

22ND ANNUAL TRUSTEE CONFERENCE

GOVERNANCE STANDARDS FOR TRUSTEES

July 11-13, 2008



CO-SPONSORED BY:



Minnesota Hospital Association

GOVERNANCE STANDARDS FOR TRUSTEES

Governance Standards for Trustees, the theme for this year's Trustee Conference, appropriately reflects the many challenges trustees are facing in our changing environment as health care becomes more challenging and complex. Every day you face the effects of reimbursement, patient safety, changing policies, increased transparency and governmental politics. Your role as a health-care leader depends on focusing on the choices and decisions you make given today's health-care market. Your future vision for your community depends on your forward thinking.

Join us for the 22nd Annual Summer Trustee Conference in Alexandria where our conference will provide information, updates and contacts that will assist you in meeting the many challenges of governance. Educational sessions at this year's meeting will focus on issues and trends for board members that will help you work effectively and provide information for your future direction.

Once again, the Trustee Council is presenting a regional Trustee Conference. This year's program will provide you with an opportunity to learn, renew and exchange ideas. This event is being co-sponsored with the Minnesota Hospital Association by the South Dakota Association of Healthcare Organizations and the North Dakota Healthcare Association.

Join us for this timely event designed specifically for trustees. You won't want to miss the networking, education and fun in the beautiful surrounds of the Arrowwood Resort and Conference Center.



*Due to the water park at Arrowwood the hotel will fill up quickly
so please register early to guarantee yourself a hotel room.*

GOVERNANCE STANDARDS FOR TRUSTEES

Friday, July 11

2 – 7 p.m. **Registration — Upper Foyer**

2:30 – 3:15 p.m.

General Session

HCAHPS — What’s All the Fuss About?

Amy Harris, Director, Communications, Minnesota Hospital Association, St. Paul, Minn.

HCAHPS stands for Hospital Consumer Assessment of Health Providers and Systems and represents a new dimension in publicly reported information about hospitals. Launched by the Centers for Medicare and Medicaid Services (CMS), the HCAHPS survey measures a patient’s experience of hospital care. Public data now makes more than 2,500 hospitals nationwide comparable on important aspects of care, such as how often a doctor treated patients with courtesy and respect. So what does this mean for your facility? How does this change the way you do business? This session will provide you with background information and tools for discussion in your own boardroom on how transparency provides insight into a patient’s experience at your facility.

Principles of Effective Governance

3:25 – 4:25 p.m.

General Session

New Media and the Impact on Consumers

Albert Maruggi, Senior Fellow, New Communications Research & President, Provident Partners, St. Paul, Minn.

New and powerful communication tools are entering quickly into the health-care arena. Podcasts, video and blogs are used for telling stories and providing information for both professionals and consumers alike. What are the emerging trends that you need to be aware of? How will these trends impact or benefit your facility? Maruggi, in his presentation, will provide you with information on the latest trends, an understanding of how to use the internet to your benefit, and show several examples of health-care organizations utilizing these tools. You won’t want to miss this enlightening program.

Strategic Planning and Positioning

4:35 – 5:35 p.m.

General Session

Bidding, Bundles & Baskets: The Impact of the 2008 Legislature’s Health-Care Reform Bills

Matthew Anderson, J.D., Vice President, Regulatory and Strategic Affairs, Minnesota Hospital Association, St. Paul, Minn.

The health-care reform proposals considered by the Minnesota Legislature this year raised the profile and shortened the timeline for answering questions about how we pay for health care. This presentation will highlight the reforms that the Legislature entertained, explain the proposals that it enacted, and foreshadow the next evolutionary steps of health-care reform in Minnesota. In particular, Anderson will describe the potential impacts that hospital trustees should take into account as they prepare their organizations for future success.

Principles of Effective Governance

5:30 – 6:30 p.m.

Dinner

6:30 – 7:30 p.m.

Opening Keynote

Fifty Years of Change

Nick Mezacapa, Speaker, Radio Personality, Rochester, Minn.

So many things have happened during the last 50 years that have changed our lives. Changes in the culture, economy, institutions and science have been rapid and monumental. “Electro-technical” developments alone have had an enormous impact on how we think and live. This session aims to look at how those fast-paced changes affect work, relationships and overall attitude, and explore them in a way to encourage a healthy 21st century approach instead of being overwhelmed and out-of-control. Join our opening keynote who has inspired audiences across the country with his unique and unforgettable style.

General

7:30 p.m.

Social Hour — Sponsored by: LarsonAllen LLP

Join your colleagues for a time of networking and refreshments in the Rafters Lounge before retiring for the evening.

