



2015 HASC Annual Meeting

April 22 - 24 • Park Hyatt Aviara Resort • Carlsbad

RESILIENCE: WHY THINGS BOUNCE BACK

Dear Member:

Please join us April 22-24, 2015, for HASC's Annual Meeting, a great gathering for health care leaders looking to drive change and achieve results. This year's theme—**Resilience: Why Things Bounce Back**—will play out at the beautiful Park Hyatt Aviara Resort in Carlsbad.

Our 2015 speakers are visionaries who will evoke thoughtful discussion and reflection. You'll hear about the real results of ACOs and what we learned, new health plan partnerships, and becoming more resilient.

Some of the speakers include:

- Andrew Zolli, author of *Resilience: Why Things Bounce Back*, and executive director of innovation network, PopTech
- Daniel Kraft, MD, physician-scientist, inventor, entrepreneur
- C. Duane Dauner, CHA president and health care advocate
- Platon, award-winning photographer and human rights activist

The 2014 Annual Meeting drew more than 500 attendees, including more than 80 hospital CEOs, 125 C-suite executives and a broad range of sponsor representatives.

Attendees, family members and guests can participate in the golf tournament, round-robin tennis, networking events and the packed agenda of speakers.

Sign up today at <http://www.hasc.org/2015HASCAnnualMeeting>.



Jim Barber

JIM BARBER
HASC President & CEO



Gary K. Wilde

GARY WILDE
2015 HASC Chair

AGENDA

WEDNESDAY, APRIL 22

- 8 a.m. Golf Tournament, Shotgun Start
- 4 – 6 p.m. HASC Board Meeting
- 6 – 9 p.m. Welcome Reception and Buffet Dinner

THURSDAY, APRIL 23

- 7:15 – 8:15 a.m. Member and Guest Breakfast
- 8:30 a.m. Resilience: Jim Barber, HASC President & CEO, Gary Wilde, 2015 HASC Chair
- 9:15 – 10:15 a.m. Andrew Zolli

Resilience: Why Things Bounce Back

Andrew Zolli, an acclaimed leader in the fields of global foresight, social innovation and resilience, will surprise us with insight on the characteristics of resilient enterprises. Business disruptions are almost always unforeseeable. The most resilient enterprises can be highly improvisational when a disruption occurs. In this session, Zolli will look at critical trends and forces shaping the decade to come, discuss the biases that limit our understanding and ensure surprises, and explore new ways organizations can create more resilient cultures.

- 10:30 – 11:30 a.m.

Daniel Kraft, MD

The Future of Health and Medicine: Where Can Technology Take Us?

Take a deep dive alongside Daniel Kraft, MD, and see how low cost personal genomics, the digitization of health records, crowd sourced data, molecular imaging, wearable devices and mobile health, synthetic biology, systems medicine, robotics, artificial intelligence, nanotechnology, 3D printing and regenerative medicine are transforming health care, clinicians, and patient involvement to deliver better care and outcomes at lower cost. His engaging talk will focus on the integration of biomedicine, information technology, as well as wireless and mobile technology—the era of digital medicine.

- 11:45 – 12:45 p.m.

Member & Guest Buffet Lunch

- 1:30 – 3:30 p.m.

Guest Event – Mini Wellness Retreat

- 1 – 2:15 p.m.

Concurrent Breakout Sessions

Destination Population Health: Achieving Cultural Engagement

Panelists: Tammie Brailsford, Executive Vice President, MemorialCare Health System; Steve Geidt, CEO, Saddleback Memorial Medical Center; Jim Leo, MD, Director of Best Practices and Clinical Outcomes, MemorialCare Health System

Moderator: Jennifer Tomasik, Center for Applied Research

Purchasing Medical Innovation: The Right Technology, for the Right Patient at the Right Price

James C. Robinson, Ph. D, MPH, Berkeley School of Public Health

The Changing Commercial Market

Sam Glick, Oliver Wyman

Jeff Thompson, MD, Mercer

- 2:30 – 3:45 p.m.

