



*th year*

INSTITUTE FOR DIVERSITY  
in Health Management

An affiliate of the American Hospital Association

NATIONAL LEADERSHIP AND EDUCATION CONFERENCE

EQUITY

MOVING BEYOND DIVERSITY

JUNE 12-13, 2014 / PALMER HOUSE HILTON / CHICAGO, IL

## 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.

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## WE APPRECIATE OUR NATIONAL CONFERENCE UNDERWRITERS:

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**When the Institute for Diversity in Health Management was created 20 years ago**, racial and ethnic minorities represented about 20 percent of hospital employees but held less than 1 percent of top management positions.

Since 1994, the Institute's mission has been to increase the number of minorities in health services administration to better reflect the increasingly diverse communities they serve, and to improve opportunities for professionals already in the health care field.

### Hobby

Although we have made considerable progress in these areas—minorities now represent 14 percent of hospital board members and executive leaders—we know we still have much more work to do.

And now—more than ever—that work cannot be limited to diversity efforts alone. The theme of our 2014 National Leadership and Education Conference, **"EQUITY: Moving Beyond Diversity,"** urges participants to look beyond diversity and provide the highest quality and equitable care to all of the patients and communities you serve.

The 2014 conference, our 11th, takes place June 12–13 at the renowned Palmer House Hilton hotel in Chicago. It is designed to provide strategies and tools for hospital leaders and caregivers to help their efforts to eliminate disparities in care for patients.

Our speakers, who include featured scholars, thought leaders and national experts, will discuss areas that your organization can focus on in order to truly provide equitable care. These include:

- Ensuring culturally competent care is being delivered across your organization
- Collecting and using race, ethnicity and language data to tailor the delivery of care to patients and develop appropriate quality improvement interventions
- Incorporating and hardwiring a diversity and inclusion plan into your organization
- Having a governing board and leadership team that is truly reflective of the patients and communities you serve

In addition, across the two-day conference you will participate in leadership development activities, share diversity management best practices and network with senior health care executives.

We'll also unveil the findings from our "Diversity and Disparities: A Benchmark Study of U.S. Hospitals" and recognize survey participants. And of course, we will **celebrate the Institute's 20th anniversary** and honor many of the organizations and individuals who have played critical roles in the organization's success.

Achieving equity and eliminating disparities in care is imperative to improving the health of the populations you serve. Show your commitment to health equity and register today for the June conference. Please visit [www.diversityconnection.org](http://www.diversityconnection.org) for more conference details, including how you can support the conference.

See you in Chicago ... and bring a colleague!

**Frederick D. Hobby, CDM**

President and Chief Executive Officer

Institute for Diversity in Health Management

# THURSDAY, JUNE 12

## REGISTRATION

7:00 a.m.–5:00 p.m.

## BREAKFAST BUFFET

7:30 a.m.–9:00 a.m.

## CEO BREAKFAST (BY INVITATION ONLY)

7:30 a.m.–8:30 a.m.

## MENTOR CIRCLE AND SEP ALUMNI BREAKFAST

7:30 a.m.–8:30 a.m.

## EXHIBIT FAIR

8:00 a.m.–5:00 p.m.

## WELCOME AND OPENING REMARKS

9:00 a.m.–10:00 a.m.



### **Richard J. Umbdenstock, FACHE**

President and CEO  
American Hospital Association

### **Frederick D. Hobby, CDM**

President and CEO  
Institute for Diversity in Health Management

### **Richard P. de Filippi**

Chair  
Institute for Diversity in Health Management

Umbdenstock

## EQUITY: MOVING BEYOND DIVERSITY 2050

10:00 a.m.–10:45 a.m.



Racial and ethnic minorities are expected to become the majority population by 2050. In this session, **Leonard Greenhalgh, Ph.D.**, professor of management, Tuck School of Business, Dartmouth College, will examine census data trends and recommend steps to prepare for the demographic shift and its economic impact on health care.

