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**N**ashville is internationally known as the Music City. From Johnny Cash and Dolly Parton to Keith Urban and Carrie Underwood, Nashville is the place where country stars — and songs — are born.

But few realize that Nashville's largest industry isn't actually music. It's healthcare. And more specifically, it's hospitals.

Just as the stars of Music City have used their talents to change the sound of generations, the stars of our industry drive defining changes for patients and

communities. Surgeons become heroes, nurses become advocates and hospital leaders become anchors in their communities. In today's uncertain environment, those in the healthcare industry are the instruments for change and success.

The Tennessee Hospital Association's 2016 Annual Meeting will showcase the latest in quality, technology, strategy deployment and innovation to prepare healthcare leaders to become powerful instruments in redefining care for the patients and communities of Tennessee.





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# WELCOME TO THA'S 2016 ANNUAL MEETING!



## Message from Keith Goodwin

I have been honored to serve as chairman of the Tennessee Hospital Association this year.

I shared at last year's Annual Meeting that none of us get to where we are by ourselves. We also have to be open to new ideas and change because, let's face it, healthcare is in a constant state of transition.

This year's Annual Meeting, *Instruments of Change: Redefining Health Care*, is focused on just that—working as a team to stay ahead of the curve in times of change. All of us are the instruments—whether you are a CEO, board

member, department head, frontline worker or volunteer—that implement these changes by our willingness to play a different tune and try something new.

This year's speakers will provide fresh insights on the looming presidential election, leadership and innovation, hospital business and chaos in the changing workplace. Our lineup will help us learn how to deal with the unknown and look ahead to the future.

I look forward to seeing you at Annual Meeting in downtown Nashville!

Keith Goodwin  
President and CEO  
East Tennessee Children's Hospital  
Chairman, Tennessee Hospital Association

## Message from Craig Becker

Nashville has been known as Music City USA for many years, offering any kind of music you want to hear, whether it is country, rock, bluegrass or classical. The city has grown and changed by leaps and bounds in the past 10 years. This year, we are taking advantage of the city's vibrant downtown by hosting the THA Annual Meeting at the Omni Nashville hotel.

While I can't carry a tune, I appreciate the dedication and commitment of the musicians in this town. They fine-tune their instruments every day, similar to the work in hospitals 24 hours a day, seven days a week, 365 days a year.

People are the backbone of hospitals; they are the caregivers. This year's Annual Meeting offers a variety of programming that will give participants the knowledge, tools and other information needed to adjust to the challenging changes that are occurring every day to provide the high quality care patients want and deserve. Whether it is patient safety, new strategies or leadership innovations, this meeting will do what it does best—provide thought-provoking discussions and ideas and the chance to learn what works in today's environment.

We want you to join us as we explore these exciting new opportunities. I look forward to seeing you in October!

Craig Becker, FACHE  
President and CEO  
Tennessee Hospital Association



[CLICK FOR THE FULL ANNUAL MEETING PROGRAM AT-A-GLANCE](#)

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# 2016 ANNUAL MEETING PROGRAM AT-A-GLANCE

## Wednesday, Oct. 19

7 a.m. - 5:30 p.m.	General Registration
7 a.m. - 4 p.m.	Allied & Affiliate Groups
8:30 a.m. - 4 p.m.	Leadership Summit
11:30 a.m. - 3 p.m.	ACHE Face-to-Face Education Session
3 - 4 p.m.	House of Delegates
4 - 5:30 p.m.	Poster Session / Reception

## Thursday, Oct. 20

7 a.m. - 4 p.m.	General Registration
7 a.m. - 5 p.m.	Allied & Affiliate Groups
8:15 - 10 a.m.	Opening General Assembly
10:30 - 11 a.m.	Concurrent Breakout Sessions I
11:30 a.m. - 1 p.m.	THA Buffet Luncheon
12:45 - 2:30 p.m.	THA Executive, Trustee & Physician Leadership Session
2:45 - 3:15 p.m.	Concurrent THA Breakout Sessions II
3:30 - 4:45 p.m.	THA Education Session

## Friday, Oct. 21

7 a.m. - Noon	General Registration
7 a.m. - 4 p.m.	Allied & Affiliate Group Meetings
8 - 9:45 a.m.	ACHE Breakfast
10 - 11:15 a.m.	THA Education Session
11:45 a.m. - 2 p.m.	Membership Luncheon / Closing Session

### LEADERSHIP SUMMIT KEYNOTE ADDRESS (CLICK FOR FULL DESCRIPTION):

**Chaos and Complexity: The Changing Work Place: New Rules for Leadership** (SPECIAL EVENT PRE-REGISTRATION REQUIRED)  
**Tim Porter-O'Grady**, DM, EdD, ScD(h), APRN, FAAN, FACCWS – The Leadership Summit, also includes patient safety and quality best practice presentations and posters from across Tennessee. Poster session and reception immediately following session.

### Build Credibility and Boost Your Leadership Potential (SPECIAL EVENT PRE-REGISTRATION REQUIRED) (CLICK FOR FULL DESCRIPTION)

**Jamie Haeuser**, Founder and Principal of Haeuser Health Strategies, LLC.

### 2016 Election Preview: The Race for the White House (CLICK FOR FULL DESCRIPTION)

**Kevin Madden**, Press Secretary, House Majority Leader; Nationally Recognized Communication Strategist; Partner, Hamilton Place Strategies; **Stephanie Cutter**, American Political Consultant

### 1A - Patient Blood Management: An Opportunity For Collaboration Between Hospitals and Blood Centers (CLICK FOR FULL DESCRIPTION)

**Jim Decker**, DHA, FACHE, CEO, MEDIC Regional Blood Center

### 1B - Importance of Business Continuity & Disaster Recovery (CLICK FOR FULL DESCRIPTION)

**Mitch Gentry**, Engineer Manager, Spectrum Business

### (SPECIAL EVENT PRE-REGISTRATION REQUIRED)

### Unleashing Your Mission and Evolving Your System through Strategy Deployment (CLICK FOR FULL DESCRIPTION)

**Arthur Gonzalez**, Dr., PH., FACHE; Retired Chief Executive Officer of Denver Health and Hospital Authority

### 2A - The 7 Reasons You Must Have a Robust Physician Advisor Program in 2016 And Beyond (CLICK FOR FULL DESCRIPTION)

**Deepak Pahuja**, MD, Chief Medical Officer and Chief Executive Officer, Aerolib Healthcare Solutions, LLC

### 2B - Today's Push toward Population Health and the Impact of Aging Infrastructure with New Facility Options (CLICK FOR FULL DESCRIPTION)

**Joseph Winick**, FACHE, Senior Vice President, Planning, Analytics & Business Development, Erlanger Health System;  
**Jeff Light**, FACHE, Director, Strategy & Business Development, Trane Building Advantage

### Fixing Health Care through Leadership and Innovation (CLICK FOR FULL DESCRIPTION) **Chris Trimble**, Healthcare Innovation Expert

### Disruptive Forces Driving Change in Healthcare (SPECIAL EVENT PRE-REGISTRATION REQUIRED) (CLICK FOR FULL DESCRIPTION)

**Charles Evans**, FACHE, Past Chairman ACHE, President & CEO, International Health Services Group

### Risky Hospital Business 2: Remake of the 1990s Managed Care Classic (SPECIAL EVENT PRE-REGISTRATION REQUIRED) (CLICK FOR FULL DESCRIPTION) **J.D. Kleinke**, Medical Economist, Author, Health Care Business Strategist and Entrepreneur

### 1MT1MT: One More Thing, One More Time (SPECIAL EVENT PRE-REGISTRATION REQUIRED) (CLICK FOR FULL DESCRIPTION)

**Josh Sundquist**, Paralympic Ski Racer, Cancer Survivor, Author and Motivational Speaker

DON'T FORGET TO VISIT OUR SPONSORS LOCATED IN THE LEGENDS PREFUNCTION AREA



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## THA'S ALLIED & AFFILIATE GROUPS

Hospital-Owned Physician Practice Executives of Tennessee (HOPPET)

Tennessee Association for Healthcare Quality (TAHQ)

Tennessee Association for Healthcare Resource and Materials Management (TAHRMM)

Tennessee Health Care Administrative Professionals (THCAP)

Tennessee Healthcare Engineering Association (THEA)

Tennessee Organization of Nurse Executives (TONE)

Tennessee Society for Healthcare Marketing & Public Relations (TSHMPR)

Tennessee Society for Organizational Improvement (TSOI)

Click on Allied & Affiliate name above to view group schedules.

