

ANNUAL MEMBERSHIP MEETING

May 3-6, 2015

A word cloud titled "America's Hospitals" featuring various terms related to healthcare, community, and quality care. The words are arranged in a dense, overlapping manner, with "America's Hospitals" and "Community Health" being the largest and most prominent. Other significant words include "Leadership", "Better", "Care", "Quality", "Action", "Caring", "Patients", "Commitment", "Hope", "Healthier People", "Change", "Advancing", "Transparent", "Champions", "Vision", "One", "Unity", "Excellence", "Promise", "Future", "Accountable", "Improvement", "Strong", "Journey", "Patient Centered", "AHA", "Ensuring", "Systems", "Tomorrow", "Serve", "Protect", "Transform", "New", "Innovate", "Coverage", "Safe", "Lives", "Trust", "Secure", "Pursuing", "Challenges", "Committed", "Protect", "Always", "Creating", "Now", "Dedicated", "Local", "Standing", "Together", "Value", "Cornerstones", and "Patients".

2015 will bring about even more changes for health care, and you'll be part of the action. Please join the country's foremost political, policy, opinion and health care leaders at the **2015 AHA Annual Membership Meeting** as we forge paths in the new terrain. Register now at www.aha.org. I look forward to seeing you in Washington May 3-6.

Rich Ambrosio for

Rich Umbdenstock, President and CEO
American Hospital Association



Schedule

SATURDAY MAY 2

- 3:00 p.m. – 5:00 p.m. **Registration**
- 5:00 p.m. – 6:30 p.m. **State Auxilian Leaders Welcome Reception** ☒

SUNDAY MAY 3

- 7:00 a.m. – 5:00 p.m. **Registration**
- 8:00 a.m. – 9:00 a.m. **Liturgy of the Eucharist**
Sponsored by the Catholic Health Association of the U.S. (BREAKFAST TO FOLLOW)
- 8:30 a.m. – 3:30 p.m. **State Auxilian Leaders Meeting** ☒
- 11:00 a.m. – 4:00 p.m. **Committee on Nominations**
- 11:30 a.m. – 1:30 p.m. **PAC Appreciation Luncheon** ☒



Haley Barbour

Eligible AHAPAC members are invited to attend this luncheon featuring **HALEY BARBOUR**, former governor of Mississippi, and **ED RENDELL**, former governor of Pennsylvania. Award-winning journalist **FRANK SESNO** will moderate.



Ed Rendell

A separate invitation will be sent to Capitol Club, Chairman's Circle and Ben Franklin Club members. For more information on AHAPAC, contact the AHA's Shari Dexter at (202) 626-2338.

- 2:30 p.m. – 4:00 p.m. **American College of Healthcare Executives (ACHE)** ☒
IMPROVING THE PATIENT EXPERIENCE



Jake M. Poore

The increase in health care consumerism has led to new tools that provide the public with information to make more informed decisions. Join **JAKE M. POORE**, president and CEO of Integrated Loyalty Systems Inc., for proven continuous-improvement methodologies that result in positive outcomes on patient surveys.

Participants will receive 1.5 ACHE Face-to-Face Education credits for this session. See registration form for information on how to register.

- 2:30 p.m. – 4:00 p.m. **Trustee Educational Session I** ☒
SAFETY AND QUALITY: THE GOVERNANCE OPPORTUNITY



James E. Orlikoff

The hospital board has a well-defined leadership responsibility. Since quality of care is central to the mission of every hospital and health system, demand is increasing for the board's active role in inspiring even greater quality performance. **JAMES E. ORLIKOFF**, president, Orlikoff & Associates, Inc., and senior consultant to the Center for Healthcare Governance, will outline the latest thinking and best practices in board oversight and improvement of safety and quality.

Presented by the AHA's Center for Healthcare Governance

- 2:30 p.m. – 4:00 p.m. **Special Briefing: Small/Rural Members** ☒
A special federal update on the most important issues affecting small/rural hospitals.

- 2:30 p.m. – 4:00 p.m. **Special Briefing: RACs** ☒
A briefing on the AHA's advocacy initiative to reform the Centers for Medicare & Medicaid Services' Recovery Audit Contractor program.

