WHO SHOULD ATTEND
This program provides your existing, new, and emerging physician leaders with the essential skills they need to make your medical staff effective. We have found that institutions that send a team consisting of emerging and existing medical staff leaders, medical staff professionals, their CEO, and their VMPA benefit the most from this program.

GOAL
To provide physician leaders the knowledge and skills they need to guide their medical staffs and hospitals to effectively participate in public accountability initiatives for healthcare.

REGISTRATION FORM—fax to 800/738-1553, call 800/801-6661, or visit www.greeley.com/seminars.

Registration fees
Early bird rate—by September 3, 2007
$895 individual attendee
$3,580 team of five

Standard rate
$995 individual attendee
$3,980 team of five

Medical executive Committee institute (nov 2–3)
and Public accountability for Quality (nov 5–6)
$1675 individual attendee (a savings of over 15% off the standard rate.)
Call for special rates on group discounts.

REGISTERED NAME:
Attending the seminar:
Yes
No
Title:   Dept:
Street address:  Organization:
City:  State:   ZIP:
Tel:                                                    Fax: E-mail:
NAMES OF REGISTRANTS
(Seventeen confirmations will be sent via e-mail.)
1st name:  Title:
E-mail:
2nd name:  Title:
E-mail:
3rd name:  Title:
E-mail:
4th name:  Title:
E-mail:
Fifth member is FREE!
Name:  E-mail:

SELECT YOUR METHOD OF PAYMENT:
(Payment is due immediately upon receipt.)
Check enclosed (payable to The Greeley Company)
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VISA
MasterCard
AmEx
Signature Account #      Exp. date
Required for authorization Your credit card bill will reflect a charge to The Greeley Company.

From the moment the IOM report announced that 44,000–98,000 patients die each year in America’s hospitals due to medical errors, this revolution took hold. Now core measures, pay for performance, and public disclosure of hospital and physician data have taken on a life of their own. And these are just a few of the ways the public will hold hospitals and physicians accountable for quality and safety.

Bring your team to this fast-paced program, taught by two of the leading physician educators in the country, so your physicians will learn the knowledge and tools they need to meet the challenge of public accountability for quality.
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CONTACT PERSON NAME:

Attending the seminar:
Yes
No

Title: Dept:

Street address: Organization:

City: State: ZIP:

Tel: Fax: E-mail:

NAME OF REGISTRANTS

(1st name: Title: E-mail:)
(2nd name: Title: E-mail:)
(3rd name: Title: E-mail:)
(4th name: Title: E-mail:)

Fifth member is FREE!
Name: E-mail:

SELECT YOUR METHOD OF PAYMENT:

Check enclosed (payable to The Greeley Company)

Please bill my organization with PO #

Bill my credit card (check one):

VISA

MasterCard

AmEx

Signature Account # Exp. date

Required for authorization Your credit card bill will reflect a charge to The Greeley Company.

Send a team of four and your fifth member is FREE!

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Upon completion of this program, participants should be able to:

- Describe the forces that have moved healthcare from a cottage industry into an organized industry
- Explain the role of medical staff leadership in achieving ongoing Joint Commission and CMS compliance
- Identify key strategies for minimizing legal risks for hospitals and physicians today
- Describe strategies for carrying out fair, efficient, and effective investigations, as well as how to make your fair hearing, effective and efficient
- Holding our peers accountable: How to manage an investigation, fair hearing, and corrective action