Concurrent Breakout Sessions

Two Southern California Partnerships and How They Address the New Environment

Panelists: Richard Afable, MD, Ph.D., St. Joseph Hoag Health System; Juan Davila, Blue Shield of California; Craig Leach, Torrance Memorial Medical Center; Steve Scott, Anthem Blue Cross

Moderator: Sam Glick, Oliver Wyman

The Voice of the Purchaser

Panelists: Doug McKeever, CalPERS; Barbara Wachsmen, Disney; Michelle Jaross, CalTech

Moderator: Gary Toebben, Los Angeles Area Chamber of Commerce

The Role of Leadership in Health Care Cyber Security

Panelists: Richard Greenberg, CISSP, Los Angeles County Department of Public Health

Jim McQuaid, AIG Claims Division

Jill Plesh, Esq., Citrus Valley Health Partners

Moderator: John Mullen, Esq., Lewis, Brisbois, Bisgaard & Smith, LLP

- 4 – 5:45 p.m.

Round Robin Tennis Tournament, All Levels

- 6 – 9 p.m.

Strolling Dinner, Wine Tasting and Exhibit

FRIDAY, APRIL 24

- 6:30 a.m. 5K Fun Run/Walk

- 7:30 – 8:45 a.m. Member and Guest Breakfast

- 7:30 – 8:45 a.m. Cyber Security Invitational Breakfast

- 9:00 – 9:45 a.m. C. Duane Dauner

Public Policy Outlook for California

After spending nearly three decades devoted to statewide representation and advocacy for California hospitals, C. Duane Dauner has earned his reputation as a national leader and expert on health issues. With the elections and impending effects of health care reform looming, you'll not want to miss Dauner's presentation during which he'll provide insight and forecast major public policy actions and priorities. Long range plans for Reforming Health and Health Care will be unveiled, and a Q & A session will follow.

- 9:45 – 10:45 a.m.

Platon

Powerful Portraits: An Intimate Look at Humanity

Witness an amazing look at portraits of world leaders and civil rights movements throughout the world at this fascinating session featuring Platon, master storyteller and award-winning photographer for The New Yorker. Get a breath-taking glimpse into Platon's global reach by seeing portraits from his book titled *Power*, a collection of portraits of more than 100 world leaders, including portraits of Barack Obama, Mahmoud Ahmedinejad, Hugo Chavez, Tony Blair, Robert Mugabe and Muammar Qaddafi. Platon encapsulates the moments of our history and our connectivity across borders.

- 10:45 a.m.

Jim Barber, Summary Remarks

GENERAL SESSION SPEAKERS



Andrew Zolli

For the past 12 years, Zolli has been the executive director of PopTech, an innovation network that brings together business leaders, scientists, engineers and others to collaborate on new approaches to the world's toughest challenges. His work focuses on advancing a global dialogue on resilience—how to help people and systems persist, recover and thrive amidst disruption. The results of his travels and observations, from the coral reefs of Palau to the back streets of Palestine, are published in his book *Resilience: Why Things Bounce Back*. Zolli serves as a Fellow of the National Geographic Society, an advisor to PlanetLabs, and is on the Advisory Council of the Garrison Institute, which explores the intersection of contemplation and engaged action in the world.



Daniel Kraft, MD

Dr. Kraft is a Stanford and Harvard trained physician-scientist, inventor, entrepreneur and innovator. With more than 20 years of experience in clinical practice, biomedical research and health care innovation, he chairs the Medicine Track for Singularity University and is executive director and curator for FutureMed, a program that explores convergent, exponentially developing technologies and their potential in biomedicine and health care. He is board certified in both Internal Medicine and Pediatrics following residency at the Massachusetts General Hospital, and completed Stanford fellowships in hematology/oncology and bone marrow transplantation, and extensive research in stem cell biology and regenerative medicine.



C. Duane Dauer

C. Duane Dauner has his finger on the pulse of health care reform and major policy issues at the state and federal levels. Dauner has been active in national hospital and health care issues, serving on a number of American Hospital Association and American College of Health Care executives boards and committees. The author of a book and numerous articles, he is a nationally known leader on health issues and a lecturer at several university graduate programs in California. Dauner has been president and CEO of the California Hospital Association since 1985.



