

Featured Keynote Speakers



Helen Darling
President and CEO,
National Business Group on Health



Paul Grundy, MD, MPH, FACP, FACPM
Global Director,
IBM Healthcare Transformation



Gary S. Kaplan, MD, FACP, FACMPE, FACP
Chairman and CEO,
Virginia Mason Health System



Grace-Marie Turner
President, Galen Institute



NASHVILLE, TN

NOV 16 • 17

2012 HEALTHCARE SUMMIT

Southern Medical Association (SMA)

Southern Medical Association (SMA), headquartered in Birmingham, Alabama, is a non-profit, physician-led, multi-specialty medical organization committed to promoting the health of patients through physician advocacy and a culture of leadership which enhances professional development. SMA is dedicated to promoting and supporting physicians as leaders within the health care delivery and reform movements. Physicians are the ultimate patient advocate and have a deep commitment to their patient's health, well-being, and safety. SMA supports physicians with informational and educational programs as tools to allow physicians to articulate and advocate for their profession and their patients.

As physician leaders in health care, please plan to join us in Nashville at the Opryland Hotel for an exciting and provocative program.



Michael C. Gosney, MD, JD, MBA
SMA President

SMA's 2012 Healthcare Summit

Change in health care is inevitable. There is a heightened focus on safety, quality and costs. New payment models are evolving, clinical information is exploding and physicians are being asked to assume new roles and obligations. There is a lack of engagement by physicians due to a failure to understand what is underway and SMA believes this engagement is more important than ever. The 2012 Healthcare Summit will: ENLIGHTEN PHYSICIANS through key topics presented by world-renowned speakers on the hottest issues in the worlds of clinical information, new practice models, the role of employers, health insurance, population health, and malpractice, as well as the current status of health reform and its implications; and, provide a well-rounded educational session of a vision of health care where PHYSICIANS not only CONTRIBUTE to the design of health care but also LEAD the way. In addition to physicians, all other stakeholders in the healthcare industry will benefit from the 2012 Healthcare Summit.



Mark S. Williams, MD, MBA, JD, CPE
Chair, SMA's Coordinating Committee on Quality

Nashville, TN, November 16-17, Gaylord Opryland Resort and Conference Center

KEYNOTE SPEAKERS



Helen Darling
President and CEO, National Business Group on Health

Ms. Darling is President of the National Business Group on Health, a non-profit, membership organization devoted to providing practical solutions to its employer-members' most important healthcare problems and representing large employers' perspective on national health policy issues. Its over 300 members, including 60 of the Fortune 100 in 2008, purchase health and disability benefits for over 50 million employers, retirees and dependents.

Ms. Darling heads the Business Group's Institute on Health Care Costs and Solutions, devoted to finding practical solutions from a business perspective to the nation's growing crisis of rapidly rising costs and affordability of care. As president of the Business Group, Ms. Darling has been recognized as one of the "100 Most Powerful People in Health Care" in the United States by *Modern Healthcare*. Ms. Darling is widely quoted in print, television news, and in many journals.

Ms. Darling is a 2012 recipient of the NCQA Health Quality Awards, recognizing leaders and innovators who have worked to improve healthcare quality.



Gary S. Kaplan, MD, FACP, FACMPE, FACP
Chairman and CEO, Virginia Mason Health System

Dr. Kaplan is Chairman and CEO of Seattle-based Virginia Mason Health System, where he has led the implementation of the Virginia Mason Production System, based on the Toyota Production System, to reduce costs and improve quality, safety and efficiency. Under Dr. Kaplan's leadership, Virginia Mason was named a Distinguished Hospital for Clinical Excellence by HealthGrades in 2011, a Top Hospital by The Leapfrog Group for five consecutive years and was one of two hospitals named a Leapfrog Top Hospital of the Decade for patient safety and quality.

