



American College of
Healthcare Executives
for leaders who care®

Mississippi Healthcare Executives Annual Chapter Meeting February 18-19, 2010

2010 and Beyond: Leaders for the Coming Decade

*Embassy Suites
200 Township Place
Ridgeland, MS*

Mississippi Healthcare Executives • February 18-19, 2010 • Ridgeland, MS

Thursday, February 18, 2010

- 10:00—12:00 p.m. **Pre-Conference Session; Preparing to Write the ACHE Board of Governor's Exam**
- 10:00—11:15 a.m. **Board Meeting**
- 11:00—11:30 a.m. **Registration**
- 11:30—1:00 p.m. **Lunch & Business Session**
- 1:00—2:30 p.m. **Employing Social Media to Build Customer Satisfaction & Community Outreach**
Moderator: Larkin Kennedy, FACHE, Administrator/CEO, Baptist Memorial Hospital—Booneville
- 2:30—4:00 p.m. **Green Hospitals & Healthcare**
Moderator: Gerald Cotton, FACHE, Executive VP BHS Network, Mississippi Baptist Health Systems
- 4:00—4:30 p.m. **Questions & Adjournment**

Friday, February 19, 2010

- 7:30—8:00 a.m. **Registration**
- 8:00—9:00 a.m. **Breakfast**
2010 Advocacy/Legislative Issues
Steve Dickson, President/CEO Stratagem, Inc.
- 9:00—10:30 a.m. **ACHE Update & Leadership Lessons from the World**
Charles Evans, FACHE, Chairman, ACHE, President/CEO International Health Services Group (IHSG)
- 10:30—11:30 a.m. **The Healthcare Organization's Role in formulating Public Policy**
Moderator: Trace Swartzfager, FACHE, VP Professional Services, St. Dominic-Jackson Memorial Hospital
- 11:30—12:00 p.m. **Evaluation & Adjournment**



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Keynote Speaker

Charles R. Evans, FACHE is President and CEO, International Health Services Group (IHSG), Alpharetta, GA. He also serves as the 2009-2010 Chairman of the American College of Healthcare Executives, an international professional society of 30,000 healthcare executives who lead hospitals, healthcare systems and other healthcare organizations. With comprehensive programs and credentialing, education, career counseling, publications and research, ACHE works toward its goal of being the premier professional society for healthcare leaders by providing exceptional value to its members. Board certified in healthcare management as an ACHE Fellow, Evans previously served as an ACHE Governor from 2004 to 2007. He has been President and CEO of IHSG since 2007. Evans founded the social enterprise IHSG to support health services development in underserved areas of the world. Evans serves on numerous boards, including CSA Health System and MedShare International. In addition, he has served on state hospital association boards in Georgia, Tennessee and Florida. Evans also is clinical assistant professor of Family and Preventive Medicine at Emory University School of Medicine and holds an appointment as an adjunct faculty member at West Virginia Wesleyan College.



ACHE Update and Leadership Lessons from the World In this session Mr. Evans will overview current developments with the American College of Healthcare Executives and highlight services that may be particularly helpful to affiliates. The majority of the session will focus on leadership lessons that Mr. Evans is learning in his international work. He will apply those lessons to current healthcare management issues and make recommendations for consideration by participants. There will be as much question and answer as time allows.

Category I Educational Panels

Employing Social Media to Build Customer Satisfaction and Community Outreach

Social media, such as Facebook, LinkedIn, Twitter and blogs, have opened new channels of communication between individuals in a meaningful and highly interactive way. Healthcare organizations benefit from the use of social media platforms to reach beyond the physical setting in growing in their communities. Social media tools enhance the customer experience by building communities of care, engendering patient support and education that extend beyond treatment within a facility. They also create new forums for staff to connect beyond face-to-face interaction, increasing satisfaction and belonging and providing new avenues for recruitment. In addition, social media offers new means with which to deliver news and events, new product roll-outs and other initiatives that benefit the community at large. Discover the advantage of incorporating social media into your strategic plan to enhance patient satisfaction, grow your customer base and increase the visibility of your organization.

