

the CORAZON
CONFERENCE

FALL 2011

BE A ROCKSTAR:



HOLLYWOOD, FL



Hot

SERVICE LINE STRATEGIES

October 19-20, 2011



Just a Few of Our Star Performers

Drs. Goldschmidt & Sacco of the University of Miami Hospital & Dr. Martin from Anne Arundel Medical Center.

CORAZON
HEART • VASCULAR • NEURO

www.corazoninc.com

Get a Front-Row Seat for these Headliner Topics:

- **Conference Workshops** for Spine and Vascular Centers of Excellence
- Tour of **University of Miami Hospital** – Cardiac and Neuro Areas!
- **Hospital / Physician Integration:** Challenges & Solutions
- **Human Resource Management** for Your Program

DAY 1: Wednesday, October 19

8:30 - 11:00AM CONFERENCE WORKSHOPS
11:00AM - 5:30PM CONFERENCE SESSIONS
5:30 - 7:00PM NETWORKING RECEPTION

CHOOSE ONE OF TWO OPTIONS

**HITMAKERS & HEADLINERS:
 Spine Center of Excellence Workshop**

*Stacey Lang, Director, Corazon, Inc.
 and
 J. Todd Barnes, Administrator, Neurology/Neurosurgery,
 University of Oklahoma Health Sciences Center*

This interactive workshop will review current industry trends, along with key components to consider when developing a top-performing Spine Center, including the need for physician collaboration, cost controls, meaningful quality metrics, and more. The session will cover payor issues to consider in a rapidly-changing landscape; the new technology available; and important clinical, financial, and operational considerations in the implementation of a new program.

OR

**HITMAKERS & HEADLINERS:
 Vascular Center of Excellence Workshop**

*Conrad Vernon, Vice President, Corazon, Inc.
 and
 John Martin, MD, Medical Director, Heart and Vascular
 Institute at Anne Arundel Medical Center*

This interactive workshop will review current industry trends, along with the rationale for integrating vascular into a cardiac care continuum. The speakers will offer expert perspectives, share real-world experiences, and detail proven strategies for approaching the creation of a vascular "Center of Excellence." The session will cover the planning/implementation process, from determining the scope of services, to ensuring physician collaboration, to optimizing efficiencies, to community outreach, and more...

WELCOME REMARKS

Karen Hartman, President, Corazon, Inc.

Welcome to Corazon's 11th Annual Fall Conference! Karen will greet the attendees and set the stage for the event to follow, giving highlights of the ways Corazon and our panel of expert speakers will **ROCK YOUR SERVICE LINES!**

Heating Up the Airwaves: Regulatory Changes

*Susan Heck, Senior Vice President, Corazon, Inc.
 and
 Mark Rappaport, Senior Vice President of Operations,
 Robert Wood Johnson University Hospital*

The regulatory environment is ever changing. Susan and Mark will address recent changes, current trends, and challenges in care delivery. They will tackle the "State of the Nation" in cardiovascular and neuroscience care as well as Healthcare Reform. They will discuss Accountable Care Organizations (ACO) as a framework for managing payment bundling, pay-for-performance, and physician alignment.



Going Platinum: Facility & Technology Upgrades for the Future

*Ross Swanson, Vice President, Corazon, Inc.
 and
 Lynn Miller, Executive Vice President for Clinical
 Operations, Geisinger Health System*

Today's patients have come to expect the same expedience and customer-service that are standard in other service-based industries. Ross and Lynn will discuss the need for greater efficiencies and how this goal can be accomplished through "integration of services." They will share how technology adoption has become a key driver for decision-making, detailing how a smart strategic planning effort that involves both facility and technology can impact future operations.



At the Top of the Charts: The Future of Cardiovascular & Neuroscience

*Pascal Goldschmidt, MD, Senior Vice President for Medical
 Affairs; Dean, University of Miami Miller School of Medicine;
 and Chief Executive Officer, UHealth - University of Miami
 Health System
 and
 Ralph Sacco, MD, Professor & Chairman, Department of
 Neurology, University of Miami Miller School of Medicine*

Drs. Goldschmidt and Sacco will share their insights on the future of the cardiovascular and neuroscience specialties and showcase the many ways in which the University of Miami Hospital remains on the forefront of care delivery. This session will also highlight how interdisciplinary collaboration can result in significant growth, while underscoring the foundations of optimal care for the future, regardless of facility size or scope.



Stealing the Show: Integrated Delivery through Networks of Care

*Stacey Lang, Director, Corazon, Inc.
 and
 Amy Newell, Director, Corazon, Inc.*

Care delivery through regional networks has emerged as an innovative means to expand patient access, eliminate duplication of services, and increase physician outreach, all within a framework designed to cultivate quality improvements. This session will address the impact of statewide systems of care, specifically for angioplasty and stroke patients, and share proven strategies and examples for establishing integration from pre-hospital through post-discharge care.



Featuring results from Corazon's survey in partnership with The National Stroke Association.