Dr. Kaplan is chair of the National Patient Safety Foundation's board of directors, serves on the board of Washington Healthcare Forum, and is a founding member of Health CEOs for Health Reform. *Modern Physician* and *Modern Healthcare* ranked Dr. Kaplan 12th on the 2011 listing of the "50 Most Influential Physician Executives."



Paul Grundy, MD, MPH, FACOEM, FACPM
Global Director of IBM Healthcare Transformation and President of the Patient-Centered Primary Care Collaborative

"I really became an IBMer because it gave the best platform in the world to use the tools of information technology and data to do for the doctor's mind what X-ray has done for their vision," he says. Dr. Grundy is one of only 38 IBMers and the only physician selected into IBM's senior industry leadership forum known as the IBM Industry Academy.

Dr. Grundy is the president of the Patient-Centered Primary Care Collaborative and is an adjunct professor at the University of Utah's Department of Family and Preventive Medicine.

An active social entrepreneur and speaker on global healthcare transformation, Dr. Grundy now concentrates his efforts on driving comprehensive, linked and integrated healthcare. His work has been covered by the *New York Times*, *BusinessWeek*, *Health Affairs*, *The Economist*, *The New England Journal of Medicine* and other newspapers, radio and television stations across the country.

Dr. Grundy is a 2012 recipient of the NCQA Health Quality Awards, recognizing leaders and innovators who have worked to improve healthcare quality.



Grace-Marie Turner, President, Galen Institute

Ms. Turner is President of the Galen Institute, a public policy research organization that she founded in 1995 to promote an informed debate over free-market ideas for health reform. She speaks and writes extensively about incentives to promote a more competitive, patient-centered marketplace in the health sector. Ms. Turner testifies regularly before Congress and advises senior government officials, governors, and state legislators on health policy.

Ms. Turner is founder and facilitator of the Health Policy Consensus Group which serves as a forum for analysts from market-oriented think tanks around the country to analyze and develop policy recommendations. She is the editor of *Empowering Health Care Consumers through Tax Reform* and produces a widely-read weekly electronic newsletter, *Health Policy Matters*. She has been published in major newspapers, including *The Wall Street Journal* and *USA Today*, and she has appeared on ABC's *20/20* and on hundreds of radio and television programs in the United States.

DISTINGUISHED FACULTY



Thomas E. Bartrum, Esq.
Shareholder,
Baker Donelson

Mr. Bartrum is a Shareholder and Co-Chair of the ACO Task Force in the Nashville office of Baker Donelson, Bearman, Caldwell & Berkowitz, PC. Mr. Bartrum concentrates his law practice in the areas of healthcare regulatory matters, transactions, fraud and abuse investigations, and spends considerable time assisting hospitals in evaluating accountable care organization (ACO) opportunities. Mr. Bartrum is Co-Chair of the American Health Lawyers Association's ACO Task Force.



J. Edward Hill, MD
Past President, American
Medical Association and
Past Chair, World Medical
Association

Dr. Hill has served as Chairman of the Board of Trustees and President of the Mississippi State Medical Association, President of the Mississippi Academy of Family Physicians, a delegate to the American Academy of Family Physicians and President of the Southern Medical Association. He was elected 3 times to the American Medical Association Board of Trustees, and became the AMA President in June, 2005. He served on the Council of the World Medical Association and as Chair from 2008 through 2011. The World Medical Association headquartered in Fernel-Voltaire, France, and Geneva, Switzerland includes medical societies in 95 countries and represents about 11 million physicians worldwide.



Martin S. Kohn, MD, MS,
FACEP, CPE, FACPE
Chief Medical Scientist
for Care Delivery Systems
in IBM Research

Dr. Kohn is Chief Medical Scientist for Care Delivery Systems in IBM Research. He is a leader in IBM's effort in collaborative care for addressing the challenges to primary care and access to health care. He also supports the transformation of health care and development of accountable care organizations. Dr. Kohn's research work includes healthcare population analytics and the role of expert systems in the clinical decision process, including the use of the "Watson supercomputer".