Arrive Tuesday and see the Nashville Predators!



NASHVILLE  
PREDATORS

TENNESSEE HOSPITAL ASSOCIATION NIGHT!

Tuesday, Oct. 18 at 7 p.m.



VS.



**RESERVE YOUR SPOT TODAY!** Come enjoy a night in Smashville as the Predators take on the Dallas Stars with fellow attendees of the THA Annual Meeting! Bridgestone Arena is located at 5th & Broadway in downtown Nashville. Doors open at 5:30 P.M. Order tickets with offer code 'THA16' at [www.nashvillepredators.com/tha16](http://www.nashvillepredators.com/tha16). Offer valid from 8/27 to 10/18, subject to availability. Ticketmaster account needed to purchase discounted tickets. No refunds or exchanges. For a block of 8 or more, contact Bill Steele at (615) 770-2436 or [bsteeler@nashvillepredators.com](mailto:bsteeler@nashvillepredators.com).



LOCATION	PRICE
Lower Bowl (\$80 + Value)	\$62
Sideline Balcony (\$48 + Value)	\$35

CLICK HERE TO VIEW A NASHVILLE CALENDAR OF EVENTS OR GO TO [WWW.VISITMUSICCITY.COM](http://WWW.VISITMUSICCITY.COM)

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# SESSION DESCRIPTIONS

Wednesday, Oct. 19

8:30 a.m. - 4 p.m.

Special Event Pre-Registration Required

## Tennessee Center for Patient Safety Leadership Summit



THA's Tennessee Center for Patient Safety (TCPS), the Tennessee Organization of Nurse Executives (TONE), Tennessee Nurses Association (TNA), and Tennessee Association for Healthcare Quality (TAHQ) will host the 2016 Annual Leadership Summit Oct. 19 in conjunction with THA's Annual Meeting at the Omni Nashville Hotel.

The Leadership Summit will showcase hospitals from across Tennessee and share best practices on fostering an organizational culture for excellence, quality and patient safety improvement successes, navigating transitions of care, and promoting collaboration and teamwork.

The summit is a great opportunity to network and share successful strategies among hospitals, as well as recognize and reward staff members' hard work on improving care for patients.

### LEADERSHIP SUMMIT KEYNOTE ADDRESS:

## Chaos and Complexity: The Changing Work Place: New Rules for Leadership (SPECIAL EVENT PRE-REGISTRATION REQUIRED)

ACHE NAB CNE CBE

**Tim Porter-O'Grady, DM, EdD, ScD(h), APRN, FAAN, FACCWS**

The health care system is in motion toward a different delivery model. The system is requiring a major shift in the way in which we provide service and lead the health care system. Newer rules, deeper understanding of quantum mechanics and systems applications, newer knowledge about leadership and the process of providing leadership are creating a different framework for understanding, application and implementation of health care services and leadership in the changing work place. This program focuses specifically on the changes in the work place, the shifting requirements for leadership and the new interdisciplinary framework for organizing and leading health care systems.

4 - 5:30 p.m.

Leadership Summit Poster Session / Reception

11:30 a.m. - 3 p.m.

Special Event Pre-Registration Required

## ACHE FACE-TO-FACE EDUCATION SESSION

### Build Credibility and Boost Your Leadership Potential

ACHE NAB

**Jamie Haeuser**, Founder and Principal of Haeuser Health Strategies, LLC.

Leaders of today's healthcare organizations face many challenges: to provide quality care, incorporate medical technology and innovation, recruit and retain staff, control expenses and increase revenue. The demands require forward-thinking individuals who can successfully guide their organizations. Jamie will help guide emerging healthcare executives to position themselves as visionaries within their organizations, communities and ACHE. This program will leave you inspired and better equipped to handle your organization's critical issues and leadership challenges.

3 - 4 p.m.

Open to All Delegates

## House of Delegates

4 - 5:30 p.m.

Open to All Registrants

## THA Welcome Reception



The free THA Annual meeting mobile app will enhance your experience and make it easy to network with your peers. We have developed an app to put information and resources at your fingertips. More details coming soon!

SYMBOL KEY FOR CREDIT HOURS:

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NAB

NAB

CNE

Nursing

CBE

Trustee

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## SESSION DESCRIPTIONS

Thursday, Oct. 20

8:15 - 10 a.m.

Open to All Registrants

### THA OPENING GENERAL ASSEMBLY

#### 2016 Election Preview: The Race for the White House ACHE NAB CBE

**Kevin Madden**, Partner, Hamilton Place Strategies / **Stephanie Cutter**, Political Consultant  
The 2016 U.S. presidential race has unleashed new levels of volatility that have resulted in an unpredictable electorate amid an unrelenting 24-hour news cycle that often resembles reality TV more than a national election. One candidate has spent decades in the highest levels of government, while the other has spent an entire career in the highest ranks of business. With staunch supporters on both sides and many voters not content with either choice, this stands to be another election for the history books. With the differences between the candidates and parties more established than ever before, what can be expected when the polls close on Nov. 8?

Nationally recognized political and communications strategist **Kevin Madden**, who was a senior advisor and spokesman for Mitt Romney's 2012 White House run, will join political consultant **Stephanie Cutter**, who served as deputy campaign manager for President Barack Obama's 2012 reelection campaign, to share their insights into what they believe will be the outcome of this unprecedented and historic election cycle.

10:30 - 11 a.m.

Open to All Registrants

### CONCURRENT BREAKOUT SESSIONS 1

#### 1A - Patient Blood Management: An Opportunity For Collaboration Between Hospitals and Blood Centers

**Jim Decker**, DHA, FACHE, CEO, MEDIC Regional Blood Center  
Patient blood management (PBM) is an evidence-based, multidisciplinary approach to optimizing the care of patients who might need transfusion. It encompasses all aspects of patient evaluation and clinical management surrounding the transfusion-making process. PBM has garnered a lot of attention in the medical community in recent years and addresses issues related to blood transfusions, both from a clinical, as well as a cost perspective. Many hospitals and health systems across the U.S have adopted this concept and documented positive results by working closely with their blood provider.

### 1B - Importance of Business Continuity & Disaster Recovery

**Mitch Gentry**, Engineer Manager, Spectrum Business

Attendees will explore the importance of business continuity and disaster recovery for hospitals and other medical facilities. Participants will gain an understanding of the aftermath of an unexpected natural disaster and the impact of healthcare services. It will include example scenarios and open discussion for preparing and moving forward post-disaster.

11:30 a.m. - 1 p.m.

Special Event Pre-Registration Required

### THA Buffet Luncheon

12:45 - 2:30 p.m.

Open to All Registrants

### THA EXECUTIVE, TRUSTEE & PHYSICIAN LEADERSHIP SESSION

#### Unleashing Your Mission and Evolving Your System through Strategy Deployment ACHE NAB CBE

**Arthur Gonzalez**, Dr. PH., FACHE; Retired Chief Executive Officer of Denver Health and Hospital Authority  
Boards and management teams are in varying stages of proactively and reactively dealing with the health economic changes that are transforming healthcare across the United States. What is the health of your strategic process? How effective is your strategy deployment? Do you have

an effective process for execution? This program will describe one health system's journey in managing this turbulence. Also included will be a brief recommendation of principles for the role of governance and incorporating some real examples of "population Health" considerations.



Session to include recognition of hospital boards that have completed THA's Board Certification Program.

SYMBOL KEY FOR CREDIT HOURS:

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CLICK FOR CONTINUING EDUCATION CREDIT INFORMATION

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## SESSION DESCRIPTIONS

Thursday, Oct. 20

2:45- 3:15 p.m.

Open to All Registrants

### CONCURRENT THA BREAKOUT SESSIONS II

#### 2A - The 7 Reasons You Must Have a Robust Physician Advisor Program in 2016 And Beyond

**Deepak Pahuja**, MD, Chief Medical Officer and Chief Executive Officer, Aerolib Healthcare Solutions, LLC

Deepak Pahuja, MD, will discuss the value of a physician advisor program using a mathematical equation to estimate the number of active cases with audit potential in the hospital and the financial revenue at risk based on specific diseases.

