



TEXAS HEALTHCARE TRUSTEES

Winter 2010 Teleconference Series

Physician Relationships – Making Sense of It All as a Trustee

Wednesday, Jan. 27, Noon - 1 p.m. Central

Marc Hallee and Jim Rohan

On the Horns of the Nurse Staffing Dilemma

Wednesday, Feb. 24, Noon - 1 p.m. Central

Marsha Borling

Current Issues in Physician Credentialing

Wednesday, March 24, Noon - 1 p.m. Central

Kevin Reed and Fletcher Brown

Audience: chief executive officers, administrators, trustees and board staff

Co-sponsored by:



TEXAS HOSPITAL ASSOCIATION



SESSION DESCRIPTIONS

Physician Relationships – Making Sense of It All as a Trustee

Wednesday, Jan. 27, Noon – 1 p.m. Central
*Marc Hallee and Jim Rohan,
Sullivan, Cotter and Associates Inc.*

Physician relationships with hospitals can be complex, and there are many rules governing these relationships. It can be difficult for hospital trustees to understand their responsibilities with regard to how the hospital interacts with physician groups. Most notably, the compensation arrangements between physicians and hospitals create the potential for compliance issues and penalties by regulatory bodies. This session explores some of the most important rules governing the relationships between hospitals and physicians. It offers a practical approach for you to take back to your board to improve their understanding of relationships with physicians, and the key items the board and compensation committee should evaluate on an ongoing basis.

On the Horns of the Nurse Staffing Dilemma

Wednesday, Feb. 24, Noon – 1 p.m. Central
Marsha Borling, Baird/Borling Associates Ltd.

With the focus on the health care debate, less attention is being paid to the impending nursing shortage. Yet already one of the most pressing and costly issues facing hospitals today is the recruitment and retention of nursing staff, particularly in specialty care areas. And there's no indication that this is a short-term problem – all signs point to this nursing shortage being more severe and persistent than any past shortage. This session spotlights the workforce challenge and focuses on ways trustees can help their hospitals proactively manage the staffing dilemma.

Current Issues in Physician Credentialing

Wednesday, March 24, Noon – 1 p.m. Central
Kevin Reed and Fletcher Brown, Davis & Wilkerson PC

This session provides a brief legal update on issues related to physician credentialing. Reed and Brown will cover some of the current issues in credentialing, including board certification, past physician discipline history or physician medical issues and will help you understand the board's responsibility and liability in credentialing.

The views expressed by the speakers do not necessarily reflect the policies or opinions of the Texas Healthcare Trustees.

FACULTY

Marsha Borling is president and partner in the health care consulting firm, Baird/Borling Associates. She is a registered nurse with a master's in managerial communications, and is a certified professional executive coach. With more than 19 years of front-line clinical and senior-level hospital operations experience, Borling is uniquely prepared to work with a variety of health care professionals and providers to develop and implement strategies for organizational change. She has worked the past 15 years as a consultant with both large and small health care providers throughout the country addressing workforce issues, leadership development, executive coaching, strategic planning and other consulting initiatives.

Fletcher Brown is shareholder with Davis & Wilkerson PC. Brown's law practice focuses on administrative, health, transactional and governance matters related to hospitals, physicians and other health care providers. His experience includes general counsel services to numerous public and nonprofit hospitals, licensing and regulatory matters for health care facilities and physicians before a variety of state and federal agencies. He is president of the Health Law Section of the Austin Bar Association.

Marc Hallee is principal with Sullivan, Cotter and Associates Inc. He works with clients in the areas of strategic benefit planning, plan design, mergers and acquisitions, change management, employee communication, and total rewards for the general workforce and executives. Hallee has more than 16 years of consulting experience and has led engagements with clients across a wide range of businesses and industries.

Kevin A. Reed is shareholder with Davis & Wilkerson PC. Reed has practiced health law, addressing issues related to hospitals, physicians, and other health care providers, for approximately 30 years. He is board certified in both health law and administrative law by the Texas Board of Legal Specialization, and is a past chair of the State Bar of Texas Health Law Section. In 2008, Reed served as chair of the Health Law Exam Commission for the Texas Board of Legal Specialization, where he helped write the annual examination for attorneys seeking board certification in the field of health law. He also has served as general counsel for the Texas Organization of Rural & Community Hospitals for more than 15 years, and serves as a member of the External Advisory Board of The Texas A&M School of Rural Public Health.

