



19th Annual Sterling Conference

FLORIDA'S HEALTHCARE SYMPOSIUM



May 31, 2011 at the JW Marriott Orlando Grande Lakes

The Florida Sterling Council is hosting a one-day Florida Healthcare Symposium on May 31, 2011. This event is bringing together many leading healthcare and business organizations including the Florida Chamber, The Advisory Board Company, UnitedHealth Group, Blue Cross and Blue Shield of Florida, Florida Power and Light, three Malcolm Baldrige Recipients, and three 2010 Governor's Sterling Award Recipients.

Join close to 300 leaders from healthcare and business organizations throughout Florida and the nation as we share cutting edge best practices in healthcare processes, such as quality of service and clinical outcomes, and how this directly connects to the changes brought about by healthcare reform. We will explore specific ways that the Baldrige/Sterling management system can help you drive performance outcomes in customer service, financial, and stakeholder results that positively impact your bottom line and organizational sustainability. You will also have the unique opportunity to network with leaders from various industries including healthcare providers, insurers, public health professionals, businesses, and government as we share knowledge and issues that will affect the future of our healthcare system.

Sponsors



**BECOME A SPONSOR
ASK US HOW!**

SYMPOSIUM HIGHLIGHTS

- ⇒ Learn from state and national healthcare and business experts on what healthcare reform means to you and your organization
- ⇒ Understand how the Baldrige/Sterling Criteria can help you to strategically plan, perform, and measure results, positioning your organization to survive and thrive in today's uncertain environment
- ⇒ Hear from Baldrige & Sterling Recipients as they share innovative best practices and approaches that have allowed their organizations to achieve outstanding financial, customer, market-share, and workforce results
- ⇒ Network with leaders from across businesses and industries who are all affected by healthcare reform

HEALTHCARE EXPERTS, DYNAMIC KEYNOTERS, AND SUCCESSFUL COMPANIES

- ⇒ Dr. Reed Tuckson, Executive Vice President and Chief of Medical Affairs, *UnitedHealth Group*
- ⇒ Mr. Ford Koles, Executive Director, *The Advisory Board Company*
- ⇒ Malcolm Baldrige Recipients: Ms. Priscilla Nuwash, President, Center for Performance Excellence, *Poudre Valley HealthSystem*, & Mr. Mike Murphy, President and CEO, *Sharp HealthCare*
- ⇒ 2010 Governor's Sterling Award Recipients: *Florida Hospital*, *James A. Haley Veterans' Hospital and Clinics*, and *Baptist Health South Florida*

STERLING CONFERENCE HIGHLIGHTS • JUNE 1-3

- ⇒ Five workshop sessions specifically for those in the healthcare industry
- ⇒ Three healthcare experts keynoting the Governor's Sterling Award Panel
- ⇒ Expo Hall featuring many vendors from the healthcare sector
- ⇒ Healthcare sector networking forum (Thursday)
- ⇒ Governor's Sterling Award Reception and Banquet (Friday)

REGISTER TODAY!

HEALTHCARE SYMPOSIUM ONLY
May 31 8:00 am- 5:00 pm
\$325 per person

SYMPOSIUM + DAY 1 CONFERENCE
May 31 & June 1
\$495 per person
Save \$180 on standard registration rates!

SYMPOSIUM + FULL CONFERENCE
May 31 & June 1-3
\$794 per person
Save \$300 on standard registration rates!
(Discount expires on Jan 31, 2011)

To register, go to www.floridasterling.com and click on the Conference tab or call us at (850) 922-5316 for more information.



FLORIDA'S HEALTHCARE SYMPOSIUM

MAY 31, 2011• 8:00 a.m. – 5:00 p.m.
JW Marriott Orlando Grande Lakes

AGENDA

Facilitated by Karen Moore, *Chief Executive Officer and Founder*, Moore Consulting Group

8:00 a.m.–8:10 a.m.	<i>Welcome and Opening Comments</i> Mr. James Burkhart, <i>President and Chief Executive Officer</i> , Shands Jacksonville
8:15 a.m.–9:00 a.m.	<i>Healthcare Reform: Clinical and Quality Perspective</i> Reed Tuckson, M.D., <i>Executive Vice President and Chief of Medical Affairs</i> , UnitedHealth Group
9:05 a.m.–9:55 a.m.	<i>What is Healthcare Reform and What Does It Mean?</i> Mr. Ford Koles, <i>Executive Director</i> , The Advisory Board Company
9:55 a.m.–10:05 a.m.	<i>Reflections</i>
10:05 a.m.–10:25 a.m.	<i>Break</i>
10:30 a.m.–11:30 a.m.	<i>How Pursuit of Performance Excellence Helps Facilitate Change & Healthcare Reform</i> <i>Healthcare/Hospital CEO Panel Facilitated by:</i> Kathleen Goonan, M.D. <i>Executive Director</i> , MGH Center for Performance Excellence 2010 Governor's Sterling Award Recipients: Mr. Terry Owen, <i>Senior Vice President</i> , Florida Hospital; Ms. Nancy Reissener, <i>Acting Director</i> , James A. Haley Veterans Hospital and Clinics; and Mr. Javier Hernandez-Lichtl, <i>Chief Executive Officer</i> , West Kendall Hospital Baldrige National Quality Award Recipients: Ms. Priscilla Nuwash, <i>President</i> , <i>Center for Performance Excellence</i> , Poudre Valley Health System Mr. Mike Murphy, <i>President and Chief Executive Officer</i> , Sharp HealthCare
11:30 a.m.–12:30 p.m.	<i>Networking Lunch</i>
12:30 p.m.– 1:00 p.m.	<i>The Importance of Performance Excellence to Adapt to Change</i> Mr. Sidney Morgan, <i>Chairman</i> , WNG Holding & Investment Group
1:05 p.m.–1:35 p.m.	<i>Healthcare Reform in the State of Florida: What This Means to Private/Public Health</i> TBD - State of Florida Health Policy Expert
1:40 p.m.– 2:10 p.m.	<i>Reflections and Break</i>
2:15 p.m.– 3:45 p.m.	<i>The Business Impact of Healthcare Reform</i> <i>Business Executive Panel Facilitated by:</i> Mark Wilson, <i>President</i> , Florida Chamber of Commerce Mr. John Medina, <i>President</i> , Greenways of America (small business) Ms. Melissa Miller, <i>Director</i> , <i>Employee Benefits & Services</i> , Florida Power & Light (large business) Mr. T. David Lewis, <i>Chief Executive Officer</i> , UnitedHealth Group (insurer) Ms. Randy Kammer, <i>Vice President of Regulatory Affairs and Public Policy</i> , Blue Cross and Blue Shield of Florida (insurer) Trish Neely, <i>Chief Compliance Officer</i> , FBMC Benefits Management (benefits provider)
3:45 p.m.– 4:30 p.m.	<i>Sustaining Performance Excellence</i> Mr. Mike Murphy, <i>President and Chief Executive Officer</i> , Sharp HealthCare 2007 Malcolm Baldrige Award Recipient
4:30 p.m.– 4:45 p.m.	<i>Final Reflections on the Day</i>
4:45 p.m. –5:00 p.m.	<i>Linking Sterling/Baldrige: What it Offers</i> Mr. James Burkhart, <i>President and Chief Executive Officer</i> , Shands Jacksonville