#### 2B - Today's Push toward Population Health and the Impact of Aging Infrastructure with New Facility Options

**Joseph Winick**, FACHE, Senior Vice President, Planning, Analytics & Business Development, Erlanger Health System;

**Jeff Light**, FACHE, Director, Strategy & Business Development, Trane Building Advantage

With increasing emphasis on population health, healthcare executives are evaluating strategies to improve their aging infrastructure with increasing priority. Consideration also needs to be given to risk-sharing and how alternative payment arrangements might impact the physical plant. The audience will gain insight into how a leading healthcare provider looks at population health and best practices and how healthcare providers have prioritized their aging infrastructure working with trusted consultants.

3:30 - 4:45 p.m.

Open to All Registrants

### THA EDUCATION SESSION

#### Fixing Health Care through Leadership and Innovation ACHE NAB CBE

**Chris Trimble**, Healthcare Innovation Expert

Contracts that reward value instead of volume are spreading. This is powerful progress in the effort to fix health care, but changing incentives is only step one. The rest of the job — fixing

the care — is up to innovators on the front lines. Across the country, there are tens of thousands of opportunities to build new care teams that will transform the way care is delivered. However, there will be little progress on the largest opportunities without one essential ingredient — physician leadership. Trimble will dissect the challenges faced by leaders of innovation in health care delivery and identify specific, step-by-step solutions to maximize success.

Author of *How Physicians Can Fix Health Care: One Innovation at a Time*, Trimble's book examines how today's physicians can foster a culture of innovation in health care by building positive change and nurturing multi-disciplinary teams.



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## SESSION DESCRIPTIONS

Friday, Oct. 21

8 - 9:45 a.m.

Special Event Pre-Registration Required

### ACHE BREAKFAST

#### Disruptive Forces Driving Change in Healthcare

**Charles Evans**, FACHE, Past Chairman ACHE, President & CEO, International Health Services Group

A range of disruptive forces, such as technology, politics, workforce issues and business models, will be explored for their implications in health care.

10 - 11:15 a.m.

Open to All Registrants

### THA EDUCATION SESSION

#### Risky Hospital Business 2: Remake of the 1990s Managed Care Classic

**J.D. Kleinke**, Medical Economist, Author, Health Care Business Strategist and Entrepreneur  
Buried not so deep in President Obama's health reform plan are radical changes in provider payment methodologies. Accountable Care Organizations, Medical Homes, Electronic Medical Record-related subsidies and penalties — these are only a few of the latest attempts to correct the health system's economic, behavioral and organizational disorders a century in the making.

The cost and quality problems that gave rise to the national managed care companies in the 1990s have not gone away, inspiring both the government and large health plans to simultaneously revisit many of those same managed care strategies. Will this second round - and double dose - of harsh economic medicine prove worse than the disease? Or are certain aspects of health care's cost and quality problems simply incurable? How can provider organizations cope with a system that, as the government and payers attempt to re-engineer it around reimbursement, seems to yield only more chaos?

This session will outline how your organization can navigate the latest attempt to use reimbursement and other payment reforms to re-engineer the U.S. health care system.

11:45 a.m. - 2 p.m.

Special Event Pre-Registration Required

### MEMBERSHIP LUNCHEON / CLOSING SESSION

#### 1MT1MT: One More Thing, One More Time

**Josh Sundquist**, Paralympic Ski Racer, Cancer Survivor, Author and Motivational Speaker

Josh Sundquist is a Paralympic ski racer and bestselling author who has been featured on CNN and in USA TODAY and has spoken across the country to groups ranging from Fortune 500 companies to inner city public schools to the White House. His high-octane blend of energy and humor inspires organizations and individuals to adopt his ski racing motto, 1MT1MT (one more thing, one more time) as their new standard of excellence.

In his first ski race, Josh fell five times. In sports, in life, in business, the principle is the same—you will fall. The question is how fast can you get back up? How quickly can you learn from a mistake and then recover by implementing that new knowledge?

Josh shares stories about losing his leg to cancer, ski racing in the Paralympics, and playing jokes with his artificial leg to give motivation for overcoming adversity and reaching peak performance in life and work and strive for new levels of generosity and commitment.



**THA Awards of Excellence booklet featuring all award recipients will be available at the membership luncheon. Following the conclusion of the annual meeting, it will be available at [www.tha.com](http://www.tha.com).**

# 2016 THA ANNUAL MEETING SPEAKERS

## Stephanie Cutter



Stephanie Cutter is a top political strategist, senior advisor to President Obama and CNN political commentator.

Cutter shares an insider's perspective on today's political headlines and the upcoming race for the White House. Called "one of the most prominent voices in the [Democratic] party, and one of its top strategists and crisis managers" by *POLITICO*, her political and communications experience spans two decades in both the public and private sectors.

Cutter has been at the center of every policy and political debate for the last 20 years. One of the country's preeminent strategists, she is revered for her gritty perseverance and straightforward approach to analyzing the difficult issues and political headlines of the day. A frequent face on *CNN*, she currently is a political commentator on the network and a former *Crossfire* co-host.

## Jim Decker, DHA, FACHE



Jim Decker is chief executive officer at MEDIC Regional Blood Center, Knoxville.

Before joining MEDIC, he served as senior vice president at Baptist Health System of East Tennessee, Knoxville (2001-2006), president and CEO at Gateway Health System, Clarksville (1989-2000), and CEO at Sumner Regional Medical Center, Gallatin (1984-1989). Decker is a fellow in the American College of Healthcare Executives.

He received a bachelor's and master's degree in microbiology at Louisiana State University, a master's degree in hospital and health administration at the University of Alabama at Birmingham, a master's degree in business administration at the University of Tennessee, and a doctor of health administration degree at the Medical University of South Carolina.

## Deepak Pahuja, MD, MBA, FACP, FHM



Deepak Pahuja, M.D., board-certified in internal medicine, is CEO at Aerolib Healthcare Solutions.

He specializes in innovations in health care and development of new inventions. He is the inventor of the ergonomic stethoscope grip, disposable stethoscope cover and stethoscope sanitizer.

Pahuja is a fellow in the American College of Physicians, and a member of the Society of Hospital Medicine and American College of Physician Executives. He was awarded the fellowship of hospital medicine, fellowship of American College of Physicians and MBA in medical management at the University of Massachusetts, Amherst.

## Charles Evans



Charles Evans is president of the International Health Services Group (IHSG) and senior advisor at Jackson Healthcare.

IHSG is a social enterprise Evans founded in 2007 to support health services development in underserved areas of the world. It is the mission of IHSG to work with established organizations to supplement their capabilities in healthcare management and development as they work to achieve their broader missions.

Jackson Healthcare is an Atlanta-based consortium of companies that provide physician and clinician staffing, anesthesia management and healthcare information technology solutions proven to improve clinical and financial outcomes to hospitals, health systems and physician groups throughout the U.S.

Evans is a fellow in the American College of Healthcare Executives (ACHE); served as a governor of the college from 2004-2007; chairman officer from 2008-2011; and was the recipient of the 2014 ACHE Gold Medal Award, the highest honor the organization bestows. He currently serves as senior advisor to ACHE on international affairs.

He received an undergraduate degree at West Virginia Wesleyan College, a master's degree at Indiana University of Pennsylvania and an MBA at Indiana University.



## SPEAKER BIOS

### Mitch Gentry



Mitch Gentry is an engineer manager at Spectrum Business.

He currently leads a sales engineering team that supports solution designs of advanced fiber optic and coax-based services, matching products and services with businesses' needs for data, voice and video capabilities.

Prior to joining Spectrum Business, Gentry served as network manager at the Sisters of Mercy Health System (Mercy). He was responsible for the network infrastructure for over 350 medical facilities, approximately 36,900 co-workers and 4,650 physicians.

### Arthur Gonzalez, Dr.P.H.



Arthur Gonzalez has been a healthcare executive for 43 years.

Most recently, he was chief executive officer at Denver Health and Hospital Authority where he retired in June 2016. In addition to Denver Health, he has served in the public, private for-profit, and private not-for-profit healthcare sectors in the states of California, Texas, Tennessee, Arizona, Colorado, Minnesota and Louisiana.

He is board certified in healthcare management by the American College of Healthcare Executives. He received a doctor of public health degree at the University of Texas, a master's degree in healthcare administration at Trinity University and a bachelor's degree in chemistry/biology at St. Mary's University.



