Arkansas Hospital Education & Research Trust

Hospital Executive Leadership Conference

Why Wait?

Legislative Update

Networking

“Arkansas Works”

Next-Gen Healthcare

June 15-17, 2016

Hilton Branson Convention Center
200 East Main Street
Branson, Missouri

ACHE Face-to-Face Credit Offered

Arkansas Hospital Education & Research Trust
Wednesday, June 15

7:30 a.m. – 2:30 p.m.  Golf Outing – Branson Hills Golf Club  
**Sponsored by: NABHOLZ CORPORATION**

Participants will be awe struck at the natural beauty of this award winning golf course as it winds through beautiful hardwood forests accented by dramatic elevation changes, majestic rock outcroppings, crystal clear Ozark streams and abundant Missouri wildlife. For a course tour and more information, visit [http://www.bransonhillsgolfclub.com/](http://www.bransonhillsgolfclub.com/).

More information will be emailed to registered golfers one week prior to the conference.

3:45 p.m. – 5:30 p.m.  AHA Board Meeting (*Fall Creek*)

4:00 p.m. – 5:30 p.m.  Conference Registration (*Concourse*)

6:00 p.m. – 7:30 p.m.  Conference Reception (*Bee Creek*)  
**Sponsored by: ARKANSAS BLUECROSS BLUESHIELD**

Leadership Conference guests and their families will enjoy cocktails and hors d’oeuvres before taking advantage of the varied opportunities in Branson. We hope you will use this time to get acquainted with hospital executives and their families new to the Arkansas Hospital Association and to get reacquainted with those you’ve known for many years.

Thursday, June 16

7:00 a.m. – 8:00 a.m.  Buffet Breakfast (*Short Creek 3 & 4*)

AHEF Board and ACHE Regent’s Advisory Council Breakfast (*Compton Ferry*)

8:00 a.m.  Registration (*Concourse*)

8:15 a.m.  Welcome and Introductions (*Cooper Creek 1 & 2*)

*Darren Caldwell*, Chairman, Arkansas Hospital Association  
*Bo Ryall*, President and CEO, Arkansas Hospital Association
Next-Gen Healthcare Trends
Daniel Sieberg, Head of Media Outreach and Official Spokesperson, Google

From pedometers to smartphone apps to glucose-sensing contact lenses, what’s next for people to personally monitor their own well-being? How can we give people access to their own medical data and make informed decisions? When is knowing too much not helpful? Daniel Sieberg, who spent 20 years reporting on technology for the likes of CNN, ABC, CBS and the BBC and authored The Digital Diet before joining Google four years ago, looks at the technologies available on the market today, how consumers are embracing them and looks ahead to what might be possible. This is a chance to dive into the self-monitoring aspect of healthcare for a thought-provoking presentation on a topic that offers a potentially dramatic shift in medicine.

Break

Why Wait?
Rob Quillen, Author and Inspirational Speaker

Imagine yourself sitting next to a loved one or a friend and you know they only have 24 hours left to live. What's your conversation going to be like with them? Now imagine yourself sitting next to the same person, but this time, you know that person has 20, 30 or 40 years left to live. What's your conversation going to be like with them? The conversations shouldn't be any different, but in our world today, they are.

Rob’s message and speech teaches us that there shouldn't be a difference in those conversations and he shows us how to bridge the gap between people dying with unfulfilled dreams and people living a life of having all of their dreams come true - before it's too late.

Rob will share with you how a random meeting with a perfect stranger the day before 9.11 changed his life and how it will forever change yours.

Adjournment and Free Afternoon!

Conference participants will have plenty of time to enjoy the many Branson attractions: shopping at the Branson Landing and area outlet mall; relaxing by the pool; fishing/boating; zip-lining; and more.

Summer Conference Reception (Short Creek 3 & 4)
Enjoy cocktails and heavy hors d’oeuvres before a free evening in Branson.

