Nevada Hospital Association
57th Annual Meeting

New Strategies for Nevada’s Healthcare

September 6 – 7, 2017
Hyatt Regency Lake Tahoe Resort, Spa and Casino
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57th Annual Meeting

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On behalf of the Nevada Hospital Association’s (NHA) Board of Directors, I would like welcome you to the NHA’s 57th Annual Meeting, Agents of Change: New Strategies for Nevada’s Healthcare. This meeting is an excellent opportunity to broaden your knowledge, meet new people and enjoy time with your colleagues.

Many people who want change and have the desire to change simply don’t know where to start. Do they make others within the organization conform or do they find partners and collaborators who are also willing to be a catalyst for great change? This meeting will provide you with thought-provoking strategies and address timely issues to help you become an Agent of Change for your company.

Our event kicks off with keynote speaker Steve Berkowitz, M.D. taking a look at 2018: The Calm before the Storm. Day one continues with NHA General Membership meetings, a hosted Exhibitors Reception and culminates with the Welcome Dinner featuring a presentation on Recognizing and Managing Health Care Burnout.

Day two promises to energize attendees with presentations by:

- **Mike Rock**, American Hospital Association’s Senior Associate Director of Federal Affairs
- **Richard Whitley**, Department of Health and Human Services Director, and Marta Jensen, Nevada Division of Health Care Financing and Policy Administrator
- and, closing keynote speaker **Kevin Hines** whose motivational presentation on mental health, *Cracked, Not Broken*, demonstrates a strong will to live – he attempted to take his life by jumping from the Golden Gate Bridge and is one of only a handful to survive the fall.

Day two also includes the 2017 NHA Annual Awards Luncheon recognizing amazing hospitals, hospital trustees and volunteers in our state, a bonus session for ACHE education, and ample time to relax and enjoy activities around Lake Tahoe. The day concludes with the 2017 HealthPAC Dinner.

I would like to take this opportunity to thank this year’s sponsors. Without their participation and support, this meeting, its educational opportunities and networking events would not be possible. Please set aside time to visit the exhibit area, view the products and services available, and express your appreciation for our exhibitors’ participation while getting your Agent Passport stamped to be entered in our prize raffle.

Thank you for your participation and continued support of your hospital association, the NHA.

Sincerely,
Alan Olive
CEO, Northern Nevada Medical Center
2016-2017 Chairman, Nevada Hospital Association

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- **Steve Shell**
  Desert Parkway Behavioral Healthcare Hospital
- **Todd P. Sklamberg**
  Sunrise Hospital & Medical Center
- **Mason VanHouweling**
  University Medical Center
10 a.m.  
Registration Opens (Regency Foyer)

11 – 11:10 a.m.  
Welcome and Opening Remarks (Regency Rooms B/C/E/F)  
*Alan Olive, 2016-2017 NHA Board Chair*

11:10 a.m. – 12:30 p.m.  
Keynote Address - Sponsored by Anthem Blue Cross Blue Shield  
2018: The Quiet Before the Healthcare Storm  
*Steve Berkowitz, M.D., FACC, Founder & President, SMB Health Consulting*  
Dr. Berkowitz will provide insight into new delivery models and the concept of transparency in outcomes, patient experience and cost-effectiveness and how the informed consumer is making healthcare decisions. There will also be discussion on how high deductibles are changing consumer behavior and how genomic testing and other disruptive innovations are changing the healthcare landscape.

12:30 – 1:15 p.m.  
Lunch Buffet (Cutthroat Saloon) - Sponsored by Columbia HeartSource

1:30 – 2:30 p.m.  
General Membership Meeting (Regency Rooms B/C/E/F) (NHA Full Hospital Members only)  
The full NHA membership will discuss association business, including the financial status of the association, the election of 2017-2018 officers and association activities.

  - Alan Olive, CEO, Northern Nevada Medical Center — NHA Board Chair
  - Robert Freymuller, CEO, Summerlin Hospital Medical Center — NHA Board Vice Chair
  - Chris Bosse, VP Government Relations, Renown Health — NHA Board Treasurer
  - Bill Welch, President & CEO, Nevada Hospital Association — NHA Board Secretary

2:30 - 4 p.m.  
Hospital CEO Roundtable (Regency Rooms B/C/E/F) (NHA Full Hospital Members only)  
This hospital roundtable discussion will provide a members-only forum to identify pressing issues facing Nevada’s hospitals and build consensus on ways to creatively, effectively and proactively address these challenges. Other topics of discussion will include the 2017 Legislative Session.

