The annual WHA Leadership Summit will highlight public policy issues affecting the provision of health care across Wisconsin and throughout the country, identify how the delivery of and access to health care is changing, and provide leadership and management practice tools and techniques to current health care leaders and managers.

Who Should Attend:
Chief Executive Officers
Administrators
Vice Presidents

Chief Financial Officers
Nurse Executives
Physician Leaders

Department & Service Line Managers
Board of Trustee Members
ACHE members and non-members

This activity has been planned and implemented in accordance with the Essential Areas, Elements and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the Wisconsin Medical Society and the Wisconsin Hospital Association. The Wisconsin Medical Society is accredited by the ACCME to provide continuing medical education for physicians.
Dear Colleagues:

On behalf of the Wisconsin Hospital Association, I am pleased to invite you to the inaugural WHA Leadership Summit on September 21 at the Marriott Madison West Hotel in Madison. This one-day event is packed full of learning, networking and peer recognition opportunities, and I hope you mark your calendar and make plans to participate.

We are thrilled to have nationally-respected political analyst and independent public opinion pollster Scott Rasmussen, founder and president of Rasmussen Reports, to give us a preview of the upcoming November 2012 elections, along with an address by current ACHE chair Gayle Capozzalo.

In addition, we have two great track options for you to choose from:

- **Track A** features a 90-minute panel discussion focused on taming disruptive physician behavior and an afternoon session focused on practical strategies for engaging physicians. Together, these sessions offer 4.5 ACHE Face-to-Face Education credits for participants.
- **Track B** features well-known speaker Tom Atchison, offering his brand new, six-hour, 6.0 ACHE Face-to-Face Education credit session focused on sustaining organizational success.

You choose the track that best meets your interests and needs. And, I hope your schedule allows you to join us on Thursday evening for our optional welcome and networking reception. Join us anytime between 7 pm and 9 pm for relaxed networking with your colleagues at the Marriott Hotel in Madison.

I highly encourage you to bring members of your management team, including your nursing and physician leaders, as well as your managers who are emerging as leaders in your organization, to gather in Madison and join the day’s events.

Sincerely,

Sandy Anderson
2012 Chair, Wisconsin Hospital Association

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**Registration Information**

Registration options and fees for employees/trustees of WHA hospital and corporate member organizations:

- **Option A**: $325 per person
  - Includes both general session presentations, the awards luncheon, the ACHE Face-to-Face Education session (1.5 credit) “Taming Disruptive Behavior in Physicians” and the ACHE Face-to-Face Education session (3.0 credit) “Practical Strategies for Engaging Physicians”

- **Option B**: $450 per person
  - Limited to first 40 registrants; includes both general session presentations, the awards luncheon, and the ACHE Face-to-Face Education session (6.0 credit) “From Roots to Wings: 12 Variables for Sustaining Organizational Success”

**On-Line Registration ONLY:** All registrations can be made on-line at: [http://events.SignUp4.com/12LeadershipSummit0921](http://events.SignUp4.com/12LeadershipSummit0921)

**Payment Information:** WHA accepts VISA or MasterCard payments on-line. If you choose to pay by check, print the automatic registration receipt you receive via email and send a copy of it with your check payment to WHA.

**Leadership Summit Cancellation Policy:** Cancellations received in writing up to five business days prior to an event will be given a full refund less a $50 processing fee. No refunds will be given for cancellations received less than five business days prior and day-of-program. Substitutions are accepted.

**Hotel Reservations**

A block of rooms for the Wisconsin Hospital Association has been reserved for the evening of September 20 at the Marriott Madison West Hotel in Madison. Please call 888-745-2032 or 608-831-2000 to reserve a room in the WHA block before **August 31, 2012**; be sure to ask for the “Wisconsin Hospital Association” group rate. Room rate for September 20 is $124.00 per night single/double occupancy. **Final cut-off date for room reservations is August 31, 2012.**

**Hotel Cancellation Policy:** The hotel’s cancellation policy for room reservations is as follows: A deposit of the first night’s room revenue plus tax is required for all reservation requests. The deposit is forfeited for all no-shows and all reservations cancelled within 72 hours prior to scheduled arrival.

**Special Needs**

In accordance with the Americans with Disabilities Act, the Wisconsin Hospital Association seeks to make this Leadership Summit accessible to all. If you have a disability which might require special accommodations, or have any dietary restrictions, please contact Lisa Littel with your needs at llittel@wha.org or call 608-274-1820.
Program Agenda

Thursday, September 20
12:00pm  Wisconsin Chapter of ACHE Annual Golf Outing (optional)
Separate fee and registration required to participate.

