

**For Leaders in
Healthcare Administration
Including:**

**Cardiovascular
Administration**

**Healthcare
Information
Administration**

**Oncology
Administration**

**Small or Rural
Healthcare**

**Neuroscience
Administration**

**Contingency
Planning**

**Federal
Healthcare
Administration**

**All Healthcare
Administrators and
Leaders**

AMERICAN ACADEMY OF MEDICAL ADMINISTRATORS

2012 AAMA Annual Conference

Celebrating 55 Years of Serving Healthcare Administrators



Now What?

November 13 – 16, 2012

Tuesday – Friday

Hyatt Regency River Walk · San Antonio, TX



American Academy of Medical Administrators
AAMA Research & Educational Foundation

Early Bird Discount • Register & Pay by October 12, 2012

Who Should Attend? You!

The 2012 AAMA Annual Conference is ideal for all levels of healthcare administrators, including:

- Presidents, CEOs, COOs, CFOs, CIOs
- VPs and executive directors
- Directors, chiefs, department heads
- Administrators and managers
- Specialists or multidisciplinary
- Private, public, or federal healthcare
- From large/urban to community or rural healthcare facilities
- Academics and their students



AMERICAN ACADEMY OF MEDICAL ADMINISTRATORS

2012 AAMA Annual Conference



Now What?

Facing the complexities and challenges of reform, healthcare leaders from coast to coast are asking the same question: Now what?

Given today's mandates, evolving models, and fiscal demands—accompanied by calls for collaboration, coordination, and accountable care—it's easy to be unsure of how to proceed. But you can dispel those uncertainties and gain the clarification you need by attending the **2012 AAMA Annual Conference in San Antonio, TX.**

Each of the topical sessions has an overarching purpose: to put you in the driver's seat during this decade of change. You'll acquire practical insights and proven strategies to develop and manage new service lines ... establish alignment models that succeed ... create shared value and optimize social innovations ... lead your team to achieve quality outcomes ... and much more.

Our expert speakers are ready to make it crystal-clear what you need to do next, so plan on coming to San Antonio this November! From unmatched networking to an array of sessions to choose from, you'll find the stimulation and solutions you need to succeed.

Join colleagues from across the country and across healthcare specialties at the 2012 AAMA Annual Conference—and find out how to forge ahead!

What's in Store for You at the AAMA Conference? Plenty!

On many fronts, the power-packed 2012 AAMA Annual Conference will help you clarify, proceed intelligently, and succeed! Here's what you'll get:

- **Smart solutions and strategies to take home.** Bring back an expanded toolbox of proven techniques and best practices—all for immediate use.
- **Savvy perspectives on hot topics.** Top experts will share with you leading-edge ideas, fascinating success stories, and advice on emerging trends.
- **Super skills for demanding times.** Learn new and amazing ways to be a more effective leader, so you can achieve the results you want.
- **Spectacular networking opportunities.** Attending the conference is a stellar way to build your professional network—you'll meet old friends and make new connections.
- **Sessions galore to choose from—for customized learning.** Enjoy a tailored educational experience by selecting from various tracks and stimulating sessions to target your needs.

San Antonio: Always a Favorite!

The Alamo City never fails to delight! Simply soaking up the ambiance of the unique River Walk—on the door step of the Hyatt Regency—would be enough to keep visitors happy. Add to that terrific restaurants and historic attractions, and you've a city with enormous appeal. In the center of all this, the Hyatt Regency Riverwalk offers an unequalled location, beautiful guestrooms, a luxurious spa, 24-hour fitness center, and other fine amenities expected of a premier hotel.



American Academy of Medical Administrators:

Advancing excellence in healthcare leadership through individual relationships, multi-disciplinary interaction, practical business tools and active engagement.

For more information, visit www.aameda.org, email education@aameda.org, or call 847/759-8601.

Collaboration at Its Best

The 2012 AAMA Annual Conference reflects the collaboration of AAMA's broad range of healthcare leaders plus our specialty groups, including:

American College of Cardiovascular Administrators (ACCA) – for cardiovascular, cardiopulmonary, and respiratory care administrators and managers.

American College of Contingency Planners (ACCP) – for healthcare contingency, disaster, and emergency response planners in private, volunteer, and government agencies.

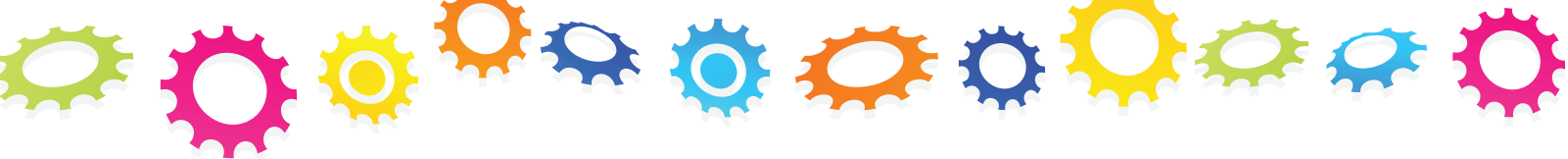
American College of Federal Healthcare Administrators (ACFHA) – for healthcare leaders in the Uniformed Services and Federal Healthcare.

American College of Healthcare Information Administrators (ACHIA) – for leaders in healthcare information.

American College of Neuroscience Administrators (ACNA) – for specialists in the broad field of neuroscience administration.

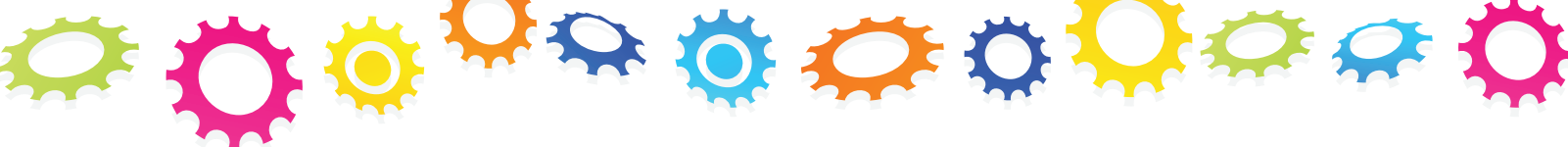
American College of Oncology Administrators (ACOA) – for oncology administrators in all settings, including hospitals, universities, hospices, and freestanding centers. Now celebrating its 20th year.

American College of Small or Rural Healthcare (ACSRH) – for leaders in community or rural healthcare facilities.