AGENDA

- The resolution in public accountability for quality: What is driving it, and where is it going?
-安宁 Moving from cottage industry to an organized industry
-安宁 Understanding sources of accountability for medical staff
-安宁 Creating a medical staff culture that embraces oriented accountability
-安宁 Accountability through accreditation and regulatory requirements: Where’s the standard, and what must we do to meet it?
-安宁 The Joint Commission, CMS, and deemed states
-安宁 The medical staff leader’s role in a successful accreditation survey
-安宁 What do CMS and The Joint Commission really want?
-安宁 Measuring performance using The Joint Commission’s general principles
-安宁 Creating an effective system for ongoing and focused professional practice evaluation
-安宁 Accountability through our legal system: Healthcare law for medical staff leaders
-安宁 Practitioner credibility: Can we maintain it? How can we be trusted?
-安宁 Accountability through public reporting of data: Responding to the increasing transparency
-安宁 How to make your fair hearing, effective and efficient
-安宁 Accountability through public reporting of data: Responding to the increasing transparency
-安宁 Who’s reporting what to whom?
-安宁 Taking effective, timely corrective action
-安宁 How to manage an investigation, fair hearing, and corrective action
-安宁 Accountability through public reporting of data: Responding to the increasing transparency
-安宁 Accountability through reimbursement: Pay for performance
-安宁 Why for performance?
-安宁 Current initiatives affecting physicians and hospitals
-安宁 Where is pay for performance going?
-安宁 Accountability through consumerism: What’s behind all these hospital and doctor ratings?
-安宁 Current methods for reporting data to consumers
-安宁 National consumer reporting initiatives
-安宁 State consumer reporting initiatives
-安宁 What will consumer-driven healthcare mean for your hospital and physicians?
-安宁 Accountability for hospital quality and patient safety: The medical staff’s role in achieving reliable care
-安宁 Which is more effective—forcing people or fixing systems?
-安宁 Setting pay for performance
-安宁 Creating a culture of safety for your patients
-安宁 The road map to high reliability: How do you drive the right thing the first time, every time?
OVERVIEW
The quality of care that was tolerated in the past will not be tolerated going forward. Although we might look long for the days when we were judged only on our reputation, today’s reputation is based on how well we respond to public accountability. This program will teach physicians the knowledge and skills they need to rise to the challenge of public accountability. Utilizing a combination of presentations, case studies, and small group exercises, participants in this program will learn what the new public accountability for quality means to improve patient care, while helping physicians and hospitals succeed in the face of demanding new requirements.

LEARNING OBJECTIVES
Upon completion of this program, participants should be able to:

- Describe the forces that have moved healthcare from a cottage industry into an organized industry
- Explain the role of medical staff leadership in achieving ongoing Joint Commission and CMS compliance
- Identify key strategies for minimizing legal risks for hospitals and physicians today
- Describe strategies for carrying out fair, efficient, and effective investigations, as well as for fair hearings
- Design an approach to improve their hospital’s and medical staff’s performance on publicly reported data
- Describe key factors that affect the financial performance of hospitals and the medical staff’s role in improving these factors
- Identify strategies for enhancing physician and hospital performance under pay-for-performance programs
- Describe the effect consumer-driven healthcare will have on providers and successful strategies for responding to this trend
- Identify effective strategies for achieving high quality and patient safety in healthcare

AGENDA
The resolution in public accountability for quality: What is driving it, and where is it going?
- Moving from cottage industry to an organized industry
- Understanding sources of resistance for medical staff
- Creating a medical staff culture that embraces oriented accountability
- Accountability through accreditation and regulatory requirements: What’s the standard, and what must we do to meet it?
- The Joint Commission, CMS, and declines rates
- The medical staff leader’s role in a successful accreditation survey
- What does CMS and The Joint Commission really want?
- Measuring performance using The Joint Commission’s general competencies
- Creating an effective system for ongoing and focused professional practice evaluation
- Accountability through our legal system: What’s behind all these hospital and doctor ratings?
- Public Accountability for Quality (NACHA)
- Accountability through pay for performance: What is driving it, and where is it going?
- Current methods for reporting data to consumers
- Where is pay for performance going?
- The medical staff leader’s role in improving hospital financial performance
- Accountability through reimbursement: Pay for performance
- Why pay for performance?
- Current initiatives affecting physicians and hospital staff
- What is pay for performance achieving?
- Accountability through consumerism: What’s behind all these hospital and doctor ratings?
- Current methods for reporting data to consumers
- National consumer reporting initiatives
- State consumer reporting initiatives
- What will consumer-driven healthcare mean for your hospital and physicians?
- Accountability for hospital quality and patient safety: The medical staff’s role in achieving safety, reliable care
- Which is more effective—telling people or showing them?
- Best practices for improving hospitals
- Creating a culture of safety for your patients
- The road map to high reliability: How do you get to the day one, the first time, every time?

