Healthcare in America: The Next Decade

Your Invitation to the 2011 Siemens Health Executives Forum

The Ritz-Carlton, Dove Mountain, Tucson, Arizona
May 1 – 4, 2011

www.usa.siemens.com/hef
Healthcare in America: The Next Decade

The 2011 Siemens Health Executives Forum

Siemens Healthcare invites you to join other executive leadership teams and board members for one of healthcare’s most respected and authoritative events—the Siemens Health Executives Forum.

Siemens takes great pride in this Forum, which for three decades has presented an esteemed and thought-provoking faculty to enable healthcare’s most influential leaders to address the industry’s most critical issues. American healthcare is once again experiencing tremendous upheaval—reform, demographic changes, technological advances, and the potential of personalized medicine are converging to transform how we approach healthcare—and once again the leadership roles you play have become increasingly vital to the health of our industry, and the patients and communities you serve.

At the 2011 Forum, you and healthcare executives from around the country will gather to enjoy a unique opportunity to explore industry trends, share ideas, and exchange best practices.

We look forward to welcoming you and your colleagues to Tucson in May.

Featured Faculty

William Kristol
Political Analyst, Author, and Editor,
The Weekly Standard

Ann Rhoades
Founding Executive Vice President of People, JetBlue Airways, President, People Ink, and CEO, CareLeaders

Paul Begala
Political Analyst and CNN Commentator
Sunday, May 1

11:00 a.m. – 8:00 p.m.  Registration

12:00 p.m. – 4:00 p.m.  The Siemens Nurse Executive Encounter
Featured Speaker: Tim Porter-O’Grady, DM, EdD, ScD(h), FAAN
Senior Partner, Tim Porter-O’Grady Associates

6:00 p.m. – 8:00 p.m.  Welcome Reception and Dinner

Monday, May 2

7:00 a.m. – 8:00 a.m.  Breakfast Breakout Sessions

8:15 a.m. – 12:00 p.m.  General Session

Healthcare Innovation
Tom Miller
CEO, Global Customer Solutions
Siemens Healthcare

With his unique and thought-provoking perspective, Tom Miller will explore the sweeping disparities and challenges in global health and the role of medical technologies in the diagnosis, prevention, and treatment of diseases.

Healthcare Reform: The Way Forward
David Cutler, PhD
Otto Eckstein Professor of Applied Economics, Harvard University

One of America’s most influential health economists, a Harvard professor, and Senior Health Care Advisor to the Obama Presidential Campaign, David Cutler has developed an impressive record of achievement in both academia and the public sector. He will present a feasible, sustainable plan for healthcare reform that focuses on value creation and key changes in information flow, compensation systems, and organizational structure.

The Great Slowdown and a Five-Year Look Ahead
Robert Reich
Economic Analyst, CNBC Contributor, Professor, Author, and Former Secretary of Labor

Robert Reich is one of the nation’s leading thinkers about work and the economy. He has served under three national administrations and on President Obama’s economic transition board. He is the author of 14 books, including *Aftershock: The Next Economy & America’s Future*. He will dissect—with his customary wit and wisdom—the country’s economic challenges, including coping with the escalating costs of healthcare.
Monday, May 2 (continued)

12:00 p.m. – 1:00 p.m.  Luncheon Breakout Sessions

1:00 p.m. – 5:00 p.m.  Optional Meetings and Recreational Activities

- Golf tournament
- Executive meetings upon request
- Tours and activities upon request from the hotel concierge

6:30 p.m. – 9:30 p.m.  Reception and Dinner

Tuesday, May 3

7:00 a.m. – 8:00 a.m.  Breakfast Breakout Sessions

8:15 a.m. – 12:00 p.m.  General Session

From Meaningful Use to Exceptional Care
John Glaser, PhD
CEO, Health Services
Siemens Healthcare

Recently appointed CEO of Siemens Health Services, John Glaser is responsible for leading Siemens global healthcare IT business. Formerly the CIO of Partners Healthcare, Dr. Glaser is regarded as one of the nation’s most influential experts on healthcare information technology. He will discuss the impact of meaningful use in the context of healthcare reform, and address how Siemens is helping customers move from meaningful use to exceptional care.

A Different Point of View: An Insurer’s Perspective
Thomas B. Richards
Senior Vice President,
U.S. Product, Online Solutions and Healthcare Reform
CIGNA

Thomas Richards is responsible for all product management and new product development for CIGNA in the U.S. With the passage of the Patient Protection and Affordable Care Act, he also leads the company’s activities around healthcare reform, including compliance, advocacy, and strategy. Mr. Richards will share his perspectives on the role of insurers, consumer-driven health plan products, and the evolving relationships between providers, payors, and patients.

Bury My Heart at Conference Room B: The Quest for Emotional Commitment
Stan Slap
Author and Corporate Strategist

Stan Slap has served as a corporate strategist and consultant for many of today’s fastest-growing companies, including Microsoft, Four Seasons, and HP. He is an expert in promoting emotional commitment in employee, manager, and customer cultures. He will share proven strategies and road-tested wisdom to help revolutionize performance and commitment in your healthcare organizations.

Visit www.usa.siemens.com/hef to register online.
William Kristol
Political Analyst, Author, and Editor,
The Weekly Standard

William Kristol is editor of The Weekly Standard and is widely recognized as one of the nation's leading political analysts and commentators. He regularly appears on FOX News Sunday and the FOX News Channel.

