



Enhancing the Patient Experience:
Past, Present and Potential

**AMGA Institute for Quality Leadership
Annual Conference**

September 30 – October 2, 2009

PARC 55 Hotel
San Francisco, California



*Celebrating 10 Years
of the Acclaim Award*

Never before have we seen such momentum for change in health care and never before have we had such opportunities to make system transformation a reality, particularly in the quality arena. Performance improvement is now the primary strategy for healthcare organizations that want to grow and thrive; however, it is a strategy that requires unwavering will to turn vision into action. AMGA's 2009 Institute for Quality Leadership (IQL) Annual Conference offers the perfect venue for quality improvement leaders throughout the U.S. to share innovative stories and experiences, learn from peers in similar organizations, and embrace the opportunity for lasting change.

This gathering is designed to help you put your commitment to change into action. To kick off the conference, Dr. James Reinertsen, an icon in medical group leadership and quality improvement, will discuss what needs to be done in the next few years to move to a higher level of healthcare performance. Following the keynote address, you will learn from organizations that are striving to become more cost-efficient and to improve quality and the patient experience using various strategies, including care coordination, e-prescribing, the Medical Home, and many others.

New this year, two forums will offer interactive learning and networking. First, a panel discussion with past Acclaim Award Recipients focuses on "Enhancing the Patient Experience: Past, Present, and Potential." Then Hot Topics and Networking Discussion Groups give you opportunities to brainstorm on various issues facing you and your peers at healthcare organizations around the country. Additionally, the Council of Accountable Physician Practices (CAPP) will present new research that builds on a body of knowledge supporting our organized system of care model as the framework for transforming our healthcare system.

Goals and Objectives

Participants will leave this meeting with tools and strategies for innovating ambulatory care delivery in their practices. These lessons will enable you to achieve lasting changes in quality patient care.

Who Should Attend

Implementing complex cultural change requires a team effort and this conference's practical advice, cost-effective strategies, and real-world solutions will benefit everyone in your organization who is accountable for the quality of care you deliver.

- Chief Executive Officers
- Medical Directors and Chief Medical Officers
- Quality Officers and Quality Improvement Directors
- Governing Board Members

AMGA Leadership Council Meetings

In addition to the IQL Annual Conference, AMGA will convene the leaders of its member groups who have signed up to participate in AMGA's Leadership Councils. The CMO/Medical Director Council and the Quality Improvement Council will both meet in separate sessions on Wednesday, September 30, 2009 from 8:00 a.m. to 5:00 p.m.

To learn more about the Leadership Councils or to join, please visit www.amga.org.

Agenda

Thursday, October 1, 2009

▲ 8:00 a.m. – 9:15 a.m.

Welcome and Keynote Presentation

James L. Reinertsen, M.D., President, The Reinertsen Group

▲ 9:15 a.m. – 10:15 a.m.

Breaking the Cycle: Reducing Rehospitalization for CHF Patients

Steven Bergeson, M.D., Medical Director Quality, Allina Medical Clinic; and **William Dickey, M.D.**, Medical Director of Quality and Patient Safety, Abbott Northwestern Hospital

▲ 10:45 a.m. – 11:45 a.m.

Implementing a Patient-Centered Model of Cancer Care

Tamim Khaliqi, M.D., Chief Medical Officer; and **Christine Kowalski, Ed.D.**, Clinical Manager, Clinic Cancer Care, Great Falls Clinic, LLP

▲ 1:00 p.m. – 2:00 p.m.

Measuring E-Prescribing to Sustain Adoption and Support P4P

R. David Allard, M.D., Physician-in-Charge, Henry Ford Medical Center Royal Oak, Henry Ford Medical Group

▲ 2:00 p.m. – 3:00 p.m.

Improving Quality and Reducing Cost for 30,000 Patients: The Medical Home and Health Navigator

Thomas R. Graf, M.D., Chairman, Community Practice Service Line; and **Frederick J. Bloom, Jr., M.D., M.M.M.**, Assistant Chief Quality Officer, Geisinger Health System

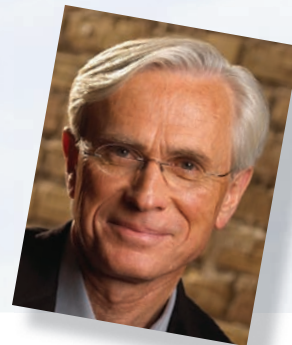
▲ 3:30 p.m. – 4:30 p.m.

