JOIN US FOR MHEI'S

2015 Annual Leadership Conference

October 18-19, 2015
The Hotel Hershey
Hershey, Pennsylvania
REGISTRATION & HOTEL INFORMATION

Don’t miss out on what is sure to be one of the most talked about health care conferences for Maryland in 2015. Register now at www.mhei.org.

HOTEL RESERVATION INFORMATION
Hotel reservation information and special MHEI room rates will be provided via email once conference registration is received.

REGISTRATION FEES

<table>
<thead>
<tr>
<th>Category</th>
<th>Fee</th>
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<tbody>
<tr>
<td>MHEI Member Organization Participants</td>
<td>$1125 per person</td>
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<tr>
<td>Non-MHEI Member Organization Participants</td>
<td>$1925 per person</td>
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<tr>
<td>Guest (includes conference attendance and meals)</td>
<td>$100 per person</td>
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If you require additional assistance, feel free to contact: Kelly Heacock at kheacock@mhei.org or call 410.796.6239.

GOLF AND SPA OPTIONS

HERSHEY GOLF
Golf options are as follows for October 17 and 18:
- **West Course** $160 (includes cart and range balls)
- **East Course** $130 (includes cart and range balls)

To book tee times, individuals should contact the Pro Shop at 717.533.2464. Golf is at your leisure, there is no organized format.

HOTEL HERSHEY SPA
To make an appointment at The Spa at The Hotel Hershey, call toll free 877.772.9988, or go online to www.ChocolateSpa.com. To ensure availability, we recommend you make your appointments early.

SUNDAY EVENING DINNER RECEPTION

Join us for a dinner reception on Sunday evening. We’ve reformatted our Sunday evening event to offer optimum socializing and networking for all of our guests. The evening will include cocktails, heavy hors d’oeuvres, chef-attendant carving stations, dessert stations and more. You’ll have the opportunity to mix and mingle with your colleagues, while enjoying a fantastic seasonal and locally-harvested menu that we’ve planned for the evening.
AGENDA

SUNDAY, OCTOBER 18

4:00–6:30 pm  Registration  
Garden Terrace Ballroom Lobby

OPENING SESSION

4:45 pm  Opening Comments and Introduction of Kevin Smothers  
Mark Rulle, EdD

4:55 pm  Introduction of Simon Sinek  
Kevin Smothers, MD, FACEP

5:00 pm  Leaders Eat Last: Why Some Teams Come Together and Others Don’t 
Simon Sinek

6:30 pm  Dinner Reception and Book Signing with Simon Sinek

MONDAY, OCTOBER 19

7:00 am  Breakfast  
Garden Terrace Ballroom Lobby

GENERAL SESSION

7:45 am  Welcome, Opening Comments and Introduction of Dr. Robert Wachter  
Mark Rulle, EdD

8:00 am  Can Health IT Help Us Deliver High Value Care: Separating the Hope from the Hype  
Robert M. Wachter, MD

9:15 am  Book Signing with Dr. Wachter and Break

9:45 am  Introduction of Dr. Tim Ihrig  
Kevin Smothers, MD, FACEP
Chiaroscuro: Deconstructing Rembrandt in Population Health  
Timothy G. Ihrig, MD, MA

10:45 am  Introduction of Kim Horn  
Sylvia Smith Johnson
Digital Health: Redefining the Way Care is Delivered and Population Health is Managed  
Kim Horn

11:45 am  Lunch

12:00 pm  Introduction of Carmela Coyle  
Mark Rulle
Transformation and the Maryland Approach  
Carmela Coyle

1:00 pm  Adjournment of Conference  
Mark Rulle
THE SESSIONS

LEADERS EAT LAST: WHY SOME TEAMS COME TOGETHER AND OTHERS DON’T

Simon Sinek

Today, in many successful organizations, great leaders are creating environments in which people naturally work together to do remarkable things. When the conditions in our organizations are right, we naturally trust each other and cooperate. But when leaders neglect the environment in which their people must work, politics, silos, cynicism and self-interest prevail; all things that make it even more difficult for us to work together. The best leaders know how to build those conditions and the best organizations are the ones in which the people work together to confront danger and seize opportunities. Simon will explain what it takes to create an environment in which people work as they were designed—together. It is under these conditions we are at our natural best.

CAN HEALTH IT HELP US DELIVER HIGH VALUE CARE: SEPARATING THE HOPE FROM THE HYPE

Robert Wachter, M.D.

This talk is drawn from Dr. Wachter’s popular new book (The Digital Doctor: Hope, Hype, and Harm at the Dawn of Medicine’s Computer Age), which reflects on this watershed moment when – driven by $30 billion in federal incentive payments – health care has finally become a digital industry. It highlights some of the unanticipated consequences, including the iPatient, changing relationships, and clinician dissatisfaction, that are standing in the way of health IT reaching its potential in an era of value-based purchasing. It highlights what can and should be done by all of the stakeholders – delivery systems, clinicians, patients, policymakers, and vendors – to allow the digital revolution to meet its goals: better, safer, more satisfying, and less expensive care.