Platon

Platon, a member of the Global Leadership Council for the World Economic Forum, has shot portraits for *Rolling Stone*, *The New York Times* magazine, *Vanity Fair*, *Esquire*, *GQ* and *The Sunday Times* magazine. Platon's *New Yorker* portfolios have focused on many themes, including the U.S Military, portraits of world leaders and the Civil Rights Movement. In 2011, Platon was honored with a Peabody Award for collaboration on the topic of Russia's Civil Society with *The New Yorker* magazine and Human Rights Watch. In 2013, Platon founded a non-profit foundation, The People's Portfolio, which aspires to create a visual language that breaks barriers, expands dignity, fights discrimination, and enlists the public to support human rights around the world.

BREAKOUT SESSIONS

BREAKOUT SESSION #1, 1 – 2:15 PM

Destination Population Health: Achieving Cultural Engagement

Panelists:

Tammie Brailsford, Executive Vice President, MemorialCare Health System

Steve Geidt, CEO, Saddleback Memorial Medical Center

Jim Leo, MD, Director of Best Practices and Clinical Outcomes, MemorialCare Health System

Moderator: Jennifer Tomasik, Center for Applied Research

Moderator Jennifer Tomasik will frame an interactive discussion about how to address many of the cultural shifts that organizations face as they transform from an episodic, reactive care organization to a proactive, continuous and coordinated care model. What can be done to change mindsets at every level to think beyond the hospital walls and to act in ways that support the entire lifecycle of care—consistent with a population health approach? We will discuss organizational strategies to move from alignment to true engagement, with the goal of delivering the best care possible at the lowest cost and managing the health of populations for optimum outcomes. Executives from MemorialCare will share their experiences and reveal some of the most important lessons they have learned along the way. And then we'll open it up to your questions and observations.

BREAKOUT SESSION #1, 1 – 2:15 PM

Purchasing Medical Innovation: The Right Technology, for the Right Patient at the Right Price

James C. Robinson, Ph. D, MPH, Berkeley School of Public Health

Innovation drives quality improvement in health care, but it's also causing unsustainable growth in public and private expenditures. Using data from Southern California hospitals and health systems, we'll take a look at the drivers of increasing supply chain costs. How can we sustain the pipeline of new drugs, devices, and diagnostics that improve health, reduce risk, and extend life cost effectively? This session will take a look at health care technology, with a focus on the roles of insurers, physicians, hospitals, and consumers and the FDA. We'll discuss how buyers, sellers, and users can improve the value of medical technology and attain better performance at lower cost.

BREAKOUT SESSIONS CONTINUED

BREAKOUT SESSION #1, 1 – 2:15 PM

The Changing Commercial Market

Sam Glick, Oliver Wyman

Jeff Thompson, MD, Mercer

Higher deductibles, higher copays, more cost and quality information than ever before, and higher expectations from every health care encounter are the new consumer norms. Illustrated through case studies, this session will explore how the consumer healthcare market is changing, what those changes mean for hospital systems, and how hospitals and other providers can take advantage of new market dynamics to serve their patients more effectively and improve financial results—both on their own, and through new types of partnerships with health plans. The rise of the consumer, impact of private and public exchanges, business risks to providers and new approaches to partner and effectively compete will also be addressed.

BREAKOUT SESSION #2, 2:30 – 3:45 PM

Two Southern California Partnerships and How They Address the New Environment

Panelists:

Richard Afable, MD, Ph.D., St. Joseph Hoag Health System

Juan Davila, Blue Shield of California

Craig Leach, Torrance Memorial Medical Center

Steve Scott, Anthem Blue Cross

Moderator: Sam Glick, Oliver Wyman

Building on ideas discussed in The Changing Commercial Market, we'll take a look at two emerging Southern California partnerships:

- Torrance Memorial Medical Center, as one of seven hospitals partnering with Anthem Blue Cross to form Vivity, and
- St. Joseph Hoag Health System, Orange County, partnering with Blue Shield

How are these models similar and how do they differ? What are the barriers to overcome? What does the future hold for these partnerships?