7:00pm - 9:00pm  Welcome Reception at the Marriott Hotel

Friday, September 21
7:00am  Registration and Continental Breakfast

7:45am  Welcome from WHA 2012 Chair Sandy Anderson

7:50am  Successfully Leading Change
Gayle L. Capozzalo, FACHE, Chair, American College of Healthcare Executives, EVP, Strategy and System Development, Yale New Haven Health System

8:30am  Pulse of the Nation
Scott Rasmussen, President, Rasmussen Reports
Scott Rasmussen, best-selling author and president of Rasmussen Reports, takes audiences through a full spectrum of the political issues facing American voters in 2012, informing and educating on current political and economic issues and trends. In addition, Rasmussen will focus specifically on the upcoming 2012 elections and the crucial polling statistics that may affect the outcomes.

9:30am  Break

9:45am  Concurrent Sessions:

Track A: Taming Disruptive Behavior in Physicians
ACHE Face-to-Face Education (1.5 credit) session

Moderator: Dan Neufelder, President & CEO, Affinity Health System
Panelists: Mark Kehrberg, MD, Sr. VP & Chief Medical Officer, Affinity Health System
Therese Pandl, President & CEO, Eastern WI Division, Hospital Sisters Health System
Michael Sanders, President & CEO, Monroe Clinic

Research is increasingly demonstrating that intimidating and disruptive behaviors contribute to preventable adverse outcomes, poor patient satisfaction, increased cost of care, and decreased job satisfaction of staff. As identified by the Institute of Medicine study To Err is Human, the reduction of medical errors is dependent upon teamwork, the free exchange of ideas, and a collaborative approach to problem solving—all of which are at risk in an environment where disruptive behavior is allowed in the workplace.

Health care executives need the knowledge and skill to establish organizational culture that supports prevention and management of disruptive behavior. This session focuses on key strategic and tactical issues of designing and implementing a model to mitigate risk to an organization caused by disruptive physician behavior.

Please note:
- To receive credit, you MUST attend the full 1.5-hour session, and your name MUST appear on the sign-in sheet.
- This ACHE Face-to-Face Education (1.5 Credit) session is co-sponsored by WHA and the WI Chapter of ACHE.

Track B: From Roots to Wings: 12 Variables for Sustaining Organizational Success
ACHE Face-to-Face Education (6.0 credit) session

Tom Atchison, EdD, President, Atchison Consulting, LLC

Sustainable success for health care delivery systems is a result of how leaders perform, regardless of changing environmental pressures. This highly interactive seminar will define the 12 developmental and sequential factors that create and sustain high-performance: trust, respect, leadership, corporate culture, structure, strategy, processes, talent, metrics, environment, pride and joy. Participants will learn to:
- use self-assessment tools to determine the presence of each factor;
- examine and apply practical tools to guarantee the integrity of each factor; and
- develop a personal action plan to enhance leadership performance.

Please note:
- Attendance in this session is limited to the first 40 registrants.
- Session runs 9:45 to 11:45am and continues from 12:45 to 4:45pm.
- To receive credit, you MUST attend the full six-hour session, and your name MUST appear on the sign-in sheet.

Optional Golf Outing

An optional golf outing is being offered by the Wisconsin Chapter of ACHE on Thursday, September 20. Enjoy 18 holes of golf at Pleasant View Golf Course in Middleton. Shotgun start is at 12:00 pm. Lunch and registration will be available starting at 11:00 am. Cost is $60 per golfer for ACHE members; $75 per golfer for non-ACHE members. To participate in the golf outing, separate registration is required at: http://events.SignUp4.com/ACHEGolf092012

Questions:
- For questions about content, contact Jennifer Frank at 608-274-1820 or jfrank@wha.org.
- For questions about registration, contact Lisa Littel at 608-274-1820 or llittel@wha.org.
- For questions about the optional golf outing, contact Nicole Deklotz at 224-725-9564 or ndeklotz@lfh.org.

Planning Committee Members:
Eric Borgerding, BS
Steve Brenton, BA
Jennifer Frank, BA
Charles Shabino, MD
Judy Warmuth, RN, PhD
Rebecca Wieczorek, BS
Byline:
Gayle Capozzalo, FACHE
Gayle Capozzalo served as an ACHE Governor from 2007 to 2010, certified in health care management as an ACHE Fellow, chair of the American College of Healthcare Executives Board of Directors, and as the ACHE Regent for Connecticut from 2004 to 2007. She also serves as a faculty member at Yale University’s Department of Epidemiology and Public Health, and the Institute for Healthcare Improvement. Capozzalo co-written numerous publications, including the books Healthcare Cultures: How Human Capital Drives Financial Performance; Deeper Dimensions: Building Blocks to Superior Performance; and, Leading Followership: A Practical Guide to Aligning Leaders and Follower; Leadership’s Fundamentally Remaking Our Two-Party System and In Search of Self-Governance.

