



Reaching New Heights

Foundations for Growth in Cardiovascular,
Neuroscience, & Orthopedics

Spring Conference 2019

The Paris Hotel, Las Vegas
April 30 – May 2

Hosted By

CORAZON & LUMEDX

Day One

Tuesday, April 30 2:30pm–6:00pm
Registration opens at 2:30pm

PRE-CONFERENCE WORKSHOPS



Option #1: Accreditation

Explore the value of accreditation as a means to boost clinical and operational performance, achieve differentiation in today's competitive market for cardiac services, and improve the bottom line. Through case study examples, participants will understand both the impressive results and ROI of this effort along with a deep-dive into metrics and dashboard development.



Option #2: Data/Analytics

This interactive workshop is designed to demonstrate valuable ways to access and blend data that will propel users beyond traditional quality and operational metrics review. Case study examples will demonstrate several success stories and encourage participant dialogue to share best practices and create opportunities for implementation in the clinical setting.

WELCOME RECEPTION & GUEST SPEAKER

CIRQUE DU SOLEIL. Join us to hear an interesting and unique perspective on how the use of growth goals and innovation of a traditional concept have translated to boundless success for the now world-famous Cirque du Soleil.



Learn from their example and consider new ways to REACH NEW HEIGHTS for your hospital's performance.

Day Two

Wednesday, May 1 8:30am–2:00pm

WELCOME



Reaching New Heights!

- Karen Hartman, President & CEO, Corazon, Inc., Pittsburgh, PA
- Allyn McAuley, CEO & Co-Founder, LUMEDX, Oakland, CA



Join us as we set the stage for two days of innovative strategies and real-world ideas for how your organization can set a solid foundation within the cardiovascular, neuroscience, and orthopedic service lines as a means to achieve growth and success.

BREAKOUT SESSIONS*

SOARING ABOVE THE COMPETITION: SUCCESS WITH THE OUTPATIENT SETTING

These sessions will explain how to successfully transition to a less-invasive, ambulatory-focused service line for each specialty as below:

CV Session

Understand how Ambulatory Surgery Center encroachment and physician-office-based labs are impacting the traditional make-up of CV service lines, along with other changes affecting the ever-dynamic cardiovascular specialty.

Neuro Session

Learn how clinic-based services and the move of neurologists into the non-hospital setting have changed the way neuro service lines are structured and services are delivered.

Ortho/Spine Session

With an almost full shift of joints into an outpatient setting, gain insight on the new era of bundled payments, including the effect of private payors, the post-acute experience, tracking functional outcomes, and more.

**Please choose a specialty at registration.*

PANEL SESSION



Raising the Bar: Establishing Networks of Care

- Jean Wiest, Vice President, System Integration, UPMC Pinnacle, Harrisburg, PA
- David Fikse, President, Cincinnati Market, Mercy Health, Cincinnati, OH
- Louis I. Fink, MD, FACC, Executive Medical Director, New England Heart and Vascular Institute, Catholic Medical Center, Manchester, NH



Using case studies and real-world examples from Corazon clients, this panel will discuss successful strategies for establishing a network of care through program consolidation, development, or enhancement as based on market need. Outlining the optimal approach to regionalizing strategic clinical service offerings within a defined network, the panelists will share experiences of optimizing access amid the heightened industry scrutiny related to delivering appropriate and affordable care with fewer resources.

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LUNCH SESSION



Cardiovascular Science Meets Consumer Science

- Brent Walker, SVP Marketing & Analytics, PatientBond, Elmhurst, IL
- Pat Dunn, Sr. Program Manager, Center for Health Technology & Innovation, American Heart Association, Dallas, TX



Companies on the cutting-edge are increasingly working with hospitals to drive preventive behaviors to reduce CV disease. During this lunch session, attendees will learn about the AHA's CarePlans, integrated with PatientBond's platform for digital engagement, to motivate healthy patient behaviors in a joint offering called the Health Motivation Platform (HMP). The speakers will also provide case studies on the results behind patient engagement and behavior change efforts focused on personalized cardiovascular health motivators.

GENERAL SESSION



A Lofty Challenge: Beyond Physician Engagement

- Stacey Lang, Senior Vice President, Corazon, Inc., Pittsburgh, PA
- Kirk L. Miller, Chief Operating Officer, HealthCare Partners, Las Vegas, NV



As the physician / hospital relationship continues to evolve amid industry pressures for increased quality at a lower cost, challenges have emerged as stakeholders learn to navigate the new dynamic after any "deal" is reached. The speakers will discuss the distinction between physician partnerships or employment and engagement (and how to achieve both!), strategies for structuring effective leadership models, and who to bring to the table for optimal results.

