

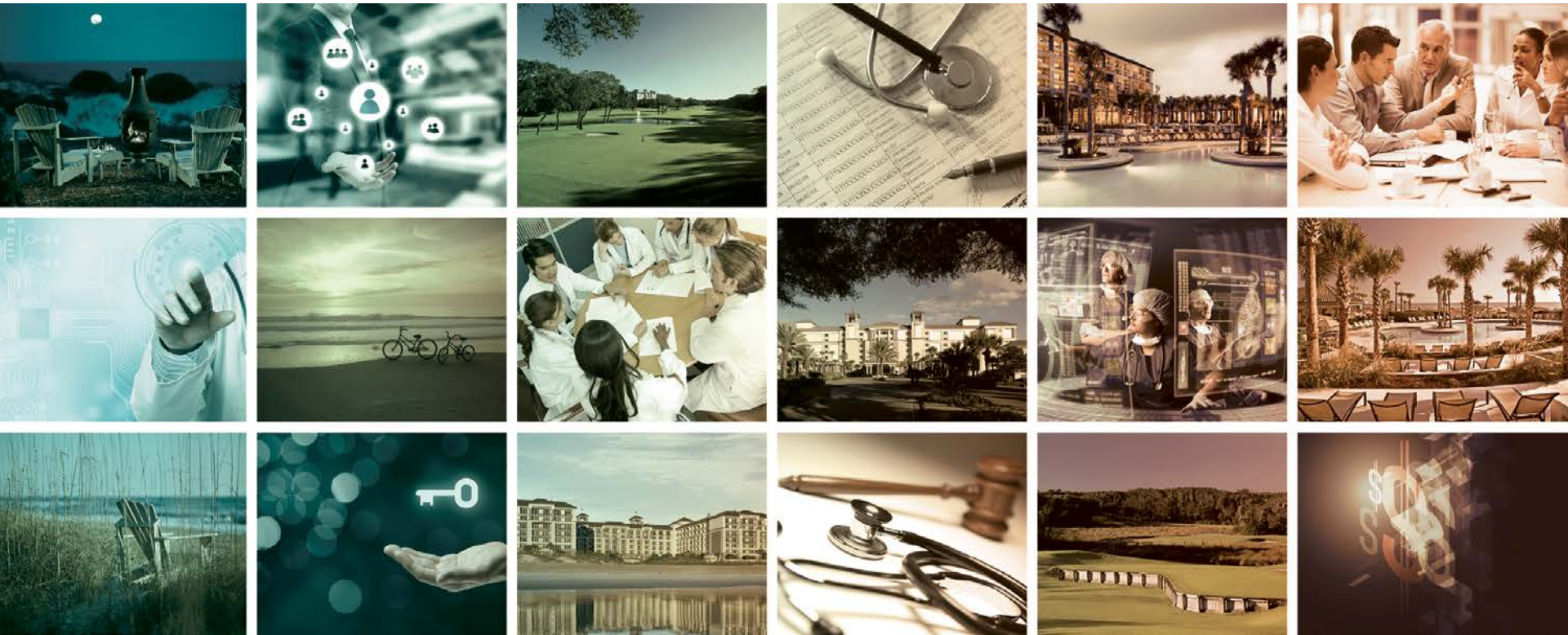
The Governance Institute's Forum on Consumerism & Transparency

November 13–15, 2016

The Ritz-Carlton, Amelia Island
Amelia Island, Florida



A service of  **NATIONAL RESEARCH
Corporation**



Register at GovernanceInstitute.com/Nov2016

The Governance Institute's Forum on Consumerism & Transparency

As the forces shaping U.S. healthcare continue to evolve, perhaps the most potent of these is "consumerism." Consumers are taking more control over their own healthcare, and as their expectations around the degree of transparency in the provision of that care continue to increase, the U.S. healthcare system will be fundamentally transformed. Healthcare providers who understand these forces and current best practices in responding to them, will play a part in shaping that transformation; others will be left behind.

