

HOSPITAL ADMINISTRATORS,
BOARD MEMBERS AND MEDICAL STAFF
LEADERSHIP CONFERENCE

PRESENTED BY HOSPITAL NETWORK
AUGUST 13 - KALAMAZOO, MI



KEYNOTE SPEAKER
JAMES E. ORLIKOFF
PRESIDENT - ORLIKOFF & ASSOCIATES, INC.

&

WELL-KNOWN POLITICAL ANALYST
BILL BALLENGER
EDITOR/PUBLISHER - "INSIDE MICHIGAN POLITICS"



HOSPITAL ADMINISTRATORS, BOARD MEMBERS AND MEDICAL STAFF LEADERSHIP CONFERENCE

FRIDAY, AUGUST 13, 2010
8:00 A.M. - 3:00 P.M.

BRONSON LIFESTYLE IMPROVEMENT &
RESEARCH CENTER
6789 ELM VALLEY DRIVE
KALAMAZOO, MI

AGENDA

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| 8:00 - 8:30 A.M. | REGISTRATION & CONTINENTAL BREAKFAST |
| 8:30 - 8:45 A.M. | WELCOME & INTRODUCTION
CHERYL MELSON (HOSPITAL NETWORK) |
| 8:45 - 10:15 A.M. | "THE ROLE OF THE BOARD AND LEADERSHIP IN
MANAGING THE NEW NORMAL OF HEALTHCARE"
JAMES E. ORLIKOFF |
| 10:15 - 10:30 A.M. | BREAK |
| 10:30 - 11:45 A.M. | "THE ROLE OF THE BOARD AND LEADERSHIP IN
MANAGING THE NEW NORMAL OF HEALTHCARE"
(CONTINUED) |
| 11:45 A.M. - 12:30 P.M. | LUNCH |
| 12:30 - 1:30 P.M. | "THE ROLE OF LEADERSHIP IN QUALITY AND PATIENT SAFETY"
JAMES E. ORLIKOFF |
| 1:30 - 2:45 P.M. | "CAMPAIGN 2010 - WHAT WILL HAPPEN?"
BILL BALLENGER |
| 2:45 P.M. | CLOSING REMARKS / HAND IN EVALUATION & BADGES |



Hospital Network



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JAMES E. ORLIKOFF

JAMES E. ORLIKOFF IS PRESIDENT OF **ORLIKOFF & ASSOCIATES, INC.**, A CONSULTING FIRM SPECIALIZING IN HEALTH CARE GOVERNANCE AND LEADERSHIP, STRATEGY, QUALITY, ORGANIZATIONAL DEVELOPMENT, AND RISK MANAGEMENT. HE IS THE SENIOR CONSULTANT TO THE CENTER FOR HEALTHCARE GOVERNANCE, AND IS THE NATIONAL ADVISOR ON GOVERNANCE AND LEADERSHIP TO THE AMERICAN HOSPITAL ASSOCIATION AND HEALTH FORUM. HE WAS NAMED ONE OF THE 100 MOST POWERFUL PEOPLE IN HEALTHCARE IN THE INAUGURAL LIST BY MODERN HEALTHCARE MAGAZINE.

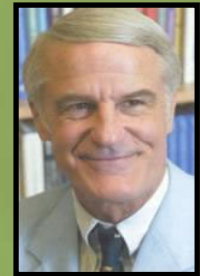
MR. ORLIKOFF HAS BEEN INVOLVED IN LEADERSHIP, QUALITY, AND STRATEGY ISSUES FOR OVER TWENTY-FIVE YEARS. HE HAS CONSULTED WITH HOSPITALS IN SIX COUNTRIES, AND SINCE 1985 HAS WORKED WITH HOSPITAL AND SYSTEM GOVERNING BOARDS TO STRENGTHEN THEIR OVERALL EFFECTIVENESS AND THEIR OVERSIGHT OF STRATEGY AND QUALITY. HE HAS WORKED EXTENSIVELY ON IMPROVING THE RELATIONSHIPS BETWEEN BOARDS, MEDICAL STAFFS, AND MANAGEMENT. HE HAS WRITTEN FIFTEEN BOOKS AND OVER 100 ARTICLES AND HAS SERVED ON HOSPITAL, COLLEGE, AND CIVIC BOARDS. HE CURRENTLY SERVES AS A MEMBER OF THE VIRGINIA MASON HEALTH SYSTEM BOARD IN SEATTLE, WA, AND IS CHAIR OF THEIR GOVERNANCE COMMITTEE; AND IS ON THE BOARD OF PITZER COLLEGE IN CLAREMONT, CA.

