CME SPEAKER SEMINAR SERIES:
Transformation of America’s Hospitals

Thursday, March 22, 2012
6:30 p.m. to 7:30 p.m.

Quarterly Medical Staff Meeting
Prior to course presentation
The Lake Forest Club
554 North Westmoreland Road
Lake Forest, Illinois 60045

Course Director
Steven Lasin, MD
Chair, Department of Medicine
Northwestern Lake Forest Hospital

Speaker
Kenneth Kaufman, MBA
Chief Executive Officer
Kaufman, Hall &
Associates, Inc.

Ken Kaufman's presentation titled “The Transformation of America's Hospitals" provides healthcare trustees and executive teams with insights to understand the changes occurring in the industry as a value-based business model replaces the fee-for-service, volume-based model in effect since 1965. It offers the macro-level trends behind this transformation that warrant leadership attention, including the cost of care in the U.S., the relationship of Medicare to the federal deficit, and its likely future impact on hospital utilization and top-line revenue. The presentation describes the top forces changing the competitive landscape and identifies new groupings or “classes” in which providers will compete. Finally, the presentation identifies competencies and core strategies required for success in achieving the true and required transformation of healthcare organizations.

Target Audience
This CME program is designed to meet the learning needs of Northwestern Lake Forest Hospital’s medical staff physicians.

Learning Objectives
• Understand the macro environmental factors affecting hospitals and health systems and their expected financial impact
• Identify the key thematic and contextual changes to occur in healthcare delivery as it transitions under a new business model from a volume-based to a value-based system
• Learn what will be required of hospital boards and executive teams to successfully transform their organizations
• Obtain concrete examples of what is occurring in selected markets and within various organizations

Registration
Register online at lfh.org/cme
For more information contact Jamie-Crystal Wylie at jwylie@lfh.org or 847.535.7966.
Kenneth Kaufman, Chief Executive Officer, is a proven leader in virtually all areas of capital advisory services. Since 1976, Mr. Kaufman has provided strategic counsel and guidance to healthcare organizations throughout the country in the fields of financial and capital planning, financial advisory services, and mergers and acquisitions.

Recognized as a leading authority in healthcare, Mr. Kaufman has presented more than 300 programs to audiences throughout the United States, including seminars sponsored by the American College of Healthcare Executives (ACHE), the American Hospital Association (AHA), the Healthcare Financial Management Association (HFMA), and The Governance Institute (TGI).


In addition, his articles regularly appear in major healthcare publications, such as Healthcare Financial Management (hfm), Trustee, Healthcare Executive, BoardRoom Press, Hospitals & Health Networks (H&HN), and others. In 2008, he was awarded a Helen Yerger/L. Vann Seawell Best Article Award by HFMA for the article he co-authored titled “A Disciplined Approach to Capital: Today's Healthcare Imperative,” published in the July 2007 issue of hfm magazine. He is regularly quoted as an expert in Modern Healthcare and other industry publications.

Mr. Kaufman holds a Masters in Business Administration with a concentration in Hospital Administration from the University Of Chicago Graduate School Of Business.

DISCLOSURE STATEMENTS

Mr. Kenneth Kaufman receives an honorarium from Northwestern Memorial Hospital. The Chair, Dr. Stan Dee, and course director, Dr. Steven Lasin have nothing to disclose. The planning committee of this activity, Drs. Ankin, Spehlmann, Rosengarten, Peters, Hartman, Clatch, Gulson, Ganshirt, Franaszek, Tsarwhas, Chaturvedi, and Wu, have nothing to disclose.

FSM'S CME LEADERSHIP AND STAFF HAVE NOTHING TO DISCLOSE

John X. Thomas, Jr., PhD, Sr. Associate Dean for Medical Education, Genevieve Napier, CME Director, CME Project Specialists, Ashley Kick, Katy Quinn, Tara Scavelli & Erich Hagio Nelson.

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