LOCATION & ACCOMMODATIONS*
THE RITZ-CARLTON PALM BEACH
500 South Ocean Boulevard | Palm Beach, FL 33480
RESERVATIONS: 888/876-4273 | HOTEL TELEPHONE: 561/533-6000
WEB SITE: www.ritzcarlton.com | GROUP CODE: GREGYVA
DISCOUNT HOTEL RESERVATION CUTOFF DATE: October 3, 2007
For the specially discounted room rate, reservations must be made by September 5, 2007. Rooms are available on a first-come, first-served basis and may sell out before the September 3rd cut-off date. Make your hotel reservations immediately to guarantee space and availability, and to use the special discount The Ritz-Carlton Company to receive your discount.

Innside you in the cool ocean breezes and warm sunlight of exclusive Palm Beach, The Ritz-Carlton offers seven acres of golden, sugar-sand beach and the ideal destination for a romantic getaway or family vacation. Located just steps from the blue waters of Florida’s Atlantic Coast, it is the area's only Five-Star, Five-Diamond hotel. Inside accommodations include two oceanfront suites, oceanfront dining, a 3,000-square-foot oceanfront terrace with evening fire pit, and so much more.

The program includes two half-days of intensive, interactive learning, a seminar workbook, a light continental breakfast on both days, refreshment breaks, a networking lunch, and CD-ROM.

REFUND POLICY
A full refund less a $100 administration fee will be given for all cancellations received on or before October 1, 2007. No refunds will be given for cancellations after October 1, 2007.

AIRCRAFT DISCOUNT
We have negotiated reduced airfares with American Airlines exclusively for Greeley Company seminar participants. Contact your travel agent and mention the index A2917s to save on air travel when you send a team of four, you receive a Free registration for the fifth member. Please call 800/801-6661, or sign up online at www.greeley.com/seminars for more information about the continuing education credits that will be provided for this program.

ON-SITE EDUCATION
Can’t make it to the seminar? The Greeley Company provides on-site educational opportunities. Call us at 800/876-3034 for more information.

CONTINUING EDUCATION
Please visit at sev.greeley.com/on-going for more information about the continuing education credits that will be provided for this program.

PROGRAM REGISTRATION
To register, call The Greeley Company at 800/801-6661, fax the attached registration form to 800/738-1553, or e-mail your registration to seminars@greeley.com.

SCHEDULE—DAY 1
7:00 to 8:00 am | Registration and continental breakfast
8:00 am to 10:00 am | Luncheon
SCHEDULE—DAY 2
7:00 to 8:00 am | Continental breakfast
8:00 am to 10:00 am | Seminar
1:00 to 2:00 pm | Lunch
Reads will be announced by your faculty.

REGISTRATION FEES AND WHAT’S INCLUDED
Early Bird Registration—September 3, 2007
$1,575 (individual attendee)
$3,980 (team of five)
$3,580 (individual attendee) $100 (team of five)
$4,380 (individual attendee) $175 (team of five)
$7,980 (individual attendee) $200 (team of five)
$10,580 (individual attendee) $250 (team of five)
$13,580 (individual attendee) $300 (team of five)

Regular Registration—September 3, 2007 or thereafter
$1,675 (individual attendee)
$4,080 (team of five)
$3,580 (individual attendee)
$4,380 (individual attendee)
$7,980 (individual attendee)
$10,580 (individual attendee)
$13,580 (individual attendee)

CME CREDIT—12.5 hours of Type 1 CME credit will be provided. Please bring your evaluation form for certification of earned credit. A registration transcript will be provided for all participants.

OFFERED BY:
The Greeley Company
200 Hoods Lane
Marblehead, Ma 01945
The Greeley Company is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The Greeley Company designates this educational activity for a maximum of 12.5 Category 1 credits towards the AMA Physician’s Recognition Award. Each physician should claim only those credits that he/she actually spent in the educational activity.

