



LEADING ABOVE AND BEYOND

AT THE HEART OF SUCCESS

*2008 Cardiovascular Leadership Conference
March 27-29 at the Palmer House Hilton in Chicago*

Preliminary Program

This two and a half day conference is filled with information designed to help you achieve tremendous success both personally and professionally. The Heart of Success: Leading Above & Beyond takes you beyond Operations and Planning and into the realm of changing the way you do business to achieve maximum results given the ever changing landscape that is healthcare today!

The Conference Offers You

- Unparalleled opportunities to network with your colleagues and leaders in cardiovascular services.
- Keynotes offering insight into the future as well as lessons for today.
- In-depth information regarding various opportunities and challenges and how they impact your business.
- An exciting supplier program offering attendees a chance to better understand the marketplace constraints how to deal with these constraints more effectively.
- Time to visit directly with suppliers and learn about the latest technologies and innovations.
- Time to relax and get to know fellow conference attendees, suppliers and experts attending this year's event.
- Strategies for accomplishing your goals as a cardiovascular leader.
- Sessions for administrators, managers and nurse managers.

*Register now online at
www.acp-online.org*

**March 27-29
Palmer House Hilton
Chicago, Illinois**

Schedule of Events

Thursday, March 27

- 12:00 PM **Registration**
- 1:00 - 1:45 pm **Interventional Cardiology: Past, Present & Future, *Peter Tadros, MD, Kansas University Medical Center*** Interventional cardiology has come a long way in a short period of time. Visit where we have been and how we have landed where we are today. Explore what this means to you and how the future looks based on what we see today. Discussion will include a forward look into the future!
- 1:45 pm - 2:30 pm **Does Money Matter? -- Reimbursements & Management, *Liesl Cooper, Cordis*** Reimbursements continue to be challenging with rules that change daily and regulations that are always being updated and/or altered. Learn how to stretch your revenue through maximizing your reimbursements. Learn how you can impact the reimbursement cycle through classifications and greater understanding.
- 2:30 - 3:15 pm **Panel Discussion: Stents & the Outlook, *John Florio, Kansas University Medical Center (moderator)*** The results of using stents continue to unfold. What is happening with this technology clinically? What is this technology doing to our bottom line? How can we provide the patient with the best outcome: both for a long life and financially? Explore how stents have changed and will continue to change the marketplace and how you can capitalize on this technology.
- 3:15 PM **Break**
- 3:30 - 4:20 pm **Becoming a Star Performer: Sustaining Excellence in Cardiovascular Service, *Ross Swanson, Corazon Consulting*** We will review the hallmark traits of top programs, and detail the strategies necessary to achieve high-quality clinical and operational outcomes across cardiovascular service line performance. We will discuss the evolving concept of "quality" and how best to track and achieve it using measurable outcomes for key areas of this specialty. Presenting various options for quality assurance, we will also highlight the link between quality and cost. Through this session overall, Ross will illustrate how savvy hospitals can get "on track" to be among the best performers in their marketplace.
- 4:30 - 5:00 pm **CT Angiography: Managing this Technology and the Turf Battles that Go with It!!, *Carol Mascioli, Baptist Heart*** Is CT Angiography the latest and greatest? How can we manage this technology and all of the associated challenges that go with it? Who is in charge of the technology -- is it a cardiovascular service or is it a radiology component? Learn how to employ this technology and keep everyone happy!
- 5:00 - 6:15 pm **Images of the Future: What the Lab Looks Like -- a Leadership Panel, *Leading CV Administrators & Executives from GE Healthcare, Philips, Siemens & Toshiba*** Imaging is an ever changing technology. It has become the cornerstone of good cardiology practice. What does the future hold and how can you create a lab that incorporates this technology in the best possible way! Hear from a panel of leaders and supplier representatives -- how you can make it work for you!
- 6:15 PM **Opening Reception**

Friday, March 28

- 8:00 - 9:00 am **Breakfast Meeting: The Republican Platform on National Healthcare Reform, *RNCC Representative*** The election is right around the corner. What does the Republican Party profess as their platform for healthcare. Learn what the candidates plan to do in the healthcare arena -- at least what they are saying now!!
- 9:00 - 9:50 am **The New Frontier for Cardiology: Peripherals, CT Surgery & the OR Suites, *Georgann Bruski, RT, Beth Israel Deaconess*** The cardiovascular service line is ever changing. We are now involved in peripheral technologies and services, we support surgery and we are responsible for the operating room. Understand what the new frontier looks like and how you can maximize your opportunities in this brave new world!
- 10:00 - 10:50 am **Staffing Education & Training for Diagnostic to Interventional Treatments, *Voncile Hilsen-Morrow, Healthworks*** Our people continue to be our number one asset and priority. It is important we support staff not only because it's the right thing to do, but it's good for business. How can we educate and train our people for all service deliveries from diagnostics to intervention? Learn from a leader and come hear how to develop programs that will support and retain in this competitive market.
- 11:00 - 11:45 am **Heart Failure & Advanced Technologies -- Managing these Facets of CV Services Effectively, *Susan J. Heilman, Medtronic*** We hear about it all the time: heart failure continues to be the number one challenge we face in cardiovascular services delivery. How can we improve our clinical outcomes without killing the bottom line. Learn how advanced technologies can help your program and support your efforts.
- 11:45 - 12:30 pm **CMS & the New Quality Indicators: What it Means for Reporting, *CMS representative*** Hear from CMS directly -- what the new quality indicators mean and why they have been instituted. Understand the background of the new quality indicators and how the reporting is so important to the bottom line.

