

Please join us for an

Executive Roundtable

[Connecting Healthcare Leaders]

Topic

Transforming Healthcare Delivery



Strategic solutions to:

- Increase capacity
- Reduce cost per patient
- Align physicians and administration

Date

September 28-29, 2010 New York Marriott Marquis (Times Square)

The need for hospital providers to transform care delivery has never been more urgent. How else do you manage increasing patient volumes at declining levels of reimbursement? With the onset of healthcare reform, a healthcare organization's success, even survival, will be determined by how effectively, and rapidly it addresses this challenge.

You are invited to take part in an executive forum to exchange ideas for transforming organizational performance. Conference attendance will be limited to ensure a high-impact, interactive experience.

RSVP by September 6, 2010

Hosted by:



Two days of thought-provoking discussion and networking.

- Hear from colleagues who have applied Lean to dramatically improve their operations — increasing capacity, while reducing operating expenses.
- Discuss innovative approaches to engage staff and physicians in achieving breakthrough results.
- Exchange ideas on the role of leadership in establishing a culture of excellence.

Ortho Clinical Diagnostics
a *Johnson & Johnson* company

AGENDA

Executive Roundtable

[Connecting Healthcare Leaders]

Monday, September 27, 2010

7:30 – 9:30 PM Dessert Reception

Tuesday, September 28, 2010

7:30 AM Registration & Breakfast

8:00 AM Welcome/Opening Remarks

8:30 AM **Keynote**
Healthcare Reform —
The Implications for Hospitals



Greg White
Senior Director of Health Policy
Government Affairs & Policy Division
Johnson & Johnson

The impact of healthcare reform will be far-reaching, but the implications for each hospital provider are far from clear. How are the proposed changes in reimbursement and coverage going to impact individual hospital organizations?

Greg White is well positioned to clarify the complexities of the Healthcare Reform Bill and provide insights into its implications for different providers. As Senior Director of Health Policy at Johnson & Johnson, Greg leads a team of professionals in the Government Affairs & Policy Division working on Medicare reimbursement issues, with a focus on Medicare reimbursement policy related to hospitals. Greg has also spent six years at the Office of Management and Budget, Executive Office of the President, as chief Medicare legislative and regulatory analyst covering hospital outpatient reimbursement, laboratory services, durable medical equipment, and clinical trials.

This session will help translate what healthcare reform means for your organization and provide a basis for assessing strategies to meet its challenge.

**“An effective combination
of theory/advice vs.
case studies.”**

Wright Lassiter, CEO, Alameda County Medical Center

9:15 AM **Keynote**
Transforming Healthcare Delivery with Lean



Lewis Lefteroff, MSIE
Lean Tool Master and Six Sigma Black Belt
Managing Principal, ValuMetrix® Services
Ortho Clinical Diagnostics Inc.

Whatever uncertainties surround healthcare reform, radical change is going to be needed for providers not just to survive but thrive in the new environment. Lean is a key strategy for hospital leaders looking to transform how they deliver care.

Drawing on his extensive experience of helping hospital leadership apply Lean, Lewis Lefteroff will demonstrate the profound effect Lean can have across an organization. He will review the dramatic improvements Lean achieves in operational and financial performance, as well as its impact on staff, physician, and patient satisfaction. He will also discuss the critical role of leadership in establishing a culture of continuous improvement and ensuring the successful implementation of Lean for long-term success.

10:00 AM **BREAK**

10:30 AM **Putting Lean into Practice —
The C-Suite Perspective**

Firsthand accounts of Lean initiatives implemented across an organization. The financial impact of initiatives in different departments will be reviewed, together with the critical success factors for system wide Lean implementation.

Case Study Mercy Medical Center



Scott Leighty
Chief Operating Officer
Mercy Medical Center
North Iowa

Mercy Medical Center-North Iowa has been recognized 7 of the past 9 years as a Solucient Top 100 Hospital, a Solucient Top 100 Cardiovascular Hospital for the 9 past consecutive years, and a HealthGrades® Distinguished Hospital for Patient Safety. Mr. Leighty will share how Process Excellence is an operating principle at Mercy, how they began, the role of “leadership” in an environment of continuous improvement, where they are today on their Process Excellence journey, how their culture has changed, and why they feel this is a key strategy for continued success.