Jim Rohan is a founder of Sullivan, Cotter and Associates Inc., and serves as vice president and managing director of the Chicago office and the Western Region of the firm. For more than 25 years, he has worked with numerous organizations designing and implementing total compensation systems. Rohan has worked with boards of directors and senior management at more than 350 health care organizations in the development of executive, physician and broad-based employee compensation programs.

CONTINUING EDUCATION

Continuing Education Certificates for The Joint Commission proof of attendance will be issued to all registrants attending each teleconference. These certificates should be placed on file at your hospital to show The Joint Commission surveyor, Texas Department of Rural Affairs and/or Texas Academy of Governance as evidence of meeting trustee education requirements.

The Texas Hospital Association is authorized to award **1.0 hour per program** of pre-approved Category II (non-ACHE) continuing education credit for each session in 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 Category II credit should list their attendance when making application to the American College of Healthcare Executives for advancement or recertification.

Attendance Policy: Participants who attend the entire program and complete and submit the original Certificate of Attendance and Evaluation forms will be awarded applicable continuing education credit.

REGISTRATION

Entire Series:\$549

Individual Session:\$199

Audio Recording: \$15 per session, \$45 for complete series

Prior to the event, you will receive instructions and passwords for accessing the event, along with the presentation materials. After the event, you will receive a link to access the audio (if purchased).

Participants should **register at least three business days prior to the event** to ensure optimal processing of conference materials. To register, please submit the attached registration form or register online at THT's Web site, www.tht.org. If you have not received confirmation, via the e-mail provided on the registration form, at least five business days prior to the event, please contact the THT Registrar at 800/252-9403, ext. 1057, or via e-mail to registrar@tha.org. Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.

The registration fee includes one toll-free telephone connection to hear the presenter. Participants are encouraged to log in 15 minutes prior to the start of the program, as the program will begin on time. It is the responsibility of the registrant to download and/or access presentation materials prior to the day of the event. If your e-mail address changes, you do not receive an e-mail with instructions from THT or if you are unable to download or open presentation materials, please contact THT two days prior to the event to allow time to address the issue.

If you have content questions or special needs that require accommodation, please contact Arlena Buck at THT at 512/465-1562 or via e-mail to abuck@tha.org.

Substitution, Transfer and Cancellation Policy

Registrants unable to attend may send an alternate. Please notify THT prior to the program, if possible. Transfer from one THT education program to another is not permitted and no financial credit will be granted. If a registrant cancels, the registration fee, less a 20 percent service charge, is refundable only if THT receives notice in writing at least five business days prior to the program. (Send notification via e-mail to registrar@tha.org or fax to 512/692-2653.) Once the instructions (including access codes) have been sent, the refund will be issued only after the program runs and it is verified that the registrant did not access the programs. THT reserves the right to cancel or reschedule programs as determined necessary. If a program is cancelled, full registration refunds will be issued.

CRITICAL ACCESS HOSPITALS

Critical Access Hospitals are eligible to receive reimbursement for trustees registering for the Trustee Teleconference series through the CAH Board of Trustees Continuing Education Program. For more information, see the Texas Department of Rural Affairs Web site at www.tdra.state.tx.us or contact Cindy Miller at TDRA at 512/936-6702 or cmiller@tdra.state.tx.us.



TEXAS HEALTHCARE TRUSTEES

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Winter 2010
Teleconference Series

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Texas Healthcare Trustees Teleconference Series

- Complete three-part series\$549
Audio recordings for series.....\$45

Individual Session(s) - per connection: Total \$

- Jan. 27: Physician Relationships..... \$199
Feb. 24: On the Horns of the Nurse Staffing Dilemma..... \$199
March 24: Current Issues in Physician Credentialing \$199
Audio Recording: \$15 per session

Total \$

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Payment must accompany registration form.

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