### Jamie Haeuser



Jamie Haeuser is the founder and principal of Haeuser Health Strategies LLC, a consulting firm specializing in strategic planning, implementation support, organizational culture and performance enhancement.

She has more than 30 years of experience in health care, including expertise in strategy, operations and marketing.

Haeuser is a member of the adjunct faculty at the Tulane School of Public Health and Tropical Medicine.

### J.D. Kleinke



J.D. Kleinke is a medical economist and entrepreneur who has been instrumental in the creation of four healthcare information organizations, served on the boards of several healthcare companies, and advised both sides of the political aisle on pragmatic approaches to health policy and legislation.

Over the past 25 years, Kleinke has been an often outspoken voice on the real impact of changes to the system, and the effects of such changes on patient care, clinician professional development, healthcare organization strategy and public health.

He has served as a member of the editorial board of Health Affairs and frequent contributor to *The Wall Street Journal* and *The Huffington Post*.

Kleinke was an early supporter of the Affordable Care Act, based on his analyses of the principles of market economics and insurer competition built into the law's structure. As a resident fellow at the conservative think tank, the American Enterprise Institute, he was the first to publish the conservative origins of the healthcare law. His article on these origins in *The New York Times*, "The Conservative Case for Obamacare" generated significant controversy, but has since become part of the nation's understanding of the law.

Alongside his research and writing, Kleinke helped establish Health Grades Inc., which he served as executive vice chairman of the board. In the 1990s, he was a principal architect in the creation and rapid growth of HCIA - now Truven Health Analytics - from a niche healthcare data analysis firm to a publicly traded provider of information products to healthcare systems, managed care organizations and pharmaceutical companies across the U.S. and Europe.

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## SPEAKER BIOS

### Jeff Light, FACHE



Jeff Light is director of strategy and business development at Trane Building.

A fellow in the American College of Healthcare Executives (ACHE), he is responsible for consulting with healthcare organizations to align their strategic initiatives with the physical environment of their facilities.

Light has worked in administration with Presbyterian Hospital of Dallas within Texas Health Resources (THR) and had administrative responsibility for the strategic/operational direction for nonclinical services, including service strategy.

He received a bachelor's degree in political science and economics and an MBA at Southern Methodist University

### Kevin Madden



Kevin Madden, partner, Hamilton Place Strategies, Washington, DC, is a nationally recognized communications strategist, having served as a senior counselor to some of the nation's top leaders in both the public and private sectors over the last 15 years.

Madden most recently served as a senior advisor to and spokesman for Governor Mitt Romney's 2012 and 2008 presidential campaigns. Prior to joining Romney's campaign, he served as press secretary to then-House Majority Leader, now-House Speaker John Boehner (R-OH).

Before his work as a top leadership aide on Capitol Hill, he served as the U.S. Department of Justice's national spokesman on issues ranging from national security to litigation before the federal courts.

During the 2004 presidential campaign, Madden was a member of the communications team directing President George W. Bush's re-election effort, serving as the president's campaign spokesman for regional, national and international news organizations.

He received a bachelor's degree in communications at the State University of New York at Cortland.

### Tim Porter-O'Grady



Tim Porter-O'Grady, EdD, has been involved in health care for 45 years and has held roles from staff nurse to senior executive in a variety of healthcare settings.

His consulting firm specializes in health futures, organizational innovation, conflict and change, as well as complex health service delivery models. He is noted for his work on shared governance models, clinical leadership, conflict, innovation, complex systems and health futures. He has written 25 books, 200+ journal articles on health systems and leadership topics.

As professor of practice and leadership scholar at Arizona State University, College of Nursing and Health Innovation, he co-lead the implementation of the new master's, PhD and DNP tracks in health innovation. He also is clinical professor and leadership scholar at the Ohio State University College of Nursing in the executive DNP program, a member of the Dean's Advisory Board and an adjunct professor at Emory University, School Nursing, Atlanta, GA.

Porter-O'Grady is a fellow in the American Academy of Nursing and a clinical fellow in the American College of Clinical Wound Specialists. He has been recognized by the American Organization of Nurse Executives with its Lifetime Achievement Award and the American Nurses Association with its Luther Christman Award.

He received graduate degrees in clinical leadership and two earned doctorates--one in learning behavior and a second in organizational and systems leadership. In addition, he received a doctor of science degree at the Medical University of Ohio.



QUESTIONS? PLEASE CONTACT THA EDUCATION AT 615-256-8240 OR 1-800-258-9541 BETWEEN 8 A.M. - 4 P.M. CST.



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## SPEAKER BIOS

### Josh Sundquist



Josh Sundquist is a bestselling author and Paralympic ski racer.

At age nine, he was diagnosed with a rare form of bone cancer and given a 50 percent chance to live. He spent a year on chemotherapy treatments and his left leg was amputated.

Doctors declared him cured of the disease at age 13 and he took up ski racing three years later. He trained for the next six years and in 2006, he was named to the U.S. Paralympic Ski Team for the 2006 Paralympics in Turino, Italy. He is a current member of the U.S. Amputee Soccer Team.

Sundquist's first memoir, *Just Don't Fall*, was a national bestseller and his second memoir, *We Should Hang Out Sometime*, is under development to become a movie.

He received a bachelor's degree in business at the College of William and Mary and a master's degree in communications at the University of Southern California.

### Chris Trimble



Chris Trimble is an adjunct professor at the Tuck School of Business at Dartmouth and The Dartmouth Institute for Health Policy and Clinical Practice.

An engaging teacher and speaker, Trimble is known for mixing rigorous academic research with hard-nosed practical experience,

Trimble's sixth book, "How Physicians Can Fix Health Care: One Innovation at a Time" (American Association for Physician Leadership, October 2015), offers an essential step-by-step guide for physician innovators, their teams and their organizations' senior leaders. He also is the author and co-author of several other books.

He received an MBA at the Tuck School and a bachelor's degree at the University of Virginia.

### Joseph Winick, FACHE



Joseph Winick is senior vice president of planning and business development at Erlanger Health System, Chattanooga.

Previously with Albert Einstein, Humana and American Healthcare in similar role, Winick is engaged in the strategic planning process at Erlanger, including the development of the facilities master plan and major capital initiatives, conducting feasibility studies and preparing business plans. A fellow in the American College of Healthcare Executives (ACHE), he is board-certified in healthcare management.

He received a bachelor's degree at the University of Florida and a master's degree in hospital administration at George Washington University.



QUESTIONS? PLEASE CONTACT THA EDUCATION AT 615-256-8240 OR 1-800-258-9541 BETWEEN 8 A.M. - 4 P.M. CST.

**REGISTER  
HERE!**

# CONTINUING EDUCATION CREDITS

## ACHE Face-to-Face

The American College of Healthcare Executives has awarded three credit hours (ACHE Face-to-Face) for the Build Credibility and Boost Your Leadership Potential session. **Participants must pre-register and sign in at beginning of session to receive certificate at the conclusion.**

## CNE Credit for Leadership Summit

Tennessee Nurses Association (TNA) is accredited as a provider of continuing nursing education (CNE) by the American Nurses Credentialing Centers Commission on Accreditation.

## ACHE Qualified

ACHE Qualified Education credit must be related to healthcare management (i.e., it cannot be clinical, inspirational, or specific to the sponsoring organization). It can be earned through educational programs conducted or sponsored by any organization qualified to provide education programming in healthcare management.

Programs may be sponsored by ACHE, chapters, or other qualified sources, whether the programming is face-to-face or distance offerings (webinars, online seminars, self-study courses, etc.). **Participants must pre-register and sign in at beginning of each session to receive certificate. Certificates will be emailed after the conclusion.**

## Nursing Home Administrators (NAB)

This program has been submitted (but not yet approved) for Continuing Education for 10 total clock hours from NAB/NCERS. **Participants must pre-register and sign in at beginning of each session to receive certificate. Certificates will be emailed after the conclusion.**

## Requirements for ACHE Face-to-Face or NAB credit:

- Attend/participate in the educational activity and review all course materials.
- Complete the CE Declaration/Evaluation form and return it to the registration desk at the conclusion of the conference.
- Your statement of completion will be mailed to you within 30 days.