- 2:30 p.m. – 4:00 p.m. **Special Briefing: Hospital Leadership Guide on Use of Social Media** ☒

Hear from AHA experts and hospital leaders on social media best practices from the provider perspective. As technology continues to change, so too will the options and availability of new resources for social engagement. This session will provide you with the tools to implement, manage and make informed decisions about using social media in your facility.

- 2:30 p.m. – 4:00 p.m. **Special Briefing: Associate Members** ☒



Richard J. Umbdenstock

A briefing for AHA Associate Members on issues facing the hospital field. This also will be an opportunity for associate members to meet and chat with AHA President and CEO **RICH UMBDENSTOCK** as he prepares to retire at the end of 2015.

- 2:30 p.m. – 4:00 p.m. **Special Briefing: 340B Update** ☒
Hospital leaders and top officials from Apexus, the prime vendor for the 340B Drug Pricing Program, will provide an update on the latest program developments.

- 3:00 p.m. – 4:00 p.m. **Special Briefing: New Members/First-time Attendees** ☒
A briefing for new members and first-time annual meeting attendees.

- 3:00 p.m. – 4:30 p.m. **Special Briefing: AHA Diversity Roundtable** ☒
A briefing for AHA members on diversity-related initiatives, available free resources, shared best practices and national collaborative efforts intended to reduce health care disparities and promote diversity within the health care field.

- 5:00 p.m. – 6:15 p.m. **Annual Meeting Opening Ceremony and Investiture of Chairman, AHA Board of Trustees**



Jonathan Perlin, M.D.

The nation's hospital and health care leaders will mark the investiture of **JONATHAN PERLIN, M.D.**, president of clinical services and CMO of HCA, as 2015 chairman of the AHA Board of Trustees. The AHA Board of Trustees and state association chairs are special guests. The meeting will feature a special Town Hall with chair officers.

- 6:15 p.m. – 7:30 p.m. **Reception honoring the Chairman, AHA Board of Trustees**

☒ By invitation only.

☒ Tickets for this event can be purchased using the registration form.

☒ This is included in your registration fee; please indicate whether you will attend on the registration form.

KEY

MONDAY MAY 4

6:30 a.m. – 4:00 p.m. **Registration**7:00 a.m. – 8:15 a.m. **Hospital Awards for Volunteer Excellence Recognition Breakfast** 

Hospital volunteers and auxiliaries provide invaluable services to hospitals and make a positive difference in the lives of patients, hospital staff and their communities. Join AHA's leadership, volunteers, auxiliaries and hospital executives at this special breakfast as we recognize excellence in volunteer programs.

7:00 a.m. – 8:15 a.m. **Sections for Metropolitan and Small/Rural Hospitals Breakfast Meeting** 

Ann Compton

Special guest **ANN COMPTON**, former White House correspondent for ABC News, will share insights on how the political environment has changed over her years covering the White House. (\$5 from every purchased ticket benefits the AHA Shirley Ann Munroe Leadership Award.)

8:30 a.m. – 10:30 a.m. **Federal Forum Opening Plenary**

Rick Pollack

Hear from AHA President and CEO **RICH UMBDENSTOCK** and Executive Vice President **RICK POLLACK** about the challenges hospitals will face and the 2015 advocacy agenda. We also will honor the recipient of the AHA's 2015 Distinguished Service Award.

10:45 a.m. – 12:15 p.m. **Executive Briefings** 

Attend one of these concurrent briefings on challenges and opportunities facing the hospital field.



Melinda L. Estes, M.D.

CONSUMERISM, TECHNOLOGY AND YOU: HOW HOSPITALS ARE RESPONDING TO A CHANGING WORLD

Whether through partnerships with retail clinics, telehealth initiatives or other consumer-based interactive technologies, hospitals and health systems are expanding how and where they provide care and promote health. Join AHA board member **MELINDA L. ESTES, M.D.**, president and CEO of Saint Luke's Health, Kansas City, Mo., to hear from health care leaders charting new courses in a changing landscape, and gain insights into current retail health and technology trends.



