

PERSON-CENTERED VALUE-BASED
BUNDLING FAMILY HELPING
HCAHPS TEAMWORK
POST ACUTE PATIENT SAFETY PUBLIC
MEDICAL HOME POLICY
TRANSFORMATION
APPROPRIATE CARE REFORMING
HEALTH EQUITY
WHOLE-PERSON
EDUCATION COMPASSION
UPSTREAM LISTEN
RESPECT
MANAGEMENT COMMUNITY
LING POST ACUTE
FAMILY ADVOCACY CARING
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NEEDS ASSESSMENT ENVIRONMENT
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PERSON-CENTERED VALUE-BASED
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2017 ANNUAL MEETING

*R_x FOR SUCCESS:
Focus on the Patient*

APRIL 5 – 7

Bacara Resort & Spa
Santa Barbara, CA



HOSPITAL
ASSOCIATION
OF SOUTHERN CALIFORNIA®

Dear Colleague:

Please join us April 5-7 for HASC's Annual Meeting, a gathering for Southern California's health care leaders. This year's theme — ***Rx for Success: Focus on the Patient***, will take place at Bacara Resort & Spa, Santa Barbara. It's the one meeting you need to attend annually.

Our speakers are visionaries and leaders who will provoke thoughtful discussion on how we will evolve and work together to shape the future:

- *Abraham Verghese, MD, author and speaker on the need to balance technology and the traditional physician-patient relationship*
- *Jeff Goldsmith, health care economist and futurist*
- *Reaction panel*
 - *William Barcellona, JD, CAPG*
 - *Brad Gilbert, MD, Inland Empire Health Plan (IEHP)*
 - *Tom Priselac, Cedars Sinai Health System*
 - *Julie Sprengel, Southern California, Dignity Health*
- *C. Duane Dauner, CHA*
- *Bennet Omalu, MD and Tom Farrey on the discovery of chronic traumatic encephalopathy (CTE)*

The 2016 annual meeting drew more than 500 attendees, including 75 hospital CEOs, 125 C-Suite executives, sponsors, and family members and guests. The event features a packed agenda, a golf tournament, round robin tennis, a fun run/walk and several networking events.

We look forward to seeing you at Bacara.

Sincerely,



*Jim West
2017 HASC Board Chair
President/CEO, PIH Health*



*George W. Greene, Esq.
President/CEO
HASC*

Agenda

WEDNESDAY, APRIL 5

- 8:30 a.m. Golf Tournament, Shotgun Start, Sandpiper Golf Club
2 – 6:30 p.m. Registration
4 – 6 p.m. HASC Board Meeting
6 – 9 p.m. Welcome Reception and Buffet Dinner

THURSDAY, APRIL 6

- 7 a.m. – 1 p.m. Registration
7:15 – 8:30 a.m. Buffet Breakfast – Members, sponsors and guests
8:45 – 10 a.m. *Treat the Patient, Not the CT Scan*
Abraham Verghese, MD
Dr. Verghese will offer a compelling and uniquely humanistic view of the future that will marry technical innovation with the traditional doctor-patient relationship.
10:15 – 11 a.m. *Rx for Success: Focus on the Future*
Jeff Goldsmith, PhD
Goldsmith will challenge the assumptions about moving towards a shared risk model. He'll make some bold predictions on what the future holds.
11 – 11:45 a.m. *Rx for Success: What's Ahead for the California Market?*
Reaction Panel featuring:
· William Barcellona, JD, CAPG
· Brad Gilbert, MD, Inland Empire Health Plan (IEHP)
· Tom Priselac, Cedars Sinai Health System
· Julie Sprengel, Southern California, Dignity Health
11:45 a.m. – 12:45 p.m. Buffet Lunch – Members, Sponsors & Guests
1:30 – 3:30 p.m. Guest Event (Invitational)
1 – 2:15 p.m. Concurrent Breakout Sessions
2:30 – 3:45 p.m. Concurrent Breakout Sessions
4 – 5:45 p.m. Round Robin Tennis Tournament, all levels
6 – 8:30 p.m. Strolling Dinner, Wine & Beer Tasting

FRIDAY, APRIL 7

- 6:30 a.m. 5K Fun Run and Walk
7:30 – 8:45 a.m. C-Suite Invitational Breakfast
7:30 – 8:45 a.m. Buffet Breakfast – Members, Sponsors & Guests
9 – 9:45 a.m. *Reforming Health and Health Care*
C. Duane Dauner
After spending more than 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. You won't want to miss Dauner's presentation offering insight on major public policy actions and priorities.
9:45 – 10:45 a.m. *Changing the Game*
Bennet Omalu, MD
Tom Farrey
Farrey will interview Dr. Omalu about his discovery of chronic traumatic encephalopathy (CTE) among National Football League (NFL) players in 2002. We'll hear Omalu's personal story – and details on the fallout effects his work has had on youth sports and the NFL.
10:45 a.m. Closing Remarks

2017 Annual Meeting Speakers



Abraham Verghese, MD

Treat the Patient, Not the CT Scan

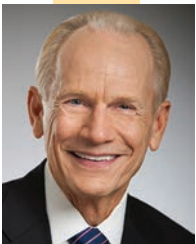
Dr. Abraham Verghese is a nationally-recognized author of both fiction and nonfiction who is passionate about the human side of medicine. In addition to bestselling books like *My Own Country* and *The Tennis Partner*, he has published multiple opinion pieces that advocate for closer doctor-patient communication. The title of his talk, *Treat the Patient, Not the CT Scan*, is from his New York Times op-ed piece that diagnosed an arm's-length mindset among medical professionals. In today's hospitals, he wrote, there are "computers with humans glued to them," but few focused on "cementing the doctor-patient relationship." His new novel is *The Maramon Convention*.



