The National Symposium

Everyone involved in health care delivery in the US is aware of the challenges faced by the residents of New Orleans and the Gulf area during hurricane Katrina and Rita. As health care providers, most of us were glad that we practiced somewhere else. Unfortunately, a hurricane is only one of many natural and man-made disasters that might confront us at any time. Are we prepared? Do we know what we can and should do? Does our staff have the training and the resources to respond appropriately? The sad truth is that most of us are not fully prepared but will not realize our shortcomings until it is too late. Regrettably the verdict is that "problems emerged because of deeply flawed organizations beset by poor management, siloed cultures, and inadequate communication." (Nussbaum, Business Week, September 19, 2005, p. 36).

As healthcare leaders we could do more. The question is how much more and what should we do. Unfortunately, devoting too much time and too many resources preparing for a disaster that may not come is potentially an equally dangerous (but less obvious) managerial error. The optimal course of action is obscured by uncertainty. What we do know is that there will be substantial or even catastrophic crises in our future. It may be an earthquake, avian flu pandemic, nuclear power disaster, dirty bomb or something that we have yet to imagine.

As in past Symposia, we strive to identify topics that cross a wide array of operational components of the healthcare industry. Crisis preparedness is no exception in that it starts at the top with senior leadership setting priorities and comprehensive strategic planning. This year's symposium will present and discuss some of these efforts, learn directly from those involved in responding to recent crises and address organizational, clinical, manpower, legal and financial challenges that lie ahead. The 26th National Symposium has assembled leading executives, professionals, and strategic analysts who have been studying, managing or advising health care organizations and government on the development and implementation of strategies to successfully respond to future crises. Leaders of health care organizations will discover strategies to successfully meet the challenges presented by natural and man-made crises. We encourage you to join us for what promises to be an extraordinary insightful and practical commentary. The program will describe and define the multifaceted importance of financial incentives, information technology enhancement and the political process to improved health care quality, provide approaches to improving quality, investigate real cases of success, and analyze organizational and financial strategic initiatives to improve these relationships.

GOALS OF THE SYMPOSIUM

Network, interact and exchange ideas

The Symposium has 25 years of experience in designing the ideal learning environment. During our sessions everyone has the opportunity to interact with health care executives, health professionals, decision makers, today's leaders and the leaders of tomorrow. Over 2000 individuals from 38 states and several foreign countries have attended one or more of our annual Symposia. More than 300 of your colleagues have returned for seven or more years and some have come for twenty years or more, which we take as the most positive testament to the quality of the programs and the experience.

Typically, nearly half of the participants hold titles of CEO, COO, CFO or other roles in the organization's senior leadership team. Another third are practicing physicians, consultants, attorneys and other health professionals. The remainder consists of early to mid career managers in healthcare administration.

Despite our ongoing success and experience, we continue to listen to our participants. Consequently, this year we have changed our format. We have now a full day program on Saturday July 29th aimed at those who did not attend the Symposium. However, there are no additional cost to those attending the entire week. We are also introducing concurrent sessions on Thursday in an attempt to provide you greater diversity of topics. The 2006 Symposium may set a new, higher standard of excellence with an outstanding set of speakers, exceptional topics and a magnificent setting.

Foster exceptional learning

Over the years 85% or more of participants rated the Symposium as excellent or exceeding their expectations. Last year again demonstrated high levels of participant satisfaction and set new standards for attendance and involvement. Discussions of the day's presentations often carried on through and beyond the evening receptions. The 2006 Symposium may set a new, higher standard of excellence with an outstanding set of speakers, exceptional topics and a magnificent setting.

