

LOUISIANA HOSPITAL ASSOCIATION
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Dinner and a Laugh

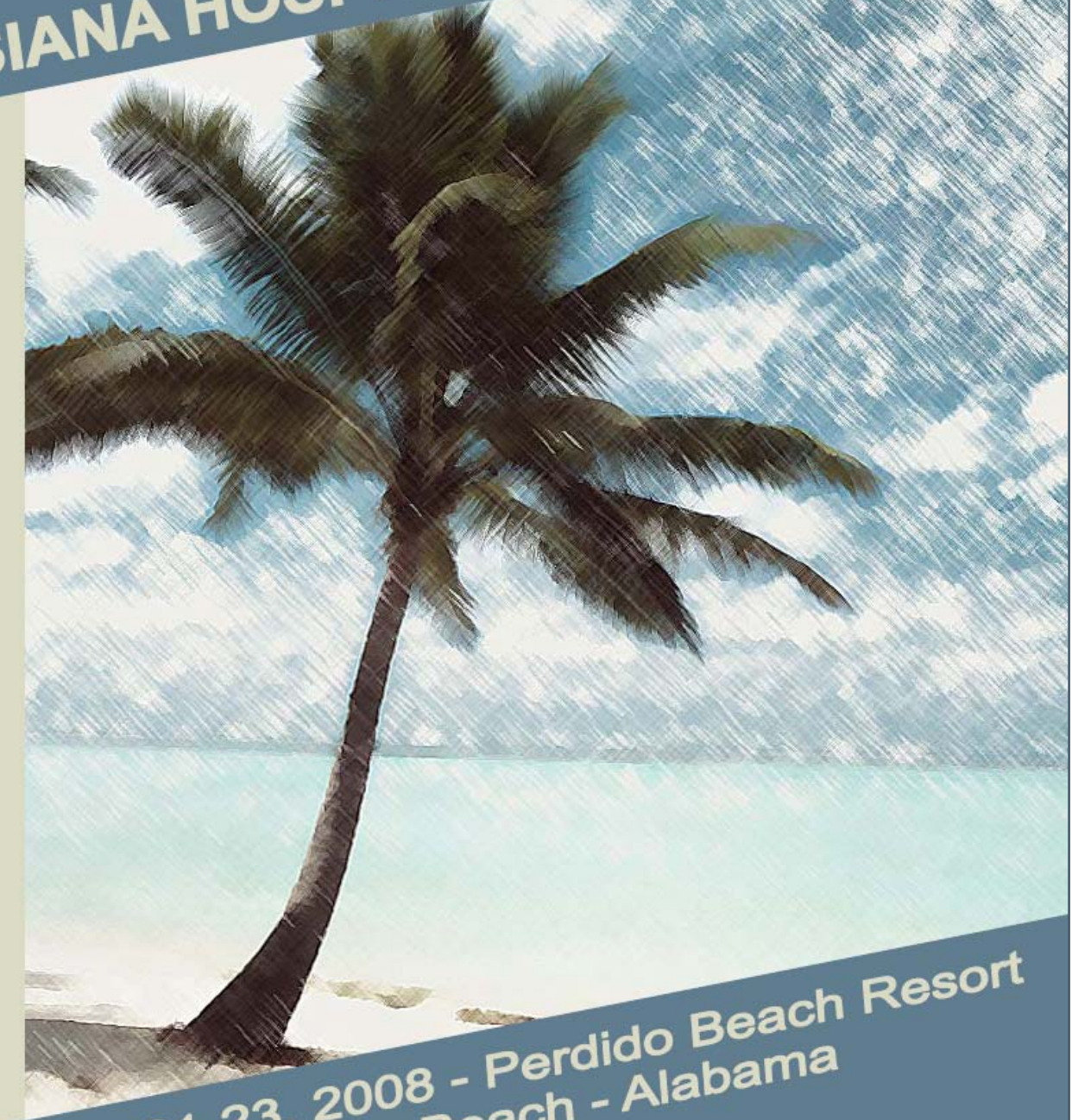
Jim Gossett • Humorist and Impressionist • Clean Humor for the Entire Family
Tuesday, July 22, 2008 from 7:30 p.m. – 10:30 p.m.



Join us for dinner and a laugh! Imagine George W. Bush, David Letterman, John Kerry, Larry King, Arnold Schwarzenegger, Tom Brokaw, Randy Travis, Johnny Carson, Bill Clinton, George Bush, Willie Nelson, Ted Koppel, Andy Rooney, Jesse Jackson, Jay Leno, Keith Jackson, and a host of others performing for you! When Jim hits center stage, you never know who will turn up! No stranger to the concert stage, Jim has opened for such celebrities as Paul Anka, Barbara Mandrell, Jay Leno, Crystal Gayle, Louise Mandrell, and Frankie Valli. He also appears regularly in comedy clubs across the country, earning him a substantial following. When not performing, Jim can be heard on a variety of national and regional commercials. He's also a featured announcer on the Cartoon Network and provides humorous commentary on several national radio talk shows.

