

Not-for-Profit Healthcare Transformation Summit

CREATIVE PARTNERSHIP STRATEGIES FOR THE NEW ERA

April 11-13, 2012 | Almas Temple Club | Washington, DC

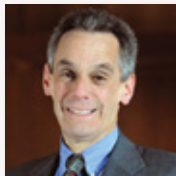
Hear from CEOs and thought leaders from leading Not-for-Profit, For-Profit and Community healthcare providers as they pursue innovative strategies for transforming healthcare delivery in the new era

- Get the latest industry approach to improving quality of care and increasing your access to capital – all while reducing costs
- Find and establish the appropriate partnerships for your organization
- Learn from 7 case studies of proven integration models:
 1. Blue Cross and Blue Shield System
 2. Cleveland Clinic & Central Dupage Hospital (IL)
 3. Baylor Health Care System & McKesson Specialty Health
 4. Hackensack University Medical Center & LHP Hospital Group, Inc.
 5. Health Resources Alliance & Ungaretti & Harris LLP
 6. Centerre Healthcare
 7. Health Management Associates, Inc. & Shands Healthcare

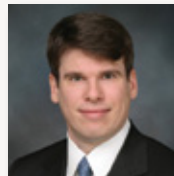
3 Impressive Keynote Addresses by:



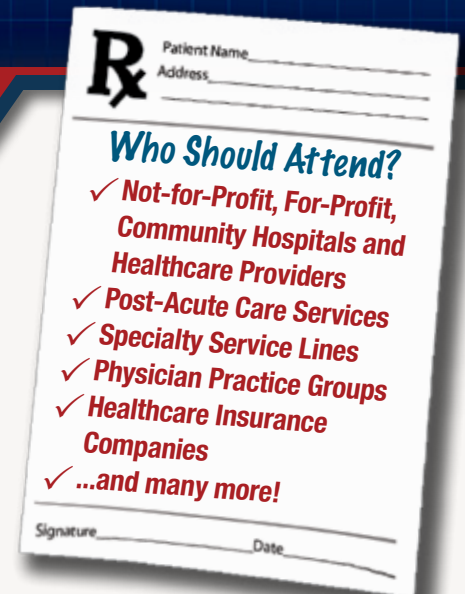
Sandra Bruce
President and CEO
PROVENA HEALTH –
RESURRECTION



Richard A. Feinstein
Director,
Bureau of Competition
FFEDERAL TRADE COMMISSION



Joshua H. Soven
Chief, Litigation I, Antitrust Division
US DEPARTMENT
OF JUSTICE



Healthcare Providers:

Ascension Health
Baylor Health Care System
Blue Cross and Blue Shield System
Catholic Health Initiatives
Centerre Healthcare
Central Dupage Hospital (IL)
Cleveland Clinic
Cogent HMG
Hackensack University Medical Center
Health Resources Alliance
Health Strategy Partners
Lutheran HealthCare
McKesson Specialty Health
MedStar Health
Provena Health – Resurrection Health Care
Shands Healthcare
Sheridan Healthcare

Other Distinguished Healthcare Faculty:

American Appraisal Associates, Inc.
Cain Brothers & Company, LLC
Federal Trade Commission
Health Management Associates, Inc.
Kaufman, Hall & Associates, Inc.
Lancaster Pollard
LHP Hospital Group, Inc.
Signal Hill Capital Group LLC
Ungaretti & Harris LLP
US Department of Justice

Produced by:





Set Up Meetings With Other Participants Before the Event Through Our Exclusive Event Contact System

As a confirmed attendee, one week prior to the event you will receive an email with a password that will provide you with exclusive access to other attendees so you can set up meetings before the event.

Infocast Business Intelligence Conferences

Infocast Business Intelligence Conferences provide definitive, up-to-the-minute information on critical business opportunities, challenges and techniques. These conferences deliver information straight from decision-makers and active market participants. There is a lot of data out there; Infocast conferences help turn that data into valuable business intelligence.