Friday, March 28

- 12:45 - 1:45 pm **Luncheon Meeting: The Democratic Platform on National Healthcare Reform, DNCC Representative** The election is right around the corner. We heard from the Elephants at breakfast it's time to hear from the Donkeys at lunch. What does the Democratic Party profess as their platform for healthcare. Learn what the candidates plan to do in the healthcare arena -- at least what they are saying now!!
- 2:00 - 2:50 pm **Psychology of Medical Decision Making, Alan Schwartz & Julie Goldberg, University of IL @ Chicago** Decision making is a complicated science based on many factors. Some of the factors for decision-making stems from our psychological make-up. Learn about the psychology of medical decision making from a researcher who has studied this extensively. You can alter decisions if you understand their origins!
- 3:00 - 3:50 pm **The Impact of Genetics on the Redesign of Care, Brenda Garrett, Piedmont Hospital** Recent advances in the understanding of how genetic factors contribute to disease, the progression of disease, and the responses to treatment, pose new challenges for health services. Genetic scientists are pushing back the boundaries of what is possible but there are many factors that must be taken into account before scientific discoveries can be translated into service intervention. Learn how genetics will impact future care and how you can be prepared for the changes ahead.
- 4:00 - 4:50 pm **A Panel: The Changing/Aging Cardiovascular Patient: The Impact for Future Practice, Joel Sandler, Florida Hospital (moderator) & leading CV Administrators** We have all heard the hype regarding our aging population and the explosion of seniors in the next generational wave. People are living longer, doing more, and requiring more healthcare service to stay ahead. How does our aging population impact our healthcare delivery and how are we going to manage the future expected explosion. Come hear from leaders on how they are planning for the future.
- 5:00 PM **Dine Around Networking Dinners**

Saturday, March 29

- 8:30 am - 9:00 am **Breakfast, Breakfast with Suppliers**
- 9:00 - 9:50 am **The Impact of Clinical Trial Results on CV Volumes & Revenues, Denise Montgomery & Brenda Ryann, Penn Medicine** What are the impact of clinical trials on your volumes and revenues. Discuss how clinical trials can make or break a program. Learn how to manage clinical trials for the best results not only clinically but also financially. Clinical trials CAN be best for the patient as well as the institution!
- 10:00 - 11:30 am **Panel of Leaders: Delivery of Care Models in Cardiovascular Care, Charlene Cole, Carilion Roanoke Memorial Hospital (moderator) & Leading CV Administrators** This session will provide attendees with various perspectives from leading cardiovascular programs across the country. What are the various successful models of cardiovascular healthcare delivery. Why are these models successful and what makes them work in today's tumultuous environment. How can you adapt your program to provide the highest quality delivery of care. Come with your questions and be prepared for a lively discussion
- 11:30 AM **Summary & CEUs**
- 12:00 - 3:00 pm **POST CONFERENCE WORKSHOP: Cardiovascular Business Institute (Optional fee required) Richard Beveridge, Beveridge & Associates.** This highly acclaimed workshop will provide attendees with a "Cardiovascular Management MBA". Learn about advanced business principles an administrator needs for success.

Cancellation

A full refund less a \$75 administrative fee will be granted to a written request prior to February 15, 2008. After this date, no refunds will be provided. All no shows will be billed. Occasionally changes in the program may be made due to speaker availability, participant demand or unforeseen circumstances.

CEUs

Contact hour will be awarded for Nurses, Radiology Technologists and CV Technologists. We are also seeking credits for administrators through ACHE.

Hotel Information

The Chicago Hotel the World Knows Best! At the **Palmer House Hilton** hotel in Chicago, Illinois, guests enjoy the close proximity to the Art Institute of Chicago, Grant Park, Millennium Park and Navy Pier. State Street and Michigan Avenue shopping is just outside our hotel doors. Ideally located in the heart of the Chicago Loop, the Palmer House Hilton hotel offers modern conveniences combined with over one hundred years of elegance.

17 East Monroe Street, Chicago, Illinois, United States 60603

To make reservations:

ACVP's special meeting rate is \$199.00. Reservations must be made by February 15 to be assured this special rate. To make your reservation, please call the Palmer House Hilton at 312.726.7500 and be sure to mention you are with ACVP.



2008

*Cardiovascular
Leadership
Conference
March 27-29*

2008 Registration Form

General Information

Your conference badge will reflect the information filled in below

Full Name: _____

Nickname: _____

Job Title: _____

Organization: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Fax: _____

Email: _____

Membership/Affiliation (check all that apply)

- ACVP
 ACHE
 ACCA
 SICP
 Other _____

Membership — obtain a membership in ACVP now and enjoy the conference registration rate for members and benefits throughout the coming year.

- Yes**, I want to join ACVP now at the Professional Member Conference Rate of \$85. I have included this fee with my member registration cost.

Conference Information

- Yes, this is my first ACVP Management Conference
 I am a vegetarian

Post-Conference Workshop Registration

- \$75 Business Institute

Conference Registration Fees

- \$425 ACVP Member (by February 15)
 \$455 ACVP Member (after February 15)
 \$595 Nonmember
 \$145 Full time student (with valid ID card)
 \$75 Guest: _____

Payment Information

- Check
 Visa/MC
 AMEX
 P.O.

Card #: _____

Expiration Date: _____

Signature: _____

Register by Phone, Fax, Online or Mail

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