At The Governance Institute's Forum on Consumerism and Transparency, chief executives, board chairs and members, and clinical leaders from a wide variety of health organizations across the country will have a unique opportunity to learn directly from some of the most innovative organizations currently working at the frontiers of consumerism. The Forum's faculty are experts drawn from a variety of industries—not only healthcare, but also e-commerce, retailing, and insurance. And as diverse as these businesses may sound, the convergence of consumer incentives, the Internet, and widely-available smart technologies, is bringing companies in these diverse businesses closer and closer to our space of healthcare delivery. In fact, in many markets around the U.S. these companies are competing directly with us in ways literally unimaginable even a decade ago. Exploring both how we got here as well as where we are going is the central focus of the Forum.

Please join your executive, board, and clinical peers on November 13–15 at the Ritz-Carlton on Amelia Island, Florida for this unique learning forum.

To register, please visit **GovernanceInstitute.com/Nov2016**.

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Our Featured Speakers



Charles Duhigg

Reporter
The New York Times
Author
*The Power of Habit:
Why We Do What We Do
in Life and Business*



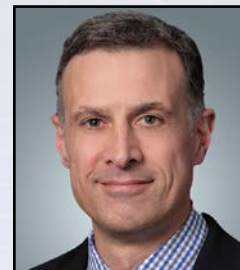
Christopher H. Hunter

Senior Vice President &
Chief Strategy Officer
Humana



Willis Chandler, M.B.A.

Vice President, Health System Alliances
CVS Health



John Rossman

Managing Director
Alvarez & Marsal



Larry Keeley

Innovation Strategy & Effectiveness Guru,
Influential Designer, Author,
Co-Founder & President
Doblin



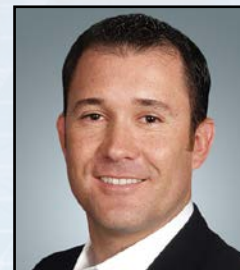
Stephen W. Kett

Senior Program Director
The Governance Institute



Ryan Donohue

Corporate Director,
Program Development
National Research Corporation



Andrew Ibbotson

Vice President,
Reputation Management
National Research Corporation

Agenda

Sunday, November 13

3:30 P.M. **Registration**

5:00–6:15 P.M. **KEYNOTE ADDRESS** **The Power of Habit**
Charles Duhigg
Reporter
The New York Times
Author
*The Power of Habit:
Why We Do What We Do
in Life and Business*

6:15 P.M. **Welcome Toast &
Networking Reception**



Monday, November 14

7:00 A.M. **Networking Breakfast**

8:00–9:15 A.M. **Looking Ahead:
The Implications of
Consumerism on Payers**
Christopher H. Hunter
Senior Vice President &
Chief Strategy Officer
Humana

9:30–10:45 A.M. **Disrupting Healthcare from
a Consumer Retail Space:
CVS' Experience to Date**
Willis Chandler, M.B.A.
Vice President, Health System
Alliances
CVS Health

10:45–11:30 A.M. **Team Huddles**

11:30 A.M.–12:00 P.M. **Q & A**

12:00–1:00 P.M. **Networking Lunch**



Monday, November 14 (continued)

1:00–2:30 P.M. **Creating Digital Disruption**
Plenary Session *John Rossman*
Managing Director
Alvarez & Marsal

2:45–4:00 P.M. **Ten Types of Innovation**
Plenary Session *Larry Keeley*
Innovation Strategy &
Effectiveness Guru, Influential
Designer, Author,
Co-Founder & President
Doblin

4:00 P.M. **Closing Remarks**



Tuesday, November 15

7:00 A.M. **Networking Breakfast**

8:00–9:30 A.M. **Uber: Changing the Way the World Moves**
Concurrent Sessions *Stephen W. Kett*
Senior Program Director
The Governance Institute

**How Consumerism Impacts Successful
Brand Building in Healthcare**
Ryan Donohue
Corporate Director, Program Development
National Research Corporation

9:45–10:15 A.M. **Using Transparency to Drive
Improvement & Grow Market Share**
Panel Discussion *Andrew Ibbotson*
Vice President, Reputation Management
National Research Corporation

10:15–11:30 A.M. **Building Successful Brands in an
Increasingly Consumer-Driven
Healthcare Environment**
Plenary Session *Ryan Donohue*
Corporate Director, Program Development
National Research Corporation

11:30–11:45 A.M. **Closing Remarks**

11:45 A.M. **Adjourn**

Continuing Education Credits

Hotel Information

Continuing Education Credits Available

Joint Accreditation: The Governance Institute, a service of National Research Corporation is accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC) to provide continuing education for the healthcare team.



