

12th Annual

2013 FALL FORUM

Creating the Comprehensive Patient Experience

A focus on the end-to-end patient experience is essential for success in a value-based world of accountable care, bundled payments and population health. This strategy requires creating a “systemness” across all care sectors and community providers—and a renewed effort to drive value from healthcare IT.

October 31 – November 1, 2013

**Hosted by UCLA Health System, Los Angeles
The Luxe Hotel Sunset Boulevard**



David T. Feinberg, MD,
President,
UCLA Health System



David Geffen
School of Medicine

UCLA Health

Creating the Comprehensive Patient Experience

THURSDAY, OCTOBER 31

Luxe Hotel Sunset Boulevard
11461 Sunset Boulevard, Brentwood, CA
(310) 476-6571

7:30 a.m. – 8:00 a.m. Continental Breakfast
(Luxe Sunset Terrace)

8:00 a.m. – 8:15 a.m. Welcome to Scottsdale Institute's 2013 Fall Forum

- ◆ **Don Wegmiller**, Chairman, *Scottsdale Institute* and Chairman and Co-Founder, *C-Suite Resources*

8:15 a.m. – 8:45 a.m. Welcome to UCLA: Results from the Best Patient Experience

- ◆ **David T. Feinberg, MD, MBA**, President, *UCLA Health System*, CEO, *UCLA Hospital System* & Associate Vice Chancellor, *UCLA Health Sciences*

8:45 a.m. – 9:15 a.m. Keynote: From Obstacle to Enabler: The Coming Revolution in Health IT



Arthur L. Kellermann, MD, MPH, Paul O'Neill-Alcoa Chair in Policy Analysis, *RAND Corporation*, and former Associate Dean, Health Policy, *Emory School of Medicine*

The disappointing performance of health IT can be largely attributed to several factors: sluggish adoption of health IT systems that are neither interoperable nor easy to use; and the failure of healthcare providers and institutions to reengineer care processes to reap the full benefits of health IT. The original promise of health IT will be met, if not exceeded, when we create more-standardized systems that are easy to use, truly interoperable, and afford patients ready access to and control over their personal health data. Providers who reengineer their care processes to unlock the potential of health IT and make the patient care experience more friendly and convenient will reap the benefits when payment models are realigned to favor value over volume.

9:15 a.m. – 9:45 a.m. Keynote: Choosing Wisely and the New Quality Paradigm



Christine Cassel, MD, CEO, *National Quality Forum*, and recent President and CEO of the *American Board of Internal Medicine* and *ABIM Foundation*

The movement toward greater transparency of information and public reporting of quality and safety information is grounded in the realization that consumer engagement is of central importance in improving healthcare. Cost and value information is critical for consumers to make wise choices. Consumers and patients play an integral role in part because they can drive positive change from providers. Healthcare providers, policy makers and entrepreneurs need to examine what kinds of information are most useful to consumers and when consumers become patients—two roles with important differences. Quality and value-measurement systems, and scientific comparative effectiveness information must be made available in more understandable, personalized and timely ways.

9:45 a.m. – 10:15 a.m. Break

10:15 a.m. – 11:30 a.m. Panel Discussion: Defining and Creating the Comprehensive Patient Experience

OVERVIEW AND MODERATOR: David T. Feinberg, MD, MBA, President, *UCLA Health System*, CEO, *UCLA Hospital System* & Associate Vice Chancellor, *UCLA Health Sciences*

- ◆ **Christine Cassel, MD**, CEO, *National Quality Forum*
- ◆ **Jennifer Fine**, Founding Member, *UCLA Mattel Children's Hospital Parents Advisory Council*
- ◆ **Paul Harkaway, MD**, SVP, Clinical Integration and Accountable Care, *CHE Trinity Health Inc.*

- ◆ **Arthur L. Kellermann, MD, MPH**, Paul O'Neill-Alcoa Chair in Policy Analysis, *RAND Corporation*
- ◆ **Virginia A. McFerran**, CIO, *UCLA Health*
- ◆ **Lynn Skoczelas**, Chief Experience Officer, *Sharp HealthCare*

11:30 a.m. – 12:30 p.m. Panel Discussion: Engaging Clinicians and Consumers through Technology

OVERVIEW AND MODERATOR: Harry Greenspun, MD, Senior Advisor, Health Care Transformation and Technology, *Deloitte Center for Health Solutions*

- ◆ **Amy Compton-Phillips, MD**, Associate Executive Director, Quality, *The Permanente Federation LLC, Kaiser Permanente*
- ◆ **Julia E. Hoffman**, PsyD, National Director, Mobile Mental Health, *U.S. Dept of Veterans Affairs*
- ◆ **Kerry McDermott**, Senior Director, Health Care Technology Policy, *West Health Institute*, and former Director of Healthcare, *Federal Communications Commission*
- ◆ **Fiona McNaughton**, Senior Director Solution Management, *Truven Health Analytics*

12:30 p.m. – 1:30 p.m. Luncheon (Sunset Terrace)

1:30 p.m. – 3:00 p.m. Panel Discussion: Community Systemness from the Patient's Viewpoint

OVERVIEW AND MODERATOR: Santiago Muñoz, Chief Strategy Officer, *UCLA Health System*

