

2<sup>nd</sup> Annual

# FLORIDA'S HEALTHCARE SYMPOSIUM

TUESDAY, MAY 29, 2012 AT THE JW MARRIOTT ORLANDO GRANDE LAKES

## REGISTER TODAY!

### HEALTHCARE SYMPOSIUM ONLY

May 29 9:00 am- 5:00 p.m.

\$249 per person

### SYMPOSIUM + DAY 1 CONFERENCE

May 29 & 30

\$449 per person

### SYMPOSIUM + FULL CONFERENCE

May 29 & May 30 – June 1

\$99 per person + prevailing conference rate

The Florida Sterling Council is hosting its 2nd Annual Florida Healthcare Symposium on May 29, 2012. This event is bringing together many leading healthcare and business organizations including: The State Surgeon General, Harris Corporation, the Studer Group, and Premier Healthcare Alliance, and Health Quality Advisors.

Join close to 200 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. Learn from healthcare organizations that are successfully implementing Accountable Care Organizations (ACOs), Medical Homes, and Health Information Exchanges (HIEs). Also hear best practices from Sterling/Baldrige role models on how the management system can help you plan, perform, and measure results to position your organization to achieve value-added outcomes. 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.

## HEALTHCARE EXPERTS, DYNAMIC KEYNOTERS, AND SUCCESSFUL COMPANIES

- Dr. Frank Farmer, Surgeon General, State of Florida
- Dr. Brian Klepper, Managing Principal, Healthcare Performance, Inc.
- Mr. Michael Millenson, President, Health Quality Advisors
- Mr. Andrew Reeve, Harris Corporation
- Malcolm Baldrige Recipients: Premier Healthcare Alliance and the Studer Group

## SYMPOSIUM HIGHLIGHTS

- Learn from state and national healthcare and business experts on what healthcare reform means to you and your organization.
- Hear from experts on ACOs, Medical Homes, HIEs, and other key issues that are at the cutting edge of healthcare reform.
- 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.
- Network with leaders from across businesses and industries who are all affected by healthcare reform.

## STERLING CONFERENCE HIGHLIGHTS: MAY 30-JUNE 1

- Five workshop sessions specifically for those in the healthcare industry
- Two 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)

## THANK YOU, SPONSORS!



*Become a Sponsor Today!*



# 2012 FLORIDA HEALTHCARE SYMPOSIUM



## *Understand How Healthcare Excellence Impacts You and Our Nation's Economy*



MAY 29, 2012 • 8:30 a.m. - 4:45 p.m.  
JW Marriott Grande Lakes Orlando

### AGENDA

8:30 a.m. - 9:00 a.m.	<b><i>Registration, Networking, and Coffee</i></b>
9:00 a.m. - 9:10 a.m.	<b><i>Welcome and Opening Comments</i></b> Mr. James Burkhart, <i>President and Chief Executive Officer</i> , Shands Jacksonville Medical Center <i>2011 Governor's Sterling Sustained Excellence Award Recipient</i>
9:15 a.m. - 9:45 a.m.	<b><i>The State of Healthcare in Florida</i></b> Dr. Frank Farmer, <i>Surgeon General</i> , Florida Department of Health
9:45 a.m. - 10:30 a.m.	<b><i>The Reality of Changing Healthcare</i></b> Dr. Brian Klepper, <i>Managing Principal</i> , Healthcare Performance, Inc.
10:30 a.m. - 11:00 a.m.	<b><i>Reflection/Table Discussion &amp; Break</i></b>
11:00 a.m. - 12:00 p.m.	<b><i>The "Change or Else" of Healthcare: New Rules for Turbulent Times</i></b> Mr. Michael Millenson, <i>President</i> , Health Quality Advisors, LLC
12:00 p.m. - 12:45 p.m.	<b><i>Networking Lunch</i></b>
12:45 p.m. - 1:30 p.m.	<b><i>Healthcare Transformation: How HIE and the 3 Quality Aims Make It Happen</i></b> Mr. Drew Reeve, <i>Director of Strategic Accounts</i> , Harris Corporation
1:30 p.m. - 2:15 p.m.	<b><i>Medical Homes: How to Create and Sustain Excellence</i></b> Mr. John Benz, <i>Senior Vice President and Chief Strategic Officer</i> , Memorial Healthcare System, South Broward Hospital District Mr. James Burkhart, <i>President and Chief Executive Officer</i> , Shands Jacksonville Medical Center
2:15 p.m. - 3:00 p.m.	<b><i>Improved Patient Care on a Budget: A Look at the ACO Model</i></b> Ms. Barbara Gray, <i>Vice President of Integrated Care Delivery</i> , Premier, Inc. <i>2006 Malcolm Baldrige National Quality Award Recipient</i>
3:00 p.m. - 3:30 p.m.	<b><i>Reflection/Table Discussion &amp; Break</i></b>
3:30 p.m. - 4:15 p.m.	<b><i>How to Pull it All Together and Make it Stick</i></b> Ms. Debbie Richie, <i>Chief Operations Officer</i> , The Studer Group, <i>2010 Malcolm Baldrige National Quality Award Recipient</i>
4:15 p.m. - 4:45 p.m.	<b><i>Linking Sterling/Baldrige: Final Reflections</i></b> Mr. James Burkhart, <i>President and Chief Executive Officer</i> , Shands Jacksonville Medical Center

This event is being facilitated by  
Karen Moore, APR, CPRC, *Chief Executive Officer and Founder*, Moore Consulting Group