FACULTY DISCLOSURE OF INTERESTED
The Greeley Company and NPCs, Inc. have a conflict of interest policy that requires faculty member disclosures. The presentations and handouts distributed at this educational activity are consistent with the content of those presentations. It is not assumed that these financial interests or affiliations will have an adverse effect on faculty presentations; they are simply noted here to fully inform the participants.

AMERICANS WITH DISABILITIES ACT
If you require special accommodations in order to participate in this educational activity, please contact the Registration Department at 800/801-6661.

SPECIAL TEAM DISCOUNT
The Greeley Company will offer a team discount to those teams that are registered in advance for this program. This discount is available only to groups with 6 or more where you send a team of six, you receive a FREE registration for the fifth member. Please call seminar registration at 800/801-6661, or fax the attached registration form to 800/738-1553 to register your team.

EASY WAYS TO REGISTER
- PHONE
- FAX
- MAIL
- WEB SITE

*All seminar participants. Contact your travel agent and mention the index A2917s to save on air travel when you send a team of four, you receive a Free registration for the fifth member. Please call 800/801-6661, or sign up online at www.greeley.com/seminars for more information about the continuing education credits that will be provided for this program.
The resolution in public accountability for quality. What is driving it, and where is it going?
• Moving from the cottage industry to an organized industry

Understanding sources of accountability for medical staff
• Creating a medical staff culture that embraces oriented accountability

Accountability through accreditation and regulatory requirements: What's the standard, and what do we do to meet it?
• The Joint Commission, CMS, and deemed status
• The medical staff's role in a successful accreditation survey
• What do CMS and The Joint Commission really want?
• Measuring performance using The Joint Commission's general competencies
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Accountability through our legal system: Healthcare law for medical staff leaders
• Describe the forces that have moved healthcare from a cottage industry into an organized industry
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• Describe key factors that affect the financial performance of hospitals and the medical staff’s role in accountability
• Identify strategies for enhancing physician and hospital performance under pay-for-performance programs
• describe the effect of consumer-driven hospital care on hospital quality standards and future strategies for responding to this trend
• Identify effective strategies for achieving high reliability and patient safety in healthcare

FACULTY

TODD SAGIN, MD, JD, is vice president and national medical director of The Greeley Company. He is a nationally recognized expert in hospital governance and medical staff affairs. He consults with health systems and physicians across the country on matters that include healthcare quality, patient safety, and physician performance improvement. He also provides educational and leadership development to medical and hospital staff leaders in community hospitals, group practices, and health systems. At Temple University Health System in Philadelphia, he served as vice president, chief medical officer, and chair of the department of family medicine.

ROBERT J. MARDER, MD. is vice president of The Greeley Company. He works with the company’s clients in the areas of medical staff policy, patient safety, hospital performance, patient safety, and hospital management. He has served as vice president for medical affairs at St. Mary’s Hospital in Chicago, assistant vice president for quality management at Rush Medical College in Chicago, and project director for clinical indicator development at The Joint Commission. He is a board-certified pathologist and was assistant director of laboratories at Northwestern Memorial Hospital in Chicago.

LOCATION & ACCOMMODATIONS*

The Ritz-Carlton Palm Beach
580 South Ocean Boulevard | Palm Beach, FL 33480
RESERVATIONS: 888/956-4273 | HOTEL TELEPHONE: 561-533-6300
WEBSITE: www.ritzcarlton.com | GROUP CODE: GRYGRA
DISCOUNT HOTEL CLOSURE DATE: October 3, 2007

For the special discounted room rate, reservations must be made by September 5, 2007. Rooms are available on a first come, first served basis and may sell out before the September 3rd cut-off date. Make your hotel reservations immediately to guarantee space and availability, and be sure to inform The Greeley Company to receive your discount.

Indulge yourself in the cool ocean breezes and warm sunlight of exclusive Palm Beach. The Ritz-Carlton offers seven acres of gold sand, sugar sand beach, and the ideal destination for a romantic getaway or family vacation. Located just steps from the blue waters of Florida’s Atlantic Coast, it is the area’s only 5-Star Fall, AAA Five-Diamond Resort. This beachfront hotel includes two oceanfront pools, oceanfront dining, a 3,000-square-foot oceanfront terrace with evening fire pit, and so much more.

