



HOSPITAL NETWORK PRESENTS:



HOSPITAL  
AND  
MEDICAL  
STAFF  
LEADERSHIP  
CONFERENCE

FRIDAY,  
OCTOBER 9, 2009



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

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# HOSPITAL AND MEDICAL STAFF LEADERSHIP CONFERENCE

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## AGENDA

- 7:30 - 8:00 A.M.**      **REGISTRATION & CONTINENTAL BREAKFAST**
- 8:00 - 8:05 A.M.**      **WELCOME & INTRODUCTION**  
   CHERYL MELSON (HOSPITAL NETWORK)
- 8:05 - 9:00 A.M.**      **"PHYSICIANS AS SUCCESSFUL MEDICAL STAFF LEADERS"**  
   SCOTT LARSON, MD  
   SCOTT GIBSON, MD  
   MARIJO SNYDER, MD
- 9:00 - 10:00 A.M.**      **MOVING FROM CLINICAL TO MANAGERIAL DECISION MAKING"**  
   JONATHAN H. BURROUGHS, MD, MBA, FACPE, CMSL (GREELEY HC PRO)
- 10:00 - 10:15 A.M.**      **BREAK**
- 10:15 - 12:00 P.M.**      **"MANAGING DISRUPTIVE PHYSICIANS"**  
   **"THE EMERGENCY DEPARTMENT ON-CALL TOOLBOX"**  
   JONATHAN H. BURROUGHS, MD, MBA, FACPE, CMSL
- 12:00 - 1:15 P.M.**      **LUNCH W/PANEL DISCUSSION - "MANAGING THE ON-CALL PROCESS"**  
   MODERATOR: SCOTT LARSON, MD  
   PANEL MEMBERS: JONATHAN BURROUGHS, MD, SCOTT GIBSON, MD,  
   MARIJO SNYDER, MD, GINGER WILLIAMS, MD, MATT DOMMER, MD
- 1:15 - 2:45 P.M.**      **"HOW TO MAKE PEER REVIEW EFFECTIVE AND FAIR"**  
   JONATHAN H. BURROUGHS, MD, MBA, FACPE, CMSL
- 2:45 - 3:00 P.M.**      **BREAK**
- 3:00 - 4:00 P.M.**      **QUALITY INITIATIVES - "IMPROVING PHYSICIAN PERFORMANCE"**  
   WILLIAM MAYER, MD
- 4:00 P.M.**                      **CLOSING REMARKS**  
   CHERYL MELSON

(QUESTIONS WILL BE ACCEPTED AFTER EACH PRESENTATION)



## SPEAKERS

### JONATHAN H. BURROUGHS, MD, MBA, FACPE, CMSL (GREELEY HC PRO)

DR. JON BURROUGHS IS A SENIOR CONSULTANT WITH THE GREELEY COMPANY WORKING WITH MEDICAL STAFFS AND BOARDS THROUGHOUT THE COUNTRY IN THE AREAS OF GOVERNANCE, CREDENTIALING, PRIVILEGING, PEER REVIEW AND PERFORMANCE IMPROVEMENT, MEDICAL STAFF DEVELOPMENT PLANNING, STRATEGIC PLANNING AND PHYSICIAN PERFORMANCE AND BEHAVIOR MANAGEMENT.

BOARD CERTIFIED IN MEDICAL MANAGEMENT, DR. BURROUGH IS A PAST MEDICAL STAFF PRESIDENT, PAST PRESIDENT OF THE NEW HAMPSHIRE CHAPTER OF THE AMERICAN COLLEGE OF EMERGENCY PHYSICIANS, AND MOST RECENTLY SERVED AS AN EMERGENCY DEPARTMENT MEDICAL DIRECTOR. AS A MEMBER OF THE GOVERNING BOARD OF MEMORIAL HOSPITAL IN NEW HAMPSHIRE, HE CHAIRED THE ETHICS, SUCCESSION PLANNING AND BYLAWS COMMITTEES AND SAT ON THE JOINT CONFERENCE, STRATEGIC PLANNING, AND MEDICAL EXECUTIVE COMMITTEES.

