



The Center for Business Innovation

Presents

# THE HEALTHCARE OUTSOURCING CONGRESS

*Cost-Effective Strategies for Outsourcing IT and Business Processes*

March 7-8, 2002, Hyatt Regency New Orleans, New Orleans, LA



*The Premier Outsourcing Conference & Exhibition For Leaders and Key Decision-Makers From Hospitals, Healthcare Systems, Managed Care Organizations and Physician Groups*

150+ attendees expected, including 65+ Healthcare IT and Business Process Outsourcing leaders and featuring 25+ timely and practical case studies from:

- |   |  |
|---|--|
| Aegis Family Health Centers                     | Mississippi Select Health Plan                     |
| Anthem Blue Cross Blue Shield                   | North Shore – LIJ                                  |
| AvMed Health Plan                               | Ochsner Clinic Foundation                          |
| Cariten Healthcare                              | Pinnacle Health System                             |
| Clinton Memorial Hospital                       | Private Healthcare Systems, Inc.                   |
| Community Hospital, Springfield and Cook County | Saint Vincent Catholic Medical Centers of New York |
| Detroit Medical Center                          | St. Vincent Health System                          |
| Florida Combined Life                           | South Hills Health System                          |
| Health Alliance Plan                            | Tenet Healthcare                                   |
| Humana Inc.                                     | Tufts Associated Health Plan                       |
| Jackson Park Hospital, Chicago                  | UCLA Medical Center                                |
| JPS Health Network                              | University of Pennsylvania Health System           |
| Medical Network International                   | Virtua Health                                      |
| Mid America Health                              | Wellpoint Health Networks                          |

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## ABOUT THE HEALTHCARE OUTSOURCING CONGRESS

The Healthcare Outsourcing Congress is the premier event that focuses exclusively on cost-effective strategies for outsourcing IT and Business Processes (BPO) in healthcare. The Congress will provide balanced, unbiased information and analysis combined with the opportunity to network with leading executives, consultants and vendors. The goal of the Congress is to bring together innovative healthcare organizations in order to discuss, debate and analyze healthcare outsourcing models and strategies and to offer insights on what it will take to succeed in an increasingly competitive and cost-conscious environment. *The Congress provides 'real world' case examples of establishing an outsourcing strategy, the outsourcing process, selecting the best supplier, managing the outsourcing relationship, IT outsourcing, contracts and negotiations for outsourcing, ASPs, leveraging partnerships, outsourcing HIPAA, business process outsourcing (BPO), outsourcing disease management and outsourcing ebusiness.*

150+ high-level attendees are expected, offering significant opportunities to network with executives from leading hospitals, healthcare systems, health plans, insurance companies and large physician groups.