About the Not-for-Profit Healthcare Transformation Summit

The landscape for the not-for-profit healthcare industry over the next decade is undergoing unprecedented changes. A series of catalysts including healthcare reform legislation, impending need to form ACOs, and potential funding cuts from the Congressional budget deficit reduction talks and others are all reflections of twin long-term imperatives for the sector: improving quality of care and reducing costs. It is likely we will see significant consolidation and novel forms of integration as organizations reconfigure themselves to address these two pressing strategic goals.

The transformation is already underway. Not-for-profits and for-profit healthcare providers, acute care hospitals, physicians networks, post-acute care services, and other specialty service lines are merging, partnering and joint venturing into new systems. However, though there are different approaches, not all are the right fit for your organization. It is critical to get the latest details on the various partnership options, the appropriate affiliations for your organization and the impact on patient care and cost structure.

Infocast's **Not-for-Profit Healthcare Transformation Summit**, will bring together a remarkable group of thought leaders from the not-for-profit and for-profit healthcare industries to provide a survey of the latest and most creative thinking and transactions being undertaken and considered. This Summit will provide an incredible opportunity to come up to speed on a whole series of innovative approaches and strategies for not-for-profit healthcare providers to transform their business while maintaining their fundamental mission. Come and hear from this remarkable faculty as they discuss how they are meeting the challenges of delivering high quality community healthcare while maintaining financial integrity for the future.



Don't Miss Our Pre-Summit Workshop: Transaction Structures for Emerging Partnerships in the Not-for-Profit Healthcare Space

April 11, 2012

Follow Us On:



Thursday, April 12, 2012

8:45 AM – 6:00 PM

Keynote Address I: Department of Justice's Perspective

Joshua H. Soven, *Chief, Litigation I, Antitrust Division*,
US DEPARTMENT OF JUSTICE

Keynote Address II: Not-for-Profit Healthcare CEO's Perspective

The Provena Health – Resurrection Health Care President and CEO will cover the financial turnaround she led when first joining Resurrection Health Care and how that set the foundation for the healthcare organization's ability to find a good partner and ultimately merge with Provena Health.

Sandra Bruce, *President and CEO*,
PROVENA HEALTH – RESURRECTION HEALTH CARE

Keynote Address III: Competition in the Health Care Sector: The View from the FTC

Richard A. Feinstein, *Director, Bureau of Competition*,
FEDERAL TRADE COMMISSION



Networking Break

Panel Discussion: Not-for-Profit Healthcare Systems' Perspectives on the Merger Trend

This panel of not-for-profit healthcare providers will provide their perspectives on merger activities among not-for-profits, lessons learned to date, what is driving/drove the "to merge or not to merge" decision, and how have their operations in particular, and the community in general, benefited from their decision.

Moderator:

Trey Crabb, *Founder and President*, HEALTH STRATEGY PARTNERS

Panelists:

Joseph Impicciache, *Executive Vice President and General Counsel for Ascension Health Alliance*, ASCENSION HEALTH

Oliver M. Johnson, II, *Executive Vice President & General Counsel*, MEDSTAR HEALTH

Mark Parrington, *Vice President, Strategic Transactions*,
CATHOLIC HEALTH INITIATIVES



Group Luncheon

Panel Discussion: Community Not-for-Profit Healthcare Providers' Outlooks

This panel of community not-for-profit healthcare providers will provide their perspectives on the challenge they face in the current environment and what strategies they are considering to continue their important service to the community.

Moderator:

Anu Singh, *Senior Vice President*,
KAUFMAN, HALL & ASSOCIATES, INC.

Panelists:

Wendy Z. Goldstein, *President and Chief Executive Officer*,
LUTHERAN HEALTHCARE

Additional panelists to be announced

Case Study: Shands HealthCare and Health Management Associates, Inc.