Ram Raju, M.D.

EBOLA: LESSONS LEARNED – ARE WE READY FOR THE NEXT PANDEMIC?

AHA board member **RAM RAJU, M.D.**, president of the New York City Health and Hospitals Corporation, will host an impressive panel of leaders and public health officials who cared for Ebola patients in the U.S. Hear what they learned, what Ebola taught us about the preparedness of the U.S. public health and health care system, and what steps we need to take to protect our patients, caregivers and population and prepare for the next outbreak.



Tom Huebner

BEHAVIORAL HEALTH CARE – HEALTH SYSTEMS AND HOSPITALS PARTNERING WITH THEIR COMMUNITIES

It is often said that the measure of a society is how it cares for its most sick and vulnerable. Join AHA board member **TOM HUEBNER**, president of the Rutland (Vt.) Regional Medical Center, and a panel of health care providers who will share examples of effective community partnerships to ensure those with mental illness are treated and cared for in the most appropriate setting.

10:45 a.m. – 12:15 p.m. **Trustee Educational Session II** **HOW DOES YOUR BOARD STACK UP? THE STATE OF GOVERNANCE AND 2014 NATIONAL GOVERNANCE SURVEY INSIGHTS**

Join Center for Healthcare Governance President and COO **JOHN COMBES, M.D.**, and AHA Vice President **DEBRA STOCK**, for an overview of the current state of hospital governance, according to the AHA's 2014 National Governance Survey. Learn how your board and governance practices compare and discuss the implications for board performance in the evolving health care environment.

Presented by the AHA's Center for Healthcare Governance

10:45 a.m. – 12:15 p.m. **State Auxilian Leaders Meeting** 12:30 p.m. – 2:15 p.m. **AHA Recognition Luncheon** 

AHA Chairman **JONATHAN PERLIN, M.D.**, will host this luncheon honoring the recipients of the AHA's leadership awards.

12:30 p.m. – 2:15 p.m. **Government Relations Officers Network Luncheon** 

Jay Carney

Join Former White House Press Secretary and TIME Magazine Washington Bureau Chief **JAY CARNEY** as he draws from his extensive experience to provide key insights on the race for the White House in 2016 and leadership lessons from the front lines.

2:30 p.m. – 4:00 p.m. **Federal Forum Plenary**

Bill Bradley

A special AHA-National Journal program examines the state of politics and government in America. In what seems to be an increasingly cynical environment, can anything be accomplished? Will partisanship at both ends of the political spectrum continue to hamper governing? Moderator **NORM ORNSTEIN**, National Journal contributing editor and columnist, will be joined by National Journal editorial director **RON FOURNIER**, former Senator **BILL BRADLEY** (D-NJ) and others to pose these tough questions. In this session, we also will honor this year's AHAPAC winners.

4:30 p.m. – 6:00 p.m. **Ben Franklin Club Reception** 

Ben Franklin Club members will be recognized during this lively and colorful event. The Ben Franklin Club honors those who contribute \$1,000 or more directly to AHAPAC or in partnership with their state association PAC. For more information on AHAPAC, please contact the AHA's Shari Dexter at (202) 626-2338.

5:00 p.m. – 6:00 p.m. **Trustee Leadership Network Reception** 

TUESDAY MAY 5

6:30 a.m. – 12:00 p.m. **Registration**7:00 a.m. – 8:15 a.m. **American College of Healthcare Executives Breakfast Meeting** 

Richard Cordova

Join colleagues to hear the latest news about ACHE from its chair, **RICHARD CORDOVA**, FACHE, president and CEO of Children's Hospital Los Angeles.

7:00 a.m. – 8:15 a.m. **Trustee Leadership Breakfast: National Political Update** 

Scott Simon

Join AHA's Committee on Governance and other trustee leaders to hear insights on America's current political climate from **SCOTT SIMON**, host of National Public Radio's Weekend Edition.

