

CEO Series: Healthcare CEO & CFO Executive Sector Meeting



September 10-12, 2017
The US GRANT
San Diego, CA



Featured Sector Participants

CFO
GOSHEN HEALTH

President & CEO
SINAI HEALTH SYSTEM

CFO
NIX HEALTHCARE SYSTEM

CEO
READING HEALTH SYSTEM

President
PUTNAM HOSPITAL CENTER

CFO & VP Finance
BETHESDA HEALTH

President & CEO
NORWEGIAN AMERICAN
HOSPITAL

CFO
RENOWN HEALTH

President & CEO
PRESENCE ST JOSEPH HOSPITAL

CFO, Senior VP Finance
MEMORIAL HEALTHCARE
SYSTEM

President & CEO
RUSH OAK PARK HOSPITAL

CEO
UCLA MEDICAL CENTER

CFO
ATRIUS HEALTH

President & CEO
NEBRASKA MEDICINE

VP/CFO
SHARP METROPOLITAN MEDICAL
CAMPUS

CFO
CATHOLIC HEALTH INITIATIVES
NEBRASKA

CEO
METHODIST HEALTHCARE -
NORTH

CFO
HUNT REGIONAL MEDICAL
CENTER GREENVILLE

Market President
PROMISE & SUCCESS HEALTHCARE

CFO
UNIVERSITY OF TOLEDO
PHYSICIANS GROUP

CEO
HUNT MEMORIAL HOSPITAL

2017 Advisors & Contributors

KEYNOTE SPEAKER



Larry Kaiser
CEO
Temple University
Health System



Jeff Liebman
CEO
Methodist Healthcare
Memphis Hospitals



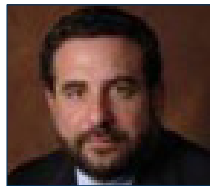
Joseph Alhadeff
President
OSS Health



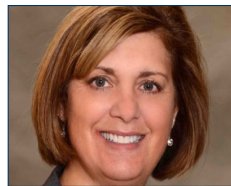
Jose Sanchez
President & CEO
Norwegian American
Hospital



Louis Papoff
CFO
Chicago Health
Systems



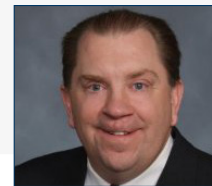
Robert Behar
CEO & Chairman
North Cypress Medical
Center



Kari Cornicelli
VP/CFO
Sharp Metropolitan
Medical Campus



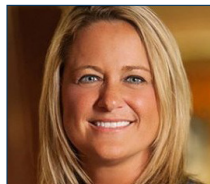
Bobby Olm-Shipman
President & CEO
Saint Luke's South
Hospital