An Unbeatable Story of Patient Experience and Quality

Stephen Beeson, M.D., Family Physician and Physician Champion for Service Excellence, Sharp Rees-Stealy Medical Group and Medical Director, The Studer Group; and **Jerry Penso, M.D., M.B.A.**, Associate Medical Director, Quality Programs, Sharp Rees-Stealy Medical Group

▲ 4:30 p.m. – 5:00 p.m. **Wrap-Up**

▲ 6:00 p.m. – 7:30 p.m. **Welcome Reception and Exhibits**



Friday, October 2, 2009

▲ 8:00 a.m. – 9:00 a.m.

Strengthening Patient-Physician Medical Home Relationships with Outreach Programs

David R. Smith, M.D., M.P.H., Medical Director for Quality and Care Management, Aurora Health Care

▲ 9:00 a.m. – 10:00 a.m.

Embedding a Culture of Improvement with Physicians: A Road to Success

Beth Averbeck, M.D., Associate Medical Director, Primary Care; and **J. Daniel Nelson, M.D.**, Associate Medical Director, Specialty Care, HealthPartners Medical Group

▲ 10:30 a.m. – 12:00 p.m.

Panel Discussion: Enhancing the Patient Experience: Past, Present, and Potential

Past Acclaim Award Recipients

In honor of the 10th Anniversary of the AMGA Acclaim Award, a panel of past recipients will discuss the changing landscape of the quality movement in health care, how it has changed, and where it is going. These trailblazers will also offer updates on their organization's quality journey.



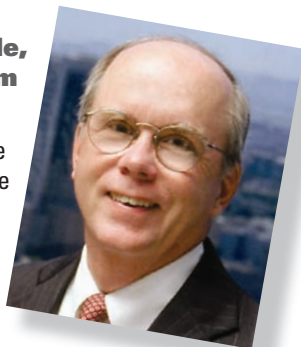
▲ 12:00 p.m. – 1:30 p.m.

Acclaim Award Luncheon and Presentations: Celebrating 10 Years of the Acclaim Award

▲ 1:30 p.m. – 2:30 p.m.

Promoting the Accountable, Integrated Delivery System Model

Francis J. Crosson, M.D., Associate Executive Director, The Permanente Medical Group, Inc. and Chair, Council of Accountable Physician Practices



▲ 3:00 p.m. – 4:30 p.m.
Hot Topics and Networking Discussion Groups

▲ 4:30 p.m. – 5:00 p.m. **Meeting Wrap-Up**

▲ 5:30 p.m. – 7:30 p.m.

Closing Reception and Wine Tasting with Catherine Fallis

The Institute for Quality Leadership

The Institute for Quality Leadership (IQL) is devoted to improving the quality of care delivered in the U.S. healthcare system through the advancement of knowledge and the education of healthcare professionals. Its programs are designed to help healthcare organizations improve clinical quality, patient safety, service, and operational efficiency, and to share best practices in patient care. The IQL is supported by the American Medical Group Association (AMGA) and its 501(c)(3) philanthropic affiliate, the American Medical Group Foundation (AMGF). For more than 50 years, the AMGA has been the most effective voice in advocating for the multispecialty medical group model of coordinated care delivery. The members of the AMGA are world leaders in quality improvement and have embraced the need to transform the healthcare system. Through innovation and leadership, these medical practices are rising to the challenge put forth by the Institute of Medicine to redesign patient care delivery systems to provide patients the care they need, want, and deserve. To support their efforts, the AMGF was formed as the philanthropic arm of the AMGA to develop grant programs, quality awards, research, and education programs and to provide support for initiatives that exemplify the continuing quest for quality care. The AMGF is the primary supporter of the Institute for Quality Leadership Annual Conference and AMGA's quality improvement activities. To learn more about AMGF, visit www.amga.org/foundation.