The Governance Institute designates this live activity for a maximum of 11.00 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

ACHE: The Governance Institute is authorized to award 11.00 hours of pre-approved ACHE Qualified Education credit (non-ACHE) for this program toward advancement, or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward ACHE Qualified Education credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.



CPE: The Governance Institute is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its Web site: www.learningmarket.org.



Program level: Overview • No advanced preparation required

Field of Study: Business Management and Organization

Instructional level: Group Live

Maximum potential CPE credits: 11.00

About The Ritz-Carlton, Amelia Island

A barrier island on the east coast that provided a safe anchor for seafaring souls, Amelia Island has been discovered and rediscovered many times over—by pirates, colonists, and those who love how the sea can touch their soul. The island reveals many treasures, including The Ritz-Carlton, Amelia Island, a sanctuary among luxury beach hotels that provides a welcome barrier between you and the world beyond. With miles of pristine beaches to explore, you'll find yourself basking in the glow of the sun as you swim, relax, or walk along the sandy shore.

Contact Information

The Ritz-Carlton, Amelia Island

4750 Amelia Island Parkway
Amelia Island, Florida 32034
Hotel phone: (904) 277-1100
Hotel Web site: Ritzcarlton.com/ameliaisland

Hotel Reservations

There are a limited number of rooms at The Governance Institute rate, so make your room reservations as early as possible. Hotel accommodations are the responsibility of each attendee; conference registration does not secure your room.

Reservations phone: (888) 239-1217
Reservations Web site: <https://aws.passkey.com/g/53355331>
Check in: 4:00 P.M.
Check out: 11:00 A.M.
Room rate: \$239* (SGL/DBL occupancy)

All reservations must be made by **October 24, 2016**, to secure this rate. Should the room block become full before this date, reservations will be accepted on rate/space availability

**Note: All rates are subject to applicable taxes. A major credit card is required at the time the reservation is made to guarantee the reservation. There will be a deposit of one night's room and tax required at the time the reservation is made.*

Cancellation Policy

Individual guest cancellations will be accepted seven days prior to arrival for a deposit refund.

Pre-Conference Golf Tournament



The Golf Club of Amelia Island

4700 Amelia Island Parkway
Amelia Island, Florida 32034
(904) 277-8015

Sunday, November 13, 2016
8:00 A.M. Shotgun start

Winding along the magnificent Atlantic shoreline, the course at The Golf Club of Amelia Island combines spectacular scenery with exhilarating golf experiences.

Our 18-hole, award winning, championship course is rich in natural wonders and in pure golfing pleasure while offering many challenges. The Golf Club of Amelia Island opened for play in the fall of 1987. Its natural beauty combined with the talents of PGA-Tour veterans Mark McCumber and Gene Littler bring a very playable, yet challenging golf course. The flawless design has been recognized worldwide, and in 1988 was nominated as best new course of the year.

Demanding, but fun, this par 72 course from the back tees with a yardage of 6,692, offers two distinct settings. The front nine was designed around large oak trees and lakes, while the back nine is well protected by marshes that will reward well placed shots and penalize less accurate efforts. Wide fairways and large, undulating greens dictate play throughout the course.

Register online at GovernanceInstitute.com/Golf2016





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The Ritz-Carlton, Naples

Naples, Florida
January 15–18

Boca Raton Resort & Club

Boca Raton, Florida
February 5–8

Fairmont Scottsdale Princess

Scottsdale, Arizona
April 23–26

The Broadmoor

Colorado Springs, Colorado
September 10–13

Four Seasons Resort & Club Dallas at Las Colinas

Dallas, Texas
October 29–November 1