Bill Fenske
CFO
Rice Memorial Hospital



David Titus
CEO, Baylor College of
Medicine Community
Pathology



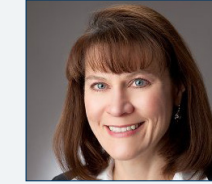
Amy Floria
CFO
Goshen Health



Louis Bradley
Area CEO
Promise Healthcare



Lennis Thompson
VP/CFO
Hardin Memorial Hospital



Renee Ennis
VP/CFO
Presbyterian
Healthcare Services



Michael Choo
Market President
Promise and Success
Healthcare

Session Topics

- Healthcare “State of the Union”: What is the Financial Prognosis for the Next 2-3 Years?
- Population Health: Navigating the Shift from Volume-to-Value Without Jeopardizing Financial Sustainability
- Maintaining Revenue Health: A Strategic Approach to Sustaining Operating Margins
- Disrupting the Healthcare System: Medicare Access and CHIP Reauthorization Act
- Cost Reduction: Successful Initiatives and Outcomes
- Adjusting to the Erosion of the Payer Mix: The Rise of Medicare and Medicaid
- What Does It Mean to Become a Risk-bearing Entity
- Slice and Dice: Revenue Cycle Leadership’s Role In the Context of Cost Cutting
- Leading, Innovating and Transforming the Healthcare Environment
- Pricing Transparency as a Cost-Lowering Tool
- Financial Reporting Update for Healthcare Organizations
- Proactive vs. Reactive: Being Strategic About Claim Denials Before They Put Your Hospital in the Red
- Patient Engagement: Improve Communication, Improve Care
- High-Deductible Health Plans and Hospitals Bad Debt: A Discussion Around Increased Patient Financial Obligations
- Combating Volume Leakage
- Expansion: Mergers, Acquisitions, and Affiliations
- Business Intelligence: Analytics-driven Claims Management to Optimize Revenue Cycle Performance
- Clinical Documentation Improvement: What You Can and Should be Doing to Improve the Revenue Cycle
- Straddling the Reimbursement World: Fee-for-Service and Capitated Rates
- Reducing Financial Burden and Providing Proper Patient Care: Errors Prevention and Point of Service Collections Improvement
- The Why Behind Moving from a Clinically Driven Revenue Cycle to a Patient-Centric Revenue Cycle and Vice Versa
- Workforce and Talent Pool: Perspectives on Attracting and Retaining the Best Workers
- The Shift from Hospital-Based to Community-Based Services
- Pay For Performance: Realigning Employee Compensation to Reward the Quality of Care for a Population
- New Service Lines: Filling Gaps for Clinically Integrated Systems of Care
- Moving to Flexible Budgets
- Discussions Around Bundled Payments Initiatives
- Working With Managed Care Companies to Renegotiate Rates
- Negotiating More Favorable Terms with Payer Contracts

Novel case studies and topic suggestions are welcome. Please contact Amy Wilder at (646) 502-8874 or awilder@connexpartners.com to propose a topic.

CEO Series: Healthcare CEO & CFO Executive Sector Meeting

Why Attend?

Maximize Your Time

The Healthcare CEO & CFO Executive Sector Meeting is designed specifically for senior executives for whom time is a limited and important resource.

The unique format allows each participant to create their own customized itinerary, focused only on relevant issues and topics. This guarantees that participants are able to take away the information they need to meet their current goals and concerns.

By beginning the event on Sunday afternoon and ending at lunchtime on Tuesday, we limit time out of the office to a maximum of two days, including travel.

“Excellent forum to network with peers. Think tanks were an excellent way to share ideas.”

JEFF OGLETREE, SVP Revenue Cycle
Hospital Sisters Health System

Find Solutions and Get Proven Results

The focus over these two days is on identifying and deeply exploring strategies and tactics that have proven to be effective. The Healthcare CEO & CFO Executive Sector Meeting puts you in close contact with executives from similar organizations to your own, many of whom have implemented - or chosen not to implement - strategies that you're currently evaluating.

This allows you to leverage the wisdom of your direct peers, getting candid insights on best practices and common pitfalls - the sort of information that is seldom available publicly.

“I enjoyed it immensely and will be bringing many innovative ideas to my institution. Thank you!”

GARY WHITTINGTON, CFO
Bapist Health System

Reliable and Actionable Information Developed by Senior Healthcare Executives

We provide unbiased content developed by other senior healthcare executives. We do not accept sponsorship dollars to allow vendors to speak on our platform in any capacity. Solution providers are represented only at the most senior level and in very small numbers. Furthermore, they are not permitted to attend any of the closed-door discussion sessions.



Intimate and High-Level Networking to Create Strategic and Long-Term Relationships

All executives selected to attend the Meeting must meet specific qualifying criteria. To optimize networking opportunities and your ability to build meaningful new relationships, we intentionally cap attendance at 60. Peer-to-peer interactions consist of small group sessions, think tanks, and one-on-one meetings.

OFFICIAL MEDIA PARTNER

CFO

For speaking and participation opportunities, please contact:

Amy Wilder

Tel: (646) 502-8874

Email: awilder@connexpartners.com

Healthcare Sector Meeting Contributors

