RUN TOWARD THE ROAR

Confronting Disparities: A National Call to Action

June 5–6, 2012
Loews Vanderbilt Hotel
Nashville, Tenn.
About the Institute for Diversity in Health Management
The Institute for Diversity in Health Management was founded in 1994 to address the lack of ethnic, cultural and racial diversity in health care management. The Institute continues this mission of expanding leadership opportunities for diverse individuals by collaborating with educators and health services organizations. The Institute assists health care organizations with efforts to develop a pipeline of diverse leaders for health care, while also providing cultural awareness and diversity management tools to hospitals and health care systems, all in an effort to enhance the care provided to an increasingly diverse society.

The Institute for Diversity in Health Management is committed to expanding health care leadership opportunities for ethnically, culturally and racially diverse individuals and to increasing the number of these individuals entering and advancing in the field.

The Institute was founded through a collaborative effort among the American Hospital Association, the American College of Healthcare Executives, the National Association of Health Services Executives and the Catholic Health Association.

Vision
Leadership of health care institutions should reflect the ethnic, racial and cultural diversity of the communities they serve, resulting in the delivery of culturally appropriate health care to all constituent communities.

We appreciate our National Conference underwriters:

Platinum Sponsors

HCA
Hospital Corporation of America

Gold Sponsors

ARAMARK
Healthcare

CHRISTUS Health.

Silver Sponsor

Hospira

Media Sponsor

diversityMBA

Bronze Sponsors

DIVERSIFIED
Partners in Retirement Solutions

KORN/FERRY INTERNATIONAL

TIAA CREF
Financial Services

TRINITY HEALTH

General Sponsor

Yale New Haven Health System

I hope you'll join us at our 2012 National Leadership and Education Conference, June 5–6, 2012, in Nashville, Tenn., as we take the next steps on our journey. This year’s conference, our 10th, will feature scholars and thought leaders, expert practitioners and nationally recognized authorities on diversity management. Equally important, we have invited speakers and panelists from leading health care and related organizations to share their successful strategies and practices for increasing diversity and equity. We’ve also built in ample time for you to network and share your experiences with other participants, the guest speakers and the conference leaders.

It’s a challenging time to be a health care leader. The field is grappling with a host of new regulations in the face of payment reductions at both the state and federal level. At the same time, public expectations have never been higher. When you consider all the voices a health care leader must listen to and heed, it begins to sound like a “roar.” This year’s conference theme, “Run Toward the Roar. Confronting Disparities: A National Call to Action,” urges participants to face these challenges, particularly as they relate to diversity and disparities, head on.

In difficult economic times, the natural instinct is to prioritize those activities that preserve the bottom line and place other challenges on the back burner. However, the challenges related to diversity and disparities cannot wait. Diversity management represents a business requirement that will intensify as the general population, and accordingly the patient population, continues to become more diverse. The unintended consequences of delaying action could exacerbate existing disparities and result in a talent shortage.

This conference is designed to provide technical assistance to encourage caregivers and leaders to answer the call for equity. Our speakers will showcase successful strategies and proven best practices for reducing disparities that you can take back and implement in your organization right now to continue making an impact. Across the two-day conference, we’ll:

- Explore how hospitals and health systems are using tools to collect and analyze data to improve safety for all patients
- Examine the latest strategies for improving an organization’s cultural competence, from language assistance programs to cultural navigators
- Look at the role that the diversity of the governing body and leadership team plays in creating and fostering a culturally competent organization that truly reflects the community it serves

We’ll also unveil the findings from our “Diversity and Disparities: A Benchmarking Study of U.S. Hospitals” and honor survey participants.

It’s human nature to shy away from the unknown, or to run from the things we fear instead of confronting them. But that approach only delays the inevitable. I hope you will join us in responding to the call to action.

See you in Nashville, and bring a colleague!

Frederick D. Hobby, CDM
President and Chief Executive Officer
Institute for Diversity in Health Management
**Tuesday, June 5**

**Registration**
7:00 a.m.–5:15 p.m.

**Breakfast Buffet**
7:30 a.m.–9:00 a.m.

**Exhibit Fair**
8:00 a.m.–5:00 p.m.

**Welcome and Opening Remarks**
9:00 a.m.–10:00 a.m.

- **Teri G. Fontenot, FACHE**
  Chair
  American Hospital Association
  President and CEO
  Woman’s Hospital, Baton Rouge, La.

