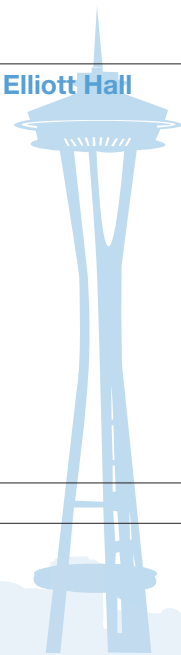


DETAILED AGENDA
Innovation in the Age of Reform
Redesigning Health-Care Delivery
 Oct. 11-12, Seattle

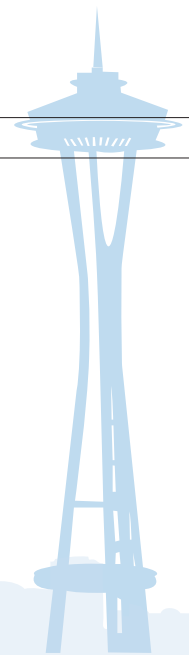
TIME	MONDAY, OCT. 11	PLACE
11 a.m.-Noon	REGISTRATION CHECK-IN FOR MAIN CONFERENCE	Elliott Hall
Noon	LUNCH SERVED	
12:30-12:45 p.m.	WELCOME Celebrating 100 Years in the Age of Reform <ul style="list-style-type: none"> • Rod Hochman, M.D., <i>Swedish</i> • Governor Christine Gregoire 	Elliott Hall
12:45-1:15 p.m.	FIRST KEYNOTE* Re-imagining Health Care for Local Communities GE is changing health-care delivery in 100 countries with an innovative health model that focuses on early diagnosis, intervention and prevention. Hear from one of the world's leading visionaries on what GE is learning abroad and what it will take to re-imagine health care in our local communities. <ul style="list-style-type: none"> • Jeffrey Immelt, <i>GE</i> 	Elliott Hall
1:15-2 p.m.	KEYNOTE CHAT* <ul style="list-style-type: none"> • Jeffrey Immelt, <i>GE</i> • Chris Trimble, <i>Tuck School of Business</i> • Moderator: Eric Liu, <i>Guiding Lights Network</i> 	Elliott Hall
2-2:10p.m.	LAUGHTER IS THE BEST MEDICINE <ul style="list-style-type: none"> • Yoram Bauman, <i>Economist</i> 	Elliott Hall
2:10-2:30 p.m.	BREAK	
2:30-3:15 p.m.	SECOND KEYNOTE The Role of Innovation in Health-Care Reform Real solutions to the health-care crisis won't come from Washington D.C. They'll come from local communities committed to finding new ways to improve quality while reducing costs. Learn what the new health-care law expects from local communities and what incentives are available for innovative demonstration projects. You'll also hear about some early success stories. <ul style="list-style-type: none"> • Anthony Rodgers, CMS Deputy Administrator for the <i>Center for Strategic Planning and Innovation</i> 	Elliott Hall

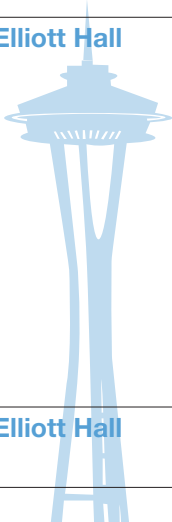
*These sessions are not approved for CME credit.

