

Next Generation

COMPETITIVE ORTHOPEDIC SERVICES FOR HOSPITALS AND HEALTH SYSTEMS

FEBRUARY 11-13, 2009 • DALLAS TEXAS



**ESTABLISHING ORTHOPEDICS PROGRAMS TO IMPROVE
OUTCOMES, MAXIMIZE YOUR COMPETITIVE EDGE AND MEET THE GROWING PATIENT DEMAND**

*Delivering the Most Innovative and Advanced Orthopedic Services and Programs to Improve Outcomes,
Increase Quality of Care and Maximize Market Share*

DISTINGUISHED SPEAKING FACULTY INCLUDES:

Robert K. Smoldt, Chief Administrative Officer Emeritus
MAYO CLINIC, Fountain Hills, AZ

Marshall Steele, MD, CEO and President
MARSHALL STEELE AND ASSOCIATES

JeMe Cioppa Mosca PT, MBA, Assistant Vice President
HOSPITAL FOR SPECIAL SURGERY, New York, NY

Eileen Finerty, Director of Nursing; Infection Control &
Occupational Health
HOSPITAL FOR SPECIAL SURGERY, New York, NY

Kimberly McCloud, RN, BSN, Associate Director, Surgical &
Trauma Services
PARKLAND HEALTH & HOSPITAL SYSTEMS, Parkland, TX

Sandra Sneed, Administrator, Orthopedics & Neurosciences
OAKWOOD HEALTHCARE SYSTEM, Dearborn, MI

Bill Munley, Administrator, Ortho & Rehab
BON SECOURS HEALTH SYSTEM, Greenville, MD

John Barrington, MD
PREBYTERIAN HOSPITAL OF PLANO, Plano, TX

Patrick Vega, Principal
VEGA HEALTHCARE, Smithsburg, MD

Joe Tamaro, Senior Vice President
ACCELERO HEALTH PARTNERS, Canonsburg, PA

Scott Becker, JD, CPA, Partner
McGUIREWOODS, Chicago, IL

LEARN ABOUT:

- Implementing a service line structure to increase volume and market share in Orthopedics
 - Executing a physician alignment strategy to develop a regional market leadership position for spine services
 - The Future of Orthopaedics: Emerging Trends, Predictions And Strategic Opportunities
 - Competing with other hospitals and health centers by creating a "brand image" through orthopedic services and benchmarking strategies
 - Developing a Comprehensive "Joint and Spine Camp" Program to Improve Functional Outcomes, Patient Satisfaction, and Economic Performance
 - Strategies for optimizing reimbursement
 - Achieving excellence in customer service and exceeding patient expectation
 - Differentiating your musculoskeletal service line in a highly competitive healthcare environment
 - Creating a culture of data driven, continual process improvement for your Orthopedics Program
 - Integrating case management and patient education into the care processes to improve patient care
 - Methods to include new technology and techniques in ortho/spine care and remain cost effective
- And more...!

DON'T MISS OUR EXCLUSIVE PRE-CONFERENCE WORKSHOP!

**"HOW TO COLLABORATE WITH YOUR SURGEONS AND OWN THE PATIENT EXPERIENCE TO CREATE A
DESTINATION ORTHOPEDIC AND SPINE INSTITUTE"**

Marshall Steele, MD, CEO and President, MARSHALL STEELE AND ASSOCIATES

Media Partners

\$1,295 PER ATTENDEE

OFFER ENDS JANUARY 15TH