GENERAL SESSION



Attaining Elevated Results: AI vs. Real Intelligence

- Susan Heilman, Senior Vice President, Corazon, Inc., Pittsburgh, PA
- Matt Esham, Director of Business Intelligence & Analytics, LUMEDX, Oakland, CA



This session will explain how hospitals can best achieve a comprehensive view of physician and hospital data for greatest effect, including leveraging and enhancing existing data for effective use. The speakers will explain how to look beyond the hospital walls and leverage "big data" as part of adopting a forward-looking informatics approach. Attendees will understand how analytics can best result in a comprehensive program view for overall Performance Improvement.

Day Three

Thursday, May 2 8:30am-1:00pm

OPENING PANEL SESSION



Climbing to the Top: Achieving Performance Excellence

- Ross Swanson, Executive Vice President, Corazon, Inc., Pittsburgh, PA
- James E. Tchong, MD, Interventional Cardiologist & Faculty, Duke Clinical Research Institute & Duke Center for Health Informatics, Durham, NC
- Greg Nielsen, Healthcare Executive, Hospital Leadership, Nashville, TN



This panel discussion will explore how hospitals of all sizes and scopes can achieve excellence with an incremental approach to top performance. The speakers will share examples of how a focus on certain elements helps to meet differing patient expectations and move beyond traditional PI / QI initiatives. This session will also debunk the myth that rankings are an inaccurate measure of overall success, and explain how hospitals can close the gap between publically-reported info and actual outcomes/results.

GENERAL SESSION



Constructing Your Vision: High Tech/High Touch

- Katherine Brown, Vice President, Corazon, Inc., Pittsburgh, PA
- Ferdinand K. Hui, MD, Associate Professor, Johns Hopkins University, Director of Interventional Stroke, National Capitol Region, Baltimore, MD
- Robert W. Biederman, MD, FACC, FAHA, FASA, FSGC, Medical Director, CV Magnetic Resonance Imaging Center, Allegheny General Hospital, Pittsburgh, PA



Healthcare design and facility planning have once again moved to the forefront of strategic initiatives as hospitals understand that the use of technology, retrofitting, and transitional care can elevate all programmatic aspects. The speakers will discuss ways to match hospital vision with new design and care delivery concepts for the greatest impact, highlight the cutting-edge "smart hospital" concept, and leverage this idea in the 21st century.

REGISTRATION RATES

Early Bird — \$325

Registration must be received by March 1.

Registration Fee — \$495

Group Rate — \$300 Each

For three or more from the same organization. Registration must be received by March 1.

Visit the conference link at www.corazoninc.com to register, or call 412-364-8200 to reserve your seat today!

Paris Las Vegas

Join Us at this Year's Annual
Corazon & LUMEDX Conference!



The Conference Site

Experience everything you love about Paris, in the heart of the Las Vegas Strip. At Paris Las Vegas Hotel, you are transported to the City of Lights with all the same passion, excitement, and ambiance of Europe's most romantic city, with all the excitement of the entertainment capital of the world. Stroll along the traditional French cobblestone streets while touring the many French-inspired shops...Paris will draw you into its enchanting world of fun things to do in Vegas!

Lodging Information

For reservations at Paris Las Vegas, please use this link to book your hotel room <https://book.passkey.com/go/SPCOR9> or contact the hotel directly at 1-702-946-7000 indicating the **Corazon and LUMEDX Conference** or the group code, **SPCOR9**. Any reservations made via the telephone call center will be assessed a fee of \$15 plus current sales tax, per reservation. **This fee will not apply to reservations made via the internet.** The single/double occupancy room rate arranged for our conference is **\$136 per night**. Rooms should be booked by **April 19** to secure room availability and the discount rate.

Travel Information

Paris Las Vegas is located at 3655 S Las Vegas Blvd, Las Vegas, NV 89109, just 15 minutes from McCarran International Airport (LAS). The standard taxi fare is \$20 and scheduled shuttle service is provided via the airport starting at \$10. There is both self-park and valet options available onsite. Check-in is 4:00 PM and check-out is 11:00 AM.

Cancellation Policy

A full refund minus a **\$150** administration fee will be granted in response to a written request post-marked or emailed by March 29. **After that date, no refunds will be provided.** Registration is transferable within your organization without penalty.