LOUISIANA HOSPITAL ASSOCIATION

2008 Annual Meeting
& Summer Conference



July 21-23, 2008 - Perdido Beach Resort
Orange Beach - Alabama



2008 Annual Meeting and Summer Conference

Monday, July 21, 2008

- 8:30 a.m. – 10:00 a.m.** **ShareCor Board Meeting**
- 11:00 a.m. – 7:00 p.m.** **Registration Desk Open**
- 2:00 p.m. – 5:00 p.m.** **LHA Board of Trustees Meeting**
Hospital Member CEOs are invited. (Please indicate on registration form if you plan to attend.)
NOTE: The LHA Trust Funds Annual Meeting will be held in conjunction with the LHA Board of Trustees Meeting.
- 5:30 p.m. – 7:00 p.m.** **Welcome Reception**

Sponsored by:  **TRUST FUNDS**
Administered by HSLI

Tuesday, July 22, 2008

- 7:00 a.m. – 11:00 a.m.** **Registration Desk Open**
- 7:30 a.m. – 9:15 a.m.** **Breakfast Breakout Sessions**
These sessions are open to all registered participants.
Please indicate on your registration form which session you plan to attend.

Session 1

ACHE Session

Louisiana Regents Advisory Council



Strategies to Reduce ER Overutilization

Paula M. Zalucki, FACHE, President, Salus Strategy Group, LLC

Hospitals have been refining operational processes in the Emergency Department to treat more patients expeditiously. In recent years, hospitals have focused on operational improvements in triage, registration, staffing, and care processes. But a key factor to making the ER run more efficiently is to reduce the number of non-emergent cases coming through the door. Learn strategies and techniques to ease the onslaught of non-emergent cases presenting in the ER, causing overcrowding and decreasing patient satisfaction. Strategies in consumer communications, community outreach and business development will be explored.

Session 2

Rural Session

Impact of Ethics Reform on Rural Hospitals

Gregory Frost, Partner, Breazeale, Sachse & Wilson, LLP

This session will examine the ethics reform from the 2008 Special and Regular Legislative Sessions and how these new laws affect rural hospitals, their employees, boards and physicians.

Session 3

Trustee Session

Form 990 Changes Including New Disclosures for Charity and Bad Debt

R. Larry Welborn, CPA, Director of Health Care Services, HORNE LLP





The redesigned Form 990 issued by the IRS has extensive reporting requirements for all nonprofit organizations. In addition to reporting on key financial and operating data, tax-exempt hospitals will be required to report the amount of charity care provided and quantify the benefits to the community. Nonprofit organizations need to begin preparing for this heightened scrutiny by the IRS.

- 9:15 a.m. – 9:30 a.m.** **Break**

HOTEL ACCOMMODATIONS:

The Louisiana Hospital Association has established a block of rooms at the Perdido Beach Resort. You may reserve your room by calling (800) 634-8001 or (251) 981-9811. If making reservations online (www.perdidobeachresort.com), use reservation code 1493. If you need to modify or cancel your reservations, please contact LHA Education Coordinator, Janet Robbins, at jrobbins@lhaonline.org or (225) 928-0026.

Tuesday, July 22, 2008 cont.

- 9:30 a.m. – 9:45 a.m.** **Welcome & Announcements**
- 9:45 a.m. – 12:00 p.m.** **The Stark Reality of Hospital-Physician Financial Relationships**
Dan Mulholland, BA, MA, Senior Partner, Horthy, Springer & Mattern, P.C.
This session will focus on current legal and practical issues surrounding hospital/physician financial relationships, including employment, recruitment, joint ventures and other efforts to align the interests of hospitals and members of their medical staff. This session is a “must hear”!
Sponsored by: 
- 10:45 a.m. – 11:00 a.m.** **Break**
- 12:00 p.m. – 6:00 p.m.** **Adjourn for Outdoor Events** (see activities insert for details)
Golf Sponsored by: 
- 7:30 p.m. – 10:30 p.m.** **Dinner and a Laugh**
Jim Gossett • Humorist and Impressionist • Clean Humor for the Entire Family
(see back of brochure for more details)
Sponsored by:  

Wednesday, July 23, 2008

- 8:00 a.m.** **Breakfast Buffet Served – For Registered Participants**
- 8:30 a.m. – 9:30 a.m.** **LHA Business Meeting**
- 9:30 a.m. – 11:00 a.m.** **Doctors Are from Jupiter and You’re From...Well, Actually, We Don’t Care Where You’re From!**
M. Tray Dunaway, MD, FACS, CSP, Healthcare Futurist, Consultant and Chief “Dotsultant,” Healthcare Value, Inc.
As a 16-year “every-other-night-on-call” surgeon in a small South Carolina town, Dunaway’s frustrations with the “business of medicine” led him to develop a documentation system that resulted in millions of dollars in increased revenues for client hospitals and medical practices by streamlining physician documentation and coding. In the process, he discovered that the real secret of success was not merely in teaching new skill sets, but rather in improving relationships. Dr. Dunaway will explore the challenges facing those relationships and will demonstrate, by using physician education as a catalyst for changing the culture of physician/hospital relations, how to help meet the demands of today’s competitive world of the “business of healthcare” by transforming physicians and hospital personnel and administrators into mutual partners of success. This award winning physician speaker will share, with humor and honesty, surprising insights from a physician’s perspective.