Friday, June 17

Buffet Breakfast (Compton Ferry)

Welcome and Introductions (Cooper Creek 1)
Arkansas Legislative Update
Jodiane Tritt, VP of Government Relations, Arkansas Hospital Association

9:15 a.m. AHEF/ACHE Panel Discussion
“Arkansas Works” and the Changing Landscape of Healthcare

Moderator:
Jodiane Tritt, VP of Government Relations, Arkansas Hospital Association

Panel:
Suzanne Bierman, Assistant Medicaid Director, Arkansas Department of Human Services
Zane Chrisman, JD, Deputy Commissioner, Arkansas Insurance Department
Steve Spaulding, Senior Vice President, Enterprise Networks, Arkansas BlueCross BlueShield
Kim Suggs, Vice President of Business Operations, Ambetter QualChoice Representative

The Legislative Healthcare Reform Task Force, set up by Governor Asa Hutchinson, voted to authorize the Bureau of Legislative Research to draft legislation to create Arkansas Works, which would succeed the Private Option as the way to continue insurance expansion for low-income Arkansans. If approved by the full legislature in the upcoming Special Session, Arkansas Works would be set to continue providing coverage for individuals with incomes no more than 138% of the federal poverty level, but with some changes to add more focus on work incentives and personal responsibility.

By June, Arkansas will have more answers which will allow for this panel to discuss the overall state of the insurance market in Arkansas under the new Arkansas Works initiative. This would include how (if at all) things will change for each participant’s organization in the transition from “Private Option” to “Arkansas Works”; what impact the changes have for providers; and how providers think this new initiative will impact overall health in the state. The panel will also discuss initiatives that each provider has to target increased coverage for the individuals who make more than 138% of federal poverty level.

This panel discussion has been developed and is presented locally by the Arkansas Hospital Association and the Arkansas Health Executives Forum. The American College of Healthcare Executives has awarded ACHE 1.5 Face-to-Face Education credit hours to this program. To receive credit, your name must appear on the sign-in sheet.

11:00 a.m. Adjournment
Faculty

**Zane Chrisman, JD** is the deputy commissioner at the Arkansas Insurance Department, a position she has held since July 2015. Prior, Zane was a plan management and attorney specialist where she developed standards and protocols necessary for the implementation of the Affordable Care Act (ACA), including assisting in the selection of the essential health benefit benchmark plan and qualified health plan certification requirements for the State of Arkansas. Zane has drafted directives, bulletins, rules and legislation related to the implementation of the ACA; acted as liaison between the state, insurers, advocates, consumers and the federal government; issued memoranda interpreting the ACA and its associated regulations; provided educational presentations supporting the ACA and exchange to a variety of consumer groups; and managed contractors to develop a federal application for plan management, which led to Arkansas gaining the second conditional approval for State Partnership in the United States. Her other previous roles include adjunct professor with the University of Arkansas at Little Rock; regulatory counsel with USABLE Life; associate counsel with the Arkansas Insurance Department; and judicial law clerk with the Pulaski County Circuit Court.

**Rob Quillen** resides in Omaha with his family. For the past eight years, Rob has traveled across the country sharing his story about 9.11. His story has, in fact, been so interesting and inspirational that Rob has appeared on NBC's *The Today Show*, *The Evening News with Tom Brokaw*, ESPN and has also appeared several times on NASCAR.com.

Rob's remarkable story has also been featured in two books – *Chicken Soup for the NASCAR Soul*, and *Fields of Thunder, The Story of the Kansas Speedway*. Recently, Rob released his first book entitled *Why Wait?* Since its release, the book has already won The Honorable Mention Award for the best book of the year at the London Book Festival. Additionally, it has been announced that *Why Wait?* is currently being reviewed for a movie opportunity in Hollywood.

Rob has spoken to a variety of groups over the past eight years including church organizations, chamber of commerce events, fundraisers and corporate retreats. A highlight for Rob was when he was recently invited to present his speech at the Governors of England's house in London.

His new book titled, *Here is a picture of me Naked and I don't care what you think about it* is already gaining national attention based upon the message behind the book.

**Daniel Sieberg** is a senior marketing manager at Google overseeing media outreach efforts as an official spokesperson. He is also an Emmy-nominated and award-winning TV correspondent/host/author whose work across four continents has appeared on CBS News, CNN, ABC News (*Nightline, GMA*), MSNBC, BBC News, Bloomberg, Al Jazeera English, NPR, PBS, CNET, the Discovery Channel, Planet Green, Oprah.com, *Details*, *The Dr. Oz Show*, *The Nate Berkus Show* and countless publications.

Sieberg was the CBS News science and technology correspondent from December 2006 to February 2010 reporting for the *CBS Evening News with Katie Couric*, *The Early Show*, *CBS Sunday Morning*, CBS Radio and CBSNews.com. During that time Sieberg also contributed to a book about the so-called “Craigslist killer” called *Seven Days of Rage* (Pocket Books). Plus, he co-hosted several CBS-CNET network specials about technology trends, holiday gadget ideas and video games.
He now regularly anchors at the online network ABC News Now, which means reading the news and interviewing guests about everything from politics to Hollywood to health/nutrition. Beginning in late summer 2010, Sieberg started hosting a new consumer-based show for ABC News called Tech This Out!, which in April 2011 was awarded an official Webby Honoree distinction. In May 2010, Sieberg reported on the environmental impact of the massive oil spill in the Gulf of Mexico for the inaugural edition of PBS’ news magazine show Need to Know, and he is a regular technology contributor to BBC World News America with Matt Frei.