BREAKOUT SESSION #2, 2:30 – 3:45 PM

The Voice of the Purchaser

Panelists:

Doug McKeever, CalPERS

Barbara Wachsman, Disney

Michelle Jaross, CalTech

Moderator: Gary Toebben, Los Angeles Area Chamber of Commerce

Surveys show that both large and small, public and private employers are more open to major change than at any time in recent history. Purchasers are pursuing a range of options including shifting from defined benefit to defined contribution models, the use of public and private exchanges, direct contracting with health systems and ACOs, the creation of centers of excellence models and more activist engagement in health and wellness programs. Gary Toebben, Los Angeles Chamber of Commerce, will facilitate a dialogue with an expert group of California employers who will explain what they are planning and what they will be demanding of hospitals and health systems over the next few years.

BREAKOUT SESSION #2, 2:30 – 3:45 PM

The Role of Leadership in Health Care Cyber Security

Faculty to be announced

Expanded networked technology, Internet-enabled medical devices and electronic databases in administrative, financial and clinical arenas are essential improvements for care delivery and efficiency. But at the same time, technological improvements increase exposure to cybersecurity threats with the potential to create patient safety issues, financial loss and damage community reputation. The FBI and Department of Homeland Security have issued warnings about the threat of cyber terrorism against a hospital, which might include attempts to steal identity, fraudulently access health benefits or disable medical devices. Through case studies, this session will take a look at the role leaders should play and how hospital leaders can stay informed about cyber threats and protect hospital and health system assets and reputation.

OUR SPEAKERS



Richard Afable, MD

Richard Afable, MD, President and Chief Executive Officer of St. Joseph Hoag Health, is also Executive Vice President and Regional Senior Executive for St. Joseph Health in Southern California. Previously, Dr. Afable was the President and Chief Executive Officer of Hoag Memorial Hospital Presbyterian. Formerly, he was Executive Vice President and Chief Medical Officer at Catholic Health East, an East Coast health system comprised of 31 acute-care hospitals and 47 long-term care facilities. A board-certified internist and geriatrician, he practiced clinical medicine for more than 15 years, in private practice and as Clinical Assistant Professor of Medicine at Northwestern University in Chicago, and as an Associate Professor of Medicine at Wake Forest University in Winston-Salem, North Carolina.



Tammie Brailsford

Tammie Brailsford is Executive Vice President and Chief Operating Officer for MemorialCare Health System. She has held numerous leadership positions in the health care industry, including Administrator/COO at St. Mary Medical Center in Long Beach, and CEO of Long Beach Memorial and Miller Children's and Women's Hospital Long Beach. Brailsford has served or currently serves as Commissioner of the Long Beach Economic Development Commission, Assistant Clinical Faculty member for UCLA, Director on the Governing Board of Long Beach Memorial Medical Center, and she is a nominee for the American College of Healthcare Executives. She holds a Master's in Healthcare Management from California State University Los Angeles, a Bachelor's in nursing from Pacific Union College and a diploma in nursing from Niagara College in Canada.



Juan Davila

Juan Davila, Executive Vice President, Health Care Quality and Affordability at Blue Shield, leads Network Management, Health Care Services and Wellvolution. He has been with Blue Shield since 2006. Previously, Davila served as senior vice president of Health Plan Network Management, where he was accountable for unit cost results for all provider group, hospital, and ambulatory surgery contracting for Blue Shield of California. Davila spent seven years at Health Net of California as vice president of Health Plan Network Management and, prior to that, vice president of Provider Network Management in Southern California. His health care career began at Prudential Healthcare in 1991. Davila earned an MBA with an emphasis on health care and finance at University of California, Irvine.