## THE HEALTHCARE OUTSOURCING CONGRESS ADVISORY BOARD

**Eric Weber**, Director, Business Advancement, AMERICAN ASSOCIATION OF HEALTH PLANS (AAHP)

**Mark R. Anderson**, FHIMSS, CEO, ANDERSON CONSULTING GROUP, INC.

**Vince Kuraitis**, Principal, BETTER HEALTH TECHNOLOGIES, LLC

**Jay Juliussen**, FHIMSS, Vice President, National Director of Operate – Health, CAP GEMINI ERNST & YOUNG

**Philip J. Spinelli**, Vice President, Sales & Marketing, CARETECH SOLUTIONS, INC.

**Joyce Flory, Ph.D.**, Principal, COMMUNICATIONS FOR BUSINESS AND HEALTH & Editor, MEDICINE ON THE NET

**Whitney Taylor**, Director, EVEREST GROUP

**Steven Heck**, President, FIRST CONSULTING GROUP

**Jim M. Gabler**, Research Director, GARTNER, INC.

**Joyce Sensmeier**, Director, Professional Services, HEALTHCARE INFORMATION AND MANAGEMENT SYSTEMS SOCIETY (HIMSS)

**Rick Enright**, Principal, HealthcareSEC

**Ivo Nelson**, CEO and President, HEALTHLINK

**Mitch Work**, Senior Vice President, PHOENIX HEALTH SYSTEMS

**Terrence Carroll**, COO, PREMIER SOURCING PARTNERS

**David J. Campbell**, FACHE, President and CEO, SAINT VINCENT CATHOLIC MEDICAL CENTERS OF NEW YORK

**Alan Gold**, Vice President, Strategic Solutions, SIEMENS MEDICAL SOLUTIONS HEALTH SERVICES CORPORATION

**Jordan V. Davis**, Executive Director, SUPERIOR CONSULTANT HOLDINGS CORPORATION

## WHO SHOULD ATTEND THE HEALTHCARE OUTSOURCING CONGRESS

*Presidents, CEOs, CFOs, COOs, CIOs, CTOs,*

*Chief Strategy Officers, Business Development Executives,*

*Chief Medical Officers and Other High-level Executives from:*

**Hospitals, Healthcare Systems, Health Plans, Insurance Companies,**

**TPAs, Large Physician Groups, Consulting Firms, Law Firms,**

**Information Technology and Outsourcing Companies**

# KEYNOTE SPEAKERS

**Peter Bendor-Samuel**

President & CEO, EVEREST GROUP

**David Campbell**

FACHE, President & CEO, SAINT VINCENT CATHOLIC MEDICAL CENTERS OF NEW YORK

**Dan Spirek**

Executive Vice President & Division President, Business Solutions, THE TRIZETTO® GROUP, INC.

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***Team decision-making is key to developing a successful Outsourcing strategy...  
Learn from 80+ leaders in IT and Business Process Outsourcing:***

- **Learn** what is required to create an effective outsourcing strategy and assessment process that is critical to business success
- **Gain insights** on effective use of the procurement process
- **Examine** critical success factors for a successful partnership
- **Learn** why governance is critical to the success of the relationship
- **Understand** whether you can or should separate IT from the business processes they support
- **Design** long-term contracts in an environment of constant change
- **Understand** the negotiating process: the role of term sheets and contracts
- **Evaluate** the pricing models for outsourcing
- **Identify** the characteristics of a healthy outsourced relationship
- **Examine** some of the models for outsourcing HIPAA
- **Evaluate** whether business process outsourcing (BPO) is right for your organization
- **Learn** the difference between BPO and IT outsourcing
- **Understand** the pros and cons of outsourcing disease management

## ABOUT THE CONGRESS ORGANIZER

The Center for Business Innovation (TCBI) develops and markets conferences and other educational programs in the U.S. and internationally. TCBI is an independent company and is not part of any consulting firm, investment bank, information technology firm or any other corporate entity, and therefore, the company is well-positioned to provide objective, balanced information.

TCBI currently focuses on the U.S. healthcare market, with a strong commitment to organizing programs that offer detailed insights on clinical, financial, strategic and regulatory aspects of healthcare. These programs are carefully designed to meet the information needs of executives, scientists and clinicians from hospitals, managed care organizations, physician groups, pharmaceutical / biotechnology companies, medical device companies, information technology vendors and a host of other players in the evolving healthcare industry.

***If you are interested in speaking / sponsorship / exhibition opportunities, or have any questions about our events, please contact TCBI.***

**Phone: 310-541-5932 • Fax : 310-541-5922 • Email: [sk@tcbi.org](mailto:sk@tcbi.org)**

**For additional information, please visit [www.tcbi.org](http://www.tcbi.org)**

# THE HEALTHCARE OUTSOURCING CONGRESS

## A G E N D A

**DAY ONE: Thursday, March 7, 2002**

**7:15 Registration / Continental Breakfast**

**8:00 CHAIRPERSONS' OPENING REMARKS**

Mark R. Anderson, FHIMSS, CEO, ANDERSON CONSULTING GROUP, INC.  
James M. Gabler, Research Director, GARTNER, INC.

**8:15 KEYNOTE ADDRESS: HOW TO APPLY HIGH-VALUE BUSINESS STRATEGIES IN THE HEALTHCARE INDUSTRY**

Increased operational costs, deteriorating profit, and increased competition are hard-hitting challenges for companies these days. Tumultuous business changes and limited resources require focusing on core competencies and creating partnerships for non-core functions. Business processes are highly complex and interrelated to other processes, events and technology. Unless solutions affect all interrelated factors, they won't create maximum value.

How do you determine which business solutions provide the best total value impact on an organization? This session demonstrates the framework tools and methodology required to create and implement enterprise-wide value through your business solution strategies.

- Why achieve broader, enterprise-wide value in business solution strategies?
- How to create value
- How to capture/implement value
- What results can be achieved?
- Discussion of healthcare industry case study applying value creation and implementation through outsourcing, achieving a results-oriented solution

Peter Bendor-Samuel received the 2001 Outsourcing World Achievement Award, recognizing his impact on the outsourcing industry. He founded Everