

Your Hospital's Future Hangs in the Balance.

Never in our country's history has the health care system faced such relentless pressure. Pressure to deliver high quality, safe, affordable and accessible care to all. Pressure to be transparent. Pressure to be visionaries, yet remain cautious fiduciaries. This transformation is no fad, no fleeting political whim. It is a fundamental shift that will forever change the way hospitals, the heartbeat of the industry, function.

How precisely the transformation shapes up is yet to be revealed. But one thing is certain. A new health care reality is upon us. The organizations and individuals that learn to balance the often-conflicting goals of cost, quality and access can flourish. Join your Texas Hospital Association colleagues at the 2010 Leadership Conference as we delve into the complexities of this new industry reality, and prepare to be a part of the transformation.



TEXAS HOSPITAL ASSOCIATION



TEXAS HOSPITAL ASSOCIATION

P.O. Box 679010
Austin, TX 78767-9010

Early Registration
Ends Jan. 25!

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The New Health Care Reality: Balancing Cost, Quality and Access



LEADERSHIP ★
CONFERENCE 2010
TEXAS HOSPITAL ASSOCIATION
FEBRUARY 17-18
RENAISSANCE AUSTIN HOTEL

Health Care's Transformation is Center Stage. How will your hospital look in the spotlight?

The American public is demanding higher performance of its health care system. Hospitals find themselves in the unforgiving spotlight of a center-stage national debate. As the health care industry transforms to meet these new realities, it will need leaders who can courageously, creatively champion what may be tough changes in how hospitals do business. **Are your hospital employees and leadership equipped for this new balancing act?**

The **THA 2010 Leadership Conference** is the ideal venue to bring the new health care reality into full focus. We are bringing together some of the best minds in the industry for two days of hard-hitting education and thought-provoking commentary. Through the conference, you and your leadership team will hear real-world examples of what's working, what's not; how to get the right players on board; and how to improve quality and access while managing costs. This year's speaker lineup encompasses leading economists, culture and crisis management experts, clinical integration visionaries and much more.

Content for Your Full C-Suite.

Consistent with our theme of "balance," the conference incorporates a mix of session topics intended to appeal to a wide C-suite audience including chief nursing, legal, operations, quality and marketing officers. Through the Leadership Conference, your entire leadership team will leave energized and equipped for the realities of a changing marketplace.

CUT ALONG DOTTED LINE

THA Leadership Conference Registration Form

REGISTRATION INFORMATION

Registration price is based on date payment is received.

All attendees, including guests and spouses, must register.

Full registration packages include education and meals from the breakfast Feb. 17 through the awards luncheon Feb. 18. They do not, however, include the ACHE breakfast. Tickets to that event must be purchased separately.

***THT Health Care Policy Workshop** registration package includes all THT-hosted education sessions as well as the Town Hall Luncheon, THA Chairman's Reception and Awards Luncheon.

Vendor attendance is limited to those companies/firms participating in the Leadership Conference as a sponsor. Contact opportunities@tha.org for more information.

CONFERENCE VENUE

Renaissance Austin Hotel

9721 Arboretum Boulevard, Austin, Texas 78759

Phone: 512/343-2626, Fax: 512/346-7953

Reservations by Phone: 1-800/468-3571

For online hotel reservations please visit www.marriott.com/hotels/travel/aussh-renaissance-austin-hotel and enter group code "thathaa".

A limited number of rooms are available. Ask for the "THA" single/double room block rate of \$155 (plus taxes).

The cut-off date for room reservations is Jan. 25, 2010, subject to availability.

FURTHER INFORMATION

800/253-9403 ext. 1057 or registrar@tha.org

www.tha.org/conf2010

CONFIRMATION AND RECEIPT

Registrants will receive a written confirmation, via the e-mail address provided on the registration form. If you have not received your confirmation by Feb. 10, please contact the THA registrar at 800/252-9403 ext. 1057 or registrar@tha.org.

CANCELLATIONS AND SUBSTITUTIONS

Registrants unable to attend may designate an alternate. Please notify THA no less than five business days 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 Feb. 10. (Send notification via e-mail to registrar@tha.org or fax to 512/692-2653.) **No refunds will be made for no-shows or cancellations made after Feb. 10.** Refunds will be processed after the conference; please allow 4-6 weeks. THA reserves the right to cancel or reschedule programs as determined necessary. If a program is canceled, full registration refunds will be issued. THA is not responsible for nonrefundable airline tickets or other travel expenses.

Session topics include:

- **Getting, and Keeping, the Right People on the Bus**
- **Creating Culture that Attracts the Best and Brightest**
- **Value-Based Purchasing**
- **Clinical Integration and Accountable Care**
- **Leading through Crises**
- **Best Practices to Serve the Underinsured**
- **Evidence-Based Education**
- **And much more!**

In addition, hospital trustees can take advantage of the Texas Healthcare Trustees Health Care Policy Workshop scheduled in conjunction with the Leadership Conference.