From 2000-2006 he was the technology correspondent for CNN, CNN International, CNN Headline News (now HLN) and edited the CNN.com sci-tech section. He also hosted Next@CNN, a weekly broadcast about science, technology, space and environment and appeared often on shows like American Morning, Anderson Cooper 360 and Paula Zahn Now. Plus Sieberg anchored daily segments for Morning Express with Robin Meade from 2001-2004, produced weekly reports for CNN Radio and spent several weeks covering the aftermath of Hurricane Katrina in New Orleans.

Steve Spaulding is the senior vice president, enterprise networks with Arkansas BlueCross BlueShield. Steve has executive responsibility for payment reform initiatives for Arkansas BlueCross BlueShield and its family of companies. These include establishment of collaborative health ventures and clinically integrated networks, oversight for implementation and support of patient-centered medical homes, provider network contracting, provider reimbursement, commercial pharmacy programs and information management and analytics. Spaulding joined Arkansas BlueCross in 1983 as a marketing representative in the Hot Springs region and was named an account executive in 1991 for USAble Administrators. He was named regional marketing manager for eastern Arkansas in 1993. He served as regional executive of the South Central region headquartered in Hot Springs from 1994 until 2002, when he was promoted to vice president of internal operations. In 2008, he was promoted to vice president of Enterprise Networks. A native of Breckenridge, Michigan, Spaulding received his Bachelor’s Degree from Alma College in Michigan. He is a chartered life underwriter and a certified health consultant, received Professional status in the Association of Healthcare Management, and completed the Ross School of Business Executive Education program at the University of Michigan in Ann Arbor.

Kim Suggs has held the role of vice-president of business operations for the previous 16 years. At Arkansas Health & Wellness Solutions, a subsidiary of Centene, Kim is highly engaged in project implementation, process improvement and ongoing operational matters for the company. She spends her day coordinating ongoing and new operational processes. Most recently, Kim served as the operations integrated lead for the implementation of Centene’s Ambetter marketplace presence in the 12 states where the product is currently offered. In previous years, Kim was highly engaged in NovaSys Health’s implementation and ongoing operations for ARHealthNetworks, Arkansas State and Public School Employees, Celtic Insurance and Mercy CarePlus. Kim came to NovaSys Health in 1997 with three years experience in the finance department of Health Advantage, three years experience in public accounting, primarily in financial audit, and two years experience with a broker firm that dealt with medical, dental, life and disability insurance.

Kim graduated with a Bachelor of Science degree from the University of Arkansas at Little Rock with an accounting major and is a Certified Public Accountant.
Jodiane Tritt joined the AHA executive team, as vice president of government relations, in October 2010. Jodiane previously served as executive director of the Center for Clinical and Translational Research at UAMS. Prior to that position, she was director of community support for the Arkansas Department of Health (ADH). In her work at ADH, she was responsible for their legislative agenda and advocating on its behalf with legislators. Jodiane is a graduate of Hendrix College and the University of Arkansas at Little Rock William H. Bowen School of Law. Jodiane is an Arkansas Society of Association Executives board member and vice president of Arkansas Society of Professional Lobbyists.

CONTINUING EDUCATION CREDITS

The Arkansas Hospital Association is authorized to award 4.0 hours of pre-approved ACHE Qualified Education credit (non-ACHE) for this program toward advancement, or recertification in the American College of Healthcare Executives.

Participants in this program wishing to have the continuing education hours applied toward ACHE Qualified Education credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

Participants are responsible for maintaining a record of their ACHE Qualified Education.
DRESS CODE
Casual attire is encouraged (for guests as well as speakers) for all meetings and social events during the Leadership Conference. No exceptions!

CANCELLATION POLICY
If cancellations are received in writing five business days prior to the date of the conference, 50% of the registration fee is refundable. Registrants who cancel the day of the conference or fail to attend, must pay the entire fee. Substitutions, however, are permitted. Registrations that are faxed in are subject to the same cancellation policy.