Steve Geidt

Steve Geidt, CEO, Saddleback Memorial (Laguna Hills and San Clemente) joined Saddleback Memorial Medical Center in 1981 and served in a variety of administrative positions before becoming Chief Executive Officer in 2002. Responsibilities at the 325-bed medical center include all physician, board, staff and community relations and the ongoing strategic development of Saddleback Memorial's services and facilities to keep pace with the dynamically changing demographics of South Orange County. He also oversees the Saddleback Memorial Foundation and Saddleback Physician Services. Saddleback Memorial has been honored for high quality and efficiency as a Top 100 Hospital by Thomson Reuters, and as one of America's 100 Best Hospitals by HealthGrades for the last three years.



Sam Glick

Sam Glick is a Principal in Oliver Wyman's Health and Life Sciences practice. He focuses on consumer-centric health care, working with leading health plans, providers, employers, enablement companies, retailers, and venture capital firms to find innovative, engaging ways to bend trend. Glick is an author of several recent Oliver Wyman points of view, including *A Billion-Dollar Decision: Charting a New Course for US Healthcare Benefits* and *Private Exchanges Change the Game*. He also leads Oliver Wyman's private exchange research and intellectual capital development efforts, and is a regular speaker on private exchanges, and is quoted regularly in both the industry and popular press, including the *New York Times*.



Richard Greenberg

Richard Greenberg, CISSP, is the Information Security Officer for the Los Angeles County Department of Public Health. Previous positions include Director of Surveillance and Information Systems, Chief of Security Operations, Director of IT, and Project Manager for various companies/agencies in the private and public sectors. He was recently honored as a Fellow of ISSA International and is the Chair of the 2015 Healthcare Privacy and Security Forum in Los Angeles. Greenberg has been a published author, and has spoken on Information Security individually and on panels, most recently at AppSec California 2015 in Santa Monica.



Michelle Jaross

Michelle Jaross is Director, Benefits & Compensation, Total Rewards at California Institute of Technology. Her areas of expertise include corporate governance, compensation and benefit strategy development, vendor evaluation and contract negotiation, clinical quality evaluation, benefit systems selection and implementation, evaluation and optimization of human resource department structure, roles, and policies, and processes. Previously, Jaross was the Global Director of Benefits for Activision Blizzard. She spent nearly 20 years at Mercer, consulting to clients in the areas of health and group benefits, client management, compensation, and human resource effectiveness, in both the Sydney and Los Angeles Mercer Offices. She is a graduate of Santa Clara University and holds an MBA, Finance, Marketing and Strategy, from Claremont Graduate University.



Craig Leach

Craig Leach has been serving as President and Chief Executive Officer at Torrance Memorial Medical Center since 2006. Craig has been with Torrance Memorial for 30 years, including five years as the Chief Operating Officer and many years prior to that as the Chief Financial Officer. Leach was born and raised in Torrance, California. He graduated from Loyola Marymount University in 1977 and joined Torrance Memorial in early 1984. He is involved as a Board member with various health care related organizations including the California Hospital Association, Hospital Association of Southern California, Vivity Health Network, the Torrance YMCA and with Bishop Montgomery High School in Torrance.

OUR SPEAKERS CONTINUED



Jim Leo, MD

Jim Leo, MD, is Medical Director of Best Practices and Clinical Outcomes, MemorialCare Health System. A graduate of MIT, Dr. Leo received his MD from the University of California at San Francisco. He holds board certification in internal medicine, critical care medicine, and emergency medicine, and has practiced critical care medicine and internal medicine at Long Beach Memorial Medical Center for 24 years. Dr. Leo is recognized regionally and nationally for promoting innovative programs to engage medical staff and hospital personnel in quality initiatives that save lives. He has led Long Beach Memorial Medical Center's participation in the Institute for Healthcare Improvement's *100 Thousand Lives* campaign and the *5 Million Lives Saved from Harm* campaign.



David Lewison

David Lewison is the National Co-Practice Leader for the Financial Services Practice of AmWINS Brokerage Group, an insurance wholesaler with more than 90 offices in 16 countries. He is experienced in management professional liability products such as: directors and officers, cyberliability, employment practices, and professional liability. Lewison has presented on privacy insurance, leveraging boards of directors, corporate turn-arounds and bankruptcies. Lewison regularly authors articles on cyberliability and management liability issues, many of which can be found at InsuranceThoughtLeadership.com. He also moderates a LinkedIn group on Security & Privacy Insurance.