- **Frederick D. Hobby, CDM**
  President and CEO
  Institute for Diversity in Health Management

- **John J. (Jack) Lynch III, FACHE**
  Chair
  Institute for Diversity in Health Management
  President and CEO
  Main Line Health, Bryn Mawr, Pa.

**Run Toward the Roar: Roar Master Leadership**
10:00 a.m.–10:45 a.m.

- **Emmett C. Murphy, Ph.D.**
  New York Times best-selling author, health care executive and coach
  Will draw on his new book to reveal how health care leaders can harness the power of the roar to lead for diversity. He will reveal how the strategic use of risk leadership creates new options, a personal leadership map and the courage to translate it into action in times of economic uncertainty and transformational policy change.

  **Sponsored by**

**Luncheon: Masters of the Roar**
12:30 p.m.–2:00 p.m.

- **Regina M. Benjamin, M.D.**
  U.S. Surgeon General
  The first woman of color to serve as the nation’s “doctor-in-chief,” is the invited guest at this luncheon. In addition, the corporate partnership award will be announced.

**Face the Roar—Confronting Disparities: The Scope of the Challenge in Creating a Culturally Competent Organization**
2:15 p.m.–4:00 p.m.

- **Cheryl D. Bevel, CDM**
  Vice president of diversity, St. Luke’s Health System, Kansas City, Mo., a panel of physicians will discuss various aspects of physician preparation to address disparities in medical schools, in daily practice and through cultural competency skills.
- **Robert Like, M.D.**
  Director and professor, Center for Healthy Families and Cultural Diversity, Department of Family Medicine and Community Health, University of Medicine and Dentistry of New Jersey—Robert Wood Johnson Medical School, and
- **Joseph R. Betancourt, M.D.**
  Director of the Disparities Solutions Center and director of Multicultural Education at Massachusetts General Hospital, senior scientist for Mongan Institute for Health Policy, and associate professor of medicine at Harvard Medical School, will present.

**Closing Remarks**
4:00 p.m.–4:30 p.m.

- **Wayne Boatwright, CDM**
  Vice President, Cultural Diversity
  Meridian Health, Neptune, N.J.

**Special Recognition Dinner: Voices of Legacy**
6:00 p.m.–8:00 p.m.

Join your colleagues for food, fun and live music as we honor and celebrate the achievements of our Summer Enrichment Program alumni and participants in the Institute’s survey, “Diversity and Disparities: A Benchmarking Study of U.S. Hospitals.”

**Become a 2012 National Conference Sponsor!**

- Reach a targeted audience of CEOs and other senior health care executives in human resources, diversity and hospital administration/operations
- Contribute to the strengthening of the health care workforce of the future
- Showcase your company name and/or logo in promotional materials targeted to CEOs, COOs and organization presidents

Please contact Jetaun Mallett at (312) 422-2692 or jmallett@aha.org to confirm your participation.
Wednesday, June 6

Registration
7:00 a.m.–12:00 p.m.

Breakfast Buffet
7:00 a.m.–8:30 a.m.

Exhibit Fair
8:00 a.m.–4:00 p.m.

National Call to Action
8:30 a.m.–9:15 a.m.

Presented by AHA President and CEO Richard J. Umbdenstock, FACHE, this keynote session will highlight the methodology and key findings from the Institute’s “Diversity and Disparities: A Benchmarking Study of U.S. Hospitals.” The Institute recently conducted this comprehensive survey to assess different aspects of the state of diversity and disparities in health care management. In addition, representatives from the Equity of Care group will share progress on the “National Call to Action to Eliminate Health Care Disparities.”

Sponsored by CHRISTUS Health

Summer Enrichment Program … Enroll Now!
The Institute for Diversity in Health Management invites you to register for the 2012 Summer Enrichment Program (SEP). The SEP supports the next generation of leadership committed to serving our communities with excellence and promotes health care management that better reflects the vibrant, multicultural population of our country. We are pleased to offer online registration for host sites and student interns, available now at www.diversityconnection.org. We recommend early registration to allow us to assist you in making the best possible match.