4 – 5:30 p.m.  
Hosted Exhibitors Reception (Regency Rooms D/E & Corridor) - Sponsored by CAPAssurance  
This informal, hosted reception is a great place to make connections with vendors and colleagues. Evaluate programs, products and services dedicated to health care while participating in our Agent Passport Raffle for the opportunity to win great prizes. Enjoy wine and appetizers before joining fellow attendees at the Welcome Dinner.
6 – 9 p.m.
**Welcome Dinner (Lakeside Rooms B/C) - Sponsored by Sunrise Health**

**Special Presentation: Recognizing and Managing Burnout in Health Care - It's Not Just for Physicians,**

**Steve Berkowitz, M.D., FACC | Founder & President | SMB Health Consulting**

Dr. Berkowitz encourages spouses, significant others, family members and coworkers to attend this informational presentation. Sometimes a provider can deny the situation, but often times, others are the first to see symptoms. This interactive presentation allows attendees to discuss the demographics and social impact of burnout • review the symptoms and consequences of burnout and how to better recognize it • review how to recognize early symptoms within the family • discuss the management of burnout and the roles of the individual, the System and the family • review national best practices on how to better recognize and manage burnout.

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**Thursday, September 7**

7 a.m. - 2 p.m.
**Registration Opens**

7:45 – 8:45 a.m.
**Breakfast with Exhibitors (Regency Rooms D/E & Corridor) - Sponsored by SilverSummit Healthplan**

8 a.m. – 2 p.m.
**Exhibitor Showcase (Regency Rooms D/E & Corridor)**

Exhibitors at the 57th Annual NHA Meeting have made generous financial contributions. These organizations will be displaying their products and services throughout the day and will be available to answer any questions. Their financial commitments allow the NHA to bring in top-notch speakers for our sessions. Be sure to schedule time to visit our vendors and thank them for their support. **Prize Raffle** - To ensure that our exhibitors have the opportunity to meet conference registrants, take a moment and peruse the exhibitor booths located adjacent to the main conference area. Paid participants must visit all booths to be eligible for the raffle prize drawing.

9 a.m. - 11 a.m.
**Health Care from the National Perspective (Regency B/C/E/F)**

**Mike Rock, Senior Associate Director - Federal Programs, American Hospital Associate**

Mr. Rock will provide a comprehensive federal update on health care reform and other national legislative initiatives that affect our nation’s hospitals.

**CMS Update - Putting Patients First (Regency Rooms B/C/E/F)**

**CAPT Gregory R. Dill, PharmD, MPH, Regional CMS Administrator and Deputy Consortium Administrator CFMFFSO**

CAPT Dill will provide an overview of the strategies that CMS is implementing to impact patients.

**Nevada’s Health Care - (Regency Rooms B/C/E/F)**

**Richard Whitley, M.S., Nevada Department of Health and Human Services, and Marta Jensen, Administrator, Nevada Division of Health Care Financing and Policy**

Mr. Whitley and Ms. Jensen will address the changing landscape of the DHHS, issues impacting Nevada’s hospitals and their plans for leading the DHHS and collaborating with hospitals.

11 - 11:30
**Break with Exhibitors (Regency Rooms D/E & Corridor)**

Raffle Drawing
11:30 a.m. – 12:30 p.m.
NHA Annual Awards Luncheon (Regency Rooms B/C/E/F) - Sponsored by Dignity Health - St. Rose Dominican
Celebrate health care achievements at this year’s awards luncheon.
• The NHA member hospital Trustee of the Year Award recognizes hospital trustees who have made contributions of time, talent, leadership, vision and service. The NHA member hospital Volunteer of the Year Award recognizes volunteers whose activities benefit the well-being of both patients and the hospital.
• HealthInsight will present their annual Hospital Quality Awards to Nevada hospitals that have excelled in improving the delivery of safe, quality health care.
• Donor Network West and Nevada Donor Network will present awards to Nevada hospitals that have helped pave the way to higher rates of organ donation procurement.
• The Nevada Hospital Association’s Nursing Institute of Nevada will recognize the 2017 Nursing Essay Contest award winners.