## AXIS Contact Information

For information about the accreditation of ACHE Qualified or NAB for this program please contact AXIS at 954-281-7524 or [info@axismeded.org](mailto:info@axismeded.org).

## Symbol Key for Credit Hours:



ACHE



NAB



Nursing



Trustee

## Possible Earned ACHE Qualified, NAB & Trustee Education Credits

### Wednesday, Oct. 19

ACHE Face-to-Face (Haeuser) – 3 hours

### Thursday, Oct. 20

Opening General Assembly (Madden/Cutter) – 1 hour

THA Executive, Trustee and Physician Leadership (Gonzalez) – 1.25 hours

THA Education Session (Trimble) 1.25 hours

### Friday, Oct. 21

ACHE Breakfast (Evans) – 1 hour

THA Education Session (Kleinke) – 1.25 hour

THA Membership Luncheon (Sundquist) – 1.25 hours

## CNE Credit for Leadership Summit (Applied)

Tennessee Nurses Association (TNA) is accredited as a provider of continuing nursing education (CNE) by the American Nurses Credentialing Centers Commission on Accreditation.

## Continuing Board Education

Trustees can receive up to 10 hours of continuing board education (CBE) credit. Trustees are required to sign in at beginning of session to receive certificate after the conclusion. Certificates will be emailed.

**QUESTIONS? PLEASE CONTACT THA EDUCATION AT 615-256-8240 OR 1-800-258-9541 BETWEEN 8 A.M. - 4 P.M. CST.**



REGISTER  
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# HOTEL RESERVATION INFORMATION

The Omni Nashville Hotel is the official hotel of the THA Annual Meeting:

**250 Fifth Avenue South  
Nashville, TN 37203  
615-782-5300**

GROUP CODE: 101816TNHOSPITAL  
ROOM TYPE: King Deluxe or 2 queen Deluxe  
\$269 plus tax (no resort fee)  
CUT-OFF DATE: Monday, Sept. 19, 2016

Reservations by phone: **1-800-843-6664**

[THA Annual Meeting 2016 Online Hotel Reservation](#)

## Omni Parking

The most current parking information is listed below. **Prices subject to change without notice.**

THA has negotiated 20% off prevailing parking rates plus 9.25% at the Omni not reflected below.

**DAILY VALET/ NO SELF-PARKING AVAILABLE AT OMNI** (prices do not include tax)

0-4 hours	\$16
4-10 hours	\$20
10+ hours	\$34
Overnight Valet with in/out privileges	\$34

Daily parking: Check in at THA registration daily to receive 20% discount voucher.

Overnight guest: 20% discount will be applied to your reservation prior to check-out.

## Music City Center (MCC) Self-Parking Rates

1800 parking spaces available • Located one block from Omni Nashville • Flat rate/Taxes are included

0-4 hours	\$7
4-10 hours	\$12
Daily Max.	\$18

24/7 fully automated system that accepts debit and credit cards upon exit.

NOTE: MCC special rate parking may apply if event in area without prior notice.

## Surface Parking Lots

Multiple surface lots are available for parking close to the Omni. These lots are not reserved and are available on a first-come, first serve basis. Rates vary in price.



## **Omni Nashville Hotel Policies**

### **CHECK-IN / CHECK-OUT**

- Check-in: 4 p.m. / Check-out: 11 a.m.
- 4 p.m. late check-out may be available for \$75; after 4 p.m., the full nightly rate applies
- Guests will be subject to an early departure fee of \$50 if they shorten their stay

### **CASH PAYING GUESTS**

Guests paying in cash must pay their room charges in full with an additional \$50 per day deposit at time of check-in.

### **DEBIT CARD POLICY**

The use of a debit card will initiate, at the time of check-in, an immediate deduction from your bank account for your room rate, inclusive of tax, for all room nights plus \$50 per night for incidentals. Upon check-out, any unused funds will be credited back to your account. Based upon the business rules of your bank, it may take 72 hours or longer for credit to post.

### **SMOKING POLICY**

Omni Nashville Hotel is a smoke-free environment. A \$250 smoking fee will be applied to guests smoking inside any area of the hotel.

**CLICK HERE TO VIEW A NASHVILLE CALENDAR OF EVENTS OR GO TO [WWW.VISITMUSICCITY.COM](http://WWW.VISITMUSICCITY.COM)**



REGISTER  
HERE!

# 2016 ANNUAL MEETING REGISTRATION FEES & INFORMATION

## 1. THA General Registration (No Charge)

**Opening General Assembly** – Thursday – Kevin Madden, Stephanie Cutter

**Concurrent Sessions** – Thursday – 10:30 - 11 a.m. / 2:45 - 3:15 p.m.

**THA Executive, Trustee and Physician Leadership Session** – Thursday – Arthur Gonzalez

**THA Education Session** – Thursday – Chris Trimble

**THA Education Session** – Friday – J.D. Kleinke

## 2. Special Event Pre-Registration Required

**Leadership Summit** – Tim Porter-O'Grady ..... \$ 125

**ACHE Face-to-Face** – Jamie Haeuser ..... \$ 350

**THA Buffet Lunch** – Thursday ..... \$ 15

**ACHE Breakfast** – Charles Evans ..... \$ 100

**Membership Luncheon** – Josh Sundquist ..... \$ 60

## 3. Allied & Affiliate Groups

### A. Hospital-Owned Physicians Practice Executives of Tennessee

Member (Includes Wednesday dinner & Thursday lunch) ..... \$ 180

Member (Wednesday dinner only) ..... \$ 120

Member (Thursday program and lunch only) ..... \$ 60

### B. Tennessee Association for Healthcare Quality

Member (Includes lunch both days) ..... \$ 150

Non-member (Includes lunch both days) ..... \$ 250

Virtual Meeting ..... \$ 100

(will receive slide presentations and participate via conference line); CEs available.

### C. Tennessee Association for Healthcare Resource & Materials Management

Member ..... \$ 65

Non-member ..... \$ 80

### D. Tennessee Health Care Administrative Professionals

Member (Includes Thursday and Friday meals) ..... \$ 100

Non-member (Includes Thursday and Friday meals) ..... \$ 125

Member (Thursday only) ..... \$ 75

### E. Tennessee Healthcare Engineering Association

Member (Includes meals and breaks) ..... \$ 160

Non-member (Includes meals and breaks) ..... \$ 260

Associate Member ..... \$ 210

### F. Tennessee Organization of Nurse Executives

Member & Non-member ..... \$ 65

Leadership Summit and TONE combined ..... \$ 175

### G. Tennessee Society for Healthcare Marketing & Public Relations

Member (Includes lunch both days) ..... \$ 225

Non-member (Includes lunch both days) ..... \$ 325

Prism Award Dinner ..... \$ 50

### H. Tennessee Society for Organizational Improvement

Member ..... \$ 79

Non-member ..... \$ 129

THA will make every reasonable effort to accommodate dietary restrictions and need for special assistance. Please contact THA at 1-800-258-4541 before the meeting dates.

## Registration Hours

**WEDNESDAY, OCT. 19**

7 a.m. - 5:30 p.m.

**THURSDAY, OCT. 20**

7 a.m. - 4 p.m.

**FRIDAY, OCT. 21**

7 a.m. - NOON

## Registration Guidelines

**ALL ATTENDEES MUST REGISTER ONLINE.** Everyone attending programs at the THA Annual Meeting must register and wear required identification badges.

### PAYMENT OPTIONS

**1. CREDIT CARDS:** THA accepts



**2. CHECK:** Mail copy of completed online registration form and check (payable to THERF) to:

THA Annual Meeting • 5201 Virginia Way • Brentwood, TN 37027

Confirmed participants will receive a meeting confirmation by email.

## Cancellation Policy

Registrants will receive the following if cancellation is received in the THA education office no later than 4 p.m. prior to Wednesday, Oct. 12, 2016:

- Registration fee less \$25 cancellation fee
- Refund on special event tickets

Registrants will receive NO refund if cancellation is received in the THA education office AFTER 4 p.m. on Wednesday, Oct. 12, 2016.

QUESTIONS? PLEASE CONTACT THA EDUCATION AT 615-256-8240 OR 1-800-258-9541 BETWEEN 8 A.M. - 4 P.M. CST.