2012 AAMA Conference at a Glance

Tuesday, November 13, 2012					
8:00 – 5:00pm	POMI Conference (Navy POMI Community – <i>by invitation only</i>)				
11:00am – 7:00pm	Registration/AAMA Service Center				
11:30am – 1:00pm	Brooke Army Medical Center – Center for the Intrepid Tour #1				
1:00 – 4:00pm	CAAMA Exam				
1:00 – 5:00pm	Pre-Conference Session: Neuroscience Administration “4.0”: Practical Strategies for Solving Today’s Challenges	Pre-Conference Session: Lean Healthcare Boot Camp	Pre-Conference Session: ICS for Executives and Senior Officials (ICS402)		
3:30 – 5:00pm	Brooke Army Medical Center – Center for the Intrepid Tour #2				
6:00 – 8:00pm	Track V Opening Ice-Breaker: The Full Extent – Building Resilient Communities Through Disaster Risk Reduction, Mitigation, and Response Planning.				
6:00pm	Social Networking Opportunities - TBA				
Wednesday, November 14, 2012					
6:00am	Fun Run/Walk				
6:30am – 5:00pm	Registration/AAMA Service Center				
7:00 – 8:00am	Continental Breakfast				
7:15 – 8:00am	How To Make the Most of Your AAMA Membership				
8:00 – 9:00am	OPENING CEREMONIES				
9:00 – 9:30am	Refreshment Break				
9:00am – 4:30pm	Assignment Officers/Detailers/Career Advisors available by appointment				
9:30 – 11:00am	KEYNOTE: Political Malpractice: The Messy Business of Health Reform – Stanley Hupfeld, FACHE				
11:00 – 11:45am	Exhibit Hall Opens				
11:45am – 1:00pm	Networking Luncheon				
CONCURRENT SESSIONS	Track I	Track II	Track III	Track IV	Track V
1:15 – 2:15pm	Market Demand, Components, and Strategy to Develop a Service Line	The Changing World of Healthcare: The Value of the Health Coach	Leadership, Change Management, and Social Innovation	Leading Towards Quality Outcomes Within the Healthcare Landscape	Responding to the Missouri River Flood of 2011
2:15 – 2:30pm	Refreshment Break in the Exhibit Hall				
2:30 – 3:30pm	Service Line Management: One Size Won’t Fit All	Successful Alignment Models for Physicians and Hospitals	Your Post-Military Career: Getting the Job You Want!	Leadership GPS – Goals, People, Systems	Turning Response Informatics into “We Learn As They Go.”
3:30 – 4:30pm	Creating a Service Line Culture Across Disciplines	ICD-10 Full Steam Ahead	Visual Management: The Picture Worth a Thousand Lives	Using Leadership Assessments to Improve Individual and Team Productivity	Disaster Resilience Leadership: Consensus and Controversy
4:30 – 5:30pm	CAAMA EXAM PREP				
4:30 - 5:30pm	American College of Neurosciences Administrators Roundtable (<i>Open to all</i>)				
5:30 - 7:00pm	Welcome Reception in Exhibit Hall with music by Michael Cote’ (<i>Western wear suggested</i>)				
7:00pm	Army-Baylor Alumni Dinner				



2012 AAMA Conference at a Glance

Thursday, November 15, 2012					
7:00am – 6:00pm	Registration/AAMA Service Center				
7:00 – 8:15am	Networking Continental Breakfast in Exhibit Hall				
8:15 – 9:15am	KEYNOTE: Healthcare Reform and Empowering Employees: Pathway to Success – John Self				
9:00am – 4:00pm	Assignment Officers/Detailers/Career Advisors available by appointment				
9:15 – 9:45am	Break in Exhibit Hall				
10:00 – 11:00am	EXHIBITORS' SESSION: Understanding Government Contracting				
CONCURRENT SESSIONS	Track I	Track II	Track III	Track IV	Track V
9:45 – 10:45am	Keys to Successful Service Line Leadership	ICD-10: Compliance Risks and Mitigation Strategies	3 rd Organizational Turnaround	Oncology Accreditation	Disaster Risk Reduction and Mitigation: A Global Health Phenomena
10:55 – 11:55am	Accountable Care: A New Reality	Physician Drivers: Cases Studies on Shared Management	Designing Care around Value, Safety, and Efficiency: A Fresh Approach	Disaster Response and Business Continuity	Natsios Principles: A Framework To Go the Distance
12:00 – 1:00pm	AAMA Annual Meeting & Networking Luncheon – Guest Speaker: Michael Wiggins, PhD				
1:00 – 1:30pm	Dessert in Exhibit Hall				
1:30 – 2:30pm	Caring for Our Wounded Warriors Across All Service Lines (Part 1)	Integrated Healthcare Delivery = A Winning Strategy!	Innovative Technologies and Their Real Impact on Healthcare Delivery	Impact of Education on Influence in Healthcare Spending	The Full Extent
2:30 – 3:00pm	Final Break in Exhibit Hall (<i>Exhibit Hall Closes after this session</i>)				
CONCURRENT SESSIONS	Track I	Track II	Navy Medicine	Air Force Medicine	
3:00 – 4:00pm	Caring for Our Wounded Warriors Across Aall Service Lines (Part 2)	Leading for Dysfunction: The Dichotomy Between Leadership and Performance	Medical Service Corps Update	To be announced	
4:00 – 5:00pm	Calculating the Return on Investment of Great Service	Building Patient-Centered Medical Homes	Mock Selection Board	To be announced	
6:30pm	Navy Medical Service Corps Dinner				
7:00pm	Air Force Medical Service Corps Dinner				
Friday, November 16, 2012					
7:00am – 12:15pm	Registration/AAMA Service Center				
7:00 – 7:45am	Networking/Continental Breakfast				
7:00 – 7:45am	Diplomate Council Breakfast (AAMA Diplomate Status Required)				
7:45 – 9:15am	What We Don't Know "Can" Hurt Us: A Quarterback's Story – Eric Hipple				
9:15 – 9:45am	Break				
9:45 – 11:15am	The Key To Improving Healthcare Services – Jody Rogers, PhD				
12:00 – 3:00pm	CAAMA EXAM				

2012 AAMA Annual Conference Abstracts

Tuesday, November 13

PRE-CONFERENCE EVENTS:

8:00 am – 5:00 pm

POMI Conference

(Navy POMI Community—*by invitation only*)

