



# Weathering

## The Storm and Staying Strong

### Small or Rural Hospital Conference

February 10-12, 2010  
Jordan Grand Resort  
Sunday River

**MHA**



Maine Hospital  
Association



Make plans to attend this year's  
**2010 Small or Rural Conference!**



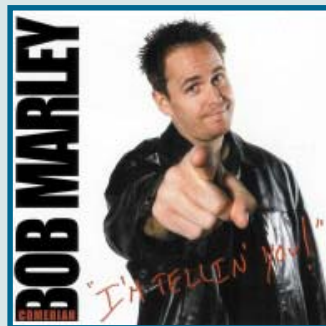
## Education



## Networking



**...FUN!**



# 2010 Small or Rural Hospital Conference



## AGENDA

### WEDNESDAY, FEBRUARY 10

#### Pre-Conference Meetings:

12:30 - 3:00 p.m.

**Critical Access Hospital Meeting & Luncheon**  
*Birches I*

3:00 - 5:00 p.m.

**Associated Health Resources, Inc.  
Board of Directors Meeting**  
*Birches II*

4:00 - 7:00 p.m.

**Conference Registration**  
*Balsam Lobby*

#### Opening Night Activities:

6:00 - 7:00 p.m.

**Opening Night Reception**  
*Slider's Restaurant*

7:00 - 9:00 p.m.

**Opening Night Dinner Banquet**  
*Balsam, Spruce & Juniper Rooms*

9:00 p.m.

**Entertainment:** Join us in Slider's for an evening of fun with **School Street Band!**

### THURSDAY, FEBRUARY 11

7:00 - 8:30 a.m.

**Registration**  
*Balsam Lobby*

**Breakfast Buffet**

*Balsam & Spruce Rooms*

8:30 - 8:45 a.m.

**Welcome & Opening Comments**

*Birches Ballroom*

**Kris Doody, Chair, Maine Hospital Association  
and CEO, Cary Medical Center**

8:45 - 10:15 a.m.

**Keynote Presentation**

***Innovative Collaboration to Create Value: The  
Antidote for the Perils of Healthcare Reform***

**Nathan Kaufman, M.S., Managing Director,  
Kaufman Strategic Advisors and Nationally  
Renowned Healthcare Expert**

*To say that these are challenging times is an understatement. Hospitals across the nation are experiencing deteriorating operating performance. In addition to declining Medicare reimbursement rates, many hospitals have seen significant decreases in admissions in the most profitable service lines. The economic and market conditions impacting healthcare providers are of the magnitude that have impacted the financial and automobile sectors. In addition, hospitals face the uncertainties of what healthcare reform will bring. In 2010, healthcare providers will need to embrace innovation and efficiency, to provide more and better care, with less. During this session,*

*leading healthcare expert Nate Kaufman will explore these challenges and recommend strategies for weathering the storm.*

10:15 - 10:45 a.m.

**Networking Break**

10:45 a.m. - 12:00 p.m.

***Physician Retention: Optimizing Your Investment***

**Allison McCarthy, MBA, Principal, Barlow/McCarthy**  
*Rural communities across the nation continue to struggle in their attempts to recruit and retain physicians. In today's challenging healthcare environment, it becomes even more critical to keep the quality physicians you work so hard to recruit. Once you've found the right physician, establishing structural approaches that will sustain them in a professionally and personally rewarding practice is essential for growth-oriented organizations. During this session, expert Allison McCarthy will provide real world suggestions and practical tools for dealing with this perennial issue.*

12:00 - 1:30 p.m.

**Luncheon Buffet**

1:30 p.m.

**Free time ~ Enjoy the slopes, cross-country skiing or simply relax in the heated outdoor pool and hot tub!**



# 2010 Small or Rural Hospital Conference

## AGENDA (CON'T)

### THURSDAY, FEBRUARY 11 (con't)

6:00 - 7:00 p.m.

**Reception**

*Slider's Restaurant*

7:00 - 8:30 p.m.

**Dinner**

*Balsam, Spruce & Juniper Rooms*



*Originally from Maine, Bob Marley began performing stand up comedy in his hometown of Portland. He moved to Boston early in his career, gaining experience in a city known for spawning comedy all-stars.*

*He now has a weekly radio call in segment with several radio stations around the country called *The World According to Bob*. Winner of this year's XM/Sirius Superbowl of Comedy, he continually makes new fans around the country.*

*Making his first television appearance on Comedy Central, he is now one of the few comics to do the complete late night circuit including *The Late Show with David Letterman*, *The Tonight Show with Jay Leno*, *Late Night with Conan O'Brien* and the *Late Show with Craig Ferguson* and *Craig Kilborn*.*

*A movie star as well, Bob starred in *Boondock Saints* and its sequel, *Saints II: All Saints Day*, which hit the screens on October 30, 2009.*

8:30 - 9:30 p.m.