- ◆ **Carolyn D. Byerly**, Chief Information Management Officer, *Scottsdale Healthcare*
- ◆ **George S. Conklin**, SVP/CIO, *CHRISTUS Health*
- ◆ **Charles Saunders, MD**, CEO, *Healthagen, Aetna*
- ◆ **Joe Sullivan**, Member, Board of Advisors, *UCLA Hospital System*, and Chairman Emeritus/ Board Member, *RAND Health*
- ◆ **Anthony White**, Founder, Senior Patient/Family Advisor, *Torrance Medical Center* and Community Liaison, *Cancer Support Community, Redondo Beach*

3:00 p.m. – 3:30 p.m. Break

3:30 p.m. – 5:00 p.m. Panel Discussion: Population Health for Better Care

OVERVIEW AND MODERATOR: Samuel A. Skootsky, MD, Chief Medical Officer, *UCLA Faculty Practice and Medical Group*

- ◆ **Molly Joel Coye, MD, MPH**, Chief Innovation Officer, *UCLA Health System*
- ◆ **Brent J. Estes**, President/CEO, *Rush Health*, and SVP, *Rush University Medical Center*
- ◆ **Steve Griffiths**, PhD, VP, Medical Informatics Consulting, *Optum*
- ◆ **Scott Weingarten, MD**, SVP, Chief Clinical Transformation Officer, *Cedars-Sinai Health System*
- ◆ **Krischa Winright**, CIO, *Priority Health*, and VP, Information Systems, *Spectrum Health*

5:00 p.m. Wrap-up and Conclusions

5:00 p.m. – 7:00 p.m. Reception (Sunset Terrace)

Dinner reservations are made on your own. For suggestions go to Fall Forum 2013 event web-site via scottsdaleinstitute.org.



FRIDAY, NOVEMBER 1

Up close and personal at UCLA Health System, Ronald Reagan UCLA Medical Center (located on UCLA campus) 757 Westwood Plaza, Los Angeles

8:00 a.m. – 8:30 a.m. Continental Breakfast (Ronald Reagan UCLA Medical Center, Atrium)

8:30 a.m. – 9:00 a.m.

Welcome and Overview of Tours and Technologies (Main Auditorium)

- ◆ **Shannon O'Kelley**, COO, *UCLA Medical Center*

9:00 a.m. – 11:30 a.m. Tours Ronald Reagan UCLA Medical Center Telestroke Center Simulation Lab

11:30 a.m. – 12:00 p.m. Wrap-Up and Q&A (Auditorium)

- ◆ **Virginia A. McFerran**, CIO, *UCLA Health*
- ◆ **Shannon O'Kelley**, COO, *UCLA Medical Center*

About the Forum

WHO SHOULD ATTEND?

This Forum is designed for SI member C-suite executives who have a stake in implementing accountable care, bundled payments and pay for performance and outcomes with the patient experience in mind.

FORUM GOALS & FORMAT

- A consistent theme at SI is to feature industry leaders, highlight successful practices and provide actionable takeaways for Forum participants.
- SI Forums are intimate sessions, designed for executives from all functional areas who will benefit from peer collaboration, education and networking.
- Our platform is participation as well as presentation, so come prepared for relaxed, informal and highly interactive sessions with industry authorities and senior management teams from leading US health systems.

Attire: Business and Business Casual

FORUM DESIGN & OBJECTIVES

- Grasp the central role of the patient experience in the high-performance health system.
- Hear from the National Quality Forum on how new models of quality support the comprehensive patient experience.
- Understand why healthcare IT has failed to fulfill its promise to date and what's required to extract its real value going forward.
- Learn how integrated health systems are creating "systemness" among the inpatient sector, ambulatory sector and community providers.
- See how mobile care and telemedicine are pivotal to engaging patients and improving health while reducing cost.

- Recognize the critical roles big data and predictive analytics play in population health.
- Participate in tours (Ronald Reagan UCLA Medical Center, Telestroke Center and Simulation Lab) and interviews with leaders at UCLA Health System and see how they are handling innovation.
- Share insights and interact with SI members, sponsors and other national leaders during open-panel discussions.

FORUM REGISTRATION

Register at www.scottsdaleinstitute.org, click on "2013 Fall Forum."

Early registration (by July 31):
Member Fee \$650
Non-member \$750

As of August 1:
Member Fee \$750
Non-member \$850

Scottsdale Institute accepts payment via credit card, check or invoice. Checks should be made out to: Scottsdale Institute, 1660 Highway 100 South, Ste. 306, Minneapolis, MN 55416.

Refunds provided in full less \$100 through October 25. Email Margaret Hahn at mhahn@scottsdaleinstitute.org or (952) 545-5880. **Sorry, no refunds after October 25.**

HOTEL RESERVATIONS

Luxe Hotel Sunset Boulevard
11461 Sunset Boulevard
Brentwood, CA 90049
(310) 476-6571

Reference the Scottsdale Institute rate: \$185.

Reservations may be reserved by contacting the Reservations Department at (310) 476-6571 or (866) 693-3770. Guests may also book online by going to www.luxesunset.com, Group Code: SCOTTS. Reservations received after October 9, 2013 will be provided on a space/rate available basis.