GOVERNANCE STANDARDS FOR TRUSTEES

Saturday, July 12

6:45 – 7:45 a.m. *Breakfast*

7:30 – 11:30 a.m. *Registration — Upper Foyer*

8 – 9:00 a.m. *General Session*

Leadership Perspectives on Health Care 2008

Mary Christensen, Experienced Resources, LLC, Bloomington, Minn.

A scan of the health-care horizon in Minnesota cannot identify every concern, challenge and trend; however, it can help us to evaluate where we are and what we believe are the barriers to overcome to be successful in the near future. Our national health-care system is complex and unwieldy and everyone knows that dramatic change is needed to bring quality and cost together. Christensen will share the results of her work with 23 health-care leaders working in Minnesota which focused on identifying trends and the specific issues that most challenge these leaders, offering individual and collective insight into the Minnesota health-care market.

Principles of Effective Governance

9:15 – 10:25 a.m. *Concurrent Sessions (choose one)*

#1 Health-Care Reimbursement in 2008

Gregg Redfield, CMA, Vice President, Finance, Minnesota Hospital Association, St. Paul, Minn.

Consumer-driven health care, new accounts-receivable concerns, Medicare Advantage plans, transparency, pre-authorizations, bad debts, and high-deductible plans in the Upper Midwest have created a number of issues as traditional reimbursement is changing across the country. Redfield will focus this session on the basics of reimbursement and key payment issues and concerns for 2008, for both health-care facilities and their patients. These changes include new payment methodologies, patient-access concerns, health-plan options, and potential cash-flow problems for both large and small facilities. You will learn what these changes are and how they may impact significant portions of your reimbursement.

Fiduciary Duties

#2 A Major Building Project: From Concept to Construction

Bob Walker, Walker & Associates, Minnetonka, Minn.; John Dao, WIPFLI, Edina, Minn.

Undertaking a large construction project can be both daunting and confusing. In this presentation, we demystify the construction process by teaching participants important lessons and basic principles about it, including planning techniques, the order of key steps and tasks, major milestones, and important things they should know before the first shovel hits the ground. With these lessons, they will be more informed about the construction process and better prepared to undertake a major building project.

Strategic Planning and Positioning

#3 Nurturing the Hospital-Physician Relationship

Tim Johnson, J.D., CPA, Jesse A. Berg, J.D. M.P.H., Attorneys, Gray Plant Mooty, Minneapolis, Minn.

This session will address a variety of key legal issues that affect how hospitals can manage and nurture their relationships with physicians: recruitment, retention, physician involvement in quality of care initiatives, sharing and subsidizing electronic health-record technology, and others.

Principles of Effective Governance

GOVERNANCE STANDARDS FOR TRUSTEES

#4 Understanding and Responsibility Concerning the New Federal 990

Collin F. Buzzell, Tax Director, RSM McGladrey, Minneapolis, Minn.

The recently released 2008 Form 990 is a dramatic departure from previous years' forms and requires detailed disclosures — not previously requested — related to trustee governance, compensation, conflicts of interest, and justification for continued exempt status. The Form's required content is intentionally intrusive and is designed to serve as yet another IRS tool to assess compliance, identify penalty enforcement opportunities, and justify revocation of exemption. Trustees are responsible for the content of Form 990, and therefore, ultimately responsible for the affect the Form's content may have on an organization's reputation and continued exempt status. Knowledge of the Form's required content is a must for every trustee who desires to fulfill his/her fiduciary responsibility.

Board Development and Self Assessment

10:25 – 10:50 a.m. **Break — Sponsored by: Dougherty & Company LLC**

10:50 – 11:55 a.m. **Concurrent Sessions (choose one)**

#5 The Future of Medical Tourism — What's In Store?

Richard Kreyer, Vice President, Work Force, Minnesota Hospital Association, St. Paul, Minn.

The concept of medical tourism is not a new one — it has come to describe any non-regional consumer travel where the primary goal is to receive medical care outside the United States. Over the last ten years several factors such as the high cost of health care, long wait times for procedures, the ease and affordability of international travel and the overwhelming improvement in technology have led to the increasing popularity of medical travel and the expansion into non-elective procedures. This session will provide an overview of the factors that are influencing the recent re-growth of medical tourism and what it may mean for your facility.

Strategic Planning and Positioning

#6 Benefits and Burdens of Affiliations, Collaborations or Partnerships

Tim Johnson, J.D., CPA, Jesse A. Berg, J.D. M.P.H., Attorneys, Gray Plant Mooty, Minneapolis, Minn.