For more information, contact Christopher Biddle at (312) 422-2658 or cbiddle@aha.org.

Own the Roar: Concurrent Breakouts
9:30 a.m.–10:45 a.m.
11:00 a.m.–12:15 p.m.

Participants will be able to select two of the in-depth, interactive sessions from the list below.

A Continuous Quality Improvement Approach to Organizational Cultural Competence
Co-presented by Thomas A. LaVeist, Ph.D., director of the Hopkins Center for Health Disparities Solutions (HCHDS) and the William C. and Nancy F. Richardson Professor in Health Policy at the Johns Hopkins Bloomberg School of Public Health (JHBSPH), and Cheri C. Wilson, faculty research associate, HCHDS, and program director, Cultural-Quality-Collaborative at JHBSPH

This session will explore a multidimensional cultural competency tool that evaluates the readiness of a health care organization or unit within an organization to meet the needs of the rapidly diversifying U.S. population. Developed and scientifically validated by Johns Hopkins researchers, the tool provides a “360-degree view” of the institution from the perspective of its administrators, health care providers, nonprovider staff and patients.

Diversity in Leadership and Governance: Practices in Recruitment and Retention
Presented by Otha R. Dillihay, chief human resource officer, Richland County School District, Columbia, S.C., and James W. Gauss, senior advisor to the CEO and senior vice president, Witt/Kieffer

In this session, participants will examine the impact of a diverse board of trustees on organizational performance and practices that promote diversity in leadership and governance, including the AHA Minority Trustee Education Program.

Eliminating Disparities: Data Collection, Designing Interventions, Removing Variances
Presented by Marcia Wilson, Ph.D., a lead research scientist at the Center for Health Care Quality at the George Washington University Medical Center School of Public Health and Health Services

Eliminating disparities requires more than good intentions. In this session, participants will learn how to collect and use data to design interventions that will have a lasting impact on their efforts to reduce disparities.

Luncheon: Benchmarking Recognition Roar Masters
12:30 p.m.–2:00 p.m.

At this luncheon, the Institute will unveil the results from the 2011 “Diversity and Disparities: A Benchmarking Study of U.S. Hospitals” survey. “Best in Class” organizations will be recognized in the following categories: Engaging Communities, Strengthening the Workforce, Leadership and Governance, and Delivering Quality Care. Keynote speaker Andrés Tapia, author and president of Diversity Best Practices, will examine the connection between disparities and key health care cost drivers as he makes the case for a holistic diversity and inclusion prescription that addresses racial and gender disparities in not only leadership but the health care workforce as a whole. This luncheon will allow participants one last opportunity to network.
Wednesday, June 6 (cont.)

Own the Roar: Concurrent Breakouts
2:15 p.m.–3:30 p.m.
Participants will be able to select one in-depth, interactive session from the list below.

Certification Standards for Medical Interpreters

This session will provide an overview of the new certification standards for medical interpreters and the programs that can help prepare interpreters for the certification exams.
Sponsored by CyraCom

Enhancing Health Care With CLAS

In this session, participants will review the new and enhanced Culturally and Linguistically Appropriate Services (CLAS) standards blueprint for advancing and sustaining CLAS practice and policy: purpose, audience, concepts, implementation strategies and resources.
Sponsored by CyraCom

The Potential of Health Information and Communications Technologies to Reduce Health Care Disparities
Presented by Ignatius Bau, independent health policy consultant, San Francisco

Health information technology has the potential to revolutionize health care delivery. Radical changes are not too far away in patient accessibility, self-monitoring, collection of data and analysis, and multiple communication channels.

Run Toward the Roar: Take the Action and Manage the Run
Closing Remarks
4:00 p.m.–4:30 p.m.
Carolyn P. Caldwell, FACHE
CEO
Centerpoint Medical Center, Independence, Mo.
Immediate Past Chair
Institute for Diversity in Health Management

Follow Us!