12:45 – 2 p.m.
Closing Keynote Address (Regency Rooms B/C/E/F) - Sponsored by Privis Health
Cracked, Not Broken - Kevin Hines, Brain Health Advocate • Storyteller
Hear Kevin’s motivational presentation on mental health and how he reaches audiences with his story of an unlikely survival and strong will to live - he attempted to take his life by jumping from the Golden Gate Bridge and is one of only a handful of survive the fall.

2 p.m.
Closing Remarks (Regency Rooms B/C/E/F)
Alan Olive, CEO, Northern Nevada Medical Center, NHA Board Chair

2:15 - 3:45 p.m.
BONUS SESSION (Regency Rooms B/C/E/F) - ACHE Update | Education Session
Regent Update, Teressa Conley, RN, MSN, MBA, DPA, President/CEO Dignity Health St. Rose Dominican - Rose de Lima Campus, ACHE Regent, Nevada
Overview from the ACHE Higher Education Network, Chris Cochran, PhD, Dept. of Health Care Administration and Policy, University of Nevada Las Vegas
• New ExMHA program
• MHA Program Accreditation Update

Moving HCAHPs Scores: Patient Experience Leaders Share Best Practices, Panel Presentation

2 – 5 p.m.
Afternoon Activities (On Your Own)
Spend the afternoon enjoying the water of beautiful Lake Tahoe or hike one of the many trails in the area. If relaxation is more your speed, you can enjoy one of the many spa services at the Hyatt.
• Action Water Sports - conveniently located on the Northern Shore of Lake Tahoe and the Hyatt Regency offering boat rentals, fishing charters, water skiing lessons, and other water sports rentals including kayaks and stand up paddleboards.
• Hyatt Spa Packages
• Hiking/Biking

6 – 8:30 p.m.
HealthPAC Dinner (Lakeside Rooms B/C) - Sponsored by Nevada Donor Network
This networking dinner will include a report by this year’s NHA HealthPAC chairperson, Robert Freymuller, on the 2017 campaign results, awards will be presented and there will be a prize drawing and silent auction for those attending the dinner. This event requires a minimum $125 HealthPAC contribution to attend.
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Steve Berkowitz, M.D., FACC, Founder & President, SMB Health Consulting
Dr. Berkowitz has over 25 years experience in health care management and consulting.

He is the Founder and President of SMB Health Consulting specializing in clinical and operational performance improvement for health care systems and leadership development for administrators, physicians and Trustees. He has developed a successful Chief Medical Officer one-on-one advisory program for new and experienced Chief Medical Officers.

For 13 years, he was the Chief Medical Officer of St. David’s Healthcare, a six-hospital system in Austin, Texas, as well as the Chief Medical Officer for the Central and West Texas Division of HCA. He was Chairman of the Board of Capital Area Providers, a 5.01-(a) Texas medical foundation with over 800 participating physicians. During this time, St. David’s achieved national prominence in mortality reduction, CMS core measure performance, STEMI times, and VTE prophylaxis. In 2008, St. David’s won the Texas Award for Performance Excellence and in 2014 was the recipient of the national Malcolm Baldrige award.

Prior to this position, Dr. Berkowitz was National Practice Leader for Physician Services with the HayGroup. He was a senior executive for Harris Methodist Health System serving as Medical Director of the HMO and Chief Medical Officer for the integrated delivery system. He was Medical/Executive director for The Travelers in Phoenix.

In February 2014, Dr. Berkowitz was appointed by Texas Governor Rick Perry to serve as Chairman of the Board of the Texas Institute for Health Care Quality and Efficiency.

He sits on the board of the Society of Cardiovascular Patient Care, and has served on the boards of the Texas Hospital Association, the Texas Health Care Information Council and the Texas Association for Healthcare Quality.

Dr. Berkowitz is board certified in internal medicine and is a prominent national speaker and writer in the healthcare arena. In April 2016, Dr. Berkowitz was awarded Fellowship in the American College of Cardiology.

Mike Rock, Senior Associate Director - Federal Relations, American Hospital Association (AHA)
Mike Rock worked on Capitol Hill as staff assistant to U.S. Senator Roman Hruska from 1975 to 1977 and served as legislative assistant to U.S. Representative Charles Thone from 1977 until 1978. He was then legislative staff director to U.S. Representative Virginia Smith. Mr. Rock joined the AHA as a lobbyist in 1984. He has covered the Budget and Appropriations Committees of both Houses, the House Commerce Committee and the Senate Committee on Health, Education, Labor and Pensions. He is currently responsible for the House Ways and Means Committee, and the Senate Finance Committee, specializing in Medicare, tax, capital financing and health system reform issues.