Greenhalgh

## SUMMER ENRICHMENT PROGRAM ... ENROLL NOW!

The Institute for Diversity in Health Management invites you to register for the 2014 Summer Enrichment Program (SEP). The SEP supports the next generation of leaders committed to serving our communities with excellence and promotes health care management that better reflects the vibrant, multicultural U.S. population. We are pleased to offer online registration for host sites and student interns, available now at [www.diversityconnection.org](http://www.diversityconnection.org). We recommend early registration to allow us to assist you in making the best possible match.

SEP alumni are invited to join us for a special breakfast on June 12. For more information, contact Christopher Biddle, membership and education specialist, at (312) 422-2658 or [cbiddle@aha.org](mailto:cbiddle@aha.org).

## EQUITY: BUILDING A PLATFORM FOR DIVERSE LEADERSHIP AND INCLUSION

11:00 a.m.–12:15 p.m.



Bowers

**VeLois Bowers, CDM**, vice president, diversity and inclusion, CHRISTUS Health, Houston, will moderate a discussion with leaders from national health care associations on how they are working with their member organizations to promote equity, diversity and inclusion. Participating on the panel are **Deborah J. Bowen, FACHE, CAE**, president and CEO of the American College of Healthcare Executives; **Ramanathan Raju M.D., FACHE**, board member, Asian Health Care Leaders Association; **Roy L. Hawkins Jr., FACHE**, president of the National Association of Health Services Executives; and **Nicholas R. Tejada, FACHE**, board member and past-president of the National Forum for Latino Healthcare Executives.

## LUNCHEON

### FROM DIVERSITY TO INCLUSION: THE ROLE OF C-SUITE LEADERSHIP

12:30 p.m.–2:00 p.m.



Dreachslin

**Janice L. Dreachslin Ph.D.**, professor of health policy and administration, Penn State Great Valley School of Graduate Professional Studies, will discuss the shift from diversity to inclusion in health care. She is lead author of the recently released textbook *Diversity and Cultural Competence in Health Care: A Systems Approach*. In addition, the Institute corporate partnership and membership awards will be announced.

## OVERCOMING THE ODDS: WOMEN IN LEADERSHIP

2:15 p.m.–4:00 p.m.

A dynamic panel of female hospital C-suite executives will discuss various aspects of leadership, including ways in which their roles are changing, issues that keep them up at night and what inspires them.

## CLOSING REMARKS

4:00 p.m.–4:30 p.m.

### **Kinneil Coltman, DHA, CDM**

Chief Diversity Officer  
Greenville Health System, Greenville, S.C.

## SPECIAL RECOGNITION DINNER: CELEBRATING 20 YEARS

6:00 p.m.–8:00 p.m.

Join your colleagues for food, fun and live music as we celebrate 20 years of the Institute's achievements. Hear from a national leader on the Institute's impact on diversity in health care and the enhanced Culturally and Linguistically Appropriate Services (CLAS) standards.

Invited Speaker:

### **J. Nadine Gracia, M.D.**

Deputy Assistant Secretary for Minority Health  
Office of Minority Health  
U.S. Department of Health and Human Services

# FRIDAY, JUNE 13

## REGISTRATION

7:00 a.m.–12:00 p.m.

## BREAKFAST BUFFET

7:00 a.m.–8:30 a.m.

## INSTITUTE MEMBERSHIP BREAKFAST (MEMBERS ONLY)

7:30 a.m.–8:30 a.m.

## EXHIBIT FAIR

8:00 a.m.–1:00 p.m.

## EQUITY: THE MENTAL HEALTH PERSPECTIVE

8:30 a.m.–9:15 a.m.



**Melba J.T. Vasquez, Ph.D.**, a past president of the American Psychological Association and independent psychologist, will address disparities in mental health services among diverse populations.

Vasquez

## EQUITY: DEVELOPING LEADERS AND THE ROLE OF A CHIEF DIVERSITY OFFICER

9:15 a.m.–10:15 a.m.