TABLE OF CONTENTS

| DAY 1 - MONDAY, JULY 24 | 3 |
| DAY 2 - TUESDAY, JULY 25 | 3 |
| DAY 3 - WEDNESDAY, JULY 26 | 4 |
| DAY 4 - THURSDAY, JULY 27 | 4-5 |
| DAY 5 - FRIDAY, JULY 28 | 6 |
| DAY 6 - SATURDAY, JULY 29 | 6 |
| SPONSOR ACKNOWLEDGEMENT | 7 |
| CONTINUING EDUCATION CREDIT | 7 |
| REGISTRATION / CONTACT INFO | 8 |
Monday - Day 1
July 24th

7:00 – 7:30  Continental Breakfast

7:30 – 3:30  **Disaster Management: Turning Terrorism Challenges into Preparedness Solutions. The healthcare executive’s guide to Comprehensive Emergency Management**

K. Joanne McGlown, R.N., M.H.A., Ph.D., CHE

Two of the nation’s experts in the field of disaster management work with you to develop creative solutions to the emerging environment threat. Become knowledgeable in the concepts of contingency planning, continuity of operations, incident command, surge capacity, interoperability, and other management tools to assure organizational viability in the event of a disaster. You will find yourself immersed in an evolving scenario that will guide and reinforce your skills to manage complex emergencies. Specific content will include:

- Current threats and trends in terrorism and homeland security affecting America’s healthcare industry.
- Impact of current changes in disaster preparedness policy and practice, including isolation, quarantine, and surge capacity.
- Review of catastrophic events and the skills and knowledge necessary to optimize outcomes and performance.

Tuesday - Day 2
July 25th

7:00 – 7:30  Continental Breakfast

7:30 – 3:30  **Accelerating Strategic, Operational, and Crisis Decision-Making Processes**

Vincent R. Kaval, CHE
Lawrence J. Voyten, R.N.

These two experienced practitioners will help you to create synergy among your organization’s clinical and non-clinical decision makers. Traditional decision-making methods have become inadequate for today’s rapidly changing healthcare business environment, regardless of the type, locale, or size of your organization. As a result, healthcare managers at all administrative levels require new skills and approaches to making decisions. This seminar will help you accelerate your organizational decision-making systems to address strategic, operational, and crisis matters through the application of practical models for both decision making and implementation. You will apply lessons from other industries, work on contemporary case studies, present some of your own organizations challenges and use modeling techniques for making decisions. Specific content will provide you with:

- Techniques and tools to discern, assess, and evaluate your organization’s differing decision-making systems in order to improve their effectiveness.
- Approaches to decision making that will ease conflict between clinical and non-clinical managers to help reach organizational consensus.
- Models for improving your organization’s ability to prioritize, assign, and make timely decisions during short-term crises, day-to-day operational matters, and long-term strategic planning.
- How real-world tactics can enable you and your management team to stay on top of organizational performance.
- New approaches from healthcare and other industries for rapidly building consensus as well as implementing and monitoring decisions.
WEDNESDAY - DAY 3
July 26th

10:00 - 12:45  Registration
11:30 - 12:45  Lunch welcoming participants to the 26th National Symposium
   Hosted By Dr. Harold P. Jones, Dean
   School of Health Related Professions
1:00 - 3:00  How to Prevent Crises and What to Do If You Can’t
   Jonathan Bernstein
   Bernstein Crisis Management

If auto safety was like some crisis management programs, we'd be buying seat belts and air bags while our cars were skidding towards a wall at high speed. Crisis prevention costs are always a tiny fraction of the losses that are typically incurred by crises for which there has been inadequate preparation.

Crisis prevention, at its best, is the organizational equivalent of a medical full body scan. All organizations should engage in active crisis prevention activities designed not only to prepare for potential crises, but also to make them crisis-resistant. The natural disaster surrounding hurricane Katrina is but one example of the myriad set of challenges that we might face. Having a fully operational strategic orientation to crises may save the organization millions and may save the organization.

While many aspects of crisis management can be developed, experience indicates that conducting a comprehensive vulnerability audit is essential. The seminar will give you the tools to begin that process by carefully assessing current and potential areas of operational weakness and system flaws that could lead to, or exacerbate, crises. The vulnerability audit covers every functional area of an organization, often results in system changes that prevent and/or mitigate future crises, and leads to development of crisis communications plans, training, and simulation exercises tailored specifically to the audited organization.