11:30 am – 1:00 pm

Brooke Army Medical Center—Center for the Intrepid Tour #1

This memorable tour will provide a reverent and awe-inspiring look into the remarkable care being given to our soldiers, marines, sailors, and airmen. Whether your interest lies in traumatic brain injury, prosthetics, occupational therapy, or simply patriotism, you'll be truly impressed. *Tour limited to first 40 registrants. Transportation to and from the tour is the registrants' responsibility. (Approximately 8 miles each way).*

1:00 – 4:00 pm

CAAMA Exam

1:00 – 5:00 pm

PRE-CONFERENCE SESSIONS:

Neuroscience Administration "4.0": Practical Strategies for Solving Today's Challenges

Offering real-world solutions for issues confronting neuroscience leaders, this interactive program will cover a breadth of considerations and concerns. You'll learn how to ensure top-notch recruitment, retention, and relationships with physicians. You'll explore the best strategies for acquiring and integrating new technology and equipment. Another highlight: vital steps in planning for the successful expansion of clinical offerings. Attendees will walk away with a keen understanding of current and future trends in neuroscience, both programmatic and clinical.

Lean Healthcare Boot Camp

Daniel Zablotsky, CAAMA

International Health Specialist; U.S. Air Force

Are you tired of endless PowerPoint presentations that try to depict how to conduct continuous improvement projects? Would you like to actually learn Lean methods that you can take back to work and apply tomorrow? Then be sure to attend this intensive workshop where you'll grasp Lean concepts and techniques in a learn-by-doing setting. Find out how to start influencing your organization's direction by analyzing its processes and applying incremental changes. You'll be impressed with the results! But register early: Attendance is limited to 20 participants.

ICS for Executives and Senior Officials (ICS 402)

Linda Hill, CEM, CHS-V, CFAAMA, MLS(ASCP)

Chief, Disaster Medicine Program; Defense Medical Readiness Training Institute

A top-requested course from Federal Emergency Management Agency (FEMA)—Emergency Management Institute (EMI)—this session will probe the principles and applications of the Incident Command System (ICS) aimed at ensuring a more effective response to an "all-hazards" incident. Among the topics discussed will be the executive's responsibilities and the administrative, logistical, financial, and reporting implications of incident/event operations. At the end of the course, you'll receive a certificate and have a firm grasp on how the all-hazard emergency management process integrates resources from various sectors.

3:30 – 5:00 pm

Brooke Army Medical Center – Center for the Intrepid Tour #2 (Repeat of Tour #1)

This memorable tour will provide a reverent and awe-inspiring look into the remarkable care being given to our soldiers, marines, sailors, and airmen. Whether your interest lies in traumatic brain injury, prosthetics, occupational therapy, or simply patriotism, you'll be truly impressed. *Tour limited to first 40 registrants. Transportation to and from the tour is the registrants' responsibility. (Approximately 8 miles each way).*

6:00pm

Watch the AAMA website and your e-mail for announcements on evening networking opportunities in fabulous San Antonio.



Wednesday, November 14

6:00 am

Fun Run/Walk

7:15 – 8:00 am

How To Make the Most of Your AAMA Membership

8:00 – 9:00 am

Opening Ceremonies: Recognition of Awards Recipients, your 2013 Board of Directors and new Fellows and Diplomates.

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KEYNOTE

9:30 – 11:00 am

Political Malpractice: The Messy Business of Health Reform

Stanley Hupfield, FACHE

*Chairman, INTEGRIS Family of Foundations;
INTEGRIS Health*



The Patient Protection and Affordable Care Act is either the greatest piece of social legislation in the history of the U.S. or an abomination that will ultimately destroy our health system. In this riveting keynote, the author of *Political Malpractice—How the Politicians Made a Mess of Health Reform* will dissect our health system, expose the fallacies and prejudices of both political parties, and explain how we can indeed cover the uninsured, control costs, and not bankrupt the country—if we are willing to make the hard choices.

line structures for your organization and how to maximize existing structures. The presenter will examine the pros and cons of today's prevailing organizational models and will discuss the factors that influence each model's success. You'll take home strategies for overcoming barriers and surmounting the challenges of implementation.

3:30 – 4:30 pm

When Worlds Collide: Creating a Service Line Culture

Linda Larin, MBA, FACCA, FACHE

Chief Administrative Officer; University of Michigan Cardiovascular Center

What happens when cultures clash as you bring together different disciplines to form a service line? Find out how the University of Michigan created a cardiovascular service line and succeeded in overcoming major problems of a dysfunctional culture—resulting in the ideal patient care experience and ideal work experience. Alignment of cultures is the key, and this session will give you details on several interventions that can improve workplace culture and achieve the understanding that everyone is on the same team.

11:45 am – 1:00 pm

Networking Luncheon

This is an outstanding opportunity to connect with old friends and meet new ones!

CONCURRENT SESSIONS

TRACK I

1:15 – 2:15 pm

Market Demand, Components, and Strategy To Develop a Service Line

Timothy Shephard, RN, PhD, MSN, CNS, CNRN

*Vice President, Neuroscience Service Line & Neuroscience Institute
Bon Secours Virginia Health System*

Learn how to intelligently explore establishing a new service line. Competitive markets and gaps in care offer an incentive to provide neuroscience services, for example, but barriers must be overcome, including limited availability of expertise, high costs of technology, and demand for detailed administrative strategy. This session will equip you with meaningful data and methods for assessing market need, clinical and fiscal resources for development, and other considerations for developing a new service line.

2:30 – 3:30 pm

Service Line Management: One Size Won't Fit All

Howard Gershon, FACHE

Principal; New Heights Group

Healthcare reform is making service line development more critical than ever, so make sure you're up on the latest avenues to success. Discover how to determine the most appropriate service

TRACK II

1:15 – 2:15 pm

The Changing World of Healthcare: The Value of the Health Coach

Jody Hereford

Clinical Programs Consultant; Iowa Chronic Care Consortium

With chronic illness accounting for up to 80% of healthcare spending, the transformation of the patient into an empowered self-manager takes on heightened importance. This session will focus on today's opportunity to be a health coach, thereby engaging and empowering patients to improve their health outcomes. Discover how health coaching fits into new and emerging models of care and examine compelling case studies demonstrating the integration of health coaching into clinical practice.

2:30 – 3:30 pm

Successful Alignment Models for Physicians and Hospitals

John Lutz, MPH, FACHE, FACMPE

Director; Navigant Consulting, Inc.