In this executive plenary moderated by **Christopher Metzler, Ph.D.**, senior associate dean, School of Continuing Studies at Georgetown University, hospital CEOs and chief diversity officers (CDOs) from Rush University Medical Center, Chicago, and Froedtert Health, Milwaukee, will discuss their organizations' diversity initiatives and how the CDO role can be a driver for change and positive outcomes in patient experiences.

**Sponsored by**

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*Leaders Connecting Leaders*



## MOVING BEYOND DIVERSITY: CONCURRENT BREAKOUTS

10:30 a.m.–11:30 a.m.

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

### DESIGNING A CULTURAL COMPETENCE TRAINING INITIATIVE IN HEALTH CARE

Presented by **Neal Goodman, Ph.D.**, president of Global Dynamics

Participants will learn the critical factors (processes and content) that must be addressed in the design and delivery of a cultural competency training initiative. Participants also will explore successful models, and receive tools and resources they can implement in their own organizations.

**Sponsored by CyraCom**

### MANAGING POPULATION HEALTH: A STRATEGY FOR IMPROVING HEALTH STATUS

Presented by **Linda Alexander, RN**, chief clinical officer, Total Health Care

This session will examine the benefits and challenges hospitals may face when integrating care across the continuum. Participants will hear proven strategies for post-acute care integration that reduce hospital readmissions and improve health outcomes.

### UNDERSTANDING THE MILITARY VETERANS AND FAMILY COMMUNITY

Co-presented by **Evelyn L. Lewis, M.D.**, chief medical officer, Steptoe Group LLC, and **Ronald J. Steptoe**, chairman and CEO, Steptoe Group LLC

These former military officers will address cultural competency awareness and training for military and veteran communities, as well as the disparities in access to care many veterans and their family members face.

## MOVING BEYOND DIVERSITY: CONCURRENT BREAKOUTS

11:30 a.m.–12:30 p.m.

Participants will be able to select **one** of the in-depth, interactive sessions from the list below. (continues on next page)

### KEEPING IT REaL: AN ANALYSIS OF HEALTH CARE QUALITY AMONG PRIORITY PATIENT POPULATIONS

Co-presented by **Juana Slade, CDM**, director of diversity and language services, AnMed Health, Anderson, S.C., and **Suzanne Wilson, RN**, director of medical resource management, AnMed Health

This session will provide a brief overview of the design and application of the AnMed Health disparities dashboard as a replicable model for quality improvement enhanced by cultural competence. In 2012, the dashboard was produced to analyze scores for inpatient and outpatient appropriate care, 30-day readmissions, patient satisfaction and other measures stratified by race, ethnicity and language (REaL) preference. Locally, their work revealed an all-too-familiar national trend: health and health care disparities disproportionately affect minority populations in Anderson County South Carolina.



# FRIDAY, JUNE 13 (CONT.)

## THE NEW SCIENCE OF UNCONSCIOUS BIAS: WORKFORCE AND PATIENT CARE IMPLICATIONS

Presented by **David B. Hunt**, president and CEO, Critical Measures, LLC

In the past, bias was regarded as conscious and intentional. Today, however, bias is regarded as largely unconscious and unintentional. This session will explore the science behind this shift in thinking and the implications of unconscious bias research for the workforce and for caring for racially and culturally diverse patients. The session will conclude with tips and tactics for what individuals and organizations can do to become more conscious of unconscious biases and counteract them in systemic ways.

**Sponsored by CyraCom**

## REGULATORY AND LEGAL IMPLICATIONS

Co-presented by **Antoinette “Toni” Green, CDM**, vice president, Trinity Health, Livonia, Mich., and **Cynthia Hines, CDM**, director, Mercy Health Partners, a member of Trinity Health

Participants will learn federal, state and local laws that have contributed to disparate health care services. In addition, they will learn strategies to recognize other laws and regulatory and legal requirements that affect the implementation and development of diversity and cultural competence initiatives.