This session will discuss Shands Healthcare's partnership with HMA to run 3 rural hospitals in Florida.

Steve Blumberg, *Vice President Planning and Business Development*, SHANDS HEALTHCARE

Pete Lawson, *Executive Vice President*,
HEALTH MANAGEMENT ASSOCIATES, INC.

Case Study: Post-Acute Care: Centerre Healthcare and Mercy Hospital System

This session will discuss the partnership between Centerre Healthcare and Mercy Health Center on the 50,000 square foot Mercy Rehabilitation Hospital. It will outline the collaboration and how all parties have benefitted.

Frank DiCesare, *Senior Vice President, Operations*,
CENTERRE HEALTHCARE

Pat Foster, *President & CEO*, CENTERRE HEALTHCARE



Networking Break

Case Study: The Baylor Cancer Center and Cancer Hospital Collaborative

This session will provide insight into the integration methods between the Baylor Health Care System, Texas Oncology and McKesson Specialty Health in the development of a new 467,000 square foot outpatient cancer center and a 120 bed cancer hospital. It will outline in detail the collaborative interactions between the parties to bring this half a billion dollar project to fruition and how all the parties benefit in this working relationship.

Donna L. Bowers, JD, RHIA, CHP, *Vice President, Oncology/COO BSCC*, BAYLOR HEALTH CARE SYSTEM

R. Steven Paulson, *Chairman and President of Texas Oncology*,
MCKESSON SPECIALTY HEALTH

Friday, April 13, 2012

9:00 AM – 12:15 PM

Case Study: **The Hackensack University Medical Center and LHP Joint Venture**

This session will discuss the joint venture between Hackensack University Medical Center at Pascack Valley and LHP Hospital Group to reopen the former Pascack Valley Hospital and restore much needed hospital services to the community.

Bob Garrett, CEO,

HACKENSACK UNIVERSITY MEDICAL CENTER

Dan Moen, CEO and President, LHP HOSPITAL GROUP, INC.

Case Study: **Cleveland Clinic and Central DuPage Hospital (CDH) Cardiac Care Program**

This session will highlight the Cleveland Clinic's cardiac surgery program and Central DuPage Hospital, and how each partner has gained from the collaboration, including staff training, process improvement and better and more cost-effective patient care.

Joseph G. Cacchione, M.D., F.A.C.C., Chairman, Business

Operations and Strategy, Heart and Vascular Institute,

CLEVELAND CLINIC

Senior Representative, CENTRAL DUPAGE HOSPITAL (IL)

Case Study: **Senior Care Services**

This session will discuss a unique partnership model between non-profits designed to enhance revenue and create strategic competitive market advantages, primarily in the post acute and senior care sector. Current strategic initiatives are designed to position these providers for the future changes as a result of the Affordable Care Act. Recent initiatives are focused on positioning for bundled care payments and accountable care and include physician alignment strategies, advancements in the use of technology, collection and benchmarking of outcomes as well as the implementation of best practices to reduce unnecessary hospital readmissions.

Steve Banghart, Partner, UNGARRETTI & HARRIS

Jill Krueger, CEO, HEALTH RESOURCES ALLIANCE

Special Presentation: **The Blue Cross and Blue Shield System Action Plan**

This session will discuss the Blue Cross and Blue Shield System's comprehensive, interconnected action plan for building high-quality, affordable care in America.

Senior Representative, BLUE CROSS AND BLUE SHIELD SYSTEM

Panel Discussion: **Alternative Sources of Capital**

The not-for-profit healthcare sector has traditionally sought capital from the tax exempt bond market, while increasingly taking out loans with their local community banks. Beyond these two sources of capital, what are other alternative capital sources and what is most appropriate as healthcare systems look to rationalize their operations in this environment? This panel of financiers will provide their perspectives on capital availability, asset divestiture options, and other strategies for financing the not-for-profit healthcare sector.

