payments and other topics sure to be of interest. McBeath and Apodaca will share details on how major legislative issues will affect Texas hospitals and provide tips on how board members can direct their own personal advocacy efforts to positively impact proposed legislation.



3:00 - 4:00

Leading Through the Challenge and Change in the Health Care Industry

Marsha Borling, president/partner, Baird/Borling Associates, Northbrook, Ill.

Seven irrefutable trends in health care are setting the stage for a necessary transformation. Find out what they are and discuss the role of the trustee during these organizational changes. Borling will focus on these and other challenges ahead for health care organizations, as well as the corresponding leadership competencies, attributes and behaviors needed for successful leadership and oversight in turbulent times.

4:00 - 5:00

The Board's Role in Physician Retention

Steve Berkowitz, M.D., medical director, St. David's HealthCare, Austin

Discover what CEOs and board chairs at the country's most successful hospitals and health systems do to retain physicians. Berkowitz will offer insight into ways in which the board can take an active role in strengthening relationships with physicians. The session also will connect quality indicators with physician retention.

JANUARY 22, 2009

Thursday

9:00 - 11:00 a.m.

AHA Advocacy Pilot Program

William Kreisberg, Schray and Associates, Inc., Washington, D.C.

To help prepare hospital board members to lead, govern and take action, this workshop focuses on equipping trustees to speak out and act on the important issues facing Texas hospitals. Sessions in this highly interactive training include:

- The Case for Activism
- Building and Maintaining a Relationship with Policy Makers
- Messaging/Communicating
- How Trustees Can Make a Difference

Space is limited. Register early at www.tht.org. Registration for the THT Health Care Policy Workshop will include a reception in the Architecture Exhibit on Wednesday, Jan. 21 at 5:00 p.m., the THA Town Hall Luncheon and the THA Awards Luncheon. Trustees not participating in the AHA Pilot program may attend the THA Leadership Conference on the morning of Thursday, Jan. 22. For more information call 512/465-1013.

Registration & Hotel Information

Register One of Three Ways

Online

Go to www.texashospitals.org and register using your credit card.

Fax

Enter your credit card information on your registration form and fax it to 512/692-2653. Do not mail the original form if you register by fax.

Mail

Mail your registration form and check (payable to Texas Hospital Association) to: THA, P.O. Box 970121, Dallas, TX 75397

Early Registration

Register by Jan. 9 to take advantage of special rates! In addition, everyone who registers early will be entered into a drawing to win a free stay at the Hilton Austin during the THA conference.

Member Rates and Discounts

Employees of THA member institutions, personal members of THA and its affiliated societies, and members of the Texas Healthcare Trustees qualify for the member rate.

Multi-registrant discount (for THA members only) – First registrant pays regular price; all subsequent registrants from the same organization pay the discounted price. A separate form must be submitted for each registrant; all registration forms, with payment information, must be submitted simultaneously.

Spouse/Guest Registrations

The guest registration category is for a guest or spouse only; it is not to be used by a coworker or an associate within the industry. Individuals eligible for THA membership must register as a member or nonmember according to the conference registration fee schedule. Tickets for special spouse events must be purchased separately.

Special Needs

If you have needs that may require accommodation, please contact THA at 800/252-9403, ext. 1055, or mnewkirk@tha.org.

Registration Confirmation

If you have not received confirmation of your registration by Jan. 9, please contact the THA Registrar at 800/252-9403, ext. 1057, or registrar@tha.org.

Substitution/Transfer/Cancellation Policy

Registrants unable to attend may send an alternate. Please notify THA prior to the conference, if possible. Transfer from one THA education program to another is not permitted, and no financial credit will be granted. If a registrant cancels, the registration fee – less a 20 percent service charge – is refundable only if THA receives notice in writing by Jan. 9. (Send notification via e-mail to registrar@tha.org or fax to 512/692-2653.) No refunds will be made for no-shows or for cancellations made after Jan. 9. Refunds will be processed after the conference; please allow 4-6 weeks. If THA should cancel the conference, full registration refunds will be issued. THA is not responsible for nonrefundable airline tickets or other travel expenses.

Airport Transportation

Taxi fare from Austin-Bergstrom International Airport to the hotel ranges from \$35 to \$40.

Hotel: Hilton Austin

Special THA Leadership Conference rates are available at the Hilton Austin. To take advantage of the group rates, please call the hotel directly to make your reservation by the Dec. 21 deadline. Be sure to mention THA to receive the special rate.