## LUNCHEON

### ENDING RACIAL, ETHNIC AND CULTURAL DISPARITIES IN U.S. HEALTH CARE

12:30 p.m.–2:00 p.m.



Halvorson

The Institute will unveil results from the 2013 “Diversity and Disparities: A Benchmarking Study of U.S. Hospitals” report and recognize top-performing organizations. Keynote speaker **George Halvorson**, chairman and CEO of the Institute for InterGroup Understanding and former chairman and CEO of Kaiser Permanente, will share leadership insights and relevant case studies from his recently released book *Ending Racial, Ethnic, and Cultural Disparities in American Health Care*.

## CLOSING REMARKS

2:00 p.m.–3:00 p.m.

### Edward Martinez

Immediate Past Chair

Institute for Diversity in Health Management

This closing session will assess different aspects of the state of diversity and disparities in health care management. In addition, Martinez will share progress on the “National Call to Action to Eliminate Health Care Disparities.” This will be the last opportunity to network.

## FOLLOW US!

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## HOTEL INFORMATION

### Palmer House Hilton

17 East Monroe St.  
Chicago, Illinois 60603  
Reservations: (800) HILTONS  
Hotel: (312) 726-7500

Reservations must be made by May 12, 2014, to ensure a room and to receive the Institute's special rate of \$199 per night (please let the hotel know you are attending the 2014 Institute for Diversity National Conference). Rooms are available on a first-come, first-served basis. Reservations can be made online by visiting [www.diversityconnection.org](http://www.diversityconnection.org).

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## TRAVEL DISCOUNTS

The Institute for Diversity in Health Management is pleased to offer special airfare discounts for 2014 Conference attendees! 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](http://www.diversityconnection.org).

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## CONTINUING EDUCATION CREDIT

This conference has been approved for ACHE Face-To-Face Education credits toward advancement and recertification in the American College of Healthcare Executives (ACHE). At press time, the number of credits was pending. Check [www.diversityconnection.org](http://www.diversityconnection.org) for more information.



## THANK YOU TO OUR CORPORATE SPONSORS

We acknowledge our sincere gratitude to our corporate sponsors for advancing the work of the Institute:

- AHA, ACHE, CHA, America's Essential Hospitals, Transamerica 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 in Health Care program.

If you would like to learn more about specific programs offered by the Institute or how to **become a sponsor**, please contact Jetaun Mallett at (312) 422-2692 or [jmallett@aha.org](mailto:jmallett@aha.org). For general information regarding the Institute, please contact us at (312) 422-2630 or [institute@aha.org](mailto:institute@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 \$100!

## REGISTER ONLINE

[www.diversityconnection.org](http://www.diversityconnection.org)

## 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.**

The American College of Healthcare Executives 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 16 to receive a full refund, less a \$75 processing fee. After May 16, all fees are forfeited; however, another representative from your organization may take your place if you are unable to attend. Separate dinner 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:  
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Authorized signature \_\_\_\_\_

Date \_\_\_\_\_

## CONFERENCE ATTENDANCE FEES

Please check the appropriate box:

Regular Registration (Nov. 18, 2013–March 14, 2014) Institute Member/Nonmember	Late Registration (March 15–May 23, 2014) Institute Member/Nonmember
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General Full Conference.....  \$595  \$695.....  \$695  \$795

Full Conference Registration includes all session materials, breakfasts, lunches and dinner.

## PURCHASE DINNER TICKETS

For those attendees who wish to bring a guest to the conference recognition dinner on June 12, you may purchase up to 10 extra dinner tickets. Indicate the number and include the total price below.

Institute Member/Nonmember

Dinner Ticket(s) \_\_\_\_\_ (Num. of tickets up to 10) ..... \$125/\$150

I wish to attend the conference dinner only on June 12 but do not wish to register for the full conference: ..... \$125/\$150

## 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:** \_\_\_\_\_



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**REGISTER BY MARCH 15 AND SAVE!**

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