

Health Reform Summit

Tuesday, November 10, 2009 - 8 to 11:30 a.m.

DoubleTree Hotel Denver Tech Center

7801 East Orchard Road

Greenwood Village

Overview

Since Congress convened in January, the road to health reform has had its foreseen and unforeseen twists and turns. At first, the question was whether President Obama would make health reform a must-do issue this year; it was quickly answered as Congress made passing health reform a priority. The challenge in the House now becomes one of striking a balance between the Conservative Blue Dogs and the Progressive Caucus. In the Senate, the Finance Committee, and the Gang of Six, is marking up a bill that will be merged with the Senate HELP Committee bill. The real battle will start in late October/early November. At that time, the action moves to the Senate and House of Representatives. Leadership will try to construct a bill that will get enough votes to pass...60 votes in the Senate (unless reconciliation is used) and 218 votes in the House. The most contentious issues will likely be delivery system reform, financing, coverage and timing. The question is who will win and who will lose? For in the end, all indications are that a bill will pass and it will be signed by President Obama.

Objectives

The objectives of this Summit are to provide participants with "inside the beltway" perspectives on health reform from three individuals that are involved in the process on a daily basis. It will include detailed information about what provisions are likely to remain in the final bill and what ones will ultimately be dropped in efforts to achieve a bill that will have enough votes to pass both the Senate and the House. Attendees will hear from a national faculty and have an opportunity to ask them questions about what might be the impact of the proposed reform measures on Coloradans.

Agenda

7 to 8 a.m.

8 to 8:15 a.m.

8:15 to 9:45 a.m.

9:45 to 10 a.m.

10 to 10:30 a.m.

10:30 to 11:30 a.m.

11:30 a.m.

Registration

Welcome and Introductions

National Health Reform Panel

Moderated by: Jay Want, M.D.

Panel: *Terry Brooks, Polsinelli Shugart; Len Nichols, New America Foundation; and Rick Pollack, American Hospital Association*

Break

Colorado Health Reform Panel

Panel: *Steve Erkenbrack, Rocky Mountain Health Plans; Larry McEvoy, M.D., Memorial Hospital (Colorado Springs); and Maureen Tarrant, Sky Ridge Medical Center*

Open Discussion with Q&A

Adjournment

Audience

The Summit will be of special interest to healthcare, business, community, public policy and government leaders throughout Colorado. It will be of value to all kinds of healthcare providers, healthcare consultants, health plans, as well as those working in government. Anyone interested in learning about what kind of health reform legislation is likely to emerge from Congress will find value in attending the Summit.

Panel

Terry Brooks has over 35 years of experience in health and hospital law representing healthcare systems and institutions, physicians, specialty providers, pharmaceutical companies, managed care entities, health-related companies, financial institutions, units of government and trade associations. Her practice focuses on the legislative, regulatory and policy issues in the health industry as well as transactional and operations issues for her clients. Her career in healthcare began in 1968 as the legislative director for the American Osteopathic Association. She was the director of the Washington office of the American Osteopathic Hospital Association and served the American Hospital Association as the associate director of the Washington Office for federal agency liaison. Prior to entering private practice, she served as director of legal affairs and policy development for the Michigan Hospital Association.

Steve Erkenbrack is president and chief executive officer for Rocky Mountain Health Plans, bringing more than 20 years of experience as a trial attorney with an emphasis on health care, civil litigation, and government issues. Mr. ErkenBrack previously served as Colorado's Chief Deputy Attorney General, and as Mesa County's elected District Attorney. Mr. ErkenBrack was appointed by the legislature to serve on Colorado's Blue Ribbon Commission for Health Care Reform, and he is Chair of Club 20's Health Care subcommittee. In past years, Mr. ErkenBrack has served as Chairman of the Board of Law Examiners for the Colorado Supreme Court, as President of the Colorado District Attorneys Council, and as a member of the Board of Governors of the Colorado Bar Association.

Larry McEvoy, M.D., has served as chief executive officer of Memorial Health System in Colorado Springs since Jan. 2008. Memorial is a 714-bed level II trauma center with three hospitals -- Memorial Hospital Central, Memorial Hospital North and Memorial Hospital for Children -- and outlying clinical facilities throughout Colorado Springs. The system is in the emerging phases of a transformation from a city hospital to a physician-led, patient-centered health system.

Larry brings a rich mix of the pragmatic and the visionary to conversations on physician engagement, clinical performance, and healthcare design. He is committed to producing patient-centered results with a mission aimed at restoring the energy and vitality to healthcare professionals. His perspective as an emergency physician and physician executive render him a powerful speaker, mentor, and healthcare strategist.