A Great Venue at a Great Price.

The conference returns this year to the popular Renaissance Austin Hotel, in the heart of northwest Austin's Arboretum district. Best of all, THA has negotiated incredible hotel rates making it affordable for your entire leadership team to be a part of this learning opportunity. Save on registration fees as well, with early-bird and multi-registrant discounts. Use the form below to register now for the best deals or register online. Then, bookmark the THA Web site Leadership Conference page for continuing updates as new speakers, sessions and special events are announced. At the Web site, you will find session details, maps, hotel and Arboretum information, speaker bios and more. **For conference details and updates, visit www.tha.org/conf2010.**

Please include all information exactly as you wish it to appear on your name badge.

(Please print. Photocopies may be used.)

First Name _____

Last Name _____ Suffix/Credentials _____

Title _____

Hospital/Organization _____

Address _____ City _____ State _____ ZIP _____

Telephone _____ Fax _____

E-mail (required) _____

Single event tickets for guests and spouses are available for many meal functions. Guest tickets cover meal function only and do not include conference education or general sessions. Please contact 512/465-1057 for more information.

REGISTRATION FEES

Full Registration Packages: Wednesday, Feb. 17- Thursday, Feb. 18, 2010

| | On or Before 1/25 | After 1/25 | After 2/10 |
|---|-------------------|------------|------------|
| <input type="checkbox"/> Member Registration – Available to all THA-member hospitals and their staff. | \$325 | \$375 | \$425 |
| <input type="checkbox"/> Multi-registrant Discount – Available for THA members that register by 1/25 only. | \$300 | – | – |
| <input type="checkbox"/> Non-Member Registration | \$425 | \$475 | \$525 |
| <input type="checkbox"/> *THT Health Care Policy Workshop – Available to trustees only. | \$275 | \$325 | \$375 |

Individual (not included in registration packages)

Thursday ACHE Breakfast \$30

Grand Total \$ _____

METHOD OF PAYMENT

Enclosed is Check No. _____ in the amount of \$ _____ made payable to Texas Hospital Association. (There will be a \$25 charge on all returned checks.)

I authorize THA to charge my credit card in the amount of \$ _____ to: Visa MC AmEx

Cardholder's Name _____ Card Number _____ Exp. Date _____

Address card is billed to: Address _____ City _____ State _____ ZIP _____ (if different from above)

REGISTER IN ONE OF THREE WAYS

Online: go to www.tha.org

By fax: return this form with credit card payment to 512/692-2653

By mail: return this form with payment to THA, P.O. Box 970121, Dallas, TX 75397

SPECIAL NEEDS

Check here if you have special dietary needs. Special tickets will be given to those requesting specialized meals. No specialized meals will be served without a ticket.

Specify: _____

Check here if you require special accommodations to fully participate. Attach a written description of needs.

IMPORTANT DEADLINES

In order to be eligible for discounted pricing, payment must be received by the corresponding deadline.

Early registration deadline: **Jan. 25, 2010**

Sleeping room reservation deadline: **Jan. 25, 2010**

Late registration deadline: **Feb. 10, 2010**

Onsite registration is available, space permitting.

Program Overview

Wednesday, Feb. 17

| | |
|-----------------------------|--|
| 7 - 8:30 a.m. | Continental Breakfast |
| 8:30 a.m. - 4:45 p.m. | *THT Health Care Policy Workshop <i>(separate fee, for trustees)</i> |
| 8:30 a.m. - 4:45 p.m. | Learning Sessions |
| 11:45 a.m. - 1:15 p.m. | Town Hall Luncheon |
| 4:45 - 6:45 p.m. | THA Chairman's Reception |

Thursday, Feb. 18

| | |
|--------------------------|---|
| 7:30 - 9 a.m. | ACHE Breakfast <i>(separate fee)</i> |
| 7:45 - 8:30 a.m. | Continental Breakfast |
| 8:30 a.m. - 12 noon | THT Health Care Policy Workshop <i>(cont.)</i> |
| 8:30 a.m. - 12 noon | Learning Sessions |
| 12:15 - 2:15 p.m. | Awards Luncheon <i>(with Keynote)</i> |

Cirque du THA

All that, and world-class entertainment!

While balancing health care costs, quality and access will be the theme woven throughout educational sessions, the conference entertainment features a balancing act of another kind. From the preview act at the Opening Session through the last curtain call at the Chairman's Reception, you will be awed by the talents of an amazing cast of world-renown theatrical performers. Contortionists, aerobatics, jugglers and gymnastic balancing acts are among the amazing entertainment lineup as part of THA's own French-cirque themed Cirque du THA. You'll be entertained by jaw-dropping performances that intertwine with educational sessions, as well as up-close floor and stage performances throughout the Exhibit Hall.

The 2010 THA Leadership Conference will inspire and challenge, awe and entertain. Don't miss it!