**Entertainment: *Maine's Wicked Funny Bob Marley!***

9:30 p.m.

***Join us for entertainment at Slider's following the banquet.***

### FRIDAY, FEBRUARY 12

7:30 - 8:30 a.m.

**Breakfast Buffet**

*Balsam, Spruce & Juniper Rooms*

8:30 - 8:45 a.m.

**Welcome & Opening Comments**

*Birches Ballroom*

**Kris Doody, Chair, Maine Hospital Association and CEO, Cary Medical Center**

8:45 - 10:45 a.m.

***Weathering the Storm: Creating Focus and Stability During Turbulent Times***

**Terry Nichols, Director, Advisory Board Academies**

*The only "constant" in healthcare today is the constant frenzy of "change". Governments and other payers are squeezing hospitals to design more cost effective care systems in order to reduce overall expenditures, eliminate waste, and expand access to more patients. Consumers are insisting on better service, more information, increased care options and a greater role in determining their own treatment plans. The public at large is demanding a reduction in medical errors, better adherence to best practice care protocols and further dissemination of quality data. Physicians, along with their patients, are expecting nearly immediate access to*

*next generation technology, new equipment, better facilities and expanded service offerings. Even if the need for these changes is widely understood and supported, the sheer rapidity, volume and complexity of these initiatives is often overwhelming. With the announcement of each new expectation, staff members grow more frustrated, managers grow more burned out and executives grow more harried. During this session, Terry Nichols will focus on seven critical approaches that great leaders adopt in order to lift these burdens, create stability and generate long-term, sustainable improvement.*

10:45 - 11:00 a.m.

***Networking Break***

11:00 a.m. - 12:00 p.m.

***Federal Policy & Regulatory Update***

**Joanna L. Hiatt, Senior Associate Director for Policy, American Hospital Association**

*Hospitals face significant challenges at both the national and state level. During this session, we will review the current political and regulatory environment and share advocacy goals for rural hospitals.*

12:00 p.m.

**Adjournment**

# 2010 Small or Rural Hospital Conference

## FEATURED SPEAKERS



### **Nathan Kaufman, M.S.**

Nate Kaufman is Managing Director and founder of Kaufman Strategic Advisors, LLC. He has 30 years of experience and is a nationally renowned expert in the areas of peak performing hospitals and physician groups, hospital strategy, physician compensation, integrated delivery systems, managed care, joint ventures and dispute resolution. He regularly speaks on these topics for numerous health system organizations and healthcare associations throughout the country. Mr. Kaufman was a lead faculty member for the American College of Healthcare Executives (ACHE), for which he developed several popular presentations including "Lessons Learned: Innovative Strategies for Achieving Competitive Advantage" and "Essential Strategies for the New Millennium". In addition, he has made significant contributions to the body of healthcare literature as is the primary author of [Building Business Relationships with Physicians](#). He is also currently writing and speaking extensively on health reform.



### **Allison McCarthy, MBA**

Allison McCarthy has more than 20 years of healthcare management experience with expertise in physician relations and recruitment, tertiary outreach and strategic relationship marketing. She is a frequent speaker, presenting at conferences sponsored by the Forum for Health Strategists, AHA-SHSMD, Medical Group Management Association, the American Academy of Medical Management and the Association of Staff Physician Recruiters. She is the author of [A Practice Development Primer](#) in addition to publishing white papers and articles for several healthcare journals, newsletters and other publications.



### **Terry Nichols**

Terry Nichols is Director of the Advisory Board Academies, a division of The Advisory Board Company in Washington, DC. The Academies serve leaders at multiple levels of healthcare, helping them to improve their management skills and maximize their abilities as they guide healthcare providers in the delivery of superior patient care. Mr. Nichols is a senior faculty member for the Academies and is responsible for teaching classes and conducting workshops at leading hospitals in the United States. Prior to joining the Advisory Board, Mr. Nichols conducted management ethics research at Harvard Business School and held a senior role in the design, development and delivery of leadership development programs at Booz Allen Hamilton, an international management consulting firm.



### **Joanna L. Hiatt**

Joanna Hiatt is the American Hospital Association's (AHA) senior associate director for policy covering the areas of Medicare inpatient hospital payment as well as rural and psychiatric hospital issues. She came to the AHA from the United States Government Accountability Office, where she served as a Senior Health Policy Analyst. In this role, she advised Congress on potential policy changes and conducted policy analyses on a wide range of issues, including Medicare payment policy, hospital community benefits and uncompensated care and pediatric kidney transplant recipients.