Wednesday, May 4

12:00 p.m. – 1:00 p.m. General Luncheon

1:00 p.m. – 3:30 p.m. Role-specific Symposia
• Clinical Focus
• Governance Focus
• Operational Focus

6:30 p.m. – 9:30 p.m. Reception and Dinner
A Celebration of Leadership

7:00 a.m. – 8:00 a.m. Breakfast Breakout Sessions

8:15 a.m. – 11:00 a.m. General Session

People-Centric Cultures: Lessons from Great Companies
Ann Rhoades
Founding Executive Vice President of People, JetBlue Airways, President, People Ink, and CEO, Care Leaders

Ann Rhoades is a dynamic and visionary Human Resources Executive with more than 25 years of experience in a variety of service-based industries. She has a respected reputation for her creative approach to blending cultures in merger situations. Ms. Rhoades will discuss how organizations can create a work environment that attracts and retains top talent—and delivers quality products with exceptional customer service.

A Washington Conversation: Divided or United?
Paul Begala
Political Analyst and CNN Commentator

Paul Begala is a leading political analyst and commentator for CNN, a former senior counselor to President Clinton, and a professor at Georgetown University.

William Kristol
Political Analyst, Author, and Editor, The Weekly Standard

William Kristol is editor of The Weekly Standard and is widely recognized as one of the nation’s leading political analysts and commentators. He regularly appears on FOX News Sunday and the FOX News Channel.

These two political luminaries will share their insider perspectives and different points of view on the Obama Administration, a divided Congress, the 2012 elections, and today’s headlines.

Visit www.usa.siemens.com/hef to register online.
Breakout Sessions
Offered multiple times throughout the HEF program, breakout sessions provide an invaluable opportunity to discuss technology and innovation in action. Hear firsthand how your peers are implementing new approaches to vital healthcare issues.
Visit www.usa.siemens.com/hef for complete breakout session descriptions.

Role-Specific Symposia
Obtain the information you need to more deeply explore issues specific to your role in healthcare. These highly interactive sessions—focused on operational, clinical, and governance issues—will stimulate debate and help you expand your skills.
Visit www.usa.siemens.com/hef for complete symposia descriptions.

The Siemens Nurse Executive Encounter: Leadership for the New Age: Post-Reform Realities Informing CNO Executive Practice
Nurse Executives are invited to attend this unique workshop hosted by Siemens Vice President & Chief Nursing Officer, Gail Latimer, RN, MSN, FACHE, FAAN, immediately prior to the start of the Health Executives Forum.

Exclusively designed for Chief Nursing Officers, Vice Presidents of Patient Care or Nursing, and Nurse Executives.

Sunday, May 1, 2011

12:00 p.m. – 1:00 p.m.  Registration and Lunch
1:00 p.m. – 4:00 p.m.  Workshop

Leadership for the New Age: Post-Reform Realities Informing CNO Executive Practice
Tim Porter-O’Grady, DM, EdD, ScD(h), FAAN
Senior Partner, Tim Porter-O’Grady Associates

As health systems face broad-based changes, new clinical and service requirements are creating an increased demand for nursing and clinical engagement. It is vital to respond to this demand with both deliberation and wisdom. Health reform will require shifts in information technology, economics, and socio-political realities—all of which are converging to change the content and course of executive leadership in healthcare.

The 2011 Nurse Executive Encounter will focus on the challenging, transformative new demands on nurse executives. Changes to contemporary systems require both a reconfiguration and recalibration of the roles and relationships within the executive team and the health service community.

Registration and Information
Register for the 2011 Nurse Executive Encounter at www.usa.siemens.com/hef

If you have questions about the Nurse Executive Encounter, please contact Sue Lundquist at 610-219-3058 or sue.lundquist@siemens.com

Visit www.usa.siemens.com/hef to register online.
Register Now

At Siemens, we recognize the importance of information that truly adds value to your facility and your work. As such, registration for the Forum is free. Keep in mind, however, that you will be responsible for your own hotel accommodations and transportation. And, should you decide to participate in golf or other optional activities, there will be an activity fee charged by the resort.

Guests are welcome to accompany you. There is a guest registration fee of $350, which covers guest participation in meals and events. The Forum is designed for adult participation only: activities are not conducive to children or teenagers.


The Company is committed to ensuring that all educational and special events meet these guidelines. Siemens may sponsor educational activities and related evening functions that are designed exclusively for customer healthcare executives, and preclude family participation.

Participation is not available to healthcare professionals whose employer and/or state laws prohibit participation in medical device vendor-sponsored events and activities as described above.

Hotel Accommodations

The Ritz-Carlton, Dove Mountain
15000 North Secret Springs Drive
Marana, Arizona 85658
Phone:  (520) 572-3000
Fax:  (520) 572-3001
Check-in:  4:00 p.m.
Check-out:  12:00 p.m.

Nestled in the high Sonoran Desert against the Tortolita Mountains, The Ritz-Carlton, Dove Mountain is Tucson’s newest destination resort.

The room rate is $200 per night plus applicable taxes. This rate applies from April 28 through May 7, 2011, on a space-available basis. To secure a room in the Siemens Health Executives Forum room block, please indicate that you will require hotel accommodations when you register for the Forum.

Hotel reservations must be made by April 8, 2011. To make a reservation after April 8, please contact the hotel directly at 520-572-3000.

Travel

The closest airport to The Ritz-Carlton, Dove Mountain is Tucson International Airport (TUS), which is about 38 miles from the Resort.

Alternatively, Phoenix Sky Harbor International Airport (PHX) is approximately 100 miles from The Ritz-Carlton, Dove Mountain.

If you have questions or require additional information, please contact Angela Cardwell at angela.cardwell@siemens.com or 610-448-1494.

Visit www.usa.siemens.com/hef to register online.