8:30 a.m. – 10:30 a.m. **Federal Forum Closing Plenary**

Frank Sesno

A special panel moderated by media expert **FRANK SESNO** will examine the implications of the Supreme Court's imminent decision on challenges to health insurance subsidies provided by the Affordable Care Act. We also will recognize the winner of the 2014 Foster G. McGaw Prize for excellence in community service.

10:45 a.m. – 12:15 p.m. **Executive Briefings**

Attend one of these concurrent briefings on challenges and opportunities facing the hospital field.



Nancy H. Agee

HOW CHANGING HOSPITAL MARKETS BENEFIT CONSUMERS

Hospitals are responding to a rapidly changing health care landscape by partnering with others in the health care field and non-traditional partners to build a continuum of care that emphasizes value over volume. Join AHA board member **NANCY H. AGEE**, president and CEO of Carilion Clinic, Roanoke, Va., to hear from health care leaders about the rewards and challenges of building the continuum.



Thomas Burke, M.D.

ENGAGING TRUSTEES AND COMMUNITIES IN REDEFINING THE "H"

Join a rich discussion about how to engage trustees and communities as hospitals move to redefine the "H." AHA Chairman **JONATHAN PERLIN, M.D.**, president of clinical services and CMO of HCA, and AHA board member **THOMAS BURKE, M.D.**, EVP Cancer Network at the University of Texas MD Anderson Cancer Center, will moderate an expert panel,

featuring **GEORGIA FOJTASEK**, president and CEO, and **LAWRENCE SCHULTZ**, board chair, of Allegiance Health; and **STEVEN SUMMER**, president and CEO of the Colorado Hospital Association.

Presented by the AHA's Center for Healthcare Governance and the Committee on Performance Improvement

12:30 p.m. – 2:00 p.m. **Roger G. Larson Memorial Lecture and Luncheon**

Hear from Urban League President and CEO **MARC H. MORIAL**, whose 25-year career includes stints as an entrepreneur, lawyer, legislator, professor and mayor of New Orleans, to name a few. Hosted by the AHA Section for Health Care Systems Governing Council, this event recognizes outstanding achievements and encourages innovation and leadership.

12:30 p.m. – 2:00 p.m. **The Foster G. McGaw Prize Luncheon** 

Marc H. Morial

This luncheon, hosted by The Baxter International Foundation, honors the 2014 Foster G. McGaw Prize winner and finalists. The Foster G. McGaw Prize recognizes excellence in community service and is jointly sponsored by the Baxter International Foundation, AHA and Health Research & Educational Trust.

3:30 p.m. – 5:00 p.m. **State Caucuses**

WEDNESDAY MAY 6

9:00 a.m. – 5:00 p.m. **State Delegation Capitol Hill Visits**

AHA THANKS ITS 2015 ANNUAL MEETING UNDERWRITERS

(as of 1/27/15)



Registration INFORMATION

Registration Deadlines: BY MAIL: April 17 • ONLINE: May 1

HOW TO REGISTER

ONLINE: Register with credit card only at www.aha.org.

MAIL: Download the registration form from www.aha.org.
Mail your form and check to:

**American Hospital Association
2015 AHA Annual Membership Meeting
75 Remittance Drive, Suite 6881
Chicago, IL 60675-6881**

For registration, customer service and overnight mail instructions, call **(805) 290-1336** (8:00 a.m. – 5:00 p.m. PT).

ON-SITE: Register on-site using a check, cash or credit card at the Washington Hilton, Terrace Level, during the following times:

SATURDAY	May 2	3:00 p.m. – 5:00 p.m.
SUNDAY	May 3	7:00 a.m. – 5:00 p.m.
MONDAY	May 4	6:30 a.m. – 4:00 p.m.
TUESDAY	May 5	6:30 a.m. – 12:00 p.m.