“Enlightening, stimulating. Great high-level overview.
Ample time for networking.”

Larry Grossman, MD, Chief of Staff, York Central Hospital

11:15 AM **Case Study** Baptist Medical Center



Russell W. York, CPA
Chief Financial Officer
Mississippi Baptist
Medical Center

Faced with falling quality indicators, Baptist Medical Center set its entire organization on a Lean path. Starting in the Pharmacy Department, continuing to Admissions, and then to General Surgery, Lean methodology has yielded over \$700k in annual savings. It has also sparked a new culture of continuous improvement. Mr. York will share highlights of the Lean journey and the ROI.

Noon **LUNCH**

1:15 PM **Putting Lean into Practice –
The C-Suite Perspective (continued)**

Case Study Riverside Medical Center



David Duda
Chief Operating Officer
Riverside HealthCare

Riverside Medical Center is recognized as one of Thomson Reuters 100 Top Hospitals® and is ranked in the top decile nationally for Cardiac and Orthopedic Services by HealthGrades®. Mr. Duda will describe Riverside’s Lean journey since 2006 – an initiative that started in one department and has evolved to impact the entire organization. He will demonstrate how Lean has dramatically improved service levels, increased productivity, driven down inventory costs, and provided space savings in Pharmacy, Laboratory, Physician Offices, and Nursing Units. He will explain how Lean has become an integral part of the Riverside culture and how gains have been sustained through continuous improvement.

2:00 PM **Panel Discussion**

An opportunity to raise questions with our featured speakers and Lean expert, Lewis Lefteroff.



2:45 PM **BREAK**

3:15 PM **Workshop**
Transforming Organizational Culture



Lewis Lefteroff, MSIE
Lean Tool Master and Six Sigma Black Belt
Managing Principal, ValuMetrix® Services
Ortho Clinical Diagnostics Inc.

Corporate culture is the personality of an organization. It guides how employees think, act, and feel.

During this workshop you will:

- Review the characteristics of organizations that have a culture of continuous improvement
- Analyze your organization’s current culture
- Identify the necessary leadership skills to influence cultural change
- Review obstacles and critical success factors
- Establish an action plan for your organization

4:30 PM **BREAK - At Leisure**

6:00 PM **Networking Dinner**

RSVP BY

September 6, 2010

FOR DETAILS AND REGISTRATION,

visit www.ValuMetrixEvents.com

or contact Mary Lombard | (732) 648-1184 | mlombar@its.jnj.com

“It’s really helpful to hear someone say, ‘A year ago we hadn’t started Lean, but here are four steps we took in the past 12 months. Here are three ways we screwed up and here are the four things that worked really well.’ ”

John Caverno, Senior Vice President, Excelsa Health Hospitals

Wednesday, September 29, 2010

7:30 AM Breakfast

8:00 AM Designing for Lean —
The Mayo Clinic Experience



Mike Hogan
Managing Member
Process Business Solutions LLC



Linda Pearson, MBA
Laboratory Director
Mayo Clinic Arizona

Applying Lean principles to facility design helps ensure the new building layout enables process efficiencies. Using examples from his extensive experience with hospital facility design, Mike Hogan will discuss how to incorporate Lean principles into facility planning and the benefits derived from this approach.

Linda Pearson will review the experience of Mayo Arizona as they planned the construction of a new laboratory. The rationale for taking a Lean approach, the process for integrating Lean in facility planning, and departmental performance in the new facility will be discussed.

9:00 AM **Workshop**
Engaging Physicians in
Continuous Improvement



Michael Nelson, MD
Lean Six Sigma
in Healthcare



Mike Hogan
Managing Member
Process Business Solutions LLC

Engaging physicians in Lean initiatives can present a significant challenge to successful implementation. This workshop will explore the consequences of not gaining physician acceptance and the relationship of physician clinical decision-making alignment to continuous quality improvement.

Participants will develop an actionable plan for physician engagement, including escalation strategies for when problems occur.

10:00 AM BREAK

10:30 AM Organizational 360 as a Catalyst for Change



Donna C. Meucci, Director
Enterprise Marketing
Johnson & Johnson Health Care Systems Inc.