Moderator: *Larkin Kennedy, FACHE, Administrator/CEO, Baptist Memorial Hospital—Booneville*
Panelists: *Robby Channell, Media Coordinator, Mississippi Baptist Health Systems, Armin Moeller, Attorney, Balch & Bingham and Jim Salyer, Executive Director, Blair E. Batson Children's Hospital.*

Category I Educational Panels (Cont'd)

The Healthcare Organization's Role in Formulating Public Policy

Many of society's most critical issues confront healthcare organizations daily. From access for the uninsured and underinsured, children and elder care initiatives, patient safety and Medicare and Medicaid changes, healthcare organizations must address myriad issues. In addition, healthcare must also deal with payer demands for cost containment and the growing expectation for transparency. How can your organization advocate on those public policy issues that clearly affect your community and healthcare providers? How important is it for healthcare leaders to become involved in policy issues at the local, state and national levels? Can your participation really impact how regulatory and fiscal decisions get made? What are the advantages or disadvantages to your organization in joining this kind of advocacy effort?

Moderator: *Trace Swartzfager, FACHE, VP of Prof Services, St. Dominic-Jackson Memorial Hospital*
Panelists: *Steve Dickson, President/CEO, Stratagem, Inc., Gary Marchand, President/CEO, Memorial Hospital at Gulfport, David Putt, FACHE, Interim CEO & COO, University Hospitals & Health System*

Green Hospitals and Healthcare

Today, most industries in the United States are finding new ways of becoming more environmentally sustainable as a way of cutting costs and/or in fulfilling their corporate citizenship missions. Although hospitals and other healthcare organizations are conscious of these efforts, they face the unique challenge of round-the-clock operations, hazardous waste management, large-scale staffing and extreme energy consumption. Healthcare leaders are aware of the role their organizations play in the community, but sometimes are unsure how they can make the business case for going green to their board or other staff. By learning from your peers, this session will address the myriad ways that you can change the culture of your organization as you cut long-term operating costs, increase staff recruitment, retention and patient satisfaction, while becoming more visible within the community as an exemplar for environmental sustainability.

Moderator: *Gerald Cotton, FACHE, Executive VP BHS Network, Mississippi Baptist Health Systems*
Panelists: *Richard McCarty, CEO, The McCarty Company, Todd Davis, Director of Facility Operations, North MS Health Services, Mary Jean Gates, ESCOM, Inc.*

Who Should Attend

Members of ACHE and Healthcare Executives interested in ACHE membership including: Hospital Administrators, Nurse Executives, Chief Operation Officers, Healthcare Financial Managers, Human Resource Executives and any other interested healthcare leaders.

Hotel Information

**Embassy Suites, 1031 Highland Colony Parkway, Ridgeland, MS 39157; Room Rate: \$129.00;
Room Release Deadline: February 4, 2009; For Reservations Call: 601.607.7117**

If you have any questions or wish to learn more about the Mississippi Healthcare Executives, contact Rodger Brown, FACHE, Chapter President at 662.488.7670, rbrown@nmhs.net or Diane Clift at 601.368.3217 or dclift@mhanet.org.

Register Today!

Mississippi Healthcare Executives
Annual Chapter Meeting
February 18-19, 2010
Embassy Suites, Ridgeland, MS

MHA Members can register online, using their credit card, and save 10%.

Go to www.mhafoundation.org and follow the prompts. Call Diane Clift if questions—(601) 368 3217.

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Pls register me for: (✓ appropriate box below)

<input type="checkbox"/>	\$125.00 Early Bird Special until February 5, 2010
<input type="checkbox"/>	\$150.00 After February 5, 2010
<input type="checkbox"/>	Pre-Conference (No Charge)
<input type="checkbox"/>	\$80.00 for Thursday Program
<input type="checkbox"/>	\$80.00 for Friday Program

Credit Card Information

Credit Card Type (Circle One): VISA, Mastercard, AMEX **Credit Card Exp. Date:**

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Continuing Education Offered ▶ **ACHE Category I:** 4.50 hours
▶ **ACHE Category II:** 2.50 hours
(application pending approval)

Complete and return this form to:

Diane Clift, Member Services Manager
MHA P. O. Box 1909, Madison, Mississippi 39130-1909
Email to dclift@mhanet.org
or fax to (601) 368-3200
Phone: (601) 368-3217

For more info, contact:

Judith Forshee, Vice President of Education
& Support Services
Phone: (601) 368-3216 or email: jforshee@mhanet.org

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