3:30 - 5:00  The Worst of all Natural Disasters: Survival...Then Revival
   Donald Smithburg, CEO,
   LSU Health Care Services
   Executive Vice President of LSU System
   Walt Adams, President/CEO
   ADAMS Management Services Corp.

Donald Smithburg, CEO of the LSU Health System's nine hospitals and 350 clinics, lived many parts of the disasters of Hurricane Katrina, her levee breaches, and then Hurricane Rita in New Orleans. He will communicate a first hand account of the role of emergency planning, the execution of emergency plans, the foibles, mistakes, emotions, rescue efforts, tragedy, and hopes for the future. Charity Hospital, the flagship of the LSU Health Care System, the only Trauma Center in the New Orleans region, and the backbone of training for the health professions in the state, closed permanently as a result of the storms. Smithburg will present his ideas on putting the pieces back together in a broken Gulf Coast Region. Mr. Adams will follow these experiences with a detailed discussion of strategic and operational responses arising from the lessons learned.

5:00  Reception

THURSDAY - DAY 4
July 27th

7:00 - 7:30  Continental Breakfast

7:30 - Noon  CONCURRENT SESSIONS:
   Simply chose 3 of the 5 choices for Thursday.
   Make sure choices are marked on registration form. See back cover.

   ● Leadership in Crisis: Lessons Learned from Anthrax & Hurricane Rita
   Phillip D. Robinson, CEO
   Bayshore Medical Center
   Pasadena, TX

Mr. Robinson has experienced two entirely different types of leadership challenges during the last five years: Anthrax and Hurricane. He will discuss the leadership characteristics necessary to successfully manage through a crisis whether natural or man-made. Based upon his experiences he will also give practical advice about lessons learned. Attendees will depart better prepared to deal with the next disaster they confront.

   ● That Sir, Was No Lady: Lessons from Hurricane Rita
   Andrew DeYoung, MBA, FACHE
   Executive Director
   University of Texas Medical Branch
   Galveston, Texas

During the week of September 19th, 2005, a tropical storm named Rita grew to become the third strongest storm in recorded history. As the hurricane began its trek across the Gulf, it became apparent that Galveston and UTMB were in grave danger. Even though the storm eventually only struck a glancing blow to the island, lessons learned from pre- and post-storm activities will prepare us for what is predicted to be a very active hurricane cycle in the Atlantic and the Caribbean. This presentation will examine lessons related to patient evacuation and recovery, facility preparation, management of essential employees and financial implications.
HURRICANE KATRINA: One New Orleans Hospital’s Experience

John Church
Director, VA Medical Center, New Orleans
Rica Lewis-Payton
Deputy Network Director for South Central VA Healthcare

The presentation will explore planning for a major hurricane, caring for patients, families, staff, and the facility during the storm and the immediate aftermath, and recovery efforts after the storm. The focus will be local but will also include actions taken at the corporate level during and after the storm. Participants will discuss lessons learned which will assist them in planning for future catastrophic events.

Design and Construction of Disaster Resistant Medical Centers

Randy Keiser
Vice President of Healthcare Turner Construction Company

As terrorism and natural disasters have become a real threat, designers are focusing on creating disaster resistant hospitals. In this presentation, Mr. Keiser will discuss national trends in the construction of disaster resistance structures. These include:

- Hardening of exterior shell
- JCAHO recommendations
- Protection of MEP systems
- Protection of emergency systems
- Creation of emergency triage space

Attendees will depart with disaster resistant ideas to incorporate into future construction programs.

12:30
James E. Moon Golf Tournament

6:00
Reception

For further information, contact:
Sara Patterson or Marilyn Thompson
Center for Health Services Continuing Education, University of Alabama at Birmingham
(205) 934-1672 or (205) 934-3598
FAX (205) 975-6608
FRIDAY - DAY 5
July 28th

8:00 - 8:30  Continental Breakfast
8:30 - 10:30  Legal and Regulatory Issues Surrounding Disaster Management

Ernest Abbott, JD
FEMA Law Associates, PLLC and Former FEMA General Counsel

James M. Pool, JD
Shareholder, Maynard, Cooper & Gale, P.C.