Panelists:

David Cyganowski, Managing Director,

KAUFMAN, HALL & ASSOCIATES, INC.

Steve Kennedy, Senior Vice President, LANCASTER POLLARD

Jeffrey C. Nahley, Managing Director, Head of Healthcare Services

Investment Banking, SIGNAL HILL CAPITAL GROUP LLC

Todd Rudenske, Managing Director,

CAIN BROTHERS & COMPANY, LLC



Networking Break

Panel Discussion: **Network Build-Out via Acquisition of MD Practice Groups**

This panel will discuss the trend in formation of the healthcare network through acquisition of physician practice groups or networks, where these transactions are most prominent, what the economic imperatives are and the outlook for the coming year.

Panelists:

Robert Coward, President, SHERIDAN HEALTHCARE

T. Clifford Deveny, MD, Senior Vice President, Physician Practice

Management, CATHOLIC HEALTH INITIATIVES

Stephen Houff, MD, CEO, COGENT HMG

Transaction Structures for Emerging Partnerships in the Not-for-Profit Healthcare Space

Wednesday, April 11, 2012 | 9:00 AM – 5:00 PM

This workshop will provide detailed information on the various partnership structures and how it will impact a not-for-profit healthcare provider's governance and stewardship to the community. Sessions include asset sales, joint ventures, mergers of equals, and more.

Transaction Structures and Valuations in the Not-for-Profit Healthcare Sector

Gary T. Frantzen, CFA, Senior Managing Director, serves as the Chair of the Healthcare Industry Practice of American Appraisal Associates, Inc., a global valuation consulting services provider. Gary will discuss the most common transaction structures and some nuances that may have a vital impact on the valuation and closing of a transaction. He will present case studies of transactions involving hospital-physician affiliations, not-for-profit health system mergers and joint ventures to provide an overview of the valuation needs in each considering the current regulatory environment and will highlight key valuation issues that are often overlooked. The information is intended to prepare the participants to address the valuation aspects of transactions that many not-for-profit healthcare systems will be facing as the industry continues to consolidate and affiliation/merger opportunities arise. Gary is currently serving a variety of hospital and health system clients, both for-profit and not-for-profit, with their valuation services needs.

Gary T. Frantzen, CFA, Senior Managing Director,
AMERICAN APPRAISAL ASSOCIATES, INC.

Not-For-Profit Merger Activity: Drivers, Models and a Sample Change of Control Transaction

In this presentation focusing on not-for-profit merger activity, Lynn Gordon, a partner in the Chicago office of Ungaretti & Harris, will briefly discuss the various pressures fueling merger activities. She will then outline several common merger or affiliation models. In the final part of the presentation, Ms. Gordon will focus on a particular model—a change of control transaction at the parent level—and provide an overview of related steps and a timeline. Such information is intended to provide a better understanding of the types of transactions that many not-for-profit healthcare systems are either contemplating, or are in the midst of, as the health care industry continues to evolve and further consolidate. Lynn has handled a variety of hospital and health system mergers and acquisitions, both in the for-profit and not-for-profit world, with a particular focus on the consolidation of Catholic-sponsored health care.

Lynn Gordon, Partner, UNGARETTI & HARRIS LLP

Additional Workshop Presenters to be Announced

FIVE EASY WAYS TO REGISTER

One: CALL
(201) 871-0474

Two: FAX
(253) 663-7224

Three: E-MAIL
register@pmaconference.com

Four: MAIL
PMA
P.O. Box 2303
Falls Church, VA 22042

Five: WEB SITE
www.pmaconference.com

Risk Free Early Bird Rate!

Register by March 9, 2012 to receive the Early Bird Rate risk free! If an Early Bird registration is later canceled, an administrative charge will not be charged and the full tuition amount will be refunded. All Early Bird Rates will be adjusted downward if Information Forecast Inc. publicizes a discounted tuition special offer that would result in tuition rates lower than the published Early Bird Rate amounts to the right.

