



CEO Healthcare ROUNDTABLE



Healthcare Leadership Forum



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New Healthcare Roundtables for Chief Executive Officers and Chief Operating Officers

The CEO Advisory Network in partnership with **The Healthcare Roundtable** are excited to announce the formation of a new exclusive membership group of high-caliber Chief Executive Officers who lead *non-competing* hospitals and health systems throughout the nation. We understand that there are two distinct types of hospital/health system CEO Leaders serving in America's healthcare system, so we have created two distinct CEO Roundtables to meet the differing needs of both groups. The first, new CEO Roundtable will be a forum for established senior leaders of leading healthcare organizations named **The Pinnacle Group**. The second, new CEO Roundtable will be a forum for younger healthcare leaders early in their careers named the **Rising Healthcare Leaders**.



Members of both groups will meet separately to interact and explore common healthcare issues, experiences, projects, management challenges, and visions of future trends. They will benefit from in-depth educational sessions with industry experts with ample time to discuss real-life, real-time problems and future issues that they will be facing. CEO Roundtable Members will identify and share tools and resources to help them navigate the transformations occurring within America's healthcare system today.

One of the biggest advantages for the CEO Roundtable Members will be to gain insights and to benefit from exposure to many of the country's top healthcare thought leaders and innovators. Members will build lasting relationships and gain knowledge from colleagues who are experiencing similar challenges while navigating the transformational changes and uncertainties occurring within America's healthcare system. These relationships will bring immeasurable value to the Members and their organizations throughout the years to come. We believe that Membership in our programs will provide significant benefits, individually and organizationally that cannot be attained through other programs.

The CEO Healthcare Roundtable Groups

Upon joining the CEO Roundtable, each Member will select the Roundtable Group that meets their individual situation and needs as described below.

The Pinnacle Group

The Members of this group will create an interactive forum for *established senior leaders* of leading healthcare organizations. They will openly discuss common healthcare issues and challenges while identifying resources and tools to help them navigate the transformations occurring within America's healthcare system. The Member will:



- 1.) Have held for a minimum of five years the CEO position in a larger, free-standing hospital or in a multi-hospital system that has extensive components of vertical integration
- 2.) Have a direct reporting relationship to the Governing Board of their organization
- 3.) Spend the majority of their time on strategy development and implementation, and a minority of their time on operational issues
- 4.) Will most likely be approaching the pinnacle of their career with respect to organization size and complexity

The focus of **The Pinnacle Group** will include sharing of best practices; execution of strategies to improve quality and overall operating performance; and creation of governance structures to support system success.

The Rising Healthcare Leaders Group

The Members of this group will create an innovative, engaging and interactive learning experience for *younger healthcare leaders, early in their careers*, who will be leading their organizations and America's healthcare system into the care delivery systems of the future. The member will:

- 1.) Currently hold either a.) a CEO position for less than five years, or b.) a COO or similar leadership position in a free-standing hospital or a multi-hospital health system.
- 2.) Likely not currently hold a position that has a direct reporting relationship to the Governing Board of their organization
- 3.) Spend the majority of their time on operational issues, and minority of their time on strategy development and implementation
- 4.) Will most likely be at the stage in their careers in which they will be advancing within the next few years to positions of greater responsibility and complexity.
- 5.) Will have an affinity for innovation and change processes.

The focus of the **Rising Healthcare Leaders Group** will be to provide these aspiring CEO leaders with access to knowledge and experiences that they need to develop and implement strategies as they progress in their careers. They will gain exposure to industry experts, take advantage of the experiences and mentoring opportunities from former and current CEOs of leading healthcare systems, and develop meaningful networking relationships with their peers.

How the CEO Healthcare Roundtable Works

The CEO Roundtable Groups will meet two times per year for a two-and-a-half-day interactive session with different agendas. Participants will work with the CEO Roundtable to identify the issues they want to explore and the experts they want to hear from. A typical Roundtable Meeting will feature three to five speakers (outside speakers and/or Members themselves) making presentations, both formal and informal, on recent trends and innovative projects. During these interactive discussions, Members will have an opportunity to “deep dive into the topics” share experiences, hear of failures and successes and learn innovative approaches to the issues facing healthcare today.



The Members will also enjoy the cross-pollination of ideas during Open Discussion sessions. Members are encouraged to present the issues/problems they are facing so that fellow Members can advise one another as peer consultants.

Membership Non-Compete Policy

Members from *non-competing*, not-for-profit hospitals and healthcare systems will join the selected Group on a first-come, first-served basis. Once an individual CEO joins The Roundtable, his or her organization’s competitors -- defined as those entities that compete directly for patients within their geographic market area -- will not be allowed to join and must be waitlisted. Our goal is to create a learning environment in which Members can freely share at the highest levels with the full expectation of privacy and confidentiality. This is only possible when there are no competitors in each Roundtable.