DR. BURROUGHS RECEIVED HIS BA DEGREE AT JOHN HOPKINS UNIVERSITY AND HIS MD FROM CASE WESTERN RESERVE. HE PREVIOUSLY SERVED AS A MEMBER OF THE CLINICAL FACULTY OF DARTMOUTH MEDICAL SCHOOL WHERE HIS RESEARCH INTERESTS INCLUDED INTRODUCING EMT DEFIBRILLATION AND AUTOMATIC DEFIBRILLATION INTO THE FIELD. DR. BURROUGHS IS A CERTIFIED PHYSICIAN EXECUTIVE, A FELLOW OF THE AMERICAN COLLEGE OF PHYSICIAN EXECUTIVES, AND COMPLETED HIS HEALTHCARE MBA AT THE ISENBERG SCHOOL OF MANAGEMENT. HE CURRENTLY SERVES ON THE NATIONAL FACULTY OF THE AMERICAN COLLEGE OF PHYSICIAN EXECUTIVES.

### MATTHEW N. DOMMER, MD, FACEP, CHIEF MEDICAL OFFICER (BRONSON LAKEVIEW HOSPITAL)

DR. DOMMER IS A GRADUATE OF WAYNE STATE UNIVERSITY SCHOOL OF MEDICINE AND COMPLETED A RESIDENCY IN EMERGENCY MEDICINE AT MICHIGAN STATE UNIVERSITY KALAMAZOO CENTER FOR MEDICAL STUDIES IN 1999. HE SUBSEQUENTLY BECAME A CLINICAL PROFESSOR OF EMERGENCY MEDICINE IN THE DEPARTMENT OF PHARMACY AND ANESTHESIOLOGY AT THE MEDICAL UNIVERSITY OF SOUTH CAROLINA AND BECAME A FELLOW OF THE AMERICAN COLLEGE OF EMERGENCY PHYSICIANS IN 2001. HE ALSO PRACTICED AT A RURAL FREE STANDING EMERGENCY DEPARTMENT DURING THAT TIME, ROPER BERKLEY HOSPITAL OF MONCKS CORNER, AND SERVED AS ITS MEDICAL DIRECTOR FOR TWO YEARS. IN 2002 HE RETURNED TO KALAMAZOO AND BEGAN PRACTICE AT BRONSON METHODIST HOSPITAL, ALLEGAN GENERAL HOSPITAL, AND THEN NAMED LAKEVIEW COMMUNITY HOSPITAL. IN 2004 HE BECAME MEDICAL DIRECTOR OF OUTPATIENT AND EMERGENCY SERVICES AT LAKEVIEW HOSPITAL AS WELL AS CO-MEDICAL DIRECTOR FOR THE VAN BUREN COUNTY MEDICAL CONTROL AUTHORITY. HE CURRENTLY CONTINUES IN THOSE ROLES AS WELL AS SERVING AS CHIEF MEDICAL OFFICER OF BRONSON LAKEVIEW HOSPITAL AND CLINICAL INSTRUCTOR OF EMERGENCY MEDICINE AT MSU-KCMS.

### SCOTT GIBSON, MD, CHIEF OF MEDICAL STAFF BRONSON METHODIST HOSPITAL

DR. SCOTT C. GIBSON RECEIVED HIS MEDICAL DEGREE FROM THE UNIVERSITY OF MICHIGAN IN 1991. HE COMPLETED A RESIDENCY IN EMERGENCY MEDICINE AT METHODIST HOSPITAL OF INDIANA, IN INDIANAPOLIS, IN 1994. DR. GIBSON HAS SINCE BEEN EMPLOYED BY SOUTHWESTERN MICHIGAN EMERGENCY SERVICES, AND HAS PRIVILEGES IN EMERGENCY MEDICINE AT ALLEGAN GENERAL HOSPITAL, BRONSON LAKEVIEW HOSPITAL, AND BRONSON METHODIST HOSPITAL. HE HAS BEEN INVOLVED AS A CORE FACULTY MEMBER OF THE MSU-KCMS EMERGENCY MEDICINE RESIDENCY IN KALAMAZOO SINCE 1996, AND PREVIOUSLY SERVED AS MEDICAL DIRECTOR OF THE EMERGENCY DEPARTMENT AT ALLEGAN GENERAL HOSPITAL. CURRENTLY DR. GIBSON IS THE ASSOCIATE MEDICAL DIRECTOR OF THE TRAUMA AND EMERGENCY CENTER AND IS CHIEF OF STAFF AT BRONSON METHODIST HOSPITAL.



