

Women's Healthcare Center of Excellence Summit

Developing a New Women's Healthcare Center of Excellence

April 19-20, 2010

April 19, 2010, 1:00PM – 5:00PM

12:00 – 1:00 *Registration*

1:00 – 1:15 **Opening and Welcoming Comments by Summit Chair**

Diana Bruno Himwich, *President*, UNA VITA

1:15 – 2:30 **Evaluating the Women's Health Services Market**

Prior to embarking on the development of a Women's Health Center of Excellence, it is important to understand the make up of the market, population demographics, and scope of existing regional facilities. Once the market is properly understood, it will be possible to design a center to meet the unique needs of the population being served. This presentation will discuss the steps that will need to be taken to reach the proper level of market knowledge.

Mary Anne Graf, *Vice President, Women's & Children's Services*,
BON SECOURS RICHMOND HEALTH SYSTEM

2:30 – 3:00 *Afternoon Break*

3:00 – 4:00 **Understanding the Capital Costs of a Center of Excellence**

The cost and economic requirements of a Women's Health Center of Excellence may vary greatly from a traditional healthcare provider. Even seasoned veteran administrators who have not previously led a Center of Excellence may find there are still lessons to be learned. Those who venture down the path of developing a new facility will need to properly understand the economic issues to avoid serious and unnecessary complications. This presentation will focus on the important step of examining the true costs of setting up and running a Women's Health Center.

Vicki Lucas Ph.D., *President*, VICKI LUCAS LLC

4:00 – 5:00 **Developing a Women's Sub-specialty Center**

Given the nature of women's healthcare services, many providers view offering targeted sub-specialty services as a strong option that meets both patient needs and the objectives of the facility itself. Developing and operating a sub-specialty has its own unique issues including branding, staffing, and leadership needs. This presentation will discuss the experiences of a breast center, the challenges that were faced, and how the Center handled these issues.

Ingrid Meszoely, M.D., *Clinical Director*, THE VANDERBILT BREAST CENTER

April 20, 2010; 8:30AM – 5:30PM

7:30 – 8:30 *Registration and Continental Breakfast*

8:30 – 8:45 **Day 2 Welcoming Comments**

Diana Bruno Himwich, *President*, UNA VITA

8:45 – 9:45 **Clinical Staffing Requirements for Women's Health Services**

A Women's Center of Excellence requires a delicate balance of physicians. A great benefit of a center focused on women's healthcare is the ability to provide better-coordinated services for a superior patient experience. To achieve this standard, it is important for an administrator to understand what their physician needs truly are and what the proper mix of physicians will lead to best results. This presentation will provide insight into achieving that balance.

Donald J. Dudley M.D., *Professor*, UNIVERSITY OF TEXAS HEALTH SCIENCES CENTER

9:45 – 10:15 *Morning Break*

10:15 – 11:15 **Evaluating Physician Agreements – Options and Tradeoffs**

Once an administrator has identified the right physician mix, an evaluation of what physician agreements will serve the needs of the patients, doctors and facility best will be needed. This presentation will discuss the various options to attracting and retaining top physician talent along with the risks and benefits associated with each potential agreement.

Vicki Lucas Ph.D., *President*, VICKI LUCAS LLC

11:15 – 12:15 **Future Trends in Profit and Passion for Women's Health**

The healthcare market is in a constant state of change. Understanding the movement in patient demands is a key ingredient to success for any Center of Excellence. Trends, both large and small, will need to be understood to stay ahead of the curve. This presentation will discuss the latest trends and what healthcare providers are able to do to meet these demands and keep satisfaction levels at standards that meet the facility's goals.

Tanya Abreu, *President and National Program Director*,
SPIRIT OF WOMEN HOSPITAL NETWORK

12:15 – 1:45 *Group Luncheon*

1:45 – 2:45 **Developing the Right Marketing Strategy**

While many Women's Health Centers of Excellence would prefer to spend time and resources providing patient care, a strong marketing strategy is an essential element to a successful facility. From branding, to public awareness campaigns, to developing referral pipelines, each individual center must choose a concept that meets its unique requirements. This presentation will provide details on designing a marketing strategy to ensure steady patient volumes.

Gabrielle DeTora, *Strategic Health Consultant*, GABRIELLE DETORA, LLC

2:45 – 3:15 *Afternoon Break*

3:15 – 4:15 **Meeting Objective Standards of Market Credibility**

What is the definition of a “Center of Excellence”? As a facility is developed, administrators will want to consider this question and be prepared to answer it. Patient-centered healthcare services may be a good start but more will be required. This presentation will discuss market credibility, national standards of accreditation, and how to ensure your facility will be able to meet objective and stringent demands.

Patricia Hamilton, BSN, RNC, *Clinical Director of Labor and Delivery*,
NORTH CENTRAL BAPTIST HOSPITAL

4:15 – 5:15 **Keynote Panel: Executive Perspectives on the Market**

The *Developing a New Women's Healthcare Center of Excellence* will conclude with an interactive roundtable panel discussion. All relevant topics will be open as this panel will discuss the most important issues of the day including, reform, capital costs, overcoming challenges in the market and many others. The panelists will share their views in an open format while encouraging audience participation in the discussion.

Moderator:

Jonathan K. Henderson, *Partner*, K&L GATES LLP

Panelists:

Tanya Abreu, *President and National Program Director*,
SPIRIT OF WOMEN HOSPITAL NETWORK

Vicki Lucas Ph.D., *President*, VICKI LUCAS LLC

Diane Thompson M.D., *Medical Director*, Women's Center and Cancer Center,
THE QUEEN'S MEDICAL CENTER