Discounts:

Not-for-Profit Provider and Government discounts are available (see box to the right). Team Discount for teams of three or more from the same organization, the third and subsequent registrations qualify for a 50% discount. Discounts are subject to verification and approval. Discounts cannot be combined.

Venue:

Almas Temple Club
1315 K Street, NW
Washington, DC 20005
For a list of nearby hotels

Continuing Education Credits:

Infocast certifies that this activity has been approved for Continuing Education credit by the State of California in the amount of 5.5 hours for Workshop: Transaction Structures for Emerging Partnerships in the Not-for-Profit Healthcare Space, April 11, 2012 and an additional 9 hours for Not-for-Profit Healthcare Transformation Summit, April 12-13, 2012. Continuing Education credit hours are subject to change.

Cancellation, Refunds & Credits:

Should you be unable to attend, a refund will be made for cancellations received via letter or fax at least 10 business days before the start of the meeting. We will be pleased to transfer your registration to another member of your organization, or credit the registration fee to another Infocast conference if you register within 6 months from the date of this conference.

A \$195 administrative charge will be applied to refunds of registrations received after the expiration of the Early Bird Rate.

In the event an event is cancelled, Information Forecast, Inc.'s liability is limited to a refund or transfer of the registration fee only.

On-Site Materials:

Flashdrives with materials to be provided on-site. Please bring your laptop if you'd like to follow along.

Infocast is a division of Information Forecast, Inc., a California Corporation.

Registration Form

Please make checks payable to: "PMA"

Not-for-Profit Healthcare Transformation Summit
April 11-13, 2012 | Almas Temple Club | Washington, DC

Please check one or more of the following:

- I would like to take advantage of the team discount (see left)
 I can't attend, but put me on your mailing list for future programs

Tuition	Standard		Not-for-Profit Provider and Government*		
	Early Bird (by 3/9/12)	Regular (after 3/9/12)	Early Bird (by 3/9/12)	Regular (after 3/9/12)	
Workshop: Transaction Structures for Emerging Partnerships in the Not-for-Profit Healthcare Space, April 11, 2012	\$595.00	\$795.00	\$395.00	\$595.00	
Not-for-Profit Healthcare Transformation Summit, April 12-13, 2012	\$895.00	\$1,295.00	\$595.00	\$895.00	
Total:					

*Subject to verification by Information Forecast, Inc.

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Organization: _____

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City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Main Supervisor: _____

Credit Card: ___ Visa ___ Mastercard ___ American Express

Card #: _____ Exp. Date: _____

Card Holder Name: _____

Signature: _____

Venue

The Not-for-Profit Healthcare Transformation Summit will be held at:

Almas Temple Club

1315 K Street, NW
Washington, DC 20005
Phone: (202) 898-1688

Courtesy Room Block

Hamilton Crowne Plaza

14th and K Street, NW
Washington, DC 20005

Rate: **\$239/night** Cut Off: **March 12, 2012** Reservations: **202-682-0111**; mention Information Forecast Healthcare Summit

OTHER NEARBY HOTELS

Four Points By Sheraton

1201 K St NW, Washington, DC (0.13 miles away)
202-289-7600

Hilton Garden Inn

815 14th St NW, Washington, DC (0.14 miles away)
202-783-7800

Sofitel Hotel Lafayette Square

806 15th St NW, Washington, DC (0.21 miles away)
202-730-8800

Washington Plaza Hotel

10 Thomas Cir NW, Washington, DC (0.22 miles away)
202-842-1300

Wyndham-Washington DC

1400 M St NW, Washington, DC (0.24 miles away)
202-429-1700

Marriott At Metro Ctr

775 12th St NW, Washington, DC (0.27 miles away)
202-737-2200

St. Regis Washington DC

923 16th St NW, Washington, DC (0.31 miles away)
202-638-2626