Hospital/health-system affiliation is a fact of life in 2008 but a few holdouts remain. Is it better to stand alone or affiliate or partner? What are the advantages and disadvantages? What are various options for structuring, or restructuring, hospital/health-system affiliations and relationships to work best for a hospital and the community it services? What are the pitfalls to avoid? This session will provide some information that will help you look at all sides of affiliations or partnerships.

Principles of Effective Governance

#7 The Future of Health-Care Employment

Mary Christensen, Experienced Resource, LLC, Bloomington, Minn.

In 1990, one in eight Minnesotans was 65 years or older, and by 2030, one in four Minnesotans will be 65 years or older according to the Minnesota Department of Human Services. Beginning in 2008, Minnesota will see a 30-percent jump in workers turning age 62. From July 2008 through July 2009, 50,000 workers will be turning age 52 and in 2011 it will jump to 60,000. Minnesota's health-care industry faces a double challenge. As the baby boomer generation leaves the work force between now and 2020, the health-care industry will be competing with all other sectors of the economy for a smaller and more diverse new work force generation. At the same time, the aging of the entire population is expected to increase demand for health-care services, putting additional stress on this work force. Christensen will share implications for the impending changes and organizational strategies to prepare for these changes.

Strategic Planning and Positioning

GOVERNANCE STANDARDS FOR TRUSTEES

#8 The True Cost of Being a Health-Care Provider in 2008

Gregg Redfield, CMA, Vice President, Finance, Minnesota Hospital Association, St. Paul, Minn.

Effective health-care trustees need a basic understanding of the complexities of cost to their organizations. Redfield will discuss the direct costs as well as the indirect costs to an organization and how these costs can impact both pricing and reimbursement. You will come away with a better understanding of the true cost of care for your facility and the subsequent pricing and reimbursement and the effect on a facility's bottom line.

Fiduciary Duties

11:55–12:30 p.m. **Lunch**

12:30 – 1:20 p.m. **Closing Session**

Politics & Health Care: Where Are We Headed

Matthew Anderson, Vice President, Regulatory and Strategic Affairs, Minnesota Hospital Association, St. Paul, Minn.

With the presidential elections around the corner, the public has identified health care as the leading domestic issue to be addressed and discussed during the campaign. With rising health-care costs and more than 47 million uninsured Americans, where do the candidates stand on health care — and how will that affect the current situation for health-care facilities? Anderson will provide an overview of where the candidates currently stand and what you can expect in the remaining months of the campaign.

Principles of Effective Governance

1:30 – 2:30 p.m. **Curiosity: The Great Truth**

Ken Speake, former KARE 11 Storyteller, Minneapolis, Minn.

Ken Speake made a career of telling stories as a television journalist. He is an acknowledged master of the craft. For 27 years, he followed his own natural curiosity to shine the light on good stories made great by his artful telling, defined by what one competitor described as his “earnest gentleness.” Speake will share his approach to storytelling and talk about some of the memorable stories he carries with him.

General

2 – 5 p.m. **Golf Tournament — Sponsored by: RSM McGladrey, Inc.**

6 p.m. **Dinner**

6:45 p.m. **Entertainment**

Vicky Emerson, Singer, Songwriter, Pianist

Join us as we listen to great music, laugh out loud and leave with a smile!



Sunday, July 13

8:30 – 10:30 a.m. **Networking Breakfast**

Plan on joining your peers for breakfast and a time of sharing ideas, inspirations and concerns.

11:30 a.m. **Check-out Time**

GOVERNANCE STANDARDS FOR TRUSTEES

Audience

The conference is open to all trustees, administrators, physicians and health-care leaders.

Certification

The content of this conference is being reviewed by the Minnesota and South Dakota Boards of Examiners for Nursing Home Administrators for clock hours. The quantitative value assigned will be indicated on the certificate of attendance awarded to participants who attend all sessions. To check on final hours awarded please contact the education division at MHA.

Accommodations

The Trustee Conference will be held at Arrowwood Resort and Conference Center in Alexandria, MN. **Conference participants are to register directly with Arrowwood for their accommodations.** Registration materials are included in this brochure. *Please remember that registration deadline for Arrowwood is June 18, 2008.*

Fees and Conference Registration

\$299 per person for health-care facilities, \$375 for MHA associate members and \$399 for non-member, non-health-care facilities. All registrations should be coordinated through the facility the participant serves. The cancellation date for registration is July 3, 2008.