Amid the uncertainties of reform, many physicians are seeking the security of hospital employment—but which arrangement is best for you? Placing nine practical hospital-physician alignment models under the microscope, the presenter will clarify the strategic, legal, operational, political, and economic consequences of each. Attendees will be illuminated by important “lessons learned” and will see how best intentions can lead to unintended results. Clarifying case studies will spotlight the strengths and weaknesses of each model.

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3:30 – 4:30 pm

ICD-10 Full Steam Ahead

Karna Morrow, CPC, RCC, CCS-P, AHIMA Trainer for ICD-10

Senior Consultant; Coding Strategies, Inc.

Get ready, because it's coming soon: The nation's conversion to a completely different code set for reporting diagnoses—ICD-10—will impact every aspect of the charge capture process. What should you be doing right now to prepare? This important session will highlight the steps that can be taken today to significantly curtail any decrease in productivity during the transition. You'll also examine the immediate benefits to your organization in moving toward ICD-10 compliance.

TRACK III

1:15 – 2:15 pm

Leadership, Change Management, and Social Innovation

Daniel West, Jr, PhD, FAAMA, Diplomate in Healthcare Administration

*Professor and Chairman, Department of Health Administration & Human Resources
The University of Scranton*

Steve Szydlowski, PhD, DHA

Faculty and MHA Program Director, Department of Health Administration & Human Resources; The University of Scranton

Michael Costello, JD

*Adjunct Faculty, Department of Health Administration & Human Resources
The University of Scranton*

Creating shared value in the community is on everyone's mind these days. Healthcare leaders are urged to forge sustainable public-private partnerships, develop medical homes, create new primary care initiatives, and design an accountable care organization that competes in the marketplace. That may sound like a tall order, but the presenters of this session will lead you in the direction of entrepreneurial opportunities that can create shared value with other businesses and use social innovation paradigms to compete with other ACOs.

2:30 – 3:30 pm

Your Post-Military Career: Getting the Job You Want!

M. Nicholas Coppola, PhD, FACHE

Program Director and Associate Professor, Master of Science, Clinical Practice Management Program; Texas Tech University Health Sciences Center

Bernard Kerr, EdD, FACHE

Professor, Division of Health Administration; Central Michigan University

Retiring from the military and seeking civilian employment can be fraught with questions and concerns. Where do you look for a job? How do you repackage a military career into a civilian portfolio? And how do you "de-militarize" yourself for a civilian interview? Let this session equip you with the insights needed to prepare for this transition, seek and apply for civilian positions, and negotiate a salary. Also addressed: the pros and cons of working in for-profit, not-for-profit, and government settings, plus the vital role of networking and professional affiliation.



3:30 – 4:30 pm

Visual Management: The Picture Worth a Thousand Lives

Daniel Zablotsky, CAAMA

International Health Specialist; U.S. Air Force

Can clutter cause death? Can record-keeping prove lethal? Will simplifying your supply chain boost patient safety? Is there a way to overcome educational handicaps and other barriers that can diminish patient care? This eye-opening session will illustrate how Lean Six Sigma Healthcare, Visual Management, and 5S Methodology can be applied anywhere. Discover how Lean improved highly challenging situations and how it can be adapted to your organization's needs. By participating in illuminating demonstrations, you'll learn to see your world from an entirely different point of view.

TRACK IV

1:15 – 2:15 pm

Leading Toward Quality Outcomes Within the Healthcare Landscape

Brad Beauvais, PhD, MBA, MA, FACHE

Associate Professor and Residency Chairman; Army Baylor Program in Health and Business Administration

Quality doesn't just happen—it requires leaders to foresee, analyze, and proactively infuse problems with creative, effective solutions. Where leaders often falter is in managing the staff needed to arrive at these solutions and deliver the right care at the right time. This session will provide a vivid profile of an effective healthcare leader and give attendees a clear picture of what can be done to create an engaged, loyal, proactive team that serves patients' needs well.

2:30 – 3:30 pm

Leadership GPS: Goals, People, Systems

Shane Yount

Principal and Author; Competitive Solutions, Inc.

What's your organizational direction? Are you ready to emphasize growth over survival? Ready to recalibrate your organizational GPS? Taking a real-world look at the business challenges facing organizations today, this interactive presentation will examine the keys to creating and sustaining a high-performance mentality and process throughout any organization. Attendees will go back to their organizations with a specific implementation methodology that can be put to use right away.

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3:30 – 4:30 pm

Using Leadership Assessment to Improve Individual and Team Productivity

Madeleine York

Chief Executive Officer; York Career Development, Inc.

Dominic Ubamadu, FACHE, CAAMA

Executive Vice President, Executive Search Consultant and Coach; Desir Group Executive Search

Here's a golden opportunity to gain deep insights into yourself and your colleagues. That's important, because to excel as a leader, you need to understand and accept your gifts and talents. In this session, the presenters will reveal how to uncover meaning in preferences and behavior and will help you learn to adapt and connect with others to create strong, effective relationships. The result: You'll become adept at increasing productivity and profitability regardless of the state of the economy.

TRACK V

1:15 – 2:15 pm

Responding to the Missouri River Flood of 2011

William Cover, MS, CEM, CHS-V, REMTB

Principal; Cover and Associates Consultants

Get a close-up report on how the 2011 Missouri River flood impacted a suburban county that had limited resources—but also had a history of response, recovery, and mitigation programs. You'll examine the timeline of this disaster from the start of the emergency through the conclusion of the operational phase, plus view photos depicting the event. Included will be information on the FEMA Public and Individual Assistance programs and their role in the flood response.

2:30 – 3:30 pm

Turning Response Informatics into "We Learn as They Go"

Joanne McGovern, LTC (Ret.)

Director and Chief Operating Officer; Yale-Tulane ESF-8 (Medical and Public Health) Planning and Response Program

Leaders need information to make decisions, but transforming information into knowledge requires fusion and a deliberate process. How can you meaningfully gather, sort, and organize the plethora of available information? Come to this session and discover how the recent production of disaster informatics has morphed into a real-time tool for communities to learn from others on how to speed up the process of building resilient communities. The program will culminate in a C-Span-like panel discussion and questions from attendees.

3:30 – 4:30 pm

Disaster Resilience Leadership: Consensus and Controversy

Nancy Mock, DrPH

*Associate Professor, International Health and International Development
Tulane University School of Public Health and Tropical Medicine*

This session will explore the principals and knowledge base surrounding disaster resilience leadership, examining the relevance of this concept to contingency planning and reviewing case studies from Haiti and New Orleans. While the concept of resilience is embraced worldwide by initiatives aimed at bridging the relief and development divide, little has been done operationally to achieve disaster resilience leadership and management implementation. Ways to move forward, including developing a standard lexicon and emphasizing evidence-based disaster management, will be discussed.