Doug McKeever

Doug McKeever, Chief of the Health Policy Research Division at the California Public Employees' Retirement System (CalPERS), develops and implements policies relating to the health benefits program, leadership and program direction of the CalPERS health plans rate negotiation strategies. He served as Project Director for the Health Benefits Purchasing Review Project, a major effort to develop a 3- to 5-year strategic plan for the CalPERS Health Benefits Program. McKeever previously served as Director of Juvenile Programs at the California Department of Corrections and Rehabilitation, where he oversaw the development and implementation of statewide medical, mental health, dental and education plans and policies. He serves on the Board of the Pacific Business Group on Health, the Board of the Public Sector Health Care Roundtable, and the Board of the National Coalition on Health Care.



James J. McQuaid

James J. McQuaid is the U.S. Head of Cyber Media and Technology with AIG Financial Lines Claims. He has developed Financial Lines' expertise during his 16 years with AIG through a variety of technical and managerial roles in Claims and Litigation Management. McQuaid began his career at The Hartford in 1995 as a litigator and joined AIG in 1998. He earned a B.A. in Economics from the State University of New York at Stony Brook and a Juris Doctor from Hofstra University School of Law.



John F. Mullen

John F. Mullen is the Managing Partner of the Philadelphia Regional Office and Chair of the US Data Privacy and Network Security Group with Lewis Brisbois Bisgaard & Smith. He concentrates his practice on first- and third- party privacy and data security matters, and serves as a data breach coach/legal counsel for entities coping with data privacy issues. Mullen has been on the forefront of developing the cyber market in the insurance industry. He holds a B.S. from Pennsylvania State University and a J.D. from Arizona State University, College of Law.



Jill Plesh

Jill Plesh is the Chief Legal Officer and General Counsel at Citrus Valley Health Partners. Prior to joining CVHP in 2006, at Thomas Donahue Thomas & Hurevitz, she defended hospitals and physicians in medical malpractice actions. Other health care experience includes risk management positions at Huntington Memorial Hospital, Chubb Insurance (formerly Executive Risk) and Verdugo Hills Hospital. She also served as a health care legislative intern in Washington, D.C., for a United States Senator. She has a master's degree in health care administration and is certified in health care compliance.



James C. Robinson, PhD

James Robinson, Leonard D. Schaeffer Professor of Health Economics and Director of the Berkeley Center for Health Technology (BCHT) at the University of California at Berkeley, serves as Director at the Integrated Healthcare Association (IHA), Contributing Editor for *Health Affairs* journal, and as keynote speaker for conferences, policy roundtables, and board meetings. Dr. Robinson's research and teaching focuses on the biotechnology, medical device, insurance, and health care delivery sectors. He has published two books and more than 120 papers in peer-reviewed journals such as the *New England Journal of Medicine*, *JAMA*, and *Health Affairs*. His third recent book, *Purchasing Medical Innovation*, is forthcoming at the University of California Press in March 2015. At the IHA, Dr. Robinson plays a leadership role in value-based purchasing, episode-of-care payment, insurance benefit design, and Accountable Care Organizations.



Steve Scott

Steve Scott is the Vice President and General Manager of Large Group for Anthem Blue Cross. Previously at Anthem Blue Cross, Scott has served as General Manager for the Public Entities business unit; directed customer service, claims, and enrollment functions; managed the Federal Employee Program; served on merger and acquisition integration teams; and developed business growth with affiliated companies throughout the country. Prior to joining Blue Cross, Scott worked as an employee benefits consultant with the Los Angeles office of Mercer. He is a member of the Board of Directors for California Healthcare Performance Information System, the Integrated Health Care Association, and the Los Angeles Area Chamber of Commerce.