The registration fee includes sessions, program materials and breaks. Registration is personal and made for the entire conference period. Registration fees, less a \$25 cancellation fee are refundable if notice is received five working days prior to program dates. If you cannot attend you may choose to send someone in your place. *No-shows will be billed.*

If you have special health, mobility or dietary needs call the education division at MHA.

For Further Information Contact Minnesota Hospital Association

Twin City Calls: (651) 641-1121
Greater MN Calls: (800) 462-5393
FAX: (651) 659-1477
www.mnhospitals.org

2008 TRUSTEE COUNCIL

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TRUSTEE CONFERENCE REGISTRATION FORM

JULY 11-13, 2008
ARROWOOD RESORT AND CONFERENCE CENTER

Instructions: Please complete one form per person, duplicating this form as needed. List names as you wish them to appear on the name tags. **Multiple registrations should be submitted by the participants' facility.**

Name _____ Title _____

Spouse/Guest _____
(If you would like name tags for additional guests or children please add below.)

Facility _____

Address _____

City _____ State _____ Zip _____

Phone () _____ Fax () _____

E-mail address _____

Please check all the following that apply:

Trustee Board Chair Administrator/CEO Physician Community Leader

Is this your first Trustee Conference? yes no

Indicate which concurrent sessions you will be attending by checking **only one concurrent program** per time slot. You will be automatically registered for all general sessions.



Saturday, July 12, 9:15 - 10:25 a.m. Select only one program in this slot.

#1 Health Care Reimbursement in 2008 #3 Nurturing the Hospital-Physician Relationship
 #2 A Major Building Project #4 Understanding and Responsibility Concerning the new Federal 990

Saturday, July 12, 10:50 - 11:55 a.m. Select only one program in this slot.

#5 The Future of Medical Tourism #7 The Future of Health-Care Employment
 #6 Benefits and Burdens of Affiliations, Collaborations or Partnerships #8 The True Cost of Being a Health-Care Provider in 2008

Saturday, July 12, 1:30 - 2:30 p.m.

Curiosity: The Great Truth
 Enclosed is a check made payable to Minnesota Hospital Association
  Charge to Mastercard.  Charge to Visa.  Charge to American Express.

Card number: _____

Name of card holder: _____ Expiration date: _____

Send form and payment to:
 Minnesota Hospital Association
 2550 University Ave. W., Suite 350-S
 St. Paul, MN 55114-1900

Phone (651) 641-1121 / (800) 462-5393
 Fax: (651) 659-1477
 www.mnhospitals.org

Additional Guests:

ARROWWOOD REGISTRATION FORM

JULY 11 - 13, 2008

MINNESOTA HOSPITAL ASSOCIATION

CONFERENCE PACKAGES

PACKAGE RATES ARE PER PERSON

- * Two Nights / Five Meals (Dinner Friday-Breakfast Sunday)
- * One Night / 3 Meals (Dinner Friday-Lunch Saturday)
- * Golf Package included -
Two Night Packages Given Preference
- * Package prices include a 16 percent service charge and 6.5 percent Minnesota state tax.
- * If you are attending with a guest, check Sgl Occ and purchase additional meal tickets for your guest under Guest Meal Rates

DAY VISITORS

- I would like to reserve dinner at the rate of \$32 per day: ___ Friday (FrD) ___ Saturday (SaD)
- I would like to reserve breakfast at the rate of \$13 per day: ___ Saturday (SaB) ___ Sunday (SuB)
- I would like to reserve lunch at the rate of \$18 for Saturday: ___ (SaL)
- Full package including all meals listed above \$108

HOTEL

TWO NIGHTS

ONE NIGHT

- \$490.89 Sgl Occ
- \$254.24 Sgl Occ
- \$334.34 Dbl Occ
- \$175.97 Dbl Occ

SUITES

TWO NIGHTS

ONE NIGHT

- \$667.68 Sgl Occ
- \$342.64 Sgl Occ
- \$422.73 Dbl Occ
- \$220.16 Dbl Occ

All package prices are per person and inclusive of service charges and state tax. No refunds will be given on packages or banquet tickets. If you are interested in staying in one of Arrowwood's new townhouses, please contact Amy Parod at (763) 559-6272.