Thursday, November 15

KEYNOTE

8:15 – 9:15 am

Healthcare Reform and Empowering Employees: Pathway to Success

John Self

President and Founder; JohnGSelf Associates



There's no doubt about it: The art of empowering employees to spur innovation and improve performance will be essential for survival in healthcare. Embracing change is a must—and that requires redefining traditional relationships, responsibilities, and communications. This riveting keynote will clarify how healthcare reform will transform our organizations and force changes in the relationship between leaders and their employees. The speaker will weave a compelling message with humor, videos, and action points to help you excel in this challenging decade of change.

10:00 – 11:00 am

Exhibitors' Session: Understanding Government Contracting

Roy Dillard

Electronic Catalog Division Chief; DLA Troop Support

COL Earle Smith

Director, Medical Supply Chain Support at Defense Logistics Agency - Troop Support

This session will inform those in industry how to go about procuring contracts from the government.

CONCURRENT SESSIONS

TRACK I

9:45 – 10:45 am

Keys to Successful Service Line Leadership

Stacey Lang, RNC, BSN, CNRN

Director; Corazon, Inc.

Zero in on what's needed to achieve operational, professional, and financial success as a service line administrator. This interactive session will uncover proven strategies for physician



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collaboration and buy-in to attain service line goals. You'll examine physician alignment models, various operational aspects of service line management including staffing challenges, and ways to effect meaningful change in the absence of direct reporting relationships. Another highlight: the results of the national Corazon service line administrator compensation survey.

10:55 – 11:55 am

Accountable Care: A New Reality

Michael Meacham, JD, MPH

Associate Professor; Medical University of South Carolina

How are accountable care organizations (ACOs) intended to function and deliver coordinated care? Contrasting today's "conveyor belt" model with the integrative model, this session will differentiate how an emergent cardiac patient is currently treated and how that patient could be treated non-emergently. Using examples from cardiovascular service lines, attendees will examine the trend in CABG over the past 16+ years, the more recent decline in PTCA volume, and the increasing cost structure of each. You'll walk away fortified with alternative strategies in CV service line management that suit "the new reality."

1:30 – 2:30 pm

Caring for Our Wounded Warriors Across All Service Lines (Part I)

Panel Discussion

Join leading experts as they impart their different perspectives on the national short- and long-term impact of caring for our wounded warriors. From rural communities to major metropolitan areas, we are facing decades of providing complex and routine care for those who have been injured in Iraq and Afghanistan. Let this knowledgeable panel help you examine this crucial topic.

3:00 – 4:00 pm

Caring for Our Wounded Warriors Across All Service Lines (Part II)

Panel Discussion

In the second hour of this important program you and your peers will have the opportunity to share experiences and concerns from multiple disciplines and diverse communities and facilities as we seek solutions to serving those who served.

4:00 – 5:00 pm

Calculating the Return on Investment of Great Service

Lynne Cunningham, MPA, FACHE

Coach; Studer Group

Gear up for improving your service to patients by learning all about measurement, accountability, and return on investment. The presenter will describe methods for measuring and improving patient and employee satisfaction, as well as ways to achieve accountability, measure ROI, and use these calculations

in proposals. After reviewing examples of how others have successfully applied these methods, you'll be able to apply critical validation techniques to your organization.

TRACK II

9:45 – 10:45 am

ICD-10: Compliance Risks and Mitigation Strategies

Adrienne Dresevic, JD

Founding Shareholder; The Health Law Partners, PC

Jessica Gustafson, JD

Founding Shareholder; The Health Law Partners, PC

The coming of ICD-10 makes it critical to have a good grasp of the potential compliance risks raised by this new code set. This session will shed light on how to ensure proper coding as well as ensure thorough and accurate documentation to support coding. In addition to examining various risk areas including those raised by electronic medical records, attendees will review third-party payor preparedness and will delve into compliance risk mitigation strategies.

10:55 – 11:55 am

Physician Drivers: Case Studies on Shared Management

Tina Brinton, FAAMA

Partner; Cenergy

Many hospitals have adopted a shared management model in multiple specialties to elevate program performance—but what are the quantifiable results of these alignment initiatives? Through case studies in cardiac, vascular, general surgery, and orthopedic care, the presenter will impart success stories and failures, detailing the anticipated and actual results for their operational, financial, and quality metrics. Besides gaining insight into the success factors, you'll learn to recognize when co-management is not the optimal alignment model.

1:30 – 2:30 pm

Integrated Healthcare Delivery = A Winning Strategy!

James Easter, Jr, FAAMA, Diplomate in Healthcare Administration

Partner, Senior Vice President, and Director of Healthcare Planning; HFR Design

Come view the "next generation of medical practice" setting. Recent research uncovers the changes seen in buildings as the nation moves toward consolidated, coordinated healthcare delivery networks. Find out how the trend toward physician employment is bringing physicians and clinical teams together to work in more efficient, staff-friendly, patient-oriented settings. You'll explore the programming, planning, and design tools for efficiency, space management, planning, and design—tools that create improvements for better care, safer work places, and more efficient operations.

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3:00 – 4:00 pm

Leading for Dysfunction: The Dichotomy Between Leadership and Performance

Cora Lonning, MBA

Chief Executive Officer; CCL Consulting

Prepare to have your eyes opened with this provocative approach to redefining leadership. The presenter will explain how the process of leading others can create a dysfunctional, reliant relationship—one that perpetuates the victim, rescuer, and persecutor mentalities. Attend this session to learn how to recognize the “drama triangle” in your work environment and professional relationships. You’ll also take home insights on how your actions may contribute to dysfunction within your team.

4:00 – 5:00 pm

Building Patient-Centered Medical Homes

Kathryne Hickner-Cruz, JD

Partner; The Health Law Partners, PC

The patient-centered medical home (PCMH) is a well-embraced concept—but why is it so vital to healthcare reform? The session will answer this question, and then examine reform concepts aimed at strengthening PCMHs, such as the Medicare Shared Savings Program, accountable care organizations, value-based purchasing, and bundled payment programs. Also discussed: the trend toward integration within the healthcare community, including common models for integration, legal hurdles to alignment, and practical tips for thriving in the new healthcare environment.