CHIAROSCURO: DECONSTRUCTING REMBRANDT IN POPULATION HEALTH

Timothy Ihrig, M.D., M.A.

This session is aimed at describing the relationships between an aging U.S. population, current and projected health care expenditures, effects on the United States economy as it relates to micro- and macro- domestic organizations, and a means of changing the paradigm of care delivery across the health care continuum to maximize opportunities to enhance the value of health care and ensure economic sustainability beyond the next three decades.

DIGITAL HEALTH: REDEFINING THE WAY CARE IS DELIVERED AND POPULATION HEALTH IS MANAGED

Kim Horn

When most people think of “eHealth,” they think of health information technology and electronic health records (EHRs). At Kaiser Permanente, EHRs are just the beginning. Patients can email doctors, make appointments, see most test results, get many prescription refills – even video chat with an ER-trained doctor. With KP’s digital EHR system, “HealthConnect,” both providers and patients can be more proactive. HealthConnect also allows providers access to a nationwide data pool of nearly 10 million EHRs which can assist them to detect signs of emerging chronic conditions in patients. Health care teams also have access to clinical decision support and population health management tools recognized as among the most innovative in the nation. In this session, Kim will discuss how KP uses digital health to ensure that people get the care they need at the right time, improve outcomes, and save money time, health, and lives.

TRANSFORMATION AND THE MARYLAND APPROACH

Carmela Coyle

With Maryland and the new waiver leading the way, our community initiatives, patients, providers and systems now provide opportunities for success. Carmela will begin the session by setting the stage recapping where we are and our immediate plans moving forward. Then, by drawing on the learnings from the previous speakers, she will show us where our progress has connected with those new learnings and where there is further work to be done.
THE SPEAKERS

Simon Sinek
Described as “a visionary thinker with a rare intellect,” Sinek teaches leaders and organizations how to inspire people. With a bold goal to help build a world in which the vast majority of people go home everyday feeling fulfilled by their work, Sinek is leading a movement to inspire people to do the things that inspire them. A trained ethnographer, he is the author of two books: the global best seller, Start With Why: How Great Leaders Inspire Everyone to Take Action and his newest book, Leaders Eat Last: Why Some Teams Pull Together and Others Don’t. He is best known for popularizing the concept of Why and for the talk he gave on the subject that became the second most watched talk of all time on TED.com.

Robert Wachter, M.D.
Dr. Robert Wachter is Professor and Associate Chair of the Department of Medicine at the University of California, San Francisco, where he directs the 60-physician Division of Hospital Medicine. Author of 250 articles and 6 books, he coined the term “hospitalist” in 1996 and is generally considered the “father” of the hospitalist field. In 2015, Modern Healthcare magazine ranked him as the most influential physician-executive in the U.S., his eighth consecutive year in the top 50. He has served on the healthcare advisory boards of several companies, including Google.

Timothy Ihrig, M.D., M.A.
Dr. Timothy Ihrig is Medical Director of Palliative Care at the Trinity Regional Medical Center within the Unity Point Health System. Trinity Regional is a Pioneer Accountable Care Organization through the Center for Medicare and Medicaid Innovation. He is a member of the Board of Governance of Unity Point Health Accountable Care Organization and the Unity Point Health Regional Organized System of Care Committee. Dr. Ihrig is nationally recognized for his expertise and success with community based palliative care program development and innovation.

Kim Horn
Kim Horn is the President of Kaiser Foundation Health Plan of the Mid-Atlantic States, Inc. In that role she is responsible for the Mid-Atlantic region that serves more than 500,000 members and operates 30 medical centers throughout the District of Columbia, Northern Virginia and Maryland. Prior to joining Kaiser Permanente in October 2012, Kim served as President and Chief Executive Officer of Grand Rapids-based Priority Health. Kim has also served as president of the Michigan Association of Health Plans and as a director and member of the Executive Committee for the Association of Community Health Plans.

Carmela Coyle
Carmela Coyle is President and CEO of the Maryland Hospital Association (MHA), the advocate for Maryland’s hospitals, health systems, and the communities and patients they serve. She played a leading role in the effort to rethink the future of hospital payment in Maryland by preserving and modernizing the state’s unique Medicare waiver, which allows the state to set the rates hospitals can charge. Coyle also serves on the boards of the Maryland Patient Safety Center, the Maryland Healthcare Education Institute, the Living Legacy Foundation, Wellness House of Annapolis, and the Caring Bridge Consumer Advisory Group.