



Conference Agenda

Day 1 • Monday, January 17, 2022

This is a draft agenda and is subject to change.

ALL SESSION TIMES ARE IN EASTERN TIME

9:00–9:05 AM

Welcome & Introduction

Stephen W. Kett
Senior Program Director
The Governance Institute

9:05–10:00 AM
Keynote Address

The Healthcare Cure: The Future of Healthcare, the Good News!

Nicholas Webb
Chief Executive Officer
LeaderLogic®

The future of healthcare is the subject of massive disruption. This disruption has transitioned from innovation to disruptive innovation, to our current state of “chaotic innovation.” This new state of chaotic innovation requires that organizations operate anticipatory enterprises that leverage emerging technologies and new best practices. In 2022 and beyond, healthcare leaders are focusing on three key priorities. These priorities include employee happiness, patient happiness, and enterprise innovation. Leaders that make these three key disruptors a primary focus will enjoy significant improvements in patient satisfaction, revenue growth, major reductions in operating costs, and the ability to attract and keep mission critical talent. This powerful presentation is based on the research of bestselling books including *The Innovation Mandate* and *What Customers Crave*. Additionally, fresh research from the just released books, *Happy Work* and *What Customers Hate*, will be included in this content rich talk. The audience will leave with actionable takeaways that they can apply immediately in their own enterprise.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Describe how to apply these principles in their job to improve patient experience
- Identify how to incorporate this into their organizations in a way that delivers real value
- Define how to measure the current state and improvements once these principles are applied

10:00–10:15 AM

Break

10:15–11:00 AM
*General Session/
Panel Discussion*

From the Frontlines: Real Time Workforce Strategies

Kimberly A. Russel, FACHE
Chief Executive Officer
Russel Advisors

Bob Sutton
President & CEO
Avera Health

Kreg Gruber
Chief Executive Officer
Beacon Health System

Victoria W. Bayless
Chief Executive Officer
Luminis Health

Nancy Howell Agee
President & CEO
Carilion Clinic

Workforce shortages are the number one concern for most boards and CEOs. Staffing has become a major barrier as hospitals and health systems strive to support the needs of their communities. The focus of this panel discussion is to share insights from each CEO about their organization’s

specific current and long-term workforce strategies. The CEOs will also discuss workforce initiatives that have not been effective. The board's role in providing generative thinking and oversight related to workforce strategies will be addressed.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Compare short-term and longer-term strategies to mitigate the current staffing crisis in hospitals and health systems
- Describe actions and strategies that have not been effective in reducing staff shortages
- Examine the role of the board with respect to both current and future workforce projections

11:00–11:15 AM

Break

11:15 AM–12:00 PM

General Session

Trends in Executive Talent: Attracting & Retaining the Leaders You Need to Succeed

Andrew Chastain

President & CEO

WittKieffer

The healthcare executive job market is like none other in recent memory. Demand for leaders is up (way up), supply is down, and organizations are in fierce competition to attract and retain top talent. What is driving the surge in demand? What is pushing supply down? What are the ramifications for organizations who desperately need great leadership? In this presentation, WittKieffer President and CEO Andrew Chastain surveys today's executive recruiting landscape, makes sense of the confusion, and provides insight into how healthcare organizations can win the current war for executive talent.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Create awareness of the hyper competitive healthcare executive talent marketplace
- Identify practical solutions to address the changes in the marketplace

12:00–1:00 PM

Lunch

This will be a one-hour break. Please return at 1:00 PM for the next session.

1:00–1:45 PM

General Session

New Partnership Models for a Post-Pandemic World

Anu R. Singh

Managing Director

Kaufman, Hall & Associates, LLC

1:45–2:00 PM

Break

2:00–2:45 PM

*General Session/
Panel Discussion*

Conversations with Our Faculty

Nicholas Webb, Ryan Donohue, and Stephen W. Kett

Join us at the end of the day for a brief conversation with members of the conference faculty. The discussion will provide an opportunity to explore faculty presentations in greater depth, as well as broader topics relevant to healthcare today. Please bring along any questions, we will include some of those in our conversation, time permitting. It's a great way to end the day!

9:00–10:00 AM
General Session

General Session TBD
Ryan Donohue
Solutions Expert, Consumerism
NRC Health

10:00–10:15 AM

Break

10:15–11:00 AM
General Session

Governing Quality: How Systems Deliver Top Performance
Michael D. Pugh, M.P.H.
President
MdP Associates, LLC

How do they do it? In 2021, TGI conducted a study to understand how top-performing multi-hospital healthcare systems deliver top-level results in public quality and safety rating systems. Utilizing publicly available information, an algorithm was created to rank multi-hospital healthcare systems based on their combined CMS, Leapfrog, Market Insights and HCAHPS performance. The leaders of the top-performing systems were then invited to participate in a survey and interview process to explore their perceptions of the drivers of system-wide quality performance and the role of governance in that process. In this session, we will present the results of our study, our analysis of the drivers of performance, and the governance lessons learned.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Identify the top drivers of system quality performance
- Understand the role of governance in achieving top level performance
- List two to three new ideas and questions they should be asking about comparative quality performance in their own organizations

11:00–11:15 AM

Break

11:15 AM–12:00 PM
General Session

The Business of Disease, Illness, & Wellness
Brian J. Silverstein, M.D.
Director of Value-Based Care Delivery
Innovaccer

Diseases move through a life cycle that includes illness and wellness. Our current system is based upon the treatment of illness rather than the promotion of wellness. In addition, the current stress of COVID-19 has also caused staffing challenges, volume swings, and stress on patient outcomes and health system finances. This pandemic has exposed the risks of our current business model and presents senior leadership and boards of healthcare organizations with an opportunity to reframe by allocating resources towards strategies that will result in improved clinical and financial performance.

The business models around wellness are dramatically different than the current illness-based models. This session will explore the specific local market factors that can impact strategy and lead to re-framing your own realistic market opportunity. We will also outline key operational elements of wellness-based models and how you can learn from them to improve clinical quality and financial performance. We will also explore the challenges for an illness-based healthcare system to adopt these practices and discuss a realistic path forward.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Describe the clinical and business factors of disease and illness-based medicine
- Discuss wellness and describe the models to support this type of system

- Identify key operational factors that are important for each model to work
- Review factors to consider as you transition from illness to wellness

12:00–1:00 PM

Lunch

This will be a one-hour break. Please return at 1:00 PM for the next session.

1:00–2:00 PM
General Session

Deep Dive Session TBD

Brian J. Silverstein, M.D.

Director of Value-Based Care Delivery
Innovaccer

2:00 PM

Adjourn Virtual