TRACK III

9:45 – 10:45 am

3rd Organizational Turnaround

Bruce Hammond, CRA, CFAAMA

President and CEO; Diagnostic Health Services

This presentation presents one philosophy on organizational turnarounds and repairing distressed organizations. The presentation focuses on the components of the organization, culture, customers and cash. Through the rule of 3’s as the presenter defines them you will learn the characteristics of a distressed organization, how to deal with these in a proven fashion and how to prevent you and your organization from getting into a distressed situation. Learn from someone who has been there and done that 5 times in his career.

10:55 – 11:55 am

Designing Care Around Value, Safety, and Efficiency: A Fresh Approach

Robert Mobley, MD

Executive Vice President and Chief Medical Officer; St. Dominic’s Hospital

Find out how one hospital redesigned its case management and greatly improved outcomes. The redesign involved leading daily

multidisciplinary rounds centered around the use of a tool that standardizes the dialogue and ensures a focus on improving value to the organization, patient safety, and system-wide efficiency. The presenter will show you how to implement this approach and attain improvements in cost of care, length of stay, core measures (perfect care), avoidable days, sepsis mortality, readmission rate, and patient and staff satisfaction.

1:30 – 2:30 pm

Innovative Technologies and Their Real Impact on Healthcare Delivery

John Memarian

General Manager, Sales and Marketing; Mach 7 Technologies

What are the latest advances in technology that can open doors to collaboration in healthcare? This session will explain how clinicians can leverage their service-line specific workflow in conjunction with department-specific imaging tools across hospital services, sites, and regions. Attend this session to stay on the leading edge of electronic medical record (EMR) capabilities and succeed in bringing healthcare technology from the hospital to the greater community for improved patient care.

TRACK IV

9:45 – 10:45 am

Oncology Accreditation

Margaret O’Grady, RN, MSN, OCN, FAAMA

Senior Director; Fox Chase Cancer Center Partners

Connie Bura

Administrative Director; Cancer Programs; American College of Surgeons

Accreditation is a serious business decision and rigorous organizational endeavor—it takes knowledge, commitment, and team work. Achieving and maintaining accreditation status further demonstrates your commitment to quality and improvement. This session will enlighten you on current survey processes and standards to ensure high-quality cancer care delivery across the country.

10:55 – 11:55 am

Disaster Response and Business Continuity

Sean Kelley, MA, MS, CISSP, CRISC, PMP

Executive Vice President; Emerge Solutions Group

It’s a fact of life: Natural disasters occur, and healthcare organizations must be prepared. How ready is your organization for a natural disaster? Do you know what natural disasters are prone to your area? Do you have a plan? Disaster response and business continuity (DR/BCP) can be a survival plan as well as a strategic plan. Let this presentation help you understand your preparedness status, examine the importance and the need for a DR/BCP Plan, and educate you on some quick and easy steps to get started.

2012 AAMA Annual Conference Abstracts

1:30 – 2:30 pm

Impact of Education on Influence in Healthcare Spending

Maj. Xavier Bruce, USAF, MSC, DAB, CFAAMA, CLSSGB

Division Chief; Institutional Customer Facing Division

How do demographic and professional characteristics impact the use of rational influence by group purchasing organizations (GPOs)? This session will explore study findings that significantly link the education level of GPO employees with their use of reason. Discover how GPOs can help lessen the burden of healthcare spending by promoting education for employees—education that can increase their use of reason to convince GPO members to continue purchasing competitively-priced medical supplies through the GPO.

TRACK V

9:45 – 10:45 am

Disaster Risk Reduction and Mitigation: A Global Health Phenomena

Mark Keim, MD

Senior Science Advisor; Centers for Disease Control and Prevention

We pay a high price when hospitals and other healthcare facilities fail due to disasters—while the cost of making them safe from disaster is tiny. Learn all about disaster risk reduction and mitigation and its global application to building resilient communities. You'll examine how the community-level health sector can help minimize human vulnerability to disaster by reducing susceptibility ("healthy people"), reducing exposure to disaster hazards ("healthy homes"), and increasing resilience ("healthy communities").

10:55 – 11:55am

Natsios Principles: A Framework To Go the Distance

Vincent Holman, Sr.

Executive Director, Office of the Command Surgeon; Headquarters U.S. Africa Command

Here's your chance to delve into the nine principles of reconstruction and development identified by Natsios. The well-revered Natsios Principles provide an enduring framework that can be applied to disaster risk reduction and disaster resiliency, and all planners in the healthcare and contingency planning community need to understand them. Attend this session to explore the lessons learned when these principles were applied in Iraq and Afghanistan, and to discover how they increase your community's efforts before, during, and after a disaster.

1:30 – 2:30 pm

The Full Extent: Panel Discussion

Facilitator: Michael Jette, CAAMA, FACCPC

American College of Contingency Planners

In this open floor question-and-answer session, a panel consisting of speakers from the conference's earlier Track V sessions will come together to reinforce the concepts they presented and fill in any gaps relating to the disaster response case study discussed,

business continuity, disaster informatics, resilience leadership, risk reduction and mitigation, and the Natsios Principles.

NAVY MEDICINE

3:00 – 4:00 PM

Medical Service Corps Update

RDML Terry Moulton

4:00 – 5:00 pm

Mock Selection Board

Panel discussion with Questions & Answers

AIR FORCE

3:00 – 4:00 PM (To be announced)

4:00 – 5:00 pm (To be announced)

Friday, November 16

7:45 - 9:15 am

What We Don't Know "Can" Hurt Us: A Quarterback's Story

Eric Hipple

Outreach Specialist; University of Michigan Depression Center



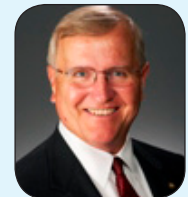
The key concepts of mental health fitness will take center stage in this illuminating presentation led by a former quarterback for the Detroit Lions. After reviewing the symptoms of brain illness—post-traumatic stress disorder (PTSD), depression, post-concussive syndrome—this session will look at the importance of resiliency during times of stress. The speaker will also discuss the tremendous stress he experienced in being expected to contribute to a winning team as well as the stress he suffered from injury and illness during the time he played.

9:45 – 11:15 am

Leadership Development: The Key to Improving Healthcare Services

Jody Rogers, PhD, FACHE

Visiting Professor and Master Facilitator; Trinity University; The Leadership Challenge



What's the best way—actually, the only way—for healthcare organizations to improve access and quality while also reducing costs under the Patient Protection and Affordable Care Act? Better leadership throughout your organization! A state-of-the-art organization requires state-of-the-art leadership. This must-attend session will spotlight the critical leadership practices and skills needed to succeed over the next decade. A great take-away will be a leadership toolbox designed to greatly enhance your ability to create change and achieve critical goals.