## **SPEAKERS**

### **SCOTT LARSON, MD, SENIOR VP MEDICAL AFFAIRS/CHIEF MEDICAL OFFICER (BRONSON HEALTHCARE GROUP)**

DR. SCOTT LARSON, MD IS THE SENIOR VICE PRESIDENT FOR MEDICAL AFFAIRS AND CHIEF MEDICAL OFFICER OF BRONSON METHODIST HOSPITAL AND BRONSON HEALTHCARE GROUP. HE HAS OVERALL RESPONSIBILITY FOR THE MEDICAL STAFF AND MEDICAL STAFF LEADERSHIP, AS WELL AS CLINICAL QUALITY FOR THE HOSPITAL, BRONSON VICKSBURG HOSPITAL, AND THE PHYSICIAN PRACTICES.

DR. LARSON RECEIVED HIS MEDICAL DEGREE FROM THE UNIVERSITY OF ILLINOIS COLLEGE OF MEDICINE IN 1978, AND COMPLETED HIS RESIDENCY IN INTERNAL MEDICINE AT MICHIGAN STATE UNIVERSITY/KALAMAZOO CENTER FOR MEDICAL STUDIES IN 1981. HE HAS PRACTICED EMERGENCY MEDICINE AT BRONSON METHODIST HOSPITAL SINCE 1982. DR. LARSON IS BOARD CERTIFIED IN INTERNAL MEDICINE AND EMERGENCY MEDICINE. HE IS A FORMER MEDICAL DIRECTOR OF THE TRAUMA AND EMERGENCY CENTER AND PREVIOUSLY SERVED AS CHIEF OF STAFF AT BRONSON METHODIST HOSPITAL. HE HAS ALSO HELD THE POSITION OF MEDICAL DIRECTOR FOR IBA HEALTH PLANS AND WAS THE HOSPITAL'S EXECUTIVE MEDICAL DIRECTOR PRIOR TO ASSUMING HIS CURRENT ROLE IN NOVEMBER OF 2000.

DR. LARSON IS A MEMBER AND PRESENTLY THE VICE CHAIRMAN OF THE BOARD OF MICHIGAN STATE UNIVERSITY/KALAMAZOO CENTER FOR MEDICAL STUDIES. HE IS ALSO A MEMBER OF THE KALAMAZOO COUNTY MEDICAL CONTROL AUTHORITY, THE AMERICAN COLLEGE OF EMERGENCY PHYSICIANS, AND THE MICHIGAN STATE MEDICAL SOCIETY.

### **WILLIAM J. MAYER, MD, VICE PRESIDENT - MEDICAL STAFF CLINICAL QUALITY BRONSON HEALTHCARE GROUP**

WILLIAM J. MAYER, M.D., M.P.H., SERVES ON BRONSON'S EXECUTIVE LEADERSHIP TEAM WITH PRIMARY RESPONSIBILITY FOR WORKING WITH BRONSON PHYSICIANS TO FACILITATE PERFORMANCE IMPROVEMENT IN CLINICAL QUALITY.

MAYER HAS OVER 20 YEARS OF LEADERSHIP EXPERIENCE IN HEALTH CARE AT THE NATIONAL INSTITUTES OF HEALTH, WATSON WYATT WORLDWIDE, KELLOGG COMPANY, AND UNITED HEALTH CARE. MAYER HAS SERVED ON THE FACULTY OF THE NATIONAL CANCER INSTITUTE AND THE JOHNS HOPKINS UNIVERSITY BLOOMBERG SCHOOL OF PUBLIC HEALTH. HE HAS BEEN A REVIEWER FOR THE NEW ENGLAND JOURNAL OF MEDICINE AND PUBLISHED A NUMBER OF PEER-REVIEWED PAPERS AND BOOK CHAPTERS.

MAYER RECEIVED HIS MEDICAL DEGREE FROM STATE UNIVERSITY OF NEW YORK AT BUFFALO SCHOOL OF MEDICINE, AND HIS MASTER OF PUBLIC HEALTH DEGREE FROM THE JOHNS HOPKINS UNIVERSITY BLOOMBERG SCHOOL OF PUBLIC HEALTH. HE IS BOARD CERTIFIED IN PREVENTIVE MEDICINE.