Sponsored by: 

- 11:00 a.m.** **Adjourn Annual Meeting & Summer Conference**

2008 Annual Meeting & Summer Conference
July 21-23, 2008
Perdido Beach Resort, Orange Beach, Alabama

Registration

Name _____

Title _____ E-mail _____

Hospital _____

Address _____

City / State / Zip _____

Telephone _____ Name of Spouse/Guest _____
(Only if Attending)

_____ I will attend the LHA Board of Trustees meeting on Monday, July 21 (2:00 p.m. – 5:00 p.m.)
(Please check if you will attend)

Tuesday, July 22, Breakfast Session (check one) _____ **Session 1** _____ **Session 2** _____ **Session 3**
ACHE Rural Trustee

_____ Member Hospital Registration (per person)\$395.00 _____
Registration fee includes one ticket for dinner on July 22, 2008

_____ Associate Member Fee (per person)\$395.00 _____

_____ Corporate Member Fee (per person)\$800.00 _____

_____ ShareCor Partners (per person) \$500.00 _____

_____ Non-Member Hospital Registration (per person) \$1,000.00 _____

_____ Extra Awards Dinner & Entertainment (Spouse / Guests / Children) \$55.00 _____

_____ Deep-Sea Fishing (per person)\$95.00 _____
(List participants on reverse side of this form)

_____ Golf Tournament (per person)\$95.00 _____
(List participants on reverse side of this form)

TOTAL AMOUNT REMITTED.....\$ _____

Please make checks payable to: **Louisiana Hospital Association Management Corporation**
or
9521 Brookline Avenue, Baton Rouge, Louisiana 70809-1431
Pay by Credit Card via fax to: **(225) 923-1004**

MasterCard

VISA

American Express

Visa / MasterCard / American Express (circle one) # _____

Name on Card (please print): _____ Expiration Date: _____

Signature: _____

Americans With Disabilities Act The Louisiana Hospital Association will make every effort to provide reasonable accommodations for physically challenged attendees who require special services. When registering, please attach a written description of needs to the application.

Registration Information may be mailed or faxed directly to the Louisiana Hospital Association. Registrations that are mailed **must** include payment by check or credit card. Visa, MasterCard or American Express is accepted. **Payment must be received prior to the program, and registrations cannot be confirmed without payment** You may also fax your registration form to **(225) 923-1004**, with a Visa, MasterCard or American Express number. Registration by fax will be accepted only with payment by credit card. No confirmation can be issued without payment. **Cancellations** are possible prior to the actual date of the program minus a \$50 processing fee. **No refund** will be granted if the registrant fails to appear for the seminar without giving notice or does not cancel prior to the date of the program. **"No Shows" who have registered and whose payment has not been received will be responsible for the entire registration fee.**

#M084831

**Please see reverse side for
LHA Summer Conference Activities Registration Form →**

OUTDOOR ACTIVITIES

Tuesday, July 22, 2008

Participant Registration



GOLF

Lost Key Golf Club, Perdido Key, Florida

Name _____ Handicap _____

Additional Guest _____ Handicap _____

Additional Guest _____ Handicap _____

Additional Guest _____ Handicap _____



FISHING

Boats depart from San Roc Cay Marina (*across the street*)

NOTE: We have only 60 spots on fishing boats this year, so register early!

Name _____

Additional Guest _____

Additional Guest _____

Additional Guest _____

Continuing Education Credits

Nursing – 5.25 contact hours will be awarded for this offering by the Louisiana Hospital Association for complete attendance of the program. The Louisiana Hospital Association is approved by the Louisiana State Board of Nursing – CE Provider #39.

ACHE – The Louisiana Hospital Association is authorized to award 6.0 hours of pre-approved Category II (non-ACHE) continuing education credit for this program toward advancement, or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should list their attendance when applying for advancement or recertification in ACHE.

Nursing Home Administrators – 6.0 hours of continuing education credit.

Other Participants – will receive, upon completion of workshop, a certificate documenting the completed continuing education/clock hours.

Educational Program Objectives

- Identify strategies and techniques to reduce the number of non-emergent cases presenting in the ER for treatment.
- Discuss the impact of ethics reform on rural hospitals.
- Gain an understanding of the IRS Form 990 with emphasis on new disclosures for charity and bad debt.
- Discuss current legal and practical issues surrounding hospital-physician financial relationships.
- Discuss the challenges facing hospital-physician relationships in today's competitive world of the "business of healthcare" and into mutual partners of success.

**This form must accompany your completed
LHA Summer Conference Registration Form.**