Meeting Agendas & Learning Formats

Prior to each Meeting, a theme or overall focus will be identified and developed based on input and feedback directly from the Members. An Agenda will then be created incorporating the interests and suggestions of the Members for Outside Speakers. The Agenda will also include timely, brief Member-presented Case Studies of interest based on the Member’s own leadership challenges and experiences.

Following a presentation by an **Outside Speaker**, the speaker will be asked to participate in an open dialogue session, such as an informal interview conducted by the Roundtable Meeting Facilitator and/or a Q&A session with the attendees. The speaker may also be available for informal conversations and networking during breaks or meals. Outside speaker sessions may last three to four hours, to encourage a “deep-dive” approach toward a particular subject area.

Member Case Study Presentations

Case studies may take several forms including, but not limited to, an in-depth case study of a program or issue related to the Roundtable theme, or a panel discussion with 2-3 members presenting their respective organizations’ experience related to a specific topic. Ample time will be allotted for discussion and Q&A from the Roundtable participants who may also be asked to react to the presentation by either sharing their organizations’ experience or offering advice to the presenter(s).

All members presenting case studies will be expected to be totally transparent with not only sharing successes but also sharing failures and lessons learned.

During the Roundtable, each Member will also be invited to share **One Innovative Idea** they have recently pursued that brings noteworthy benefit (measured through cost savings, increased revenue, increases in patient, physician, or employee satisfaction, increases in quality, etc.) and is relatively easy to implement. Through this simple format, Members return home with a bounty of ideas that can be quickly operationalized in order to bring great value to their organizations.

The Healthcare Roundtable and CEO Advisory Network Partners



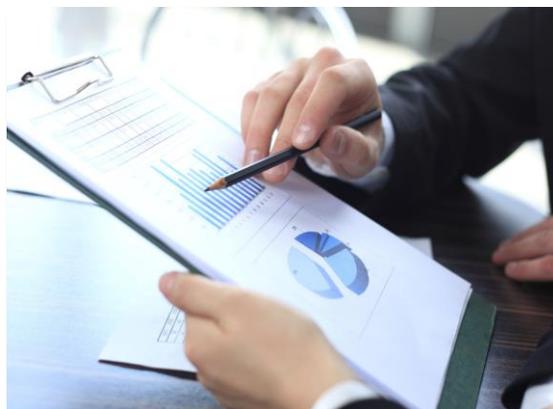
The Healthcare Roundtable, founded in 1994 by Dick Rand and Heidi Matic, is one of the originators of the Executive Roundtable concept where professionals interact to share experiences, management challenges and future trends and issues. With over 200 active Members representing leading hospitals and integrated delivery systems nationally, Roundtables include C-Suite Executives with specific Roundtables for Chief Executive Officers (in partnership with The CEO Advisory Network), Chief Operating Officers, Chief Medical Officers, Chief Information Officers, Managed Care & Revenue Officers, Patient Care Services Executives, General Counsel, Employed Physician Networks, and Corporate Compliance Officers. The value of the Roundtables can be demonstrated by the fact that approximately 60%-65% of each Roundtable group has been meeting together for five or more years with new Members joining all the time. For more information about The Healthcare Roundtable visit the website at: [www. HealthcareRoundtable.com](http://www.HealthcareRoundtable.com)



Heidi Matic
President

CEO Advisory Network

The CEO Advisory Network is a team of highly accomplished healthcare leaders firmly grounded in senior level executive experience. Recognized nationally as leaders of Truven Top 100 Hospitals, US & Worlds News Report Top Hospitals, JACHO Codman Award winners and many others, their passion is to leave a lasting legacy by assisting today's forward-looking CEO's and senior executives in leading their organizations on their individualized path during these transformational times. Members of the new CEO Roundtable Group will have continual access to these powerful and experienced leaders who are available to assist in any way they can. We believe this type of new and innovative CEO leader will be actively looking for outstanding mentors to learn from and to emulate. For more information about the CEO Advisory Network visit our website at: www.CEOAdvisoryNetwork.com



CEO Advisory Network Members



David Jimenez, Senior Partner - David is an accomplished executive with a proven track record in clinical transformation. Named by Modern Healthcare among the Top 25 Minority Healthcare Executives and the 100 Most Powerful People in Healthcare, David has held a number of prominent healthcare positions including COO for Catholic Healthcare Partners, now known as Mercy Health, which operates 23 hospitals across Ohio & Kentucky. David was elected in 2007 a Regent-at-Large for American College of Healthcare Executives. He has leveraged his hospital CEO experience to transform quality, finance, and operations through extensive work with system governance structures.