Len Nichols, a health economist and policy analyst, directs the Health Policy Program at The New America Foundation. Prior to joining New America, Dr. Nichols was the vice president of the Center for Studying Health System Change; a principal research associate at the Urban Institute; and senior advisor for Health Policy at the OMB during the Clinton reform efforts of 1993-94. Previously, he was the chair of the Economics Department at Wellesley College, where he taught for ten years. He also served as a member of the Competitive Pricing Advisory Commission and the 2001 Technical Review Panel for the Medicare Trustee Reports. He was on the advisory panel to the Robert Wood Johnson Foundation's Covering America project and has been a consultant to the World Bank, the InterAmerican Development Bank, and the Pan American Health Organization.

Richard (Rick) Pollack is executive vice president for advocacy and public policy for the American Hospital Association. Serving in this capacity since 1991, Rick has been responsible for the development, implementation and management of the advocacy, representation and public affairs of the AHA.

Maureen Tarrant is president and chief executive officer of Sky Ridge Medical Center, which opened in August 2003 in Lone Tree, Colorado south of metropolitan Denver. With more than 20 years of healthcare management experience, Maureen was promoted to CEO in 2001 from her position as HealthONE Vice President for Strategic and Administrative Services. As CEO, she was instrumental in the planning, design and development, construction and management of Sky Ridge - HCA/HealthONE's seventh and newest hospital.

Maureen is very active in the community and serves on a myriad of boards and committees. She is Chairman-Elect of the CHA Board of Trustees, a member of the AHA Regional Policy Board, and an active member of the American College of Healthcare Executives.

Jay Want, M.D., is president and chief executive officer of Physician Health Partners, LLC, a management services organization serving over 50,000 covered lives in Colorado. He is a member of the Denver Metro Chamber of Commerce Health Care Committee, an affiliate of the Colorado Business Group on Health, and has served on task forces for the Colorado Division of Insurance, the Colorado Trust, and the Colorado Hospital Association. He has served on various hospital and health plan quality, pharmacy and therapeutics, and medical policy committees. Dr. Want is board-certified in internal medicine, and was a primary care internist in private practice for ten years. He began doing medical director work in 1997, and joined PHP in 1999.

Registration Fee

▶ Registration fee per person: \$95

Deadline for registration is November 3. We may not be able to honor your registration if it is received after the registration deadline. If you have not received your confirmation prior to the program, call Peggy McCreary at 720.330.6034 to confirm your registration. Space is limited. CHA has the right to cancel a program due to low registrations. Please confirm with CHA before making your airline reservations. Check CHA's web site, www.cha.com, for program updates, cancellations and/or changes.

We cannot bill for onsite registration. You must be prepared to pay at the time of registration. We will accept a personal check, hospital/organization check, VISA or MasterCard for onsite registrations.

Cancellation: An alternate registrant from the same institution will be accepted under the original registration. Registration fees are non-refundable unless notice of an individual's cancellation is received at CHA by November 4, in which case a cancellation fee of \$25.00 will be deducted from the refund. If notice of cancellation is received after November 4 there is no refund. The same procedure applies for a registration that is phoned in, faxed or submitted online with indication of payment to follow. You will be billed whether or not you attend the program.

How to register: Register online at www.cha.com

Online registrations are accepted with MasterCard or VISA. *(Please note that after the registration deadline, online registration will not be available.)* Please contact Peggy McCreary at CHA to check space availability and to register.

Fill out the attached registration form and send it along with your check payable to Colorado Hospital Association, 7335 East Orchard Road, Greenwood Village, CO 80111-2512, Attn: Peggy McCreary.

Information: Call Peggy McCreary at 720.330.6034 or peggy.mccreary@cha.com.

Registration Form

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HOSPITAL/ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

EMAIL _____

(Confirmation will be emailed to the address listed above)

Full Name _____ Title _____ Reg.Fee _____

Email Address _____

Full Name _____ Title _____ Reg. Fee _____

Email Address _____

Full Name _____ Title _____ Reg. Fee _____

Email Address _____

Full Name _____ Title _____ Reg. Fee _____

Email Address _____

TOTAL AMOUNT DUE PAYABLE TO CHA: \$ _____

Credit Card Information: _____ Visa _____ MasterCard

Card Number _____ Exp. Date _____

Cardholder's Name _____

*If not registering online, please forward this form and payment to Colorado Hospital Association,
7335 East Orchard Road, Greenwood Village, CO 80111-2512, Attn: Peggy McCreary.*

Please make checks payable to: Colorado Hospital Association.

REGISTRATION DEADLINE: November 3, 2009
CANCELLATION DEADLINE: November 4, 2009