### **MARIJO SNYDER, MD, PAST CHIEF OF MEDICAL STAFF (BRONSON METHODIST HOSPITAL)**

DR. MARIJO SNYDER IS THE IMMEDIATE PAST CHIEF OF STAFF, THE CURRENT CHAIR OF THE MEDICAL STAFF QUALITY COMMITTEE AND THE CREDENTIALS COMMITTEE AT BRONSON METHODIST HOSPITAL IN KALAMAZOO, MICHIGAN. THESE COMMITTEES ARE RESPONSIBLE FOR THE QUALITY OF CARE PROVIDED BY THE MEDICAL STAFF AS WELL AS THE PRIVILEGES GRANTED TO THOSE MEMBERS. SHE IS ALSO A MEMBER OF THE DISRUPTIVE PHYSICIAN BEHAVIOR COMMITTEE AND WAS INSTRUMENTAL IN ITS FORMATION.

DR. SNYDER RECEIVED HER DEGREE FROM WAYNE STATE UNIVERSITY SCHOOL OF MEDICINE IN 1984 AND COMPLETED HER OBSTETRICS AND GYNECOLOGY RESIDENCY AT WAYNE STATE UNIVERSITY IN 1988. SHE HAS PRACTICED AT BRONSON HOSPITAL SINCE 1988 AND HAS BEEN BOARD CERTIFIED SINCE 1990. SHE CONTINUES TO HAVE A VERY ACTIVE CLINICAL AND SURGICAL PRACTICE. SHE IS THE PAST CHIEF OF OBSTETRICS AND GYNECOLOGY AND SERVED AS CHIEF OF STAFF AT BRONSON FROM 2006-2008.

DR. SNYDER IS A MEMBER OF THE BRONSON HEALTHCARE GROUP BOARD OF DIRECTORS AND A DIRECTOR OF THE BOARD OF OB-GYN, PC. SHE IS ALSO A MEMBER OF THE KALAMAZOO ACADEMY OF MEDICINE, THE MICHIGAN STATE MEDICAL SOCIETY, THE AMERICAN ASSOCIATION OF GYNECOLOGIC LAPAROSCOPISTS AND A FELLOW OF THE AMERICAN COLLEGE OF OBSTETRICIANS AND GYNECOLOGISTS.

### **GINGER WILLIAMS, MD, CHIEF MEDICAL OFFICER OAKLAWN HOSPITAL**

DR. GINGER WILLIAMS IS A BOARD CERTIFIED EMERGENCY PHYSICIAN, AND IS CURRENTLY THE CHIEF MEDICAL OFFICER AT OAKLAWN HOSPITAL IN MARSHALL, MICHIGAN. DR. WILLIAMS EARNED HER UNDERGRADUATE DEGREE AT THE UNIVERSITY OF WISCONSIN, MEDICAL DEGREE AT THE MEDICAL COLLEGE OF WISCONSIN AND RESIDENCY IN EMERGENCY MEDICINE AT MICHIGAN STATE UNIVERSITY (1990). SHE HAS SERVED AS AN EMERGENCY DEPARTMENT ATTENDING PHYSICIAN, ED MEDICAL DIRECTOR, ED SECTION CHIEF AND CHIEF OF STAFF ELECT. IN MARCH, 2005, DR. WILLIAMS BECAME OAKLAWN'S FIRST CHIEF MEDICAL OFFICER, SUBSEQUENTLY EARNING HER MASTERS DEGREE IN MEDICAL MANAGEMENT FROM CARNEGIE MELLON UNIVERSITY.

DR. WILLIAMS IS A FELLOW OF THE AMERICAN COLLEGE OF EMERGENCY PHYSICIANS, A DIPLOMAT OF THE AMERICAN BOARD OF MEDICINE AND A MEMBER OF THE AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES. SHE IS A MEMBER OF THE MHA QUALITY AND PATIENT SAFETY COMMITTEE, AND SERVES AS A MEMBER OF THE BOARD OF DIRECTORS OF THE GREAT LAKES CHAPTER OF THE AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES AND THE CHEMICAL BANK COMMUNITY BOARD OF DIRECTORS FOR MARSHALL AND ALBION.