Frank L. Lordeman, Senior Partner - Frank has over 40 years of senior executive leadership experience in nationally recognized major integrated multi-hospital health systems. Most notably he served as Chief Operating Officer of the Cleveland Clinic Foundation and Health System which, under Frank's leadership, were nationally recognized by US & News Report as a Top Five Hospital nationally in 15 specialties and awarded Truven Top 100 Major Teaching Hospital for six consecutive years. Most recently, Frank has worked with the WellStar Health System in its strategic expansion into the largest health system in Georgia. Frank has dedicated his career to transforming healthcare organizations, while reaching the highest level of quality, and attaining maximum organizational performance.



Thomas Strauss, Senior Partner - Tom is a strategically minded and financially focused proven executive with experience delivering high growth profits from entrepreneurial ventures including start-ups, joint ventures, partnerships, turnarounds, mergers, and integrations. Most recently, Tom served as CEO of the Summa Health System, which included a major Health Plan, SummaCare, with over 250,000 enrollees. Most notably, Tom served on the Board of Premier during its years of expansion into the largest national healthcare GPO and Quality Information organization. Tom is passionate about building and sustaining healthcare cultures that align the focus on patient care delivery and satisfaction.



Alan R. Yordy, Senior Partner - Alan is a senior executive with a consistent and extensive history of positive business outcomes in turnarounds, start-ups, and merger & acquisition environments. Most recently, Alan served as the CEO of PeaceHealth, a 10-hospital health system located in the Western United States. An accomplished healthcare executive, he has significantly influenced healthcare policy initiatives and programs serving on numerous regional and national boards for major insurance and provider organizations. Alan has leveraged his change management skills to build a significant employed medical group, develop a health plan and aggressively grow PeaceHealth.



Stephen C. Hanson, Partner - Steve is a senior executive with a consistent track record serving five health systems and four independent hospitals providing services to seven states over a multi decade career. Most recently he served as CEO of Baptist Health of Kentucky and Indiana, a nine hospital \$3 billion revenue health system. He has also worked in leadership roles at Texas Health Resources, Appalachian Regional Healthcare and several predecessor organizations to IU Health, Kaleida (Buffalo), Ascension and UnityPoint Health. Steve has also chaired the American Hospital Association's Council on Health Systems and a number of key national, state, and local organizations. He is a member of the American College of Healthcare Executives and Medical Group Management Association and the Board of Directors of the Scottsdale Institute, a national organization focused on healthcare information systems.



Marty Hauser, Partner - Marty Hauser is the Director and Facilitator of the CEO Healthcare Roundtable for the CEO Advisory Network. He currently serves as Vice President, Business Development, ExactCare Pharmacy. In this role he is responsible for developing strategies and relationships with health plans. ExactCare specializes in comprehensive medication management for members with multiple chronic diseases and on multiple medications. Prior to joining ExactCare, Marty was a founder and former President & CEO of SummaCare, Inc., a provider-sponsored health plan affiliated with Summa Health System in Akron, Ohio. Under his leadership, SummaCare, created in 2000, and its subsidiary APEX Benefits, grew to over 250,000 members with clients in five states and over \$500 million in annual revenue. In addition to his role at SummaCare, Marty served in a variety of roles at Summa Health System in the finance and planning areas and as System VP & Chief Government Relations Officer for all entities owned by Summa Health System.



Nancy Steiger, Partner - Nancy is a visionary and mission-driven leader who creates outstanding outcomes by creating high-performing teams and partnering and collaborating with all stakeholders from board members to individuals in the community. She is skilled at looking at the big picture and then solving systemic, process and resource issues. An authentic and courageous mentor and coach she has deep experience in healthcare starting out as an RN and most recently as CEO of PeaceHealth's Columbia Network. Her current efforts focus on being of service and making a profound difference in today's changing healthcare environment. A published author on wellness and patient experience she brings vitality and enthusiasm to healthcare system challenges and opportunities.

The CEO Advisory Network Team will be actively engaged at each CEO Roundtable session oftentimes presenting case studies, facilitating the interactive meeting process and working individually with members. Additionally, the Team will be highly involved in the development of the meeting curriculum and recruitment of top quality, highly credentialed speakers.

How to Become a New Member

We believe that the CEO Healthcare Roundtable will be a significant added value to you and your organization. We welcome new members who desire to become top executives in our field. To find out more or to reserve your membership, please contact The CEO Healthcare Roundtable at:



**CEO Healthcare
ROUNDTABLE**

9000 Crow Canyon Road, Suite 169
Danville, CA 94506

Tel: 925-813-0785 Frank Lordeman
Email: info@CEOHealthcareRoundtable.com
www.CEOHealthcareRoundtable.com

Membership Fees

Members pay \$12,500 per year which entitles them to attend two Roundtable Meetings.



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 CEO Advisory Network
9000 Crow Canyon Road | Suite 169
Danville | CA | 94506

 THE HEALTHCARE
ROUNDTABLE
107 North Reino Road | Suite 344
Newbury Park | CA | 91320