REGISTRATION FEES

Attend the AHA Annual Membership Meeting

(includes the Federal Forum Plenary Sessions, choice of Trustee Educational Sessions, choice of Executive Briefings on Monday and Tuesday, AHA Board Chair Investiture and Investiture Reception, and AHA Recognition Luncheon on Monday):

- **\$775** AHA Member — **EARLY BIRD: \$725 BY MARCH 20**
- **\$450** State, Regional and Metropolitan Hospital Association Staff
- **\$600** Regional Policy Board, Committee on Governance, Governing Council Member
- **\$875** AHA Associate Member
- **\$1,025** Non-AHA Member

Attend the AHA Annual Membership Meeting plus the Sunday ACHE Educational Session

- **\$975** for AHA Member — **EARLY BIRD: \$875 BY MARCH 20**
- **\$1,200** for Non-AHA Member

Register your spouse and/or student

- **\$125** for Spouse
- **\$125** for Student

Registration will not be processed without payment.

CANCELLATIONS

Cancellations must be made in writing via fax to (805) 654-1676. Refunds, less a \$150 service fee, will be given for the AHA Annual Membership Meeting registration and special events, if written cancellation is received no later than **APRIL 17**. From **APRIL 17** to **APRIL 24**, only your AHA Annual Membership Meeting registration fee will be refunded, less a \$150 service fee. No refunds will be given after **APRIL 24**. You can send a substitute, even at the last minute. Please call registration customer service at **(805) 290-1336**.

HOTEL INFORMATION

The Washington Hilton

1919 Connecticut Ave., NW (at Columbia Road, NW)
Washington, DC 20009

(800) 445-8667 or **(202) 483-3000**

You must be registered for the AHA Annual Membership Meeting to reserve a room at the Washington Hilton. Upon completion of registration, you will receive a link to a special AHA page on the Hilton website along with a unique code you will provide to reserve a room online. Not ready to reserve a room immediately? You can return to the Hilton link in your confirmation before the AHA hotel block expires on Friday, April 10 to complete the reservation process. You can also make a reservation by phone by providing the code to a reservation agent. You will only be able to make one room reservation per registrant.

RATES: Single (one guest): \$315
Double (two guests): \$325
Single Executive Level Room: \$335
Double Executive Level Room: \$355

Please contact the Hilton directly at **(202) 483-3000** for suite rates and availability. **Hotel reservations must be made no later than FRIDAY, APRIL 10.**

TRAVEL DISCOUNTS

For **DELTA AIRLINES** reservations and ticketing, please call Delta meeting network reservations at **(800) 328-1111**. Refer to File Meeting Code **NMK5Z**.

For **UNITED AIRLINES** ticketing, please call their special meeting desk at **(800) 521-4041** and refer to Meeting ID Number **ZTDP367575** to receive a 2-15% discount off applicable fares, including business class fares.

Special meeting rates negotiated with **HERTZ** are available by calling **(800) 654-2240** from within the U.S., or **(405) 749-4434** from outside the U.S., and providing the meeting number **CV#03AB0011**.

ADDITIONAL NOTES

- Registration at the AHA Member rate is available to individuals affiliated with a hospital, health care system, patient care organization, or allied health education program that is an institutional member of the Association, and to active members of AHA-affiliated personal membership groups. Please contact the AHA Office of Member Relations at **(312) 422-2750** with questions or to verify membership status.
- Registration at the AHA Associate Member rate is available to individuals affiliated with organizations that are AHA Associate Members. Associate Members are organizations—such as commercial firms, medical suppliers, consultants, etc.—that are interested in the goals and objectives of the Association, but which do not provide patient care services.
- AHA Annual Membership Meeting attendees wishing to have the American College of Healthcare Executives consider this program for Category II (non-ACHE) continuing education credit should list their attendance when applying for advancement or recertification in ACHE.

SPECIAL ASSISTANCE

If you need auxiliary aids or services identified in the Americans with Disabilities Act (e.g., listening devices or Braille materials), please write to Heather Drevna, AHA Washington Office, 800 10th Street, N.W., Two City Center, Suite 400, Washington, DC 20001, or attach a written description to your registration form.

REGISTER NOW AT WWW.AHA.ORG



ANNUAL MEMBERSHIP MEETING

May 3–6, 2015

**Washington Hilton
Washington, D.C.**

American Hospital Association
2015 AHA Annual Membership Meeting
75 Remittance Drive, Suite 6881
Chicago, IL 60675-6881

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