CAPT Gregory R. Dill, PharmD, MPH, Regional CMS Administrator and Deputy Consortium Administrator CFMFFSO
CAPT Gregory Dill assumed the position of CMS San Francisco Regional Administrator and Deputy Consortium Administrator in the Consortium for Financial Management and Fee for Service Operations (CFMFFSO) in December 2016.

In his role as regional administrator, Greg serves as the principal official for CMS regional operations in Region IX. He serves as focal point among regional office components for special initiatives and broad cross-cutting issues and implements a media relations and outreach plan to promote CMS programs to the diverse populations across the region. As a deputy consortium administrator, Greg also supports the CFMFFSO consortium administrator in organizing provider and physician-centered Medicare Part A and Part B fee-for-service (FFS) information, education, and service initiatives in the field. He also leads the consortium’s efforts to align and collaborate with the CMS Center for Medicare and Medicaid Innovation (Innovation Center), facilitating regional support of various alternative payment models.

Greg has more than 20 years of experience in the healthcare delivery field, including the past eight years with CFMFFSO and three years with the Center for Medicare as a policy pharmacist. Prior to joining CMS, Greg worked at the Department of Defense, US Food and Drug Administration, and in the private sector. Greg transferred his commission to the US Public Health Service in 2003, and he has served HHS in various public health roles and deployments. Greg holds a Doctor of Pharmacy degree from the University of Illinois and a Master of Public Health degree from the California College for Health Sciences.
Richard Whitley, MS, Director, Nevada Department of Health and Human Services

Mr. Whitley was appointed to the position of director of the Nevada Department of Health and Human Services (DHHS) by Governor Brian Sandoval on June 15, 2015.

As DHHS director, Whitley oversees the Public Defender’s Office and five divisions that provide both direct services and public assistance programs for Nevadans in need. The divisions include Aging and Disability Services, Child and Family Services, Health Care Financing and Policy (Medicaid), Public and Behavioral Health, and Welfare and Supportive Services. The efforts of DHHS comprise nearly one-third the entire state budget.

Whitley began state service as the senior psychologist for the Nevada Women’s Correctional Facility in 1986. He joined DHHS in 1997 within the Health Division’s Bureau of Disease Control and Intervention Services. Whitley held several positions within the Health Division before being asked to serve as its administrator in 2008. His responsibilities expanded in 2012 when he was asked to also serve as administrator for the Division of Mental Health and Developmental Services. The two divisions officially merged in 2013, and Whitley became the first administrator of the newly created Division of Public and Behavioral Health.

Whitley holds a Bachelor’s degree from Willamette University in Oregon, and a Master of Science degree in Counseling Psychology from Western Oregon University.

Kevin Hines, Brain Health Advocate • Storyteller

Kevin Hines is a brain/mental health advocate, award-winning global speaker, bestselling author and documentary filmmaker who reaches audiences with his story of an unlikely survival and his strong will to live. Two years after he was diagnosed with bipolar disorder (at 19 years of age), he attempted to take his life by jumping from the Golden Gate Bridge. He is one of only thirty-four to survive the fall, and the only one to regain full physical mobility. He is the only Golden Gate Bridge jump survivor who is actively spreading the message of living mentally healthy. The fall would break his body, but not his spirit.

Today, Kevin dedicates his life to saving lives by spreading the message of hope and sharing his art of living mentally well. He is one of the most respected and admired voices of lived experience. Kevin’s story is a remarkable testament to the strength of the human spirit and a reminder for us to love the life we have.

Teressa Conley, President/CEO, Dignity Health St. Rose Dominican - Rose de Lima, ACHE Nevada Regent

Teressa Conley has President/CEO of Rose de Lima since October 2012 and served in a dual role as Chief Operating Officer of the Siena Campus until June 2016. She has been part of St. Rose Dominican since 2005. As President/CEO, Conley is responsible for oversight and daily operations for a 110-bed community hospital.

Conley has been a Fellow with the American College of Healthcare Executives since 2011 and is the 2017 Nevada Regent. She has a doctorate of Public Administration from the University of La Verne in Calif., masters of science degrees in Critical Care Nursing and Business Administration and bachelor’s degrees in nursing and sociology.