GUEST MEAL RATES

Meals are included for conference participants with hotel packages, but may be purchased separately for guests. Please list name(s) of any guests that you will be purchasing meals. See above rates for meals under day visitors:

Guest: _____ ___ FrD ___ SaB ___ SaL ___ SaD ___ SuB ___ Full package

Children and their age: (Children 0-3 free of charge; 4-12, breakfast \$8, lunch \$9, dinner \$10, full package \$45; 13 and over full adult price)

_____ ___ FrD ___ SaB ___ SaL ___ SaD ___ SuB ___ Full package

_____ ___ FrD ___ SaB ___ SaL ___ SaD ___ SuB ___ Full package

_____ ___ FrD ___ SaB ___ SaL ___ SaD ___ SuB ___ Full package

The Big Splash: Special price of \$10 per person, per day. EVERYONE entering the Big Splash needs a ticket — no spectators only! See conference brochure for a listing of other activities included at Arrowwood.

METHOD OF ADVANCE PAYMENT

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Day Phone: _____

Arrival / Dept. Dates: ___/___ to ___/___ # Nights _____

Requests: _____

Questions? Call (320)762-1124 Fax: (320)762-0133

Reservations Toll-Free: 1-866-386-5263

Check (payable to Arrowwood — send with form)

Purchase Order Credit Card

Card Type: _____

Card Number: _____

Expiration Date: _____

Cardholder's Name: _____

Cancellation Policy: Upon making reservation, your credit card will be charged a \$100 advance fee per room reserved. If you cancel your reservation 31 days or more prior to your arrival date your deposit will be refunded, less a \$25.00 processing fee. If you cancel your reservation within 30 days of your arrival date, your \$100 will be forfeited. If you do not have a credit card to pay for your deposit, you will be required to mail a check/money order for \$100 to us within 7 days of making your reservation.

ADVANCE PAYMENT DEADLINE JUNE 18, 2008

**\$100 per person advanced payment required.
No reservations made without form.**

**Mail this form to:
Arrowwood Resort**

2100 Arrowwood Lane

Alexandria, Minnesota 56308

Fax with credit card info to: (320) 762-0133

Phone: (320) 762-1124

CHECK-IN TIME IS AFTER 4 p.m.

ARROWWOOD - A Place for the entire family



38,000 SQUARE FEET OF AQUA-FUN

3 story slides with thrilling twists and turns

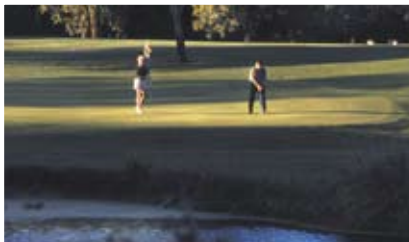
“Lazy River” floating inner tube ride

Relaxing tropical whirlpool spa with waterfall

Children’s playfort with waterblasters

Kids’ lily pad waterwalk

Calypso Cabana, a 500 gallon bucket that splashes laughter everywhere



NEW AT ARROWWOOD

Immerse yourself in the Darling Reflections Spa experience, where you can find the harmony and balance of the lake lifestyle at its finest.

Enjoy the luxury accommodations in your own Arrowwood Family Townhome while experiencing Arrowwood Resort’s wonderful year-round recreation opportunities. If you are interested in staying in one of Arrowwood’s new townhouses, please contact Amy Parod at (763) 559-6272.

The recently opened Atikwa Golf Club, a newly renovated golf course designed with wetland preservation in mind, focuses on scenic lakes and unique challenges.

OTHER GUEST OPTIONS

Guest options are endless at Arrowwood’s 450-acre playground.

Check out the other activities your family can enjoy at www.arrowwoodresort.com.



DIRECTIONS TO ARROWWOOD RESORT & CONFERENCE CENTER



From Minneapolis Area/Minneapolis-St. Paul International Airport
 I-494 West to I-94 West. Follow I-94 to the Alexandria Exit, Exit #103. Right at Alexandria Exit, Highway 29. Proceed north on 29, through town, to 82. Note: 82 is marked by a large Viking Statue. Left on 82 (at statue) to 22. Note: 22 is marked by an oil tank farm; 22 proceeds between the rows of tanks. Right on 22. Follow 22 to Arrowwood Drive. Right on Arrowwood Drive.

Alternate Directions from Minneapolis Area.

(This is a faster route to the Resort, as it avoids the town of Alexandria.)

I-494 West to I-94 West Follow I-94 to Exit #100, 2 miles past Alexandria Exit. Proceed on County Road 45, straight ahead at exit. Follow 45 approximately 3 miles to 82. Right on 82 approximately .5 miles to 22. Note: 22 is marked by an oil tank farm; 22 runs through the rows of tanks. Left on 22. Follow 22 to Arrowwood Drive. Right on Arrowwood Drive.



Minnesota Hospital Association

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