AAMA Conference Information

ACCREDITATION

The American Academy of Medical Administrators (AAMA) Research & Educational Foundation, will award 4 continuing education credits for each pre-conference session and 14.5 continuing education credits for the 2012 AAMA Annual Conference.

Credits have been applied for from the, the American Society of Radiologic Technologists (ASRT) and the American Nurses Credentialing Center (ANCC)/ Illinois Nurses Association (INA).

To receive continuing education credits, complete the online conference evaluation form and indicate sessions attended.

AAMA FOUNDATION CONFERENCE SCHOLARSHIPS

The American Academy of Medical Administrators Research & Educational Foundation offers two scholarships for every AAMA conference, covering the cost of registration only. Travel, nonconference meals, and hotel expenses are the responsibility of the scholarship recipient.

Applicants must be AAMA members. Applications are considered based on financial need. Obtain the scholarship application at www.aameda.org, or request a form from AAMA headquarters. Mail or fax (847/759-8602) the completed form to AAMA headquarters, Attention: Education Coordinator, by September 7, 2012.

CONFERENCE SITE & ACCOMMODATIONS

Hyatt Regency River Walk • 123 Losoya Street • San Antonio, TX 78205

General phone: 402/592-6464

Reservation phone: 800/633-7313

Online reservations: www.aameda.org

Room rate: \$189 -Single, \$199 -Double, \$225 -Triple/Quadruple, plus applicable taxes and fees. Prevailing government rate available with identification.

Group code: AAMA or American Academy of Medical Administrators

Book your hotel accommodations now! Room rates and availability cannot be guaranteed after **Friday, October 12, 2012**. After this date, availability is on a first-come, first-served, and rate available basis.

Please note: To further the mission of AAMA, the Hyatt Regency River Walk will provide a contribution of 10% from all conference room fees to the AAMA Research & Educational Foundation. Your reservation at the headquarters hotel, the Hyatt Regency River Walk, supports the conference. The price AAMA pays for meeting rooms is directly related to how many attendees stay at the headquarters hotel.

AAMA HANDOUTS AVAILABLE ONLINE

AAMA continues our GREEN efforts!

- Print out the session handouts you want before you leave for the conference
- Print out updated presentations following the conference
- Save the PDF files of handouts to your computer for future reference

Conference handouts will be available online approximately one month prior to and one month after the conference. You will be notified by email when the handouts become available prior to the conference. Please note: It is at the discretion of the speaker to submit presentation information.

A Special Thank You ... to the Academy's "Strategic Partners"

Their contributions—through educational grants, event sponsorships, conference exhibits, committee participation, and more—help AAMA provide quality educational programming. We extend our special thanks to these leading organizations whose major financial commitments support the Academy and our Colleges.

PLATINUM LEVEL

Amgen Oncology
Siemens Healthcare

GOLD LEVEL

Boston Scientific Corporation

SILVER LEVEL

Central Michigan University
Corazon, Inc.
HFR Design, Inc.
Navigant Healthcare
Medtronic, Inc.

Plan To Attend!

**2013 ACCA Cardiovascular
Administrators' Leadership
Conference**

Location and Dates TBA

2013 ACOA Oncology Update

Location and Dates TBA

2013 AAMA Annual Conference

Tuesday – Friday, November 19-22
Bally's Las Vegas Hotel and Casino
Las Vegas, NV

CAAMA EXAMINATION OFFERED

Enhance your credibility as a healthcare administrator. Earn the CAAMA designation.

For your convenience: Choose to take the exam either directly before or directly after the conference.

Two CAAMA exam dates: Tuesday, November 13, 2012: 1 – 4 pm **OR** Friday, November 16, 2012: Noon – 3 pm

Location: Hyatt Regency River Walk

Exam fee: \$250

Exam registration cutoff: October 12, 2012

Registration: Online at www.aameda.org
Mail or fax registration form in this brochure

At this conference, the exam is given in paper format only. Study Guides and On-Demand Exam Prep Webinar available online at www.aameda.org.

CAAMA EXAM PREP SESSION

Wednesday, November 14, 2012: 4:30 – 5:30 pm

This session will assist you in preparing for the CAAMA Examination. You will learn how the exam is constructed, online vs. paper version options, study tips, and test-taking strategies.

SPECIAL ASSISTANCE OR SPECIAL DIETARY NEEDS

If you have needs that may require special accommodations, including dietary needs, please contact AAMA by **Friday, October 12, 2012**. If you have questions, call 847/759-8601. Please verify your request when you register on site.

CLIMATE AND CONFERENCE ATTIRE

In November, San Antonio typically offers mild, sunny days with temperatures in the 60s and 70s, dropping to the 50s in the evening. Business casual attire is appropriate for the conference as well as the evening events.

TRAVEL INFORMATION

Discounted rates are available to conference attendees for Avis and Hertz rental cars.

- To reserve an Avis car for this conference, call 800/331-1600. Be sure to provide the AAMA Avis Worldwide Discount Number (AWD) A822799 for the best conference rates.
- To reserve a Hertz car, call 800/654-2200 or make reservations at www.hertz.com. Use CDP #438323 and promotional code #103972.

The San Antonio International Airport is located approximately 9 miles from the Hyatt Regency River Walk. Transportation to/from airport includes taxi and shuttles.

FEES INCLUDE

Registration fees include the following for the day(s) you are registered:*

- AAMA educational sessions
- Continuing education credits
- Networking Luncheons on Wednesday November 14 and Thursday, November 15
- Welcome Reception on Wednesday evening, November 14
- Continental breakfasts and breaks

*One-day registrations include access to activities held that day only.

GUEST RATE

The AAMA Annual Conference guest rate includes access to the following:

- Welcome Reception on Wednesday evening, November 14
- All continental breakfasts and breaks
- Luncheons on Wednesday and Thursday, November 14 and 15

A “guest” refers to a family member or personal friend, not a business associate or staff member. Educational session attendance is not included.

STUDENT RATE

The AAMA Annual Conference Full-Time Student rate applies to individuals enrolled as full-time students in a four-year or graduate-level health services or related program who are not currently employed in a healthcare management position or do not hold a commission in military medical service for which full pay and allowances are received.

