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Colorado Hospital
Association

2019

CEO FORUM

July 11 – 12, 2019
Four Seasons Resort Vail
Vail, CO



c|h|a *education*

SESSION INFORMATION

Thursday, July 11

■ Networking Lunch

12-1 p.m.

■ Welcome and Introductions

1-1:15 p.m.



Steven J. Sumner
President and CEO
Colorado Hospital Association

■ “Thriving Under Pay for Value: Why Clinical Quality Should Be Your Core Business Strategy”

1:15-2:30 p.m.



Brent C. James, MD, M.Stat
Clinical Professor, Department of Medicine,
Stanford University School of Medicine;
Senior Advisor, Health Catalyst

Rapid cost growth continues to accelerate the already challenging pace of health care delivery change. There is a light at the end of the tunnel, though: In 2010, an Institute of Medicine (IOM) expert panel estimated that a minimum of 30 percent, and probably over 50 percent, of all money spent on health care delivery is waste – non-value adding from a patient’s perspective. Some estimates put waste levels even higher, exceeding 65 percent.

Waste extraction offers financial opportunities that are at least two orders of magnitude larger than traditional revenue enhancement approaches, both in terms of total financial opportunity and return on investment. Dr. James will divide waste into categories that link directly to operations, with examples of significant real gains that some groups have been demonstrably achieved. Linking waste categories to payment methods lays a foundation for strong strategies to transition into an emerging “pay for value” future. *(1.25 ACHE qualified education credits)*

■ Networking Break

2:30-3 p.m.

■ “Are We Really Ever Nonpartisan?”

3-4:15 p.m.



Timothy Naftali
Presidential Historian; Associate Clinical
Professor of History and Public Service
New York University

Polls routinely show public impatience with the amount of partisanship in Washington. Meanwhile pundits, and many members of Congress on both sides, decry political tribalism. Are we any more partisan than we used to be? And, even if we aren’t, what might we do to be less partisan going forward? Naftali will also loop the audience into the story of how Medicare passed with overwhelming bipartisan support. *(1.25 ACHE qualified education credits)*

■ Meet and Greet Reception

5-6 p.m.

Registration Desk Hours

Thursday, July 11: 11 a.m. - 5 p.m.

Friday, July 12: 7 a.m. - 12 p.m.

SESSION INFORMATION

Friday, July 12

- **Networking Breakfast**
7-8:30 a.m.

- **“Performing Under Pressure: The Science of Emotional Intelligence”**
8:30-9:30 a.m.



Sara Ross
Senior Advisor
Institute for Health and Human Potential

The biggest, and often underdeveloped opportunity available to people in helping them reach their potential, demonstrate exceptional leadership and provide world-class services and patient care is building the skills of emotional intelligence (EI).

Drawing on cutting-edge research from positive psychology and neuroscience, Ross will examine the science behind the derailing impact that a gap in emotional intelligence can have, and provide insights and strategies to manage difficult emotions (and people) to create collaborative success. Specifically, Ross will focus on identifying the key behaviors to create exceptional leadership and performance. *(1.0 ACHE qualified education credits)*

- **Networking Break**
9:30-10 a.m.

CHA Mobile App

Conference materials will be available through a mobile app, including agenda, presentation handouts and sponsor information.

Download “YourEvent” in your mobile app store and search for this conference.

- **“A Great Leader is Not What You Think”**
10-11:15 a.m.



Sam Walker
Leadership Columnist, *The Wall Street Journal*; Author, “The Captain Class”

Most people believe leadership is a God-given skill bestowed on the few; a combination of raw talent, charisma, passion, social dominance and extroversion. Many of us use this image to measure our own leadership potential.

By spending 11 years traveling the world to study the 17 greatest dynasties in sports history, Walker found that we’ve got it all wrong. The only thing that unified these teams was the presence of a very specific type of captain. These men and women were rarely “obvious” leaders and came from different backgrounds with varying personalities and skill levels. What united them is that in tough situations, when their teams needed to be led, they all used the same seven behavioral tactics to pull them through. Their greatness was a matter of making the right choices.

Using colorful examples from some of the most pressure-soaked moments in sports history, Walker will explain how these principles translate to business: not only how they can help CEOs become stronger leaders, but how they can make better hires, forge better teams and drive lasting excellence working with their seconds. *(1.25 ACHE qualified education credits)*

- **Forum Wrap-Up Panel Discussion**
11:15 a.m. - 12 p.m.