Friday, September 21 continued...

11:30 am

Luncheon

12:00 pm

Awards Presentation

- Wisconsin Chapter of ACHE Annual Recognition & Service Awards
- ACHE Regent’s Early Career Healthcare Executive Award
- ACHE Regent’s Senior-Level Healthcare Executive Award

12:45 pm

Concurrent Sessions:

Track A: Practical Strategies for Engaging Physicians
ACHE Face-to-Face Education (3.0 credit) session
Kenneth H. Cohn, MD, MBA, FACS, CEO, Healthcare Collaboration

As health care economics squeeze physician and hospital reimbursement and as consumer and regulatory pressures increase, physicians and health care executives must seek new ways to work together effectively to provide more coordinated, cost-effective, quality care. This seminar will present specific, field-tested communication and collaboration strategies used by hospitals and physicians to increase revenues, decrease expenses, improve clinical outcomes and remain compliant with current laws and regulations.

- Apply insights from practicing physicians to improve clinical priority setting and physician-physician and hospital-physician communication.
- Identify 10 practical steps to engage physicians and enhance hospital-physician collaboration.
- Gain a better understanding of the work environment, areas of expertise and challenges of physicians and how they differ from those of health care executives.
- Implement new strategies, tactics, financial incentives and tools to balance performance risk with utilization risk.

Please note:
- To receive credit, you MUST attend the full three-hour session, and your name MUST appear on the sign-in sheet.
- Session adjourns at 4:00 pm.

Track B (continued): From Roots to Wings: 12 Variables for Sustaining Organizational Success

Tom Atchison, EdD, President, Atchison Consulting, LLC

Please note:
- Session adjourns at 4:45 pm

Continuing Education

Long Term Care CEUs: This program has been submitted (but not yet approved) for 5.5 continuing education clock hours from the National Association of Boards of Examiners of Long Term Care Administrators (NAB)/National Continuing Education Review Services (NCERS). Call Jennifer Frank at 608-274-1820 for further information

Continuing Nursing Education: This activity has been submitted to WNA CEAP for approval to award contact hours. Wisconsin Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation.

- The Wisconsin Medical Society designates this live activity for a maximum of 7.0 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Featured Presenters

Tom Atchison, EdD
Dr. Tom Atchison is president and founder of Atchison Consulting LLC in Le Claire, Iowa. Since 1984, Atchison has consulted with health care organizations on a variety of leadership topics. He has taught several courses on leadership and change management and has written or co-written numerous publications, including the books Leadership’s Fundamentally Remaking Our Two-Party System and In Search of Self-Governance.

Gayle L. Capozzalo, FACHE
Gayle Capozzalo, FACHE, is executive vice president of strategy and system development at Yale New Haven Health System in New Haven, Connecticut. She is also the current chair of the American College of Healthcare Executives. Board certified in health care management as an ACHE Fellow, Capozzalo served as an ACHE Governor from 2007 to 2010, and as the ACHE Regent for Connecticut from 2004 to 2007. She also serves as a faculty member at Yale University’s Department of Epidemiology and Public Health, and the Institute for Healthcare Improvement.

Kenneth H. Cohn, MD, MBA, FACS
Dr. Kenneth Cohn is a board-certified practicing general surgeon who currently splits his time between providing locum tenens surgical coverage in Maine, New Hampshire and Vermont and serving as CEO of HealthcareCollaboration.com. Before obtaining his MBA, Cohn was associate professor of surgery at Dartmouth-Hitchcock Medical Center and chief of surgical oncology at the VA Hospital at White River Junction in Vermont.

Scott Rasmussen
Founder and president of Rasmussen Reports, Scott Rasmussen is a political analyst and independent public opinion pollster. The Wall Street Journal describes him as “today’s leading insurgent pollster” and “a key player in the contact sport of politics.” Rasmussen and his firm have developed a reputation for delivering reliable, newsworthy and actionable public opinion data. His firm’s website, RasmussenReports.com, provides daily news coverage and commentary on political, business, economic and lifestyle topics and has become America’s most visited public opinion polling site. In 2012, Rasmussen became a New York Times bestselling author with his book The People’s Money. His earlier books include Mad as Hell: How the Tea Party Movement is Fundamentally Remaking Our Two-Party System and In Search of Self-Governance.

The featured presenters will deliver reliable, newsworthy and actionable public opinion data. Their firms’ websites, RasmussenReports.com, provides daily news coverage and commentary on political, business, economic and lifestyle topics and has become America’s most visited public opinion polling site. In 2012, Rasmussen became a New York Times bestselling author with his book The People’s Money. His earlier books include Mad as Hell: How the Tea Party Movement is Fundamentally Remaking Our Two-Party System and In Search of Self-Governance.