REGISTER  
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## 2016 THA ANNUAL MEETING SPONSORS

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**THA 2016 Annual Meeting  
ALLIED & AFFILIATE GROUP**

**Hospital-Owned Physician  
Practice Executives of  
Tennessee**

**Wednesday, October 19, 2016**

- 3-4 p.m. House of Delegates**  
*Open to delegates*
- 4-5:30 p.m. THA Welcome Reception**  
*Open to all registrants*
- 5:30 p.m. HOPPET – Cocktails**
- 6:30 p.m. HOPPET – Dinner**
- 7:30 p.m. HOPPET Session**  
*Ready, Set, Go: MACRA*  
Michelle Molden, MBA  
Senior Vice President  
Advisory Board

**Thursday, October 20, 2016**

- 8:15-10 a.m. THA Opening General Assembly**  
*2016 Election Preview:  
The Race for the White House*
- Kevin Madden  
Press Secretary, House  
Majority Leader and  
Nationally Recognized  
Communication Strategist  
Partner, Hamilton Place  
Strategies
- Stephanie Cutter  
American Political  
Consultant  
*Open to all registrants*

**10 a.m.-12 p.m. HOPPET Session**

*MACRA 101:  
Are You Ready?*  
Michelle Molden, MBA  
Senior Vice President  
Advisory Board

**12-1 p.m. HOPPET Luncheon**  
*HOPPET members only*

**1 -2 p.m. HOPPET Session**  
*Best Practices in  
Developing a MACRA  
Strategy*  
Michelle Molden, MBA  
Senior Vice President  
Advisory Board

**2-3 p.m. HOPPET Session**  
*Round Table Issues  
Discussion*  
Jim Goodloe  
Senior Vice President  
THA Solutions Group

**3:30-4:45 p.m. THA Education Session**  
*Fixing Health Care  
through Leadership and  
Innovation*  
Chris Trimble, Healthcare  
Innovation Expert  
*Open to all registrants*

*Dinner on your own*





## Hospital-Owned Physician Practice Executives of Tennessee (cont'd)

### Friday, October 21, 2016

*Breakfast on your own*

- 7-8:15 a.m. Allied & Affiliate  
President's Session**
- 10-11:15 a.m. THA Education Session**  
*Risky Hospital  
Business 2:  
Remake of the 1990s  
Managed Care Classic*  
J.D. Kleinke, Medical  
Economist, Author,  
Health Care Business  
Strategist and  
Entrepreneur  
*Open to all registrants*

**11:45 a.m.-2 p.m.**

### **THA Membership Luncheon/Closing Session**

*1MT1MT: One More  
Thing, One More Time*  
Josh Sundquist  
Paralympic Ski Racer,  
Cancer Survivor, Author  
and Motivational Speaker

*Special Event Pre-  
Registration Required*





**THA 2016 Annual Meeting  
ALLIED & AFFILIATE GROUP**

**Tennessee Association for  
Healthcare Quality**

**Wednesday, October 19, 2016**

**8:30 a.m.-4 p.m. Leadership Summit**

*Chaos and Complexity:  
The Changing Work  
Place: New Rules for  
Leadership*

Tim Porter-O'Grady,  
DM, EdD, ScD(h),  
APRN, FAAN, FACCWS

The Leadership Summit  
also includes patient  
safety and quality best  
practice presentations  
and posters from across  
Tennessee.

*Special Event Pre-  
Registration Required*

**3-4 p.m. House of Delegates**  
*Open to delegates*

**4-5:30 p.m. Poster Presentation  
Reception**

**4-5:30 p.m. THA Welcome  
Reception**  
*Open to all registrants*

**Thursday, October 20, 2016**

**7-8 a.m. TAHQ Session**  
Reducing Readmissions  
*Rebecca Foster*

**8:15-10 a.m. THA Opening General  
Assembly**

*2016 Election Preview:  
The Race for the White  
House*

Kevin Madden  
Press Secretary, House  
Majority Leader and  
Nationally Recognized  
Communication Strategist  
Partner, Hamilton Place  
Strategies

Stephanie Cutter  
American Political  
Consultant  
*Open to all registrants*

**10-11:30 a.m. TAHQ Session**  
*Payment Reform*  
Mary Layne Van Cleave  
Tennessee Hospital  
Association

**11:30 a.m.-1 p.m.  
THA Buffet Lunch**  
*(Included in TAHQ  
registration)*



**THA 2016 Annual Meeting  
ALLIED & AFFILIATE GROUP**

**Tennessee Association for  
Healthcare Quality (cont'd)**

- 1-2 p.m.**      **TAHQ Session**  
*From Washington to  
Tennessee*  
Dawn Fitzgerald
- 2-3 p.m.**      **TAHQ Session**  
*Reducing EHR Errors*  
Ursula Fletcher
- 3-3:30 p.m.**      **TAHQ Session**  
*Pharmacy Collaboration  
to Improve Quality*  
Patrice Tritchett
- 3:30-4:45 p.m.**      **THA Education Session**  
*Fixing Health Care  
through Leadership and  
Innovation*  
Chris Trimble, Healthcare  
Innovation Expert  
*Open to all registrants*
- 5 p.m.**      **TAHQ, TAHRMM, TSOI,  
TONE Networking  
Social**  
  
*Dinner on your own*

**Friday, October 21, 2016**

- 7-8:15 a.m.**      **Allied & Affiliate  
President's Session**
- 7-8:30 a.m.**      **TAHQ Session**  
*Quality Improvement*  
Susan Lemming Lee
- 8:30-10 a.m.**      **TAHQ Session**  
*Root Cause Analysis*

- 10-11:15 a.m.**      **THA Education  
Session**  
*Risky Hospital Business  
2: Remake of the 1990s  
Managed Care Classic*  
J.D. Kleinke, Medical  
Economist, Author,  
Health Care Business  
Strategist and  
Entrepreneur  
*Open to all registrants*

- 11:30 a.m.-12:30 p.m.**      **TAHQ Member  
Luncheon/Business  
Meeting**

- 12:30-1 p.m.**      **TAHQ Session**  
Hill Rom Sponsor  
Roundtable

- 1-2 p.m.**      **TAHQ Session**  
*Enterprise Risk  
Management Across the  
Continuum of Care*  
Amy Coulson

- 2-3 p.m.**      **TAHQ Session**  
*Value Based Purchasing –  
Move Your Metrics*  
Amy Coulson

Virtual Experience entitles the participant to participate in TAHQ Breakout Sessions ONLY and upon completion of the evaluations participants will be awarded CPHQ CEs.

This is an option for participants who may not be able to travel or may not be available to attend the full conference. Handouts and conference line information will be provided upon receipt of registration.

**MUST PRE-REGISTER.**  
*See registration page*







**THA 2016 Annual Meeting  
ALLIED & AFFILIATE GROUP**

**Tennessee Association for  
Healthcare Resource &  
Materials Management**

**Wednesday, October 19, 2016**

**3-4 p.m. House of Delegates**  
*Open to delegates*

**4-5:30 p.m. THA Welcome Reception**  
*Open to all registrants*

**Thursday, October 20, 2016**

**8:15-10 a.m. THA Opening General Assembly**  
*2016 Election Preview:  
The Race for the White House*

Kevin Madden  
Press Secretary, House  
Majority Leader and  
Nationally Recognized  
Communication Strategist  
Partner, Hamilton Place  
Strategies

Stephanie Cutter  
American Political  
Consultant  
*Open to all registrants*

**10:30-12 p.m. TAHRMM Session**  
*Value of RFID Tracking  
& Best Practices*  
Beth Kaylor  
DeRoyal

**11:30-1 p.m. THA Buffet Lunch**  
*(Included in TAHRMM  
registration)*

**1-2:30 p.m. TAHRMM Session**  
*From Ties to Tattoos:  
Leading Different  
Generations in a  
Common Workplace*  
Kat Cannella  
Columbus State  
University

**2:30-3:30 p.m. TAHRMM Session**  
*Cost, Quality, and  
Outcomes*  
Teresa Dail  
Vanderbilt University  
Medical Center

**3:30-4:45 p.m. THA Education Session**  
*Fixing Health Care  
through Leadership  
and Innovation*  
Chris Trimble, Healthcare  
Innovation Expert  
*Open to all registrants*