3:15-4:30 p.m.	<p>PLENARY SESSION</p> <p>G2L (Global to Local): Can Strategies Used in Developing Nations Work Here at Home?</p> <p>The health conditions of impoverished U.S. communities sometimes mirror that of developing countries. Many global-health campaigns being used in countries like Haiti and parts of Africa are resulting in measurable health improvements. Should we put the same strategies to work here at home?</p> <ul style="list-style-type: none"> • David Fleming, M.D., <i>Public Health-Seattle & King County</i> • Bill Foege, M.D., <i>Gates Foundation</i> • U.S. Representative Jim McDermott • Chris Murray, M.D., <i>Institute for Health Metrics and Evaluation, University of Washington</i> • John Wecker, <i>PATH</i> • Moderator: Lawrence Pintak, <i>Washington State University</i> • Introductions: Lisa Cohen, <i>Washington Global Health Alliance</i> 	Elliott Hall
4:30-4:40 p.m.	<p>DAY 1 CLOSING REMARKS</p> <ul style="list-style-type: none"> • Rod Hochman, M.D., <i>Swedish</i> 	Elliott Hall
4:45-6:30 p.m.	<p>NETWORKING RECEPTION – MARITIME EVENTS CENTER</p> <p>Welcome</p> <ul style="list-style-type: none"> • King County Executive Dow Constantine 	Maritime Discovery Center
TIME	TUESDAY, OCT. 12	PLACE
7 a.m.	DOORS OPEN	
7:30 a.m.	BREAKFAST AVAILABLE	
7:30-7:45 a.m.	<p>WELCOME</p> <ul style="list-style-type: none"> • Rod Hochman, M.D., <i>Swedish</i> 	Elliott Hall
7:45-8:45 a.m.	<p>PLENARY SESSION</p> <p>What's Working: Learning from the Leaders in Health Care</p> <p>Mayo Clinic, Intermountain Health Care and Geisinger Clinic are often held up as national models for what's working in health care. What innovative delivery models are these top institutions using to improve quality while also reducing costs and can they be replicated in other communities?</p> <ul style="list-style-type: none"> • Barbara Spurrier, <i>Mayo Clinic</i> • Chris Wood, M.D., <i>Intermountain Health Care</i> • Rick Cooper, <i>The Everett Clinic</i> • Carole Wagner, <i>Washington State Hospital Association</i> 	Elliott Hall
8:45-9:45 a.m.	<p>PLENARY SESSION</p> <p>The Vision for Electronic Health Records and the Emergence of the ePatient</p> <p>Last year's economic stimulus package included \$19 billion to help hospitals and doctors go digital. How will the HITECH Act help health care and where does it fall short? This session will review the highlights of this important piece of legislation, as well as examine the future of the personal health record.</p> <ul style="list-style-type: none"> • Judy Faulkner, <i>Epic</i> • U.S. Representative Jay Inslee • Peter Neupert, <i>Microsoft Health Solutions</i> • Moderator: Rod Hochman, M.D., <i>Swedish</i> 	Elliott Hall
9:45-10:15 a.m.	BREAK	



<p>10:15-11:15 a.m.</p>	<p>BREAK-OUT SESSIONS (FOUR OPTIONS)</p> <p>Medical Home: Savior for Primary Care? Under health reform, more Americans will have health insurance. But with a shortage of primary-care physicians, who will take care of them? Is the medical home the answer? This session will review different approaches to medical homes and examine their benefits and shortcomings.</p> <ul style="list-style-type: none"> • Jay Fathi, M.D., <i>Swedish</i> • Rich Maturi, <i>Premera</i> • Claire Trescott, M.D., <i>Group Health Cooperative</i> • Sheila Johnson, <i>Dartmouth-Hitchcock</i> • Moderator: Scott Armstrong, <i>Group Health Cooperative</i> • Introductions: Lee Huntsman, <i>Life Sciences Discovery Fund Authority</i> <p>The Cost Conundrum: The Case for Payment Reform The disparities in Medicare reimbursements and health outcomes by state have been well-documented by researchers with the Dartmouth Atlas Project. How does policy need to be shaped to address these disparities, and why is it so critical?</p> <ul style="list-style-type: none"> • Kent Bottles, M.D. • U.S. Senator Maria Cantwell • Richard Smith, <i>Pharmaceutical Research and Manufacturers of America (PhRMA)</i> • Moderator: Leo Greenawalt, <i>Washington State Hospital Association</i> • Introductions: Cal Knight, <i>Swedish</i> <p>Telehealth: Using Technology to Deliver Care Remotely Technology is making it possible to consult and even treat patients remotely by bringing needed expertise to rural and underserved populations. How is this technology being used, and is it improving the health of underserved communities?</p> <p>Why Are Other Industrialized Nations So Much Healthier? The United States spends more on health care than any other developed country, but our health outcomes are among the worst. How do other countries do it? And what can we learn from them?</p> <ul style="list-style-type: none"> • Michael Birt, <i>Pacific Health Summit and Center for Sustainable Health at the Biotech Institute of Arizona State University</i> • Kiyoshi Kurokawa, M.D., <i>Health Policy Institute, Japan</i> • Moderator: Emory Thomas, <i>Puget Sound Business Journal</i> • Introductions: Bill Stafford, <i>Trade Development Alliance Greater Seattle</i> 	<p>International Promenade</p> <p>Sound Room</p> <p>Marina Room</p> <p>Cove Room</p>
<p>11:15-11:35 a.m.</p>	<p>BREAK</p>	