**Available for
Continuing Education Credit.
For details visit www.amga.org.**

AMGF
American Medical Group Foundation

AMGA Institute for Quality Leadership Annual Conference Registration Form

Please print or type all information. One individual per form please. This form may be photocopied for additional registrants.

Registrant's Full Name and Degree Designation (M.D., Ph.D., M.B.A., etc.)

Job Title

Organization Name

Mailing Address

City/State/ZIP

Telephone

Fax

E-mail

First Name/Nickname (to appear on badge)

Conference: Thursday, October 1 – Friday, October 2

▲ Before August 24, 2009

AMGA Member or Corporate Partner \$ 695

AMGA Non-Member \$1,095

▲ After August 24, 2009

AMGA Member or Corporate Partner \$ 795

AMGA Non-Member \$1,195

▲ Spouse/Guest

Spouse/Guest Fee \$ 150

Name of Spouse/Guest

Spouse's/Guest's First Name/Nickname (to appear on badge)

Leadership Council Meetings

Participation in the AMGA Leadership Council meetings is limited to the members of the Councils only. If you are unsure of your status, please contact Mike Ferguson at mferguson@amga.org or (703) 838-0033, ext. 335.

▲ Wednesday, September 30, 2009

Leadership Council Meeting only \$ 175

Council Meeting if Attending IQL \$ 75

Leadership Council Meeting Attending (check one):

CMO/Medical Directors Quality Improvement

Group Discount

Three (3) or more paid registrations from the same healthcare organization or corporate partner will receive a \$100 per registration discount. To receive your \$100 discount for this current registration, please attach all registrations. Complimentary registrations do not count toward group discounts. Each registrant also must be individually registered.

Total (with group discount) _____

Payment Information

Registration forms not accompanied by check or credit card payment will not be processed.

Check, in the amount of \$ _____, is enclosed.

Please charge \$ _____ to my Visa MasterCard American Express

Card number

Expiration date

Name (please print)

Signature

Conference Information

Registration

The American Medical Group Association® is a member-driven organization, dedicated to providing excellent educational activities to our members. If you are interested in attending and your organization is not a member of AMGA or you are unsure of your membership status, please contact Ryan O'Connor, Vice President of Membership, at roconnor@amga.org or 703-838-0033, ext. 325.

Three Ways to Register

❶ **Fax** form with credit card payment to (703) 548-1890

❷ **Mail** registration form and check (payable to AMGA) or credit card payment to: Conference Registrar, AMGA, 1422 Duke St., Alexandria, VA 22314-3403

❸ **Online** by visiting www.amga.org, clicking on "Institute for Quality Leadership."

Early Bird Registration Discount

Register by **Monday, August 24, 2009** to take advantage of a \$100 early registration discount. Your registration fee includes all sessions, continental breakfasts, lunches, and receptions. For information on daily rates, contact Andi Bartolomeo at (703) 838-0033, ext. 333 or abartolomeo@amga.org.

Questions?

Contact Andi Bartolomeo at (703) 838-0033, ext. 333 or abartolomeo@amga.org.

Other Discounts

AMGA members are encouraged to bring their leadership teams to this meeting:

- 3 or more registrations from the same organization will receive a \$100 discount per registration
- Leadership Council members attending both the Council meetings and Institute for Quality Leadership will receive \$100 discount on their council registration fee.

Cancellation Policy

Cancellations must be submitted in writing by Monday, August 31, 2009 in order to receive a refund, less a \$100 processing fee. No-shows are not eligible for refunds. Substitutions are welcome and will not incur a processing fee. Should an act of war or act of God strike the U.S. in the time immediately preceding the conference, registrants unable or unwilling to attend the conference will be given a credit in the amount of the registration fee to apply towards a future AMGA activity or other future AMGA expense.

Accommodations

When you register for the conference, AMGA will provide you with a confirmation number. To reserve your room at Parc 55 Hotel, call (800) 595-0507 and identify yourself as being part of AMGA. You will be asked for your confirmation number to complete the reservation. To receive the AMGA conference rate of \$239 single/double, reservations must be made by Monday, August 31, 2009. After this date, rates and availability cannot be guaranteed. Hotel address: 55 Cyril Magnin Street, San Francisco, CA 94102. Check-in: 3:00 p.m. Check-out: 12:00 p.m.