Join your colleagues in a thought-provoking discussion of the key ideas and takeaways from the forum’s speakers.

- **Networking Lunch**
12-1 p.m.

SPONSORS

CHA gratefully acknowledges the underwriting of our conference sponsors (as of May 15):

Gold Sponsors



Silver Sponsors



Brent C. James, MD, M.Stat, is known internationally for his work in clinical quality improvement, patient safety and the infrastructure that underlies successful improvement efforts, such as culture change, data systems, payment methods and management roles. He is a member of the National Academy of Medicine (formerly known as the Institute of Medicine) and participated in many of that organization's seminal works on quality and patient safety.

Dr. James is a Fellow of the American College of Physician Executives; Senior Fellow at the Institute for Healthcare Improvement (IHI); Senior Advisor at the Leavitt Group; and Senior Advisor at Health Catalyst. He also holds faculty appointments at Stanford University School of Medicine, Harvard School of Public Health, University of Utah David Eccles School of Business and the University of Utah School of Medicine.

He has been honored with a series of awards for quality in health care delivery, and for 8 of the first 9 years it existed, he was named among *Modern Physician's* "50 Most Influential Physician Executives in Healthcare." He was named among the "100 Most Powerful People in Healthcare" (*Modern Healthcare*) for over 5 consecutive years and among *Modern Healthcare's* "25 Top Clinical Informaticists."

Timothy Naftali is an associate clinical professor of history and public service at New York University (NYU). He is a presidential historian and a graduate of Yale with a doctorate in history from Harvard. Naftali and Russian academic Aleksandr Fursenko wrote the path-breaking "One Hell of a Gamble: Khrushchev, Castro and Kennedy," 1958-1964, and "Khrushchev's Cold War," the latter winning the Duke of Westminster's Medal for Military Literature in 2007 and inclusion on Foreign Affairs' 2014 list of the ten best books on the Cold War. As a consultant to the 9/11 Commission, Naftali wrote a history of U.S. counterterrorism, later published as "Blind Spot: The Secret History of American Counterterrorism." He has also written "George H. W. Bush, on the Nation's 41st president."

Naftali came to NYU after serving as the founding director of the federal Richard Nixon Presidential Library and Museum, where he drew positive national attention for curating its Watergate Gallery. Naftali, whose work has appeared in *The New York Times*, *The Los Angeles Times*, *Slate* and *Foreign Affairs*, is also seen regularly in television documentaries. Most recently, he was featured in CNN's "The Seventies, The Eighties and Race for the White House," and in the PBS documentaries, "Dick Cavett's Watergate," "Dick Cavett's Vietnam" and "The Bomb."

Sara Ross is a senior advisor and the former vice president and global head of innovation, research and training at the Institute for Health and Human Potential (IHHP), where she spent a decade studying and teaching the neuroscience of emotional intelligence. Building on this work, she established the research collaboration hub, BrainAmped, dedicated to decoding the science of leadership and vitality to create happier, healthier and more human-focused workplaces.

Ross has worked with thousands of leaders from all levels, across multiple industries including Fortune 500 companies such as New York Life Insurance, Rogers and Allstate, tech companies such as Adobe, health care organizations like the University Health Network and Edwards Lifesciences, marketing agencies such as Environics, financial firms such as PricewaterhouseCoopers, Scotiabank and BMO. Through IHHP, she also taught at Smith College's Women's Executive Leadership Program and worked with the NBA leadership team of the Orlando Magic.

In her tenure with IHHP, Ross helped launch their New York bestselling book "Performing Under Pressure" and contributed to the leadership development program for senior female executives – "Women Performing Under Pressure." She remains a head faculty member, coaching and certifying enterprise leaders from across the globe in IHHP's flagship program, "The Science of Emotional Intelligence."

Sam Walker, *The Wall Street Journal's* leadership columnist, is the author of "The Captain Class," named one of the best business books of the year by *The New York Times*, *CNBC*, *Strategy + Business*, *Amazon.com*, *The Globe and Mail* and *Sports Illustrated*. A former sports columnist and deputy page-one editor at the *Journal*, Walker was the founding editor of the paper's prizewinning sports pages. He is a two-time champion of Tout Wars, the elite fantasy-baseball competition he chronicled in his bestselling 2006 book, "Fantasyland." Walker works as a leadership consultant and keynote speaker.