HE IS AN AUTHOR OF THE BOOK BOARD WORK: GOVERNING HEALTH CARE ORGANIZATIONS, WHICH WON THE ACHE JAMES A. HAMILTON BOOK OF THE YEAR AWARD FOR 2000. HE IS THE PRIMARY AUTHOR OF THE FUTURE OF HEALTH CARE GOVERNANCE: REDESIGNING BOARDS FOR A NEW ERA; THE PRIMARY AUTHOR OF THE BEST SELLING BOOK THE BOARD'S ROLE IN QUALITY CARE: A PRACTICAL GUIDE FOR HOSPITAL TRUSTEES. HE IS THE PRIMARY AUTHOR OF MALPRACTICE PREVENTION AND LIABILITY CONTROL FOR HOSPITALS SECOND EDITION. HE IS ALSO THE AUTHOR OF QUALITY FROM THE TOP: WORKING WITH HOSPITAL GOVERNING BOARDS TO ASSURE QUALITY CARE. IN ADDITION, HE IS AN AUTHOR OF THE GUIDE TO GOVERNANCE: FOR HOSPITAL TRUSTEES.

MR. ORLIKOFF RECEIVED HIS M.A. IN SOCIAL AND ORGANIZATIONAL PSYCHOLOGY FROM THE UNIVERSITY OF CHICAGO, AND HIS B.A. FROM PITZER COLLEGE IN CLAREMONT, CA.

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BILL BALLENGER

BORN IN FLINT, MICHIGAN, ON MARCH 28, 1941, BILL BALLENGER IS A FORMER STATE REPRESENTATIVE AND STATE SENATOR, AN EX-STATE RACING COMMISSIONER, AND DIRECTOR OF THE MICHIGAN DEPARTMENT OF LICENSING & REGULATION. MR. BALLENGER ALSO SERVED AS DEPUTY ASSISTANT SECRETARY OF THE U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE IN THE ADMINISTRATION OF PRESIDENT GERALD R. FORD.

HE HOLDS A B.A. DEGREE MAGNA CUM LAUDE FROM PRINCETON UNIVERSITY AND A MASTER'S DEGREE IN PUBLIC ADMINISTRATION FROM HARVARD UNIVERSITY'S JOHN F. KENNEDY SCHOOL OF GOVERNMENT. HE HELD THE ROBERT P. & MARJORIE GRIFFIN ENDOWED PROFESSORSHIP IN AMERICAN GOVERNMENT AT CENTRAL MICHIGAN UNIVERSITY FROM 2003- 2007. HE HAS ALSO BEEN A VISITING ADJUNCT PROFESSOR AT THE UNIVERSITY OF MICHIGAN / FLINT; MICHIGAN STATE UNIVERSITY; AND WESTERN MICHIGAN UNIVERSITY.

MUCH HAS BEEN SAID ABOUT BILL BALLENGER OVER THE YEARS. HE HAS BEEN DUBBED BY THE DETROIT NEWS AS "MICHIGAN'S UNDISPUTED CROWN PRINCE OF PUNDITS." IN ADDITION TO EDITING AND PUBLISHING THE "INSIDE MICHIGAN POLITICS" (IMP) NEWSLETTER, HE APPEARS FREQUENTLY ON RADIO AND TELEVISION NATIONALLY AND THROUGHOUT MICHIGAN. HE ALSO GIVES SPEECHES AND QUOTES TO A VARIETY OF NEWSPAPERS AND VARIOUS INTEREST GROUPS.

INVOLVED IN THE MICHIGAN POLITICAL COMMUNITY FOR OVER THREE DECADES, BILL IS A RECOGNIZED AUTHORITY ON MICHIGAN GOVERNMENT AND POLITICS. IMP IS CONSIDERED MUST-READ MATERIAL FOR MICHIGAN'S BUSINESS AND POLITICAL LEADERS AND IS A REGULAR COMMENTATOR AND POLITICAL ANALYST FOR SEVERAL STATIONS THOROUGH OUT MICHIGAN AND NATIONAL TV STATIONS.

FOR NEARLY A DOZEN YEARS, BALLENGER'S "NEWS/TALK 870" CALL-IN SHOW ON WKAR-AM EVERY FRIDAY (11:00 A.M. - 12 NOON) WAS THE ONLY RADIO PROGRAM IN MICHIGAN DEVOTED TO IN-DEPT DISCUSSION OF ALL SIDES OF THE IMPORTANT POLITICAL ISSUES. HE SPEAKS FREQUENTLY ON ISSUES PERTAINING TO MICHIGAN GOVERNMENT AND POLITICS. HE OFTEN SERVES AS A MODERATOR AT CANDIDATE FORUMS.

HE HAS ALSO BEEN CITED IN THE NEW YORK TIMES, DETROIT FREE PRESS, CHRISTIAN SCIENCE MONITOR, THE WASHINGTON POST, THE CHICAGO TRIBUNE, THE LOS ANGELES TIMES, ROLL CALL, THE WALL STREET JOURNAL, USA TODAY, AND THE ASSOCIATED PRESS.

BILL BALLENGER

IMP

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