Joseph E. (Jodie) Smith, JD
Shareholder, Maynard, Cooper & Gale, P.C.

Because of the varied and complex nature of legal, regulatory and financial issues surrounding disasters, three individuals with varied backgrounds and experiences are necessary. Each will have a legal perspective but individual focus. First, Ernest Abbott will discuss "Stafford Act Basics for the Health Care Industry." Health care providers are an important part of the emergency response system and health care facilities and operations can be devastated during catastrophic events such as Hurricane Katrina and a possible influenza pandemic. When catastrophe strikes - what can health care providers expect in federal disaster assistance? How will governmental responders coordinate with the medical responders? Mr. Abbott will provide an introduction to the federal government’s principal disaster assistance statute (the Stafford Act), focusing on policy issues affecting the health care industry. Topics will cover eligibility issues such as “defining critical services”, duplication of benefits, competition and procurement requirements. He will offer tips for organizations’ success in responding to major disasters whether natural or non-natural. Second, James Pool will present "Legal Regulatory Issues in Disaster Preparedness." Mr. Pool will provide an introduction to legal regulatory issues in disaster preparedness, including licensure, credentialing issues, EMTALA, HIPAA, JCAHO, surge capacity, coordination of resources, mutual aid agreements, and consent to treatment issues. Finally, Joseph (Jodie) E. Smith will present “Financial Issues in Disaster Preparedness and Recovery.” Mr. Smith will provide an introduction to financial issues in disaster preparedness and recovery from a legal perspective, including health care finance issues, insurance issues, and creditor issues.

11:00 - 12:30  Preserving a Community’s Medical Assets during a Disaster: Learning from the Last 5 Years of National Disasters

Robert Wise, MD
Vice President, Division of Standards and Survey Methods
Joint Commission on Accreditation of Health Care Organizations

In January 2001 the Joint Commission on Accreditation of Healthcare Organizations, the largest accreditor of health care organizations in the world, created new emergency management standards for its accredited organizations, including 85% of our nation’s hospitals. To better understand the impact on health care of natural and terrorist attacks, we planned to debrief healthcare organizations and communities affected by disasters. Within months after initiating these new standards, Tropical Storm Allison devastated significant portions of the Houston healthcare system followed shortly by the 9/11 terrorist attacks in New York City and Washington D.C. As planned, the Joint Commission has debriefed hospitals and communities to understand why some medical assets remained viable and why others failed. Informed by this information, we are in the process of creating the next iteration of our emergency management standards.

SUNDAY - DAY 6
July 29th

7:30 - 8:00  Continental Breakfast
8:00 - 12:00  Leadership Boot Camp: Essential Skills for Executive Development

Charles D. (Chuck) Stokes, FACHE
President, North Mississippi Medical Center

Robert Chappell, MD
Vice President/CMO, Huntsville Hospital

Greg Repetti, III, CHE
CEO, Vail Valley Medical Center

The role of today’s healthcare executive requires specific operational skills as well as strategic and interpersonal skills in order to successfully lead an organization. Building upon their successful COO Book Camp presentations, this program will enable participants at many levels to expand their knowledge and skills thus optimizing their positive career development opportunities. Developing successful relationships with the medical staff is of paramount importance in today’s competitive environment where medical staff and hospitals’ relationships may become strained.

This workshop is focused primarily on developmental skills for directors, vice presidents and new chief operating officers interested in refining their operational and interpersonal skills with their employees and medical staff.

12:00 - 12:30  Lunch
12:30 - 3:00  Leadership Boot Camp Continued
3:00  Adjourn

ARE YOU PREPARED?
STRATEGIES FOR KEEPING YOUR HEALTHCARE SYMPOSIUM 26TH
HEALTHCARE 2
Continuing Education Credit

CONTINUING EDUCATION CREDIT is awarded through the following organizations:

The University of Alabama School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The University of Alabama School of Medicine designates this educational activity for a maximum of 29.25 Category 1 credits toward the AMA Physician’s Recognition Award. Physicians should only claim credit commensurate with the extent of their participation in the activity.