Hilton Austin www.hilton.com

500 East 4th Street, Austin, TX 78701-3720

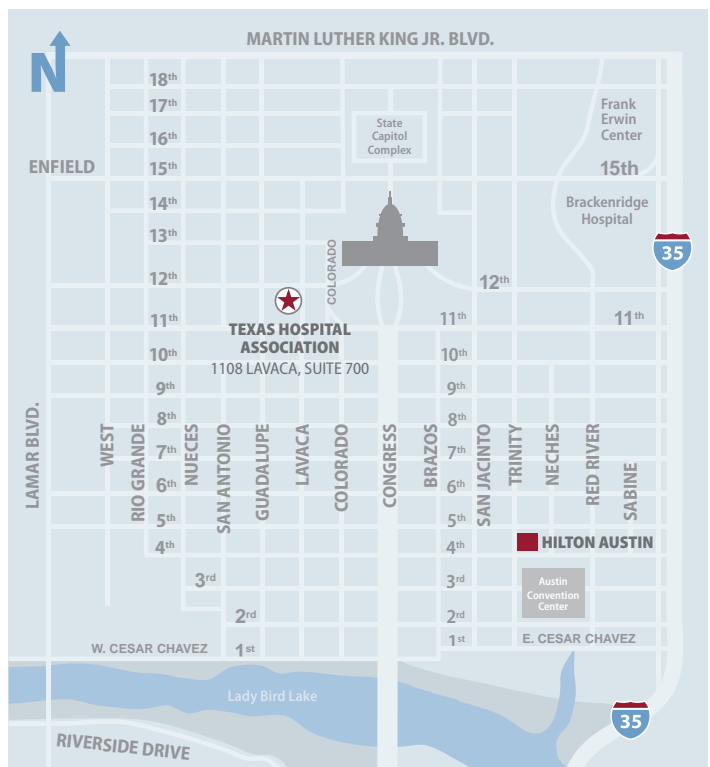
Phone: 512/482-8000 or 800/236-1592

RATES: \$184 Single/Double

Continuing Education

Many sessions at the THA Leadership Conference will carry continuing education credits; these will be identified in the Program & Exhibits Guide you will receive on site. The continuing education table at the conference will have the necessary paperwork for you to complete.

Texas Hospital Association is an approved provider of continuing nursing education by the Texas Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.





Texas Hospital Association
Leadership
 CONFERENCE
 January 21-22, 2009 • Hilton Austin

Registration Form Please reproduce this form for additional registrants.

Registration for the THA Leadership Conference includes all educational sessions at the conference; breaks; the THA Town Hall Luncheon and evening reception on Jan. 21; the ACHE breakfast; THA Awards Luncheon and Legislative Reception on Jan. 22.

Register Today!
 Early registration deadline is Jan. 9!

- 1 To register online, go to:** www.texashospitalsonline.org
- 2 To register by fax, return this form with credit card payment to:** 512/692-2653
- 3 To register by mail, return this form with payment to:** THA, P.O. Box 970121, Dallas, TX 75397

Step One: Your Information (please print)

Full Name _____

First Name for Badge _____ CHE FACHE

Title _____

Department _____

Hospital/Organization _____

Mailing Address _____

City _____ State _____ ZIP _____

Phone (area code) _____

Fax (area code) _____

E-mail _____
(confirmation will be sent via e-mail)

Step Two: Your Registration Fees

Registration – Through Jan. 9, 2009

	THA Member	Non-Member Hospital
THA Leadership Conference	<input type="checkbox"/> \$325	<input type="checkbox"/> \$425
Multi-registrant discount *	<input type="checkbox"/> \$300	

Late/On-site Registration – After Jan. 9

	THA Member	Non-Member Hospital
THA Leadership Conference	<input type="checkbox"/> \$350	<input type="checkbox"/> \$450
Multi-registrant discount *	<input type="checkbox"/> \$325	

Vendor attendance is limited to those companies/firms participating in the Leadership Conference as a sponsor or as a THA corporate member.

*** Multi-registrant Discount** (for THA members only)

First registrant pays regular price; all subsequent registrants from the same organization pay the discounted price. **A separate form must be submitted for each registrant;** all registration forms, with payment information, must be submitted simultaneously.

Yes, we are registering multiple attendees. Our primary registrant is:
 Name _____ Phone _____

Total for Step Two: \$ _____

Step Three: Other Tickets

Guest Registration for THA Leadership Conference
 Designed for spouses/guests and children over 14, registration includes admission to all conference-related meal events.

\$195 x _____ (# of guests) = \$ _____

Name(s) for badges (required) _____

Additional Tickets for THA Awards Luncheon
 For those desiring to attend the Jan. 22 THA Awards Luncheon only, individual tickets or reserved tables may be purchased in advance.

Individual Ticket \$ 50 x _____ (# of attendees) = \$ _____

Reserved Table for 10 \$ 450 x _____ (# of tables) = \$ _____

Online purchasing is not available for luncheon tickets.

Total for Step Three: \$ _____

Step Four: Help Us Plan

To help THA plan accordingly, please indicate which of the following meal events (all are included in the conference/guest registration fee) you plan to attend:

- THA Town Hall Luncheon, Jan. 21 ACHE Breakfast, Jan. 22
 THA Awards Luncheon, Jan. 22 Open House, Jan. 22

Step Five: Payment (please print)

Payment must accompany registration form.

TOTAL AMOUNT DUE (add totals for steps 2 and 3) \$ _____

Enclosed is my check for \$ _____ payable to the Texas Hospital Association. (There will be a \$25 charge on all returned checks.) Or I authorize THA to charge my: MasterCard VISA American Express

Account Number _____ Exp. Date _____

Cardholder's Printed Name _____

Signature (must be signed to charge) _____

Billing Address (if different from above) _____

City _____ State _____ ZIP _____

Leadership Conference Registration includes:

- All Educational Sessions
- Refreshment Breaks
- THA Town Hall Luncheon
- THA Chairman's Reception
- Horace Cardwell ACHE Affiliates Breakfast
- Continental Breakfasts
- THA Awards Luncheon
- Bus Transportation to THA Building



Texas Hospital Association
Leadership
 CONFERENCE
 January 21-22, 2009 • Hilton Austin



Exhibit Highlights

The exhibit hall will be buzzing with excitement. Vendors will be on hand at tabletop displays, showing off the latest equipment, products and services of value to your hospitals. Be sure to stop by and visit with these companies, whose support of the Texas Hospital Association help make events like the Leadership Conference possible. All refreshment breaks, as well as luncheons and the THA Chairman's Reception, will be held in the Exhibit Hall.

Exhibit Hours:

Jan. 21 – Noon - 5:00 p.m.

Jan. 22 – 8:00 a.m. - 1:00 p.m.



TEXAS HOSPITAL ASSOCIATION

P.O. Box 679010
 Austin, TX 78768-9010

Register Today!

Early registration deadline is Jan. 9

PRESORTED FIRST CLASS
 US POSTAGE
PAID
 PERMIT 61
 AUSTIN TEXAS

Address Service Requested