For Hotel or Registration Information, visit sma.org/summit or call 800-423-4992, ext. 620.



James W. Pichert, PhD
Co-Director, Center of
Patient and Professional
Advocacy, Vanderbilt
University

As Co-Director of Vanderbilt's Center of Patient and Professional Advocacy, Dr. Pichert works with Vanderbilt faculty and staff to develop and test programs on quality care, error reduction and risk management for health professionals. Dr. Pichert's work over the past 15 years has focused on identifying metrics and methods that address preventable malpractice claims risk and transforming those metrics and methods into both local risk management initiatives and nationally-benchmarked profiles. Dr. Pichert was a key developer of the PARS program for training peer "messenger" physicians to use profiled patient complaint data during interventions on high-risk peer colleagues.



Pamela Riley, MD, MPH
Program Officer,
Vulnerable Populations,
The Commonwealth Fund

Dr. Riley, a pediatrician with a longstanding commitment to improving the health of low-income, medically underserved populations, joined The Commonwealth Fund in July 2011 as Program Officer for the Vulnerable Populations program. The Fund's program on Vulnerable Populations, part of its efforts in the field of delivery system improvement and innovation, is designed to assure that low-income, uninsured, and minority populations receive care from high-performing health systems.

Dr. Riley served as a Duke University Sanford School of Public Policy Global Health Policy Fellow at the World Health Organization in Geneva, Switzerland, and has served as a volunteer physician in Peru and Guatemala.



Cathy Schoen, MS
Senior Vice President
for Policy, Research
and Evaluation, The
Commonwealth Fund

Ms. Schoen is a member of the Fund's executive management team and Research Director of the Fund's Commission on a High Performance Health System. Her work includes strategic oversight and management of surveys, research and policy initiatives to track health system performance. From 1998 through 2005, she directed the Fund's Task Force on the Future of Health Insurance.

In the late 1970s, she was on the staff of President Carter's national health insurance task force, where she oversaw analysis and policy development. Prior to federal service, she was a research fellow at the Brookings Institution in Washington, D.C.



**Lori Schutte, MBA
President, Cejka Search**

Ms. Schutte is President of Cejka Search, a nationally recognized search firm recruiting top talent exclusively for the healthcare industry for more than 30 years. She brings extensive healthcare and operational experience to the Cejka Search Division, including the development and implementation of strategic plans, team building, and client relationship management and program development. She is a member of the management team of Cross Country Healthcare, parent corporation of Cejka Search. Ms. Schutte has been a featured speaker for medical associations and is quoted widely on recruitment and retention topics.



**W. Stancil Starnes, Esq.
Chairman and Chief
Executive Officer,
ProAssurance Corporation**

Mr. Starnes serves as Chairman and Chief Executive Officer of ProAssurance Corporation. Insuring over 71,000 policyholders in 50 states and the District of Columbia, ProAssurance Corporation is the largest public medical professional liability carrier in the United States and is the nation's fourth largest overall with offices in 18 states. Mr. Starnes practiced law for 35 years in Birmingham and was the senior partner with the firm now known as Starnes Davis Florie LLC, a litigation firm headquartered in Birmingham, with offices in Mobile. Mr. Starnes is currently involved in unique projects with physicians to lower rates of harm while also lowering the rates of malpractice insurance.



**Leonard A. Zwelling,
MD, MBA
MD Anderson
Cancer Center**

Dr. Zwelling was a Robert Wood Johnson Foundation Health Policy Fellow with the Health, Education, Labor and Pensions Committee of the US Senate throughout 2009. He worked on many aspects of the PPACA 2010 interacting with constituents, lobbyists and national experts on health reform.

Dr. Zwelling began his career at the NIH as a Clinical Associate in the Clinical Oncology Program and subsequently joined the Division of Medicine at the MD Anderson Cancer Center where he has served in numerous capacities, most recently as Associate Vice President for Clinical and Translation Research and Vice President for Research Administration.

