



HASC ANNUAL MEETING

May 11–13, 2011 • St. Regis Resort, Dana Point, California

This year's Annual Meeting promises speakers and breakout sessions that will help answer your questions about health care reform, organizational change and physician realignment. Here are the breakout sessions planned to date.

CONCURRENT BREAKOUT SESSIONS

Thursday, May 12, 1:15 - 3:45 p.m.

Terms of Engagement: Gaining Physician Mindshare

Dr. Stephen C. Beeson

So much of a hospital's success rides on the leadership, conduct and performance of its physicians. How does an organization engage its physicians to lead by example? And how does a physician—in the midst of 25 appointments, 30 phone messages, hospital rounds and the details of managing a clinical practice—do what needs to be done to foster satisfaction and loyalty among patients? Learn the nine essential steps to successfully gaining physician mindshare and building a high-performing hospital that can make a difference with every patient.

Post-Acute Care Services: Current Challenges and Future Opportunities

Patricia Blaisdell

In the new health care environment, the need to reduce avoidable hospital readmissions is paramount. With more than 35 percent of Medicare admissions using at least one post-acute care service, the successful coordination of post-acute care continuum will determine quality outcomes, efficiency and reimbursement success. Attend this session to understand the current status of post-acute services in California—from case management, discharge needs assessment, and skilled nursing to home health, inpatient rehabilitation, LTCH and more. Learn how providers will break down the silos and address this imperative across the continuum of care.

Lean Six Sigma

Dr. Jennifer Wortham and Douglas Gunderson

UCLA Health System improved patient satisfaction from below the 50th percentile to the 95-99th percentile over the course of two years. Learn how they aligned staff behaviors with the organization's mission and values and incorporated key principles from the Toyota Production System and Lean manufacturing to achieve these remarkable results in patient satisfaction and care delivery.

Disney's Approach to Business Excellence for Healthcare Professionals

Speaker to be announced

What are the five most powerful lessons in business? Find out in this exciting session from Disney. Inspire, motivate and enable employees to exceed patient and family expectations as you:

- Learn how to create a sustainable culture of service that leads to a competitive edge for your health care organization.
- Develop an organizational environment that supports consistent delivery of exceptional quality service for employees and patients.
- Foster a collaborative environment that draws on the skills of your entire employee base.



ABOUT THE SPEAKERS

Stephen Beeson, M.D.

Dr. Stephen Beeson is an award-winning physician, medical advisor, speaker and physician coach with Sharp Rees-Stealy Medical Group. His physician training efforts have focused on improving patient care and driving organizational performance through physician engagement, leadership and performance improvement. In September 2006, Dr. Beeson released his new book, *Practicing Excellence: A Physician's Manual to Exceptional Health Care*, articulating a strategic how-to approach to engaging and training physicians to drive organizational performance.

Patricia Blaisdell

Patricia Blaisdell is Vice President for Post Acute Care Services with the California Hospital Association, providing membership support and advocacy for hospital-based post-acute care services, including inpatient medical rehabilitation, skilled nursing facilities, and home health agencies. With over 20 years of experience in hospital and health care management, Ms. Blaisdell has particular expertise in rehabilitation and therapy services reimbursement and clinical operations across the continuum of care.

Douglas Gunderson

Douglas Gunderson is the Executive Director of Operative Services for UCLA Health Services, a top-ranked academic health care institution. He is also co-creator and Interim Executive Director of Performance Excellence, a team of internal consultants that utilizes the UCLA Lean methodology to facilitate and support performance improvement initiatives throughout the UCLA Health System. Successful program applications include improved operating room turnaround time, sterile processing, implant management and billing, MPU scheduling and patient flow, and Emergency Department patient triage, among others.

Jennifer Wortham, Dr.PH, MPH, MBB

Jennifer Wortham is a seasoned executive with expertise in health services management within the public and private sectors. She is the co-founder and Executive Director of the Institute for Performance Excellence which focuses on the implementation of performance improvement programs for health plans and health care delivery systems. Dr. Wortham recently launched a Lean/Six Sigma certification program in collaboration with the UCLA Extension and the UCLA School of Public Health.