The ACHE Seminars are approved for 12 Category 1 ACHE Education credits. The National Symposium is being reviewed by the National Continuing Education Review Service (NCERS) of the National Association of Boards of Examiners for Nursing Home Administrators (NAB) for 17 clock hours credit.

CONFERENCE SITE is the magnificent white sand beaches at Sandestin Golf & Beach Resort, Sandestin, Florida. This 2,400-acre resort is located in Northwest Florida, between Pensacola and Panam City, eight miles east of Destin. The resort offers unlimited amenities including 73 holes of championship golf, a Golf Learning and Performance Center, a 98-slip marina, 15 world-class tennis courts, 52 specialty shops, waterfront dining, children’s programs and the new pedestrian village, The Village at Baytowne Wharf. Resort guests enjoy a variety of amenities including the use of health club, bicycles, children’s fishing licenses and one hour of canoes, kayaks and tennis court rental each day.

OUR MEETING SITE will be the Baytowne Conference Center located in the Village at Baytowne Wharf. Rooms have been reserved in the Village hotel until a June 22nd cutoff date. Other lodging options include one, two or three-bedroom villas located throughout the property and beachside condominiums situated directly on the Gulf of Mexico. For group reservations call 800-320-8115 or 800-277-0800. Please mention that you are attending the UAB National Symposium (Group code #20Y6RZ) to receive discounted rates. Shuttle service is available throughout the Sandestin property. Buses run every 15 to 30 minutes from designated pick-up points.

AIR TRAVEL to Sandestin can be arranged via three regional airports. The Fort Walton Airport is only 17 miles from Sandestin. Pensacola Airport is a 90 minute drive and Panama City is approximately a 60 minute drive. To arrange ground transportation contact Resort Taxi at 800-642-6164.
Name ____________________________________________ Title ____________________________

Familiar name for the name tag ________________________________________________________

Organization ________________________________________________________________

Address ________________________________________________________________

City ____________________________ State __________ ZIP __________________

Phone ____________________________ Fax ____________________________ E-mail __________________

Are you a UAB Alumni? Y or N

Thursday Session Choices, if attending National Symposium: [please only choose 3]:

☐ Leadership in Crisis: Lessons Learned from Anthrax & Hurricane Rita
☐ That Sir, Was No Lady: Lessons from Hurricane Rita
☐ Preparing and Opening the Patient Safe Hospital
☐ HURRICANE KATRINA: One New Orleans Hospital’s Experience
☐ Design and Construction of Disaster Resistant Medical Centers

REGISTRATION FEE

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<tr>
<th>Session</th>
<th>Prior to July 7, 2006</th>
<th>After July 7, 2006</th>
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<td>National Symposium PLUS</td>
<td>$1500</td>
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<tr>
<td>ACHE Seminar</td>
<td>$1030*</td>
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<td>(Saturday only) * Lunch Included</td>
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Please indicate any special needs due to a disability.

The two day ACHE seminar will have limited enrollment based on the earliest registration dates.

The registration fee includes continental breakfast each day and scheduled receptions. Team discounts of 10% are provided for second and additional members of the same organization when registering at the same time. Team discounts are not available for those attending the ACHE Seminar only.

Cancellation notices received prior to July 14, 2006, will receive a full refund less $75 service charge. No refunds will be made after July 14th.

Method of Payment

☐ My check is enclosed made payable to
UAB Department of Health Services Administration

☐ I authorize payment by credit card:
   ☐ Visa    ☐ MasterCard    ☐ Discover    ☐ American Express

Credit Card # ____________________________ Exp. Date __________

Signature ____________________________________________________________

Print name as it appears on card __________________________________________

Send registration form and payment to:

Center for Health Services
Continuing Education
Dept. Health Services Administration
University of Alabama at Birmingham
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Birmingham, AL 35294-3361
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