OUR SPEAKERS CONTINUED



Jeff Thompson, MD

Jeff Thompson, MD, Senior Health Care Consultant, Mercer, directs employer-led supply side discussions with hospitals and health systems to reduce variation. Issues include: ACOs development, medical tourism, bundled payments and warranty programs, national and regional centers of excellence/experience, clinical auditing and assessments of care management, building utilization and disease management programs, pharmacy and mental health integration, developing evidence based benefits, and reviewing vendor programs and contracts – all of which seek to achieve the Triple Aim. Prior to joining Mercer, he was the Chief Medical Officer for the Washington State Health Care Authority, where he did both supply and demand side purchasing, policy development, and provider relations. He earned his medical degree from the University of Nebraska and was a resident in Internal Medicine at Stanford.



Jennifer Tomasik

Jennifer Tomasik, Principal, heads Center For Applied Research's health care group. She has worked with leaders in the health care sector for nearly 20 years, with a focus on public health policy, clinical quality measurement, strategic planning, effective implementation, governance and organizational and cultural change. Her published work has appeared in the *Wharton Healthcare Quarterly*, *Healthcare Executive*, the *American Journal of Medicine* and several books focused on population health and health care management. A Fellow of the American College of Healthcare Executives, in 2011 she won the Regent Award for Early Careerist from the American College of Healthcare Executives Rhode Island Chapter, where she is currently President of the Board. She holds a Master of Science in Health Policy and Management from the Harvard School of Public Health and is a founding member of CFAR's practice areas in Strategy and Collaboration.



Gary L. Toebben

Gary L. Toebben is President and CEO of the Los Angeles Area Chamber of Commerce. Toebben has served on the Mayor's L.A. Economy & Jobs Committee, the L.A. County Health Care Options Task Force, the City Council's Business Retention & Attraction Task Force and the Business Leaders Task Force on Homelessness. He was previously President of the Northern Kentucky Chamber of Commerce for seven years. He has served as Chairman of the Board of Directors of the American Chamber of Commerce Executives and is past chairman of Mobility 21, a seven-county regional transportation advocacy group. He is a graduate of the Center for Creative Leadership in Greensboro, North Carolina; Institute for Organization Management at the University of Colorado and the Academy for Organization management at Notre Dame University.



Barbara Wachsman

Barbara Wachsman is the Director of Strategy and Program Development for enterprise benefits for The Walt Disney Company, where she leads the strategic initiatives and benefits program development to identify and address Disney's long-term health care and retirement goals and objectives. Prior to this, Wachsman spent close to 20 years in senior management positions with two international benefit consulting firms, and served as Principal with Arthur Andersen, where she ran a regional benefits practice. She is a national speaker on topics such as provider/employer relations, effective managed care models and provider reimbursement models, wellness and incentives and has published articles in *Pension & Investments*, *Business Insurance* and specialty health care journals. She currently serves as the Board Chairman of the Pacific Business Group on Health and is a member of the Integrated Healthcare Association's Executive Committee.

HOTEL INFORMATION

HOTEL RESERVATIONS

Park Hyatt Aviara Resort

A special rate of \$289 (plus applicable fees and taxes) per single or double occupancy per night has been arranged for this conference. Reservations may be made by calling toll free (888) 421-1442 or online <https://resweb.passkey.com/go/hospitalAssn> and referring to the HASC room block. Your credit card will be charged for one night upon receipt of your reservation. HASC appreciates the overwhelming response to this event each year and we encourage you to reserve early. Our room block expires on March 27 or sooner if sold out.

THREE WAYS TO REGISTER

By fax: (213) 629-4272, attention Leticia Salcido

By mail: HASC Annual Meeting, 515 South Figueroa Street, Los Angeles, CA 90071-3300

Online: www.hasc.org/2015HASCAnnualMeeting

CONFERENCE CANCELLATIONS

Conference cancellations received in writing prior to March 27, 2015, will be subject to a \$50 processing fee. Conference refunds cannot be issued after this date. Substitutions are accepted at any time.

HOSPITALITY EVENTS

HASC requires that all participants refrain from planning hospitality events or activities at any time during the Annual Meeting without HASC's permission. Planning independent events at any time during the Annual Meeting without HASC's permission may result in cancellation of the event and forfeiture of any deposits for food and beverage orders.





2015

HASC Annual Meeting

April 22-24

Park Hyatt Aviara Resort • Carlsbad