Hotel Information
Loews Vanderbilt Hotel Nashville
2100 West End Ave.
Nashville, Tenn. 37203
Reservations: (800) 336-3335
Hotel: (615) 320-1700

Reservations must be made by May 13, 2012, to ensure a room and to receive the Institute’s special rate of $119 single/double per night (please let the hotel know you are attending the 2012 Institute for Diversity Conference). Rooms are available on a first-come, first-served basis. Reservations can be made online by visiting www.loewshotels.com/en/Vanderbilt-Hotel/GroupPages/AmericanHospitalAssn.

Travel Discounts
Institute for Diversity in Health Management is offering special airfare discounts. Simply call (or have your travel agent call) one of our preferred airlines directly to receive these special fares. For information on discounts on American, Delta and United Airlines visit www.diversityconnection.org.

Continuing Education Credit
This conference has been approved for 12.50 ACHE Face-To-Face Education credits toward advancement and recertification in the American College of Healthcare Executives (ACHE).

Thank You to Our Corporate Sponsors
We acknowledge our sincere gratitude to our corporate sponsors for advancing the work of the Institute:

- AHA, ACHE, HCA, DIVERSIFIED, NAPH and ARAMARK Healthcare

Their contributions have led to the development of innovative programming, including the Summer Enrichment Program, the Institute’s Scholarship Program, the benchmarking study and the Certificate in Diversity Management program.

For general information regarding the Institute, please contact Elaine Johnson at (312) 422-2630 or ejohnson@aha.org.
Registration Information
Please complete the form, at right, and return it using one of the following methods. Register by March 15 and save up to $145!

By Mail
National Leadership and Education Conference
Institute for Diversity in Health Management
c/o ACHE
3376 Eagle Way
Chicago, IL 60678-1033

By Fax
Attention: Institute for Diversity Conference Registration
(312) 424-9405
Only credit card payments may be processed by fax.

ACHE will be coordinating registration. For information, please call ACHE’s Customer Service Center at (312) 424-9400.

Additional Information
- The Institute reserves the right to substitute speakers and cancel or reschedule programs due to unforeseen events.
- Dress for all conference sessions is business casual.
- Photographs of conference events will be taken throughout the program. By attending the events, conference registrants agree that their photograph may be used in Institute for Diversity publications and promotional materials.
- To cancel your registration, please notify ACHE in writing no later than May 18, 2012, to receive a full refund, less a $75 processing fee. After May 18, all fees are forfeited; however, another representative from your organization may take your place if you are unable to attend. Separate lunch tickets are nonrefundable.
- If you have dietary restrictions and require a special meal or other special consideration, please call ACHE’s Customer Service Center at (312) 424-9400.

Registration Form

Personal Information (Please Print)
Name _________________________ Name for Badge _______________________
Title _________________________________________________________________
Organization __________________________________________________________
Address ______________________________________________________________
City, State, ZIP __________________________ Telephone (Daytime) __________ Fax __________
Email ________________________________________________________________
Your Six-Character ACHE ID Number (If Applicable): ________________________

Payment Method
☐ Check enclosed—Please make your check payable to: Foundation of the American College of Healthcare Executives
☐ Visa ☐ MasterCard ☐ American Express ☐ Discover
Name on credit card ______________________________________________________
Account number _______________________________________________________
Expiration date _______________________________________________________
Authorized signature __________________________________________________
Date _________________________________________________________________

Conference Attendance Fees
Please check the appropriate box:

Regular Registration
(Nov. 1, 2011–March 15, 2012)
Institute Member/Nonmember
☐ General Full Conference ....... ☐ $495 ☐ $550 ....................... ☐ $595 ☐ $695

Late Registration
(March 16–May 25, 2012)
Institute Member/Nonmember

Purchase Luncheon Tickets
For those attendees who wish to attend a conference luncheon(s) but do not wish to register for the full conference, select all that apply:

Institute Member/Nonmember
☐ Luncheon Ticket—Tuesday .................................................... ☐ $75 ☐ $100
☐ Luncheon Ticket—Wednesday ............................................... ☐ $75 ☐ $100

Become a Member of the Institute
Please check the appropriate box:

☐ Individual Hospital ................................................................. $500
☐ Multihospital System (Per Facility) .......................................... $425
☐ Associate Membership ......................................................... $500
☐ Allied Membership ............................................................. $2,500

Conference Registration/Membership Fee Total: _________________________
Register by March 15 and Save!