Susan Weidle, Director
Enterprise Marketing
Johnson & Johnson Health Care Systems Inc.

Using the Health Care Criteria from the Baldrige National Quality Program as the foundation, overlaid with insights from seasoned healthcare executives, an organizational self-assessment enables hospital leadership to capture valuable and actionable feedback from key staff, business associates, and attending physicians.

This interactive session provides an opportunity to see how hospitals are applying this approach as a basis for more effective strategic planning and performance improvement. Hear the impact this organizational self-assessment has had. Experience this proprietary survey tool. Participants will have the opportunity to complete a survey module in advance, and review the summary results and findings in this session. Then you’ll discuss how this can be a valuable tool for leadership, whether you are launching a new service line, integrating a new acquisition, aligning new leadership, or seeking commendation from a quality organization.

11:30 AM **Workshop**
BreakThrough Thinking for Dramatic Results



Tim Orr
Vice President
Marketing
Ortho Clinical Diagnostics Inc.

BreakThrough is an approach that leads to a radically new way of thinking about what is possible. It transforms traditional beliefs and creates an environment for people to achieve results beyond what they believe is possible.

This workshop will provide unique insights into this innovative way to transform organizational culture and create a basis for dramatic improvements in performance. Tim Orr will introduce the principles of BreakThrough and draw on his wide experience of working with healthcare executive teams to set and achieve transformational goals.

12:30 PM Wrap-up

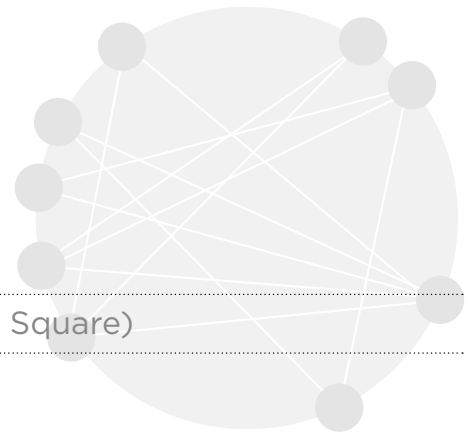
12:45 PM BOX LUNCH

Executive Roundtable

[Connecting Healthcare Leaders]

Transforming Healthcare Delivery

September 28-29, 2010 New York Marriott Marquis (Times Square)



Registration Fee

\$995 includes

- All participant materials
- September 27 welcome reception
- September 28 breakfast, lunch, and dinner
- September 29 breakfast and lunch

Group Discount

15% discount per person for groups of two or more people from the same institution.

General Information

Venue

New York Marriott Marquis (Times Square)
1535 Broadway
New York, New York 10036 USA
Phone: 1-212-398-1900

Hotel Reservations

Rooms have been reserved at the New York Marriott Marquis. A special rate of \$279 will be available until September 6, 2010. To receive this rate, contact the hotel directly at 1-212-398-1900. Ask for the Ortho Clinical Diagnostics rate. Rooms are being held for the nights of September 27-28, with the sessions on September 28-29. Rooms are available on a first-come, first-serve basis.

Contact

Mary Lombard
Registration Coordinator
1-732-648-1184
E-mail: mlombar@its.jnj.com

Registration Deadline: September 6, 2010

Fax to: 1-832-747-6790
or register online at
www.ValuMetrixEvents.com

REGISTRATION FORM

Attendance will be limited to ensure a high-impact, interactive experience. Register early!

Registrant One:

Name _____

Title _____

E-mail _____

Phone _____

Organization _____

Street Address _____

City _____ State _____ Zip _____

Registrant Two:

Name _____

Title _____

E-mail _____

Phone _____

Registration Fees:

Single Registrant 1 x \$995 = \$ _____

Multiple Registrants _____ x \$845 = \$ _____

Payment Method

Check Mail payment to: Ortho Clinical Diagnostics Inc.
9706 Royal Colony Drive
Waxhaw, NC 28173
Attn: Mary Lombard

Invoice Institution: P.O. #: _____

Credit Card: To pay by credit card please register online at
www.ValuMetrixEvents.com