Jeff Goldsmith, PhD

Rx for Success: What's Ahead for the California Market

Jeff Goldsmith is president of Health Futures, Inc. — a Charlottesville, Va.-based health care consultancy. He also serves as an associate professor of public health sciences at the University of Virginia. Goldsmith's multi-decade career has included time as national advisor on health care for the accounting firm Ernst & Young and director of planning and government affairs at the University of Chicago Medical Center. As an academic, he has lectured on health care trends and policy at Johns Hopkins University, UC Berkeley and others. His fields of interest include biotechnology, health policy and the future of health care in the U.S. and abroad.



C. Duane Dauner

Reforming Health and Health Care

C. Duane Dauner was appointed president and CEO of the California Hospital Association (CHA) in 1985. Dauner has been active in national hospital and health care issues, serving on numerous American Hospital Association and American College of Healthcare Executives (ACHE) boards and committees. He has authored numerous articles and a book, is a nationally-known leader on health issues and has lectured at several California university graduate programs. In 2002, Dauner received ACHE's highest honor, the Gold Medal Award, and he has been honored by the Partners in Care Foundation, National Health Foundation, UCLA and Health Care Executives of Southern California.



Bennet Omalu, MD

Changing the Game

Born in Nigeria, Dr. Bennet Omalu emigrated to the U.S. in 1994 to advance his career in medicine. While working at the Allegheny County Coroner's Office in Pittsburgh, Pa., Omalu documented dementia-like protein accumulations in the brains of deceased NFL football players. (He also completed subsequent work identifying the syndrome in Iraq War veterans.) His detective work following the autopsy of former Pittsburgh Steelers player Mike Webster led to a 2005 paper in the journal *Neuroscience* that introduced the world to chronic traumatic encephalopathy, or CTE. The story was dramatized in the 2015 film *Concussion*, in which actor Will Smith plays the pathologist. Omalu holds eight advanced degrees and board certifications, and today is chief medical examiner for San Joaquin County, Calif. He lives with his wife and two children in Lodi.



Tom Farrey

Changing the Game

Tom Farrey, a longtime sports journalist and on-camera presenter, is executive director of the Aspen Institute's Sports & Society Program — dedicated to sports in the public interest. In 1996, he joined a Bellevue, Wash. startup that would become ESPN.com. While continuing to work for the network as an investigative sports reporter, his reporting earned a sports journalism Emmy award in 2002 and an Alfred I. DuPont/Columbia University award in 2014. While with the Aspen Institute, Farrey has moderated multiple roundtables and summits — including events featuring First Lady Michelle Obama, President Bill Clinton and now-retired basketball luminary Kobe Bryant.

Registration Information

WHO SHOULD ATTEND?

Hospital/health system CEOs, executive teams, physician leaders and trustees will all benefit from this conference. We encourage participation from our sponsoring organizations.

CONFERENCE REGISTRATION PACKAGE

The registration fee for each attendee includes education sessions, listed meals, reception and entertainment. We gratefully acknowledge our sponsors and their contributions, which make it possible for our members to attend at a reduced rate. Please see the sponsor brochure for information about sponsorship.



CONFERENCE CANCELLATIONS

Conference cancellations received in writing by March 8 will be subject to a \$50 processing fee. We welcome substitutions. Refunds will not be granted after March 8. Refunds will not be provided for no-shows after the conference.



HOTEL RESERVATIONS:

Bacara Resort & Spa, Santa Barbara

A special rate of \$299 plus applicable fees and taxes per single or double occupancy per night has been arranged for this conference. Reservations may be made through the following link, <https://aws.passkey.com/event/15730266/owner/13640/home>, or by calling (877) 422-4245. Your credit card will be charged for one night upon receipt of your reservation. Our room block expires on March 8, or sooner if sold out. Any cancellation received within seven days of the check-in date will not be refunded for the one-night deposit. If you need to cancel your hotel reservation, please call HASC first at (213) 538-0737 and we

will make every effort to identify a replacement guest to take your reservation. In the event that you arrive late or depart early, the resort will charge your credit card for the total number of nights reserved. HASC appreciates the overwhelming response to this event each year and we encourage you to reserve early.

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 the permission of HASC will result in cancellation of the event and forfeiture of any deposits for food and beverage orders. Failure to observe this policy will result in restriction from participating in future events. Competing times are defined as: Wednesday, April 5, 8 a.m. to 9 p.m.; Thursday, April 6, 7 a.m. to 8:45 p.m.; and Friday, April 7, 7 a.m. to noon.



ATTIRE

Dress comfortably in resort casual wear for all meetings and activities. Select events will be held outdoors, weather permitting.

AMERICANS WITH DISABILITIES ACT (A.D.A.)

Please contact Leticia Salcido with any needs or concerns at lsalcido@hasc.org, (213) 538-0737.

*Thank you to our 2016 sponsors!
Please join us in 2017.*

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CARE ACT TRANSFORMATION
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POPULATION HEALTH HEALTH EQUITY
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ACTIVATION INVOLVED COMPASSION
UPSTREAM LISTEN
CASE MANAGEMENT RESPECT
BUNDLING COMMUNITY
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ALIGNMENT