**5 p.m. TAHRMM, TSOI, TAHQ,  
TONE Networking  
Social**

*Dinner on your own*



**Tennessee Association for  
Healthcare Resource &  
Materials Management (cont'd)**

**Friday, October 21, 2016**

*Breakfast on your own*

**7-8:15 a.m. Allied & Affiliate  
President's Session**

**8:30-9:30 a.m. TAHRMM/TSOI  
Session**  
*Aligning Supply Chain  
for Operational  
Performance: Hospital  
Supply Chain  
Partnerships with  
Significant Returns*  
Aaron Fausz  
Healthcare Performance  
Partners

**10-11:15 a.m. THA Education Session**  
*Risky Hospital  
Business 2: Remake of  
the 1990s Managed  
Care Classic*  
J.D. Kleinke, Medical  
Economist, Author,  
Health Care Business  
Strategist and  
Entrepreneur  
*Open to all registrants*

**1:30 a.m.-1 p.m. TAHRMM/TSOI  
Luncheon**  
*Picking up the Pieces:  
Implementing Change  
Management After the  
Change has Stalled*  
Aaron Fausz  
Healthcare  
Performance Partners

**1-2 p.m. TAHRMM Business  
Meeting**



TENNESSEE HOSPITAL ASSOCIATION



**THA 2016 Annual Meeting  
ALLIED & AFFILIATE GROUP**

**Tennessee Health Care  
Administrative Professionals**

**Wednesday, October 19, 2016**

- 3-4 p.m. House of Delegates**  
*Open to delegates*
- 4-5:30 p.m. THA Welcome Reception**  
*Open to all registrants*
- 6-8 p.m. THCAP Icebreaker Social/Dinner**  
Rock Bottom Restaurant  
on Broadway (*Dinner not  
included in registration*)

**Thursday, October 20, 2016**

- 8:15-10 a.m. THA Opening General Assembly**  
*2016 Election Preview:  
The Race for the White  
House*
- Kevin Madden  
Press Secretary, House  
Majority Leader and  
Nationally Recognized  
Communication Strategist  
Partner, Hamilton Place  
Strategies
- Stephanie Cutter  
American Political  
Consultant  
*Open to all registrants*

- 10-11:30 a.m. THCAP Session**  
*Resume Building, Cover  
Letters/ Reference  
Letters/Interviewing*  
Scott Lindsey

- 11:30 a.m.-1:30 p.m. THCAP Lunch**  
*On your own to explore downtown*

- 11:30 a.m.-1 p.m. THA Buffet Lunch**  
All groups' welcome  
*Special Event Pre-  
Registration Required*

- 1:30-3 p.m. THCAP Session**  
*Four Generations in  
the Workforce*  
Kimberly Henry

- 3:30-4:45 p.m. THA Education Session**  
*Fixing Health Care  
through Leadership and  
Innovation*  
Chris Trimble, Healthcare  
Innovation Expert  
*Open to all registrants*

- 5:30-7:30 p.m. THCAP Business Dinner**  
The Southernaire Event  
Space  
*(Included in registration  
but does not include a  
guest)*





## Tennessee Health Care Administrative Professionals (cont'd)

### Friday, October 21, 2016

**7:30-9 a.m. THCAP Education  
Session and Breakfast**  
*Brain Storming/  
Take-aways/Information  
Sharing of Office  
Tips/Short Cuts*

*Breakfast included in  
registration*

**9-10 a.m. THCAP Session**  
*Stress Management:  
Balancing Work/Health  
& Wellness/Exercise*  
Karen Green

**10-11:15 a.m. THA Education Session**  
*Risky Hospital  
Business 2: Remake of  
the 1990s Managed  
Care Classic*  
J.D. Kleinke, Medical  
Economist, Author,  
Health Care Business  
Strategist and  
Entrepreneur  
*Open to all registrants*

**11:45 a.m.-2 p.m. THA Membership  
Luncheon/Closing  
Session**  
*1MT1MT: One More  
Thing, One More Time*  
Josh Sundquist  
Paralympic Ski Racer,  
Cancer Survivor, Author  
and Motivational Speaker

*Special Event Pre-  
Registration Required*





**THA 2016 Annual Meeting  
ALLIED & AFFILIATE GROUP**

**Tennessee Healthcare  
Engineering Association**

**Wednesday, October 19, 2016**

- 7 a.m. – 5:30 p.m. Registration**  
Badge Pick-up at THA  
Registration Desk
- 8-9 a.m. THEA Session**  
*Fire Door Inspection  
and Documentation*  
Rick Tinsley
- 9:15-10:15 a.m. THEA Session**  
*NFPA 99 Code 2012*  
Sharon Gilyeat  
Koffle and Associates
- 10:15-10:30 a.m. Break**
- 10:30-11:30 a.m. THEA Session**  
Brandon Travis  
TME
- 11:30 a.m.-1 p.m. THEA Luncheon**
- 1-2 p.m. THEA Session**  
*ANSI/ASHRAE 188  
Legionellosis*  
Jerry Ferguson  
Methodist Healthcare
- 2-2:15 p.m. Break**
- 2:15-3:15 p.m. THEA Session**  
*ASHE Advocacy Update*  
Shay Rankhorn  
ASHE

- 3:30-4:15 p.m. THEA Annual Business  
Meeting and Election**
- 4-5:30 p.m. THA Welcome  
Reception**  
*Open to all registrants*
- 6-9 p.m. THEA Evening Dinner**  
Dinner off-property  
(Member and guest  
included in fee)

**Thursday, October 20, 2016**

- 8:15-10 a.m. THA Opening  
General Assembly**  
*2016 Election Preview:  
The Race for the White  
House*
- Kevin Madden  
Press Secretary, House  
Majority Leader and  
Nationally Recognized  
Communication Strategist  
Partner, Hamilton Place  
Strategies
- Stephanie Cutter  
American Political  
Consultant  
*Open to all registrants*



**THA 2016 Annual Meeting  
ALLIED & AFFILIATE GROUP**

**Tennessee Healthcare  
Engineering Association  
(cont'd)**

**10:15 a.m.-12 p.m. THEA Session**

*Tennessee Health  
Department Update*  
Bill Harmon &  
Nelson Rodriguez  
State of Tennessee  
Health Department

**12-1 p.m. THEA Buffet Lunch**

*(Included in THEA  
Registration)*

**1-3:30 p.m. THEA Session**

*How to set up your  
Documentation  
Program*  
Ken Gregory  
TSIG

**3:30-4:45 p.m. THA Education  
Session**

*Fixing Health Care  
through Leadership  
and Innovation*  
Chris Trimble, Healthcare  
Innovation Expert  
*Open to all registrants*

**10-11:15 a.m. THA Education  
Session**

*Risky Hospital  
Business 2: Remake of  
the 1990s Managed  
Care Classic*  
J.D. Kleinke  
Medical Economist,  
Author, Health Care  
Business Strategist and  
Entrepreneur  
*Open to all registrants*

**11:45 a.m.-2 p.m. THA Membership  
Luncheon/  
Closing Session**

*1MT1MT: One More  
Thing, One More Time*  
Josh Sundquist  
Paralympic Ski Racer,  
Cancer Survivor, Author  
and Motivational Speaker

*Special Event Pre-  
Registration Required*

**Friday, October 21, 2016**

**7-8:15 a.m. Allied & Affiliate  
President's Session**







**THA 2016 Annual Meeting  
ALLIED & AFFILIATE GROUP**

**Tennessee Organization of  
Nurse Executives**

**Wednesday, October 19, 2016**

**8:30 a.m.-4 p.m. Leadership Summit**  
*Chaos and Complexity:  
 The Changing Work  
 Place: New Rules for  
 Leadership*

Tim Porter-O'Grady,  
 DM, EdD, ScD(h),  
 APRN, FAAN, FACCWS

The Leadership Summit  
 also includes patient  
 safety and quality best  
 practice presentations  
 and posters from across  
 Tennessee.