# 2010 Small or Rural Hospital Conference

## REGISTRATION & GENERAL INFORMATION

**PRE-REGISTRATION AND CANCELLATION:** Pre-registration using the enclosed form is required. **Cancellations made after the registration deadline (February 1st) will be charged 50% of the registration fee.** Participant substitution is permitted. Cancellations made without notification will be charged the full registration fee.

**CONFIRMATION:** All registrations will be confirmed by MHA. Please call Leslie Gagne at 207/622-4794 if you have not received your confirmation three days prior to the program.

**CEUs:** Continuing Education Units have been approved by the Nursing Home Administrators Licensing Board. 6 CEUs will be awarded.

**ATTIRE:** Dress for the conference is casual.

### DISCOUNTED LIFT TICKET RATES (MID-WEEK)

Adult: **\$51.00** full day. (Discounted half day tickets are not available). Tickets can be purchased at the front desk of the Jordan Grand Resort Hotel. Please identify yourself as a MHA conference attendee to receive the discounted rate.

**PERFECT KIDS SKI & SNOWBOARD SCHOOL** (*Reservations are required. Please call 207-824-5959.*) Lift tickets for ski school must be purchased separately for kids 7 and older. Kids 5 and under receive free ticket. Full day clinics include lunch. Ski & Snowboard School is located at the Children's Center at South Ridge.

#### ◆ 3 to 6 years (*Ski only*) (3 year olds AM only)

Half Day AM Session Only	\$65.00	Half Day PM Session Only	\$60.00
Full Day Session	\$78.00		
Half Day with Rental (AM)	\$75.00	Half Day with Rental (PM)	\$70.00
Full Day with Rental	\$88.00		

#### ◆ 7 to 14 years (*Ski & Snowboard*)

Half Day AM Session Only	\$60.00	Half Day PM Session Only	\$55.00
Full Day Session	\$70.00		
Half Day with Rental (AM)	\$75.00	Half Day with Rental (PM)	\$70.00
Full Day with Rental	\$85.00		

🚶 **Half Day programs:** 9:30 am to Noon or 12:30 pm to 3:00 pm / **Full Day program:** 9:30 am to 3 pm

### CROSS COUNTRY SKIING (Weather permitting)

Available at The Wilderness House. Call for rates and information at 824-2410.

### SKATING (Weather permitting)

Available at the White Cap Base Lodge/Night Cap Fun Center. Skate rentals are available through Sunday River Sports located at the White Cap Base Lodge.

### EXERCISE/FITNESS

Health Club and Spa is complimentary to all overnight guests of the Jordan Grand Resort Hotel, includes full fitness equipment, hot tub, heated pool, sauna and steam room.

### MASSAGE, FACIAL TREATMENTS, WRAPS

Available at the Jordan Spa. Call 824-5328 for pricing. **Reservations are required.**

### CHILDCARE (Daytime)

Available on-site at the Jordan Grand Resort Hotel.

**(Reservations are required 3 days in advance. Please call 824-5314 for rates & information.)**

### HOTEL EVENING BABY-SITTING

**In room sitting:** **Advance reservations required.** Please call the Daycare Center at 824-5314 for rates & information.

### CHECK IN/OUT

**Check in:** 4:30 p.m. / **Check out:** 10:30 a.m.

# 2010 Small or Rural Hospital Conference

## SPONSORS



**Baker, Newman & Noyes, LLC**

**Berry Dunn McNeil & Parker**

**DiGiorgio Associates, Inc./Monitor Builders, Inc.**

**Maine Tobacco Free Network**

**Medical Mutual Insurance Company of Maine**

**Mid-Maine Communications & Pine Tree Networks, a Division of Otelco**

**MorrisSwitzer~Environments for Health**

**Quorum Health Resources, LLC**

**Ritter Project Management, Inc.**

**VISTA Staffing Solutions**

**Willis of Northern New England, Inc.**





Maine Hospital Association  
33 Fuller Road, Augusta, ME 04330  
207/622-4794 [www.themha.org](http://www.themha.org)



# To Reserve a Room

at the  
Jordan Grand Resort Hotel at Sunday River

## Small or Rural Hospital Conference

February 10-12, 2010  
Group #: 84L288

Secure your room now!  
Reservation deadline is January 10, 2010.