11:35a.m.- 12:35 p.m.	<p>BREAK-OUT SESSIONS (THREE OPTIONS)</p> <p>Health-Care Jobs of the Future: Training the Right People for the Right Task Is our workforce ready for the future of health care? This session will examine what needs to be done to prepare the next generation of health-care workers, as well as strategies for meeting the immediate need for more doctors and nurses.</p> <ul style="list-style-type: none"> • Jean Floten, <i>Bellevue College</i> • Jaime Garcia, <i>Health Work Force Institute</i> • Diane Sosne, <i>SEIU Healthcare 1199NW</i> • Moderator: Bob Watt • Introductions: Phil Bussey, <i>Greater Seattle Chamber of Commerce</i> <p>Innovative Delivery Models: Post-Acute Care and Hospital at Home One way to improve quality while reducing costs is to deliver more care at home or in the outpatient setting. This session will discuss alternatives to traditional hospitalizations and examine what experts are doing to minimize time in the hospital by reducing inpatient stays and re-admission rates.</p> <ul style="list-style-type: none"> • Brenda Bruns, M.D., <i>Group Health Cooperative</i> • Diane Cook, <i>Washington State University</i> • Paul Diaz, <i>Kindred</i> • Bruce Leff, M.D., <i>Johns Hopkins</i> • Moderator: Keith Seinfeld, <i>NPR member-station KPLU</i> • Introductions: Marcia Garrett, <i>Washington State University</i> <p>End-of-Life Care: Why It Matters Though it's been a lightning rod in the health-care debate, end-of-life care is about helping people make their own decisions about how they want to live out the last few years, months and days of their lives and ensuring those wishes are followed. This session will examine why end-of-life care is a critical part of the health-care solution and quality of life, and why some institutions are so much better at it than others.</p> <ul style="list-style-type: none"> • Bud Hammes, <i>Gundersen Lutheran</i> • Rick Moody, <i>AARP</i> • Moderator: Terri Wallin, <i>Swedish</i> 	<p>Sound Room</p> <p>International Promenade</p> <p>Cove Room</p>
12:35 p.m.	<p>LUNCH SERVED</p>	
1:05-2:20 p.m.	<p>PLENARY SESSION</p> <p>The Role of the Employer Employers everywhere are impacted by the rising cost of health care. What is the private sector doing to manage health-benefit costs and keep their employees happy and healthy?</p> <ul style="list-style-type: none"> • Nick Gettas, M.D., <i>CIGNA</i> • Mary McWilliams, <i>Puget Sound Health Alliance</i> • Paul Speranza, <i>Wegmans Food Markets, Inc. and U.S. Chamber of Commerce</i> • Moderator: Dave Ross, <i>KIRO Radio</i> • Introductions: David Olsen, <i>Starbucks Coffee Company</i> 	<p>Elliott Hall</p> 
2:20-2:30 p.m.	<p>ENTERTAINMENT</p> <ul style="list-style-type: none"> • Baba Brinkman 	<p>Elliott Hall</p>
2:30-3 p.m.	<p>BREAK</p>	

<p>3-4 p.m.</p>	<p>PLENARY SESSION</p> <p>Health and Wellness for All</p> <p>Fixing our health-care system comes down to creating healthier communities, including reaching out to underserved populations. What are local communities doing to improve the health of their populations, and what role does the retail sector play in selling products that promote healthy lifestyles?</p> <ul style="list-style-type: none"> • Mitch Katz, M.D. <i>San Francisco Dept. of Health</i> • Greg Vigdor, <i>Washington Health Foundation</i> • Mary Wagner, <i>Starbucks Coffee Company</i> • Moderator: David Fleming, M.D., <i>Seattle King County Public Health</i> <p>Introductions: Washington State Attorney General Rob McKenna</p>	<p>Elliott Hall</p>
<p>4-4:30 p.m.</p>	<p>CLOSING REMARKS</p> <p>What have we learned? The 12 best ways to fix health care.</p> <ul style="list-style-type: none"> • Rod Hochman, M.D., <i>Swedish</i> • Eric Liu, <i>Guiding Lights Network</i> 	<p>Elliott Hall</p>