SCHEDULE

Thursday, November 15

6:00 pm Welcome Reception

Friday, November 16

7:00 am Continental Breakfast

8:00 **The Patient-Centered Medical Home Will Shape the Future of Health Care in the USA,** Paul Grundy, MD, MPH, FACOEM, FACPM

9:00 **Beyond "Jeopardy!" - Putting IBM's Watson to Work in the Healthcare Industry,** Martin S. Kohn, MD, MS, FACEP, CPE, FACPE

10:00 Break

10:30 **Professional Liability Obligations and Consequences in the Current Healthcare Environment,** W. Stancil Starnes, Esq.

11:30 **The Virginia Mason Model: Increasing Quality and Safety While Reducing Waste and Costs,** Gary S. Kaplan, MD, FACP, FACMPE, FACPE

12:30 pm Lunch on your own

1:30 **Health Reform, What's Next?,** Grace-Marie Turner

2:30 **Red Kool-Aid, Blue Kool-Aid: Health Reform-The Key is the 4 Ps,** Leonard A. Zwelling, MD, MBA

3:30 Break

3:45 **The Evolving Landscape of Physician Careers,** Lori Schutte, MBA

4:45 **Promoting Professionalism and Professional Accountability in Pursuit of a Culture of Safety,** James W. Pichert, PhD

5:45 Adjourn

Saturday, November 17

7:00 am Continental Breakfast

8:00 **ACO's and the Shared Savings Program,** Thomas E. Bartrum, Esq.

9:00	Closing the Gaps in US Health Care: New Opportunities to Take Action to Improve and Address Geographic Variation Findings from Commonwealth Fund Studies, Cathy Schoen, MS and Pamela Riley, MD, MPH
10:00	Break
10:30	Designing a Physician-Led Healthcare Model, J. Edward Hill, MD
11:30	Improving Health Through Better, Safer Health Care: The Role of Employers, Helen Darling
1:00 pm	SMA, SMAA Presidential Installation and Awards Luncheon

SMA and SMAA Presidents' Welcome Reception

Thursday, November 15, 6:00 – 7:00 pm

Fee: Complimentary

Dress: Business Casual

Presidents Michael C. Gosney, MD and Rose Kuplesky, RN invite you to join them at a Welcome Reception in your honor. Enjoy light refreshments while mingling with other attendees and colleagues. The Welcome Reception is graciously sponsored by the SMA and SMA Alliance.

Presidents' Installation and Awards Luncheon

Saturday, November 17, 1:00 – 3:00 pm

\$65 per person

Join us for this auspicious event where the 2012-2013 SMA President, Gary A. Delaney, MD and SMA Alliance President, Kathy Johns, RN will be installed and winners of this year's Special Service Awards and Alliance Project Awards will be honored.

REGISTRATION FEES

Non-Member Professional \$895
SMA Member Professional \$795

ONLINE:



www.sma.org/summit

TELEPHONE:



800.423.4992, ext. 620 or
205.945.1840, ext. 620

HOTEL INFORMATION



Visit <http://sma.org/summit>
or call 800-423-4992, ext. 620



SMA Southern Medical Association
Advocacy, Leadership, Quality and Professional Identity

35 W. Lakeshore Drive, Suite 201 • P.O. Box 190088
Birmingham, AL 35219-0088

Non-Profit
U.S. Postage
PAID
Birmingham, AL
Permit No. 2366

"Health care is not only an important personal issue but one that also carries national significance. The cost and quality of health care along with concerns over present and future access deserve vigorous discussion and physician leadership. Responsible leadership implies knowledge of the current environment and a vision for the future. This conference is a unique opportunity to learn about both from nationally recognized speakers (many of them physicians) who are making a difference in crafting an even better healthcare model for our citizens. Each of us can make a difference - that's the goal of the conference."

Mark S. Williams, MD, MBA, JD, CPE
Chair, Coordinating Committee on Quality