To register, call The Greeley Company at 800/801-6641, fax the attached registration form to 800/738-1553, or sign up online at www.greeleyco.com/seminars.

SCHEDULE—DAY 1
7:00 to 8:00 am Continental breakfast
8:00 to 9:00 am Seminar
9:00 to 12:00 pm Fair Hearings

SCHEDULE—DAY 2
7:00 to 8:00 am Continental breakfast
8:00 to 9:00 am Seminar
9:00 to 12:00 pm Fair Hearings

Reads will be announced by your faculty.

RECORDING FEES AND WHAT’S INCLUDED

Early bird rate (deadline September 3, 2007): $588 individual attendee (including all sessions, breaks, and continental breakfast)
Regular rate (deadline September 3, 2007): $675 individual attendee (including all sessions, breaks, and continental breakfast)

Continental breakfast, lunch, and refreshments provided, as well as a seminar workbook, a light continental breakfast on both days, refreshment breaks, a networking luncheon, and CE credit.

Contact us at 1-888-738-1553 or register online at www.greeleyco.com.

For reduced car rental rates through Hertz Rental Car, call 800/654-2246 and reference discount CV 940592.

The program includes one complimentary newspaper, a light continental breakfast on both days, refreshment breaks, a networking luncheon, and CE credit.

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HOME ADDRESS: 14800 S. 2000 East | South Jordan, UT 84095
OFFICE ADDRESS: 200 Hoods Lane | Marblehead, Ma 01945

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SPECIAL TEAM DISCOUNT

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Public Accountability for Quality

While some programs focus on bills and budgets, this one is for those who have moved healthcare from a cottage industry into an organized industry

Describe the role of medical staff leadership in achieving ongoing Joint Commission and CMS compliance

Identify key strategies for identifying legal risks for hospitals and physicians today

Describe strategies for carrying out fair, efficient, and effective investigations, as well as fair hearings

Design an approach to improve your hospital’s and medical staff’s performance on publicly reported data

Describe key factors that affect the financial performance of hospitals and the medical staff’s role in accountability

Identify strategies for enhancing physician and hospital performance under pay-for-performance programs

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FACULTY

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JOSEPH D. D'AMBROCE, MD, is national director of The Greeley Company. He works with national, regional, and local hospital organizations and medical staffs to develop strategies for ensuring optimal medical staff leadership and viability. Dr. D’Ambroce helps organizational leaders to develop effective medical staff councils, facilitate the integration of medical staff leaders into governing bodies, ensure adherence to the Joint Commission on Accreditation of Healthcare Organizations’ (JCAHO) standards, and develop strategies for enhancing hospital and medical staff performance.

TODD SAGON, MD, JD, is vice president and national medical director of The Greeley Company. He is nationally recognized as an expert in the fields of medical staff leadership, patient safety, and medical staff risk management. He consults with health systems and physicians across the country on matters that include healthcare quality, patient safety, and physician performance improvement.

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GOAL
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Medical executive Committee institute (nov 2–3)
and Public accountability for Quality (nov 5–6)
$1675 individual attendee
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Call for special rates on group discounts.

CONTACT PERSON NAME:
Attending the seminar:
Yes
No
Title:  Dept:
Street address:  Organization:
City:  State:  ZIP:
Tel:  Fax:  E-mail:
NAmE OF REGiSTRANTS
(SeMINar confirmation will be sent via e-mail.)
1st name:  Title:
E-mail:
2nd name:  Title:
E-mail:
3rd name:  Title:
E-mail:
4th name:  Title:
E-mail:
Fifth member is FREE!
Name:  E-mail:
SELECT yOUR mETHOD OF PAymENT:
(Payment is due immediately upon receipt.)
Check enclosed (payable to The Greeley Company)
Please bill my organization with PO 
Bill my credit card (check one):
VISA
MasterCard
AmEx
Signature Account #      Exp. date
Required for authorization Your credit card bill will reflect a charge to The Greeley Company.

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November 5–6, 2007
THE RITZ-CARLTON PALM BEACH
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Public Accountability for Quality
What Physician Leaders Need to Know to Meet Today’s Tough New Requirements

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