HOTEL INFORMATION
Hilton Branson Convention Center
200 East Main Street
Branson, Missouri 65616
Call 1-800-HILTONS (445-8667) for room reservations.
Reservation Cutoff: May 23, 2016
Check-in time is 3:00 p.m.; Check-out time is 12:00 noon
Perfectly centered hotel in downtown Branson, the Hilton Branson Convention Center offers guests a refreshing place to stay during their vacation. This 12-story AAA Four Diamond hotel prioritizes the comfort and satisfaction of all guests during their stay. Whether you are ready to explore Historic Downtown Branson, take your family to the local amusement park Silver Dollar City or stroll along Lake Taneycomo, this is hotel is the place to stay!

Accommodations:
$159 single/double; $179 triple/quad
1 King Deluxe Room with Sofa Bed - or - 2 Queen Beds

Choose from either 1 King bed with a sofa bed or 2 Queen beds, featuring the exclusive Hilton Serenity™ bedding collection. Get work done at your in-room desk and high-speed Wi-Fi (fees apply), and unwind from the day in the oversized bathroom featuring granite counter tops, framed mirror and walk-in shower with Serenity Bath amenities. A 32" HDTV with premium HD channels helps to end the day.

Select Deluxe Guest Rooms offer balcony views overlook the scenic Ozark Mountains.

$159 single/double; $179 triple/quad
1 King, 1 Bedroom Condo

Whether you want to enhance your luxury or just need more space, the condos are the ideal choice. Take in lush views of Lake Taneycomo, the Ozarks or Branson Landing from your private balcony, or entertain guests in a comfortable living/dining area. These 1 King, one bedroom suites feature additional residential comforts including a wet bar, dining table for four, standard refrigerator, microwave and LCD HDTV.
ACKNOWLEDGEMENTS
The Arkansas Hospital Association wishes to thank the following sponsors for their financial support of the Leadership Conference:

**Platinum Sponsor & Golf Sponsor**

![Integrity NABHOLZ](image)

**Platinum Sponsor & Reception Sponsor**

![Arkansas BlueCross BlueShield](image)

*Together. For a State of Better Health.*

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CONFERENCE PARTICIPANT (One registration per form; photocopies accepted)

Name/ACHE Credentials ____________________________________ Title _____________________________

Hospital/Institution _________________________________________________________________________

Address ___________________________________________________________________________________
   (include city, state and zip)

Phone _____________________________ Email ________________________________________________

Names of Guests: (if children, please list age)
1. ___________________________________________   2.  _________________________________________
3. ___________________________________________   4.  _________________________________________

General Registration: $395 Per Conference Participant
(Fee includes faculty expenses, materials, meals, breaks and receptions for conference participant only.)

PART I  (Conference Participant Only)  FEE  Indicate Attendance
A. Golf Outing (Wednesday)   Handicap _________   ........................  n/c A.   _______
B. Conference Reception (Wednesday) ..............................................  n/c B.   _______
C. Breakfast Buffet (Thursday)............................................................  n/c C.   _______
D. Conference Reception (Thursday) ..................................................  n/c D.   _______
E. Breakfast Buffet (Friday) .................................................................  n/c E.   _______

PART II  (Additional Persons - Spouse, children, other guests)  # Persons  AMT. DUE
A. Golf Outing (Wednesday)    Handicap _________   .......................  $90  x  A.   _______ _______
B. Conference Recepti on (Wednesday) ..............................................  n/c B.   _______
C. Breakfast Buffet (Thursday) ............................................................  $20  x  C.   _______              _______
D. Conference Reception (Thur sday)        Adult ..................................  n/c D.   _______
   Children 12 and under ......  n/c     D1. _______
E. Breakfast Buffet (Friday) .................................................................  $20  x  E.   _______             _______

Subtotal   $ ______
General Registration   $    395   _
Total Amount Due   $ ______

PAYMENT INFORMATION
☐ Check payable to: Arkansas Hospital Education and Research Trust (AHEART)
☐ Credit Card:  ☐ Visa  ☐ Mastercard  *American Express and Discover NOT Accepted

__________________________________________________  _________________________________________
Card Number      Expiration Date      Cardholder Phone Number
____________________________________________________________________________________________

Cardholder's Address
   (include city, state and zip)

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Cardholder's Name      Cardholder’s Signature

Return form and payment to: AHEART, 419 Natural Resources Drive, Little Rock, AR 72205; Telephone: 501-224-7878; Fax: 501-224-0519. Call Lyndsey Dumas or Jennifer Kostelecky with questions about the conference.

Cancellation Policy on Page 8

REGISTRATION DEADLINE: JUNE 8, 2016