Hotel Information

Four Seasons Resort Vail
One Vail Road, Vail, Colorado 81657

The CEO Forum will be held at the Four Seasons Resort Vail and begins at 1 p.m. on Thursday, July 11. CHA will cover the cost of your Thursday night hotel, resort fee and parking. If you would like to arrive a day early or stay through Friday, CHA will cover the cost of a total of two nights, resort fees and parking for hospital and health system CEOs. Attendees are responsible for all incidental expenses. Upon check-in, a credit card will need to be presented to cover incidentals, extended stays and early departures. Every effort will be made to book your reservations at the Four Seasons Resort Vail. The overflow, backup hotel for the conference is The Sebastian - Vail, directly across the street.

Please note: The deadline to cancel room reservations or modify your reservations is **5 p.m. on Friday, June 14**. You will be responsible for cancellation fees for cancellations or modifications after this date.

Deadline

Registration deadline is **Friday, June 14**.

Registration Information

Three easy ways to register:

1. Online at www.cha.com/education: Select the 2019 CEO Forum, scroll down and select "Register for this Event."
(For new users, Create a New User Account and contact Peggy McCreary to finalize your membership set up.)
2. Email the completed registration form to: peggy.mccreary@cha.com.
3. Mail the complete registration form to:
Colorado Hospital Association
7335 East Orchard Road
Greenwood Village, CO 80111
4. Call Peggy McCreary at 720.330.6034

Continuing Education Credits

By attending the 2019 CEO Forum offered by Colorado Hospital Association participants may earn up to 4.75 ACHE Qualified Education Hours toward initial certification or recertification of the Fellow of the American College of Healthcare Executives (FACHE) designation.

Certificates of Attendance will be available upon request when completing the program evaluation.

Meeting Attire

The attire is business casual.

Meeting Access

CHA encourages participation by all individuals. If you have a disability, advance notification of any special needs will help us to better serve you. Please notify Peggy McCreary, CHA meeting and events coordinator, of your needs at least two weeks in advance of the program.

In Conjunction with Meetings & Events

All meetings, events, functions and/or activities held in conjunction with the 2019 CEO Forum by sponsoring companies and related organizations, whether at the Four Seasons Resort Vail or at outside venues must be approved by CHA. To receive approval, please contact Valerie Siebert-Thomas, CHA education manager, at 720.330.6024 or valerie.siebertthomas@cha.com. "In Conjunction With" events are functions that include the CHA participants but are not planned by or sponsored by CHA. All requests must be submitted in writing by **Tuesday, July 2**.

CEO FORUM 2019



Please visit www.cha.com/education to register for the 2019 CEO Forum or use this form. Questions? Contact Peggy McCreary at 720.330.6034 or peggy.mccreary@cha.com.

Contact Information

Name _____ First Name for Badge _____

Title _____ CHE FACHE

Hospital _____

Address _____

City _____ State _____ Zip _____

Telephone _____

Email _____

(Confirmations and other important meeting information will be distributed via email.)

Please complete the following registration questions (circle your answers):

CEO Forum Hotel Information			
The CEO Forum begins at 1 p.m. on Thursday, July 11. Which nights will you need hotel accommodations?	I will be driving to Vail on Thursday and would like a room for Thursday, July 11	I will be arriving one day early and would like a room for both Wednesday, July 10, and Thursday, July 11	Attending, but no hotel accommodations needed
If you would like to extend your stay, indicate for which night(s). Additional nights are subject to availability and booked at your expense. (The discounted hotel rate ranges from \$325-\$330, plus resort/parking fees.)	July 12 Only	July 12 and July 13	--
Provide names of children attending and ages, if applicable (for hotel purposes only):			
Please indicate your bed preference. Request only, not guaranteed	King Bed	2 Queen Beds	--
CEO Forum Meal Information			
Please let us know if you have special dietary requirements (Kosher, vegan, gluten-free, allergies, etc.):			
CEO Forum Spouse Information			
If your spouse is attending, please provide their name:			
Please let us know if your spouse has any special dietary requirements (Kosher, vegan, gluten-free, allergies, etc.):			

Register online or return this form via email to Peggy McCreary, at peggy.mccreary@cha.com by **Friday, June 14**.