*(See TONE's joint fee to  
 register for this session)*

**3-4 p.m. House of Delegates**  
*Open to delegates*

**4-5:30pm Poster Session/  
 Reception**

**4-5:30 p.m. THA Welcome  
 Reception**  
*Open to all registrants*

*Dinner on your own*

**Thursday, October 20, 2016**

**8:15-10 a.m. THA Opening General  
 Assembly**  
*2016 Election Preview:  
 The Race for the White  
 House*

Kevin Madden, Press  
 Secretary, House Majority  
 Leader and Nationally  
 Recognized  
 Communication Strategist  
 Partner, Hamilton Place  
 Strategies

Stephanie Cutter  
 American Political  
 Consultant  
*Open to all registrant*

**11:30 a.m.-1 p.m. THA Buffet Lunch**  
 (Included in TONE's  
 registration fee)

*TONE lunch sponsored by Connexall USA*

**1-3:15 p.m. TONE Session and  
 Business Meeting**  
*"Working Together Across  
 Generations"*  
 Dr. Elaine Seat PhD, PE  
 University of Tennessee  
 Haslam College of  
 Business



**THA 2016 Annual Meeting  
ALLIED & AFFILIATE GROUP**

**Tennessee Organization of  
Nurse Executives (cont'd)**

**3:30-4:45 p.m. THA Education  
Session**  
*Fixing Health Care  
through Leadership and  
Innovation*  
Chris Trimble, Healthcare  
Innovation Expert  
*Open to all registrants*

**5 p.m. TONE, TAHRMM, TSOI,  
TAHQ Networking  
Social**  
  
*Dinner on your own*

**Friday, October 21, 2016**

**7-8:15 a.m. Allied & Affiliate  
President's Session**

**10-11:15 a.m. THA Education  
Session**  
*Risky Hospital  
Business 2: Remake of  
the 1990s Managed  
Care Classic*  
J.D. Kleinke, Medical  
Economist, Author,  
Health Care Business  
Strategist and  
Entrepreneur  
*Open to all registrants*

**11:45 a.m.-2 p.m. THA Membership  
Luncheon/Closing  
Session**

*1MT1MT: One More  
Thing, One More Time*

Josh Sundquist,  
Paralympic Ski Racer,  
Cancer Survivor, Author  
and Motivational Speaker

*Special Event Pre-  
Registration Required*

***Portions of this meeting will be eligible  
for CNE credit.***

**CNE Credit for  
Leadership Summit Applied**

Tennessee Nurses Association  
is accredited as a provider of  
continuing nursing education  
by the American Nurses Credentialing  
Centers Commission on Accreditation





**THA 2016 Annual Meeting  
ALLIED & AFFILIATE GROUP**

**Tennessee Society  
for Organizational  
Improvement**

**Wednesday, October 19, 2016**

- 3-4 p.m. House of Delegates**  
*Open to delegates*
- 4-5:30 p.m. THA Welcome Reception**  
*Open to all registrants*

**Thursday, October 20, 2016**

- 8:15-10 a.m. THA Opening General Assembly**  
*2016 Election Preview:  
The Race for the White House*
- Kevin Madden  
Press Secretary, House  
Majority Leader and  
Nationally Recognized  
Communication  
Strategist Partner,  
Hamilton Place Strategies
- Stephanie Cutter  
American Political  
Consultant  
*Open to all registrants*
- 10:30 a.m.-12 p.m. TSOI Session**  
*The Pursuit of a  
Robust Management  
System*  
Skip Stewart  
Baptist Memorial  
Health Care

- 12:00-12:45 p.m. THA Buffet Lunch**  
*(Included in TSOI registration)*

- 12:45-2:30 p.m. THA Executive, Trustee and Physician Leadership Session**  
*Unleashing Your Mission and  
Evolving Your System through  
Strategy Deployment*  
Arthur Gonzalez, Dr., P.H.,  
FACHE  
Retired Chief Executive  
Officer of Denver Health and  
Hospital Authority

*(TSOI invited to attend this session)*

- 2:45-3:15 p.m. TSOI Business Meeting**

- 3:30-4:45 p.m. THA Education Session**  
*Fixing Health Care through  
Leadership and Innovation*  
Chris Trimble, Healthcare  
Innovation Expert  
*Open to all registrants*

- 5-6 p.m. TSOI, TAHQ, TAHRMM, TONE Networking Social**  
  
*Dinner on your own*





**THA 2016 Annual Meeting  
ALLIED & AFFILIATE GROUP**

**Tennessee Society  
for Organizational  
Improvement (cont'd)**

**Friday, October 21, 2016**

***Breakfast on Your Own***

**7-8:15 a.m. Allied & Affiliate  
President's Session**

**8:30-9:30 a.m. TSOI/TAHRMM Session**  
*Aligning Supply  
Chain for Operational  
Performance: Hospital  
Supply Chain  
Partnerships with  
Significant Returns*  
Aaron Fausz  
Healthcare Performance  
Partners

**10-11:15 a.m. THA Education  
Session**  
*Risky Hospital  
Business 2:  
Remake of the 1990s  
Managed Care Classic*  
J.D. Kleinke  
Medical Economist,  
Author, Health Care  
Business Strategist and  
Entrepreneur  
*Open to all registrants*

**11:30 a.m.-1 p.m. TSOI/TAHRMM  
Luncheon**

*Picking Up the Pieces:  
Implementing Change  
Management After the  
Change has Stalled*  
Aaron Fausz  
Healthcare Performance  
Partners





**THA 2016 Annual Meeting  
ALLIED & AFFILIATE GROUP**

**Tennessee Society for Healthcare  
Marketing & Public Relations**

**Wednesday, October 19, 2016**

- 9-10:15 a.m. TSHMPR Session**  
*Building an Award-Winning Social Media Program*  
 Cynthia Floyd Manley  
 Director, Content Strategy and Social Engagement  
 Vanderbilt University Medical Center
- 10:15-11:15 a.m. TSHMPR Session**  
*Integrating CHNA Into Your Game Plan*  
 Lee Ann Lambdin  
 Senior Vice President Health Care Strategy  
 Stratasan
- 11:15 a.m.-12:15 p.m. TSHMPR Session**  
*10 Data Related Pitfalls Marketers Face*  
 Lee Anne Denny, CEO  
 Lucky Dog Analytics
- 12:15-1:00 p.m. TSHMPR Lunch**
- 1-2 p.m. TSHMPR Session**  
*Patient Experience as a Marketing Strategy*  
 Debbie Landers  
 Senior Vice President  
 Jarrard Phillips Cate & Hancock, Inc.

- 2-3 p.m. TSHMPR Session**  
*Employee Engagement: Reaching the Unwired*  
 John Simpson  
 Digital Health Strategies
- 3-3:15 p.m. Break**
- 3:15-4:15 p.m. TSHMPR Session**  
*Importance of Transparency & Online Reputation Management*  
 Leah Everson  
 Senior Development Manager  
 National Research Corporation (NRC)
- 4-5:30 p.m. THA Welcome Reception**
- 6:30-8:30 p.m. TSHMPR Prism Awards**  
 Restaurant: Kitchen Notes in the Omni

**THA 2016 Annual Meeting  
ALLIED & AFFILIATE GROUP**

**Tennessee Society for Healthcare  
Marketing & Public Relations  
(Cont'd)**

**Thursday, October 20, 2016**

**8:15-10 a.m. THA Opening  
General Assembly**  
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The Race for the White  
House*

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Secretary, House Majority  
Leader and Nationally  
Recognized  
Communication Strategist  
Partner, Hamilton Place  
Strategies

Stephanie Cutter,  
American Political  
Consultant  
*Open to all registrants*

**10:15-11:15 a.m. TSHMPR Session**  
*Harness the Power of  
Brand Journalism*  
Nick Para jape, Manager,  
Media Relations & Brand  
Journalism  
Saint Thomas Health

**11:15 a.m.-12:15 p.m. TSHMPR  
Session**  
*Hundreds of Channels  
... Which One is Best?  
Marketing Attribution  
for Healthcare Marketers*

Speaker Representative  
from Tea Leaves

**12:15-1:15 p.m. TSHMPR Lunch &  
Roundtable Discussion**

**1:15-2:15 p.m. TSHMPR Session**  
*Content: The Enabling  
Element of Integrated  
Marketing*  
Eric Silberman  
Executive Vice President  
True North

**3:30-4:45 p.m. THA Education Session**  
*Fixing Health Care  
through Leadership  
and Innovation*  
Chris Trimble, Healthcare  
Innovation Expert  
*Open to all registrants  
Dinner on your own*

**Friday, October 21, 2016**

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Josh Sundquist,  
Paralympic Ski Racer,  
Cancer Survivor, Author  
and Motivational Speaker

*Special Event Pre-  
Registration Required*



TENNESSEE HOSPITAL ASSOCIATION