Please fill out and send directly to Sunday River (see below)

### Guest Information: *(Please submit one form per room)*

Name: \_\_\_\_\_  
Institution: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Lodging Information:

**Please note: This form is for room reservations only. You will need to purchase all necessary meals on MHA's Registration form.**

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_  
Number of People: \_\_\_\_\_ Sharing Room With: \_\_\_\_\_

### Standard Room Rates Per Room Per Night: Subject to 7% State Tax & 7% Resort Fee

#### Standard (2 queen beds)

Single - \$134.00++       Double - \$146.00++

#### Studio Superior (1 queen Murphy bed & kitchenette, sleeps 2)

Single - \$134.00++       Double - \$146.00++

#### Studio Deluxe (1 queen Murphy bed, 1 sleep sofa & kitchenette, sleeps 4)

Single - \$134.00++       Double - \$146.00++

#### 1 Bedroom Suite (1 queen bed, 1 sleep sofa & kitchenette, sleeps 4)

Single - \$243.00++       Double - \$255.00++

To qualify for Tax Exempt status, payments must be made by the tax exempt organization's check or credit card. Please include a copy of the Tax Exempt certificate with the return of the reservation form. Purchase Orders are accepted.

### Payment Information:

Payment Method:  Check enclosed     Credit Card

Credit Card Information:               

Card Number: \_\_\_\_\_ Exp. \_\_\_\_\_ 3-Digit Security Code \_\_\_\_\_

**Check In:** 6:00 p.m. / **Check Out:** 10:30 a.m.

Please **mail** this form along with deposit to: **Sunday River, P.O. Box 4500, Newry, Maine 04261**. Or, if you prefer, **fax** this form with credit card information to 207/824-5195. You may call Sunday River Reservations directly at 1-800-207-2365 between 8 AM - 5 PM. Please refer to the Maine Hospital Assn. Small or Rural Conference (Group #84L288).

**Deposit & Cancellation Policies:** Deposit is equal to one night's lodging, if stay is only for one night, or if multiple nights, 50% of the total reservation is due within five (5) days of booking the reservation. Final payment is due two weeks prior to arrival and will be automatically charged. Reservations cancelled between receipt of deposit and 15 days prior to arrival will be charged a \$50.00 cancellation fee. Cancellations within 14 days of arrival forfeit the entire deposit. The hotel must be notified if substitutions are made under a room reservation.

Please note, **the room reservation deadline is January 10, 2010.**



# To Register for MHA's Small or Rural Hospital Conference

February 10-12, 2010  
Jordan Grand Resort Hotel & Conference Center

Please fill out and return to the Maine Hospital Association  
Registration Deadline is Monday, February 1, 2010

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Institution: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Nickname for badge: \_\_\_\_\_ Guest badge \_\_\_\_\_  Request CEUs \_\_\_\_\_  
Daytime Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### Registration Fee (check one):

- \$175/person, MHA Member (Employees & Trustees of Member Institutions)
- \$325/person, MHA Corporate Affiliate Member
- \$475/person, Non-Member (Payment due with registration)

Total Registration Fee: \$ \_\_\_\_\_

### Meals for Hotel Guests & Commuters

Please note: The Jordan Grand is no longer including meal packages on their reservation form for hotel guests; therefore, all meals must be ordered here.

- \$40 Dinner Wednesday ( Tournedos of Sirloin (or)  Halibut)\*
- \$19 Breakfast Thursday
- \$20 Lunch Thursday **OR**  \$18 Skier's Boxed Lunch Thursday
- \$35 Dinner Thursday
- \$19 Breakfast Friday

Total Commuter Meals: \$ \_\_\_\_\_

\*Please check here if you would prefer a vegetarian option

TOTAL DUE: \$ \_\_\_\_\_




**REGISTRATION DEADLINE:**  
Monday, February 1st

### Payment Information

Payment Method:  Check enclosed  Check being mailed  Credit Card

Checks can be made payable to: **Research & Education Trust. Mail payment and registration form to:** Leslie Gagne, Maine Hospital Association, 33 Fuller Road, Augusta, ME 04330 - **or Fax form to:** 207/622-3073 (mail payment separately or include credit card information).

**Cancellation Policy:** Cancellations made prior to the registration deadline will be issued a refund, less a \$25 administrative fee. Cancellations made **after Feb. 1st** will be charged 50% of the registration fee. No refunds will be issued for those who do not cancel in advance of the program. Participant substitution is permitted.

<b>Credit Card Information:</b>
Please check one: <input type="checkbox"/>  <input type="checkbox"/>  <input type="checkbox"/> 
Amount authorized \$ _____ Expiration date: _____
Card Number: _____
Name on Card (please print) _____
Signature _____