CONFERENCE CANCELLATION POLICY

Cancellations must be received in writing by **Friday, October 12, 2012**, to qualify for a refund. A \$100 processing fee will be deducted. Non-members canceling before October 12, 2012, will be charged the \$100 processing fee; the complimentary 2013 membership offer will be voided. After October 12, 2012, no refund will be provided. No shows will be billed. Occasionally, changes in the conference may be made due to speaker availability, participant demand, or unforeseen circumstances. While AAMA will do everything possible to ensure participant satisfaction, AAMA's liability is limited to the registration fee only.

Note: By registering for this event, registrants agree that any conference photographs that include them as attendees may be used in future AAMA communications or promotional materials.

HOW TO REGISTER

Choose from these four convenient ways to register for the conference:

- 1) **Register online** at www.aameda.org.
- 2) **Phone** in the registration at 847/759-8601.
- 3) **Fax CREDIT CARD** payments with registration form to 847/480-9282
- 4) **Mail CHECK** payments with form to AAMA, P.O. Box 76122, Cleveland, OH 44101-4755



2012 AAMA Annual Conference Registration Form

November 13 – 16, 2012 • Hyatt Regency River Walk • San Antonio, TX

Your conference badge will reflect the information provided below.

First Name	Last Name	M.I.	
Nickname for Badge		Designations or Credentials (i.e., CAAMA, FACCA, MSN, MBA, PhD, etc.)	
Job Title/Rank		Organization	
Address	City	State	Zip Code
Phone	Fax	E-mail	
Guest's Name for Badge (additional fee required)			

Payment Information (Payment must accompany registration)

☐ Check ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card Number	Exp. Date
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Cardholder's Signature *(Credit card will be processed within 48 hours)*

OR

☐ I am an *AAMA member* associated with the Department of Veterans Affairs/Uniformed Services and request deferred payment. **I understand that I do not qualify for the early-bird rate unless full payment is received by Friday, October 12, 2012. Payment onsite will be at the full member/non-member rate.**

Government employees are encouraged to register and pay utilizing your unit/agency Government Purchase Card (GPC) (rather than an issued individual Government travel card) in order to guarantee the Early Bird rate. Please consult your Service/Agency for procedures. Note: If you are unable to pay prior to Friday, October 12, 2012, you will be invoiced for the full (non-early bird) rate.

Check if applicable:

☐ I require special dietary or other accommodations

Early bird rates listed are valid for registrations received and paid by Friday, October 12, 2012.

AAMA Conference Registration Fees

Tailor the conference to fit your needs by selecting one of our conference packages. Full conference packages include Wednesday reception, Wednesday and Thursday luncheons, Wednesday - Friday sessions, all continental breakfasts, and all breaks. One-day packages include one day of educational sessions, continental breakfast, breaks, and lunch (except Friday package).

NOTE: Onsite registration fee (walk-in fee) is higher than pre-registration fees. **Register by Friday, October 12** for significant savings!

I intend to attend the Brooke Army Medical Center – Center for the Intrepid Tour (Space limited to first 40 for each tour)

☐ 11:30am – 1:00 pm, Tuesday, November 13, 2012 (no charge)

Or

☐ 3:30 – 5:00 pm, Tuesday, November 13, 2012 (no charge)

Note: No transportation to/from the Brooke Army Medical Center is provided. Attendees are responsible for their own transportation. (Approximately 8 miles each way).

2012 AAMA Annual Conference Registration Form

AAMA MEMBER REGISTERED

	By 10/12/12	After 10/12/12	Non-member*	All Walk-Ins	Amount
TUESDAY PRE-CONFERENCE #1 Neuroscience Administration	\$150	\$150	\$175	\$175	\$_____
TUESDAY PRE-CONFERENCE #2 Lean Healthcare Boot Camp	\$150	\$150	\$175	\$175	\$_____
TUESDAY PRE-CONFERENCE #3 ICS for Executives & Senior Officials	\$150	\$150	\$175	\$175	\$_____
AAMA CONFERENCE <i>Includes Wed.-Fri. sessions, all continental breakfasts, Wed.-Thurs. lunches, Wed. reception, all breaks.</i>	\$800	\$900	\$1,025	\$1,075	\$_____
ONE DAY ONLY – WEDNESDAY <i>Includes Wed. sessions, continental breakfast, lunch, reception, and breaks.</i>	\$410	\$510	\$540	\$590	\$_____
ONE DAY ONLY – THURSDAY <i>Includes Thurs. sessions, continental breakfast, lunch, reception, and breaks.</i>	\$410	\$510	\$540	\$590	\$_____
ONE DAY ONLY – FRIDAY <i>Includes Fri. sessions, continental breakfast, and break.</i>	\$210	\$310	\$340	\$360	\$_____
FULL-TIME STUDENT (ID REQUIRED) Must be enrolled full time in a 4-year or graduate-level health services program and not currently employed in a healthcare management position of holding a commission in military medical service for which full pay and allowances are received. Must submit proof of student status. <i>Includes Wed.-Fri. sessions, all continental breakfasts, Wed.-Thurs. lunches, Wed. reception, all breaks.</i>	\$150	\$150	\$200	\$250	\$_____
GUEST <i>Includes Wed. reception, all continental breakfasts, and Thurs. lunch. Guest refers to a family member or personal friend, not a business associate or staff member. Educational session attendance is not included.</i>			\$100	\$150	

Total Registration Fees: \$_____

Please note: The following are not available with the pay later option for Federal AAMA Members

CAAMA Exam

Registration deadline: October 12, 2012

\$250

\$_____

Select one:

- ☐ Tuesday, November 13, 1:00-4:00 pm or
☐ Friday, November 16, Noon-3:00 pm

AAMA Membership

***New Member Introductory Offer:** Attend the full conference at the non-member rate and enjoy complimentary 2013 AAMA membership. To qualify for a complimentary 2013 AAMA Membership, registrant must NOT have been an AAMA member since 2009.

Members: Please renew your 2013 membership now by logging on to www.aameda.org

Donate to the AAMA Research & Educational Foundation

\$_____

Support excellence in healthcare administration educational programming. The AAMA Foundation is exempt from taxation under section 501(c)3 of the Internal Revenue Code (IRC). Generally, contributions are considered charitable contributions Under IRC section 170 and tax deductible as provided by law.

TOTAL FEES: \$_____

Registration options:

Register online at www.aameda.org. Phone in the registration at 847/759-8601.

Fax CREDIT CARD payments with registration form to 847/480-9282 or

Mail CHECK payments with form to AAMA, P.O. Box 76122, Cleveland, OH 44101-4755

For information, call 847/759-8601 or email education@aameda.org.