Hall of Fame Performers: Success through Optimal Human Resources

*David Fuller, Vice President, Corazon, Inc.
 and
 Mark Svoboda, Interim Professional*

Finding and retaining top talent in the heart, vascular, and neuro specialties continues to pose great challenges to hospital leaders. David and Mark will discuss the importance and availability of physician and program leaders and the impact of shortages on clinical, operational, and financial performance. Together, they will share proven strategies for making the most of "human capital" in these key areas, and detail how using interim talent can positively impact service line quality.



the CORAZON CONFERENCE Be a Rockstar: Hot Service Line Strategies October 19-20, 2011

DAY 2: Thursday, October 20

8:00AM - 3:00PM CONFERENCE SESSIONS AND TOUR

Creative Collaboration: Harmony with Physician / Hospital Integration

Given the regulatory and financial climate of healthcare today, it's no wonder that Physician / Hospital Integration remains a hot topic in the minds of hospital and physician leaders across the country. This interactive panel discussion will address the full process of creating a **physician / hospital partnership...from idea, to ink, to implementation**. Hear from Corazon experts, hospital administrators, and legal council about the challenges and opportunities for collaboration today.



Jackie Johnson, Founder & CEO, Corazon, Inc. and Julie Miksit, Vice President, CV Services & Rehab Therapies, Good Samaritan Health System



Jackie and Julie will share the Good Samaritan experience of implementing a management services agreement this year. They will detail how a win-win scenario was developed for both the hospital and the physicians with the ultimate goal of enhancing the quality of care for patients in the region.



James Burns, Vice President, Corazon, Inc. and Jean Wiest, President, PinnacleHealth Cardiovascular Institute

James and Jean will share lessons learned from the year-long formation of the PinnacleHealth Cardiovascular Institute, a vast undertaking that combined over 250 employees and physicians into a unified cardiology provider in three hospitals and six practice locations.



PinnacleHealth Proven.



Dave Bluemling, Partner, Malin, Bergquist & Company and Mark Van Blargan, Healthcare Chair, McNeese Wallace & Nurick, LLC

Dave and Mark will share their experiences of creating various types of physician/hospital partnering arrangements in the context of today's changing regulations, requirements, and restrictions. Key areas of legal discussion will include creating a new business / governance model, assuring compliance, and valuating assets.



HOSPITAL TOUR: Taking the Show on the Road

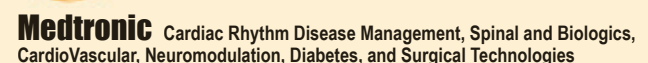
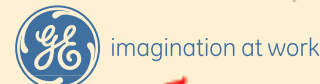
With a special welcome by Corazon Medical Expert **William O'Neill, MD**, Executive Dean for Clinical Affairs - University of Miami Miller School of Medicine, and Chief Medical Officer, UHealth - University of Miami Health System

We have your all-access backstage pass to The University of Miami Hospital, the region's first university-based, multi-specialty, acute care facility. During our tour, you'll get a firsthand view of both cardiovascular and neuroscience clinical areas, where groundbreaking research – powered by the University of Miami Miller School of Medicine – brings state-of-the-art care to patients. Tour stops include: Cath Labs, CVORs, Hybrid Suites, Neurology / Neuro Surgery, Stem Cell Research Labs, and more...

HOSPITAL TOUR



We thank the following companies for their sponsorship of this event.



JOIN US AT THIS YEAR'S ANNUAL CORAZON CONFERENCE!

Registration Package includes workshops, general sessions, and the opportunity to schedule one-on-one time with a Corazon expert.

- Regular price: **\$600**
- Preferred rate (payment received before September 1): **\$445**
- Per person for groups of 3 or more: **\$350**
- To tour the University of Miami, add **\$50** for transportation and lunch

Visit the conference link at www.corazoninc.com to download a registration form, or call 412.364.8200 to reserve your seat today!



THE CONFERENCE SITE:

The Seminole Hard Rock Hotel & Casino is a South Florida getaway that 'tops the charts.'

This 86-acre resort near Miami and Ft. Lauderdale features a colossal 130,000-square-foot casino, a lush tropical pool area with thrilling theme-park-style water slides and relaxing cabanas, and a legendary Hard Rock Café. The Seminole is South Florida's ultimate entertainment district with more than 23 retail shops, 17 restaurants, and 12 bars and lounges.



HOLLYWOOD, FL

LODGING INFORMATION

For reservations at The Seminole Hard Rock Hotel & Casino, please contact the hotel directly at **1-800-937-0010**, indicating the Corazon Conference, code GCOR101. The single/double occupancy room rate arranged for our conference is **\$149 per night**. Rooms should be booked by **September 26, 2011** to secure room availability and the discounted rate. One night deposit must be made at the time of reservation to ensure confirmation.

TRAVEL INFORMATION

The resort is 10 minutes from Ft. Lauderdale/Hollywood International Airport and 15 minutes from Atlantic Ocean beaches. It is located 15 minutes from downtown Ft. Lauderdale and 30 minutes from downtown Miami and Miami International Airport. Valet or self-parking available.

PITTSBURGH, PA 15237

5000 MCKNIGHT RD., STE. 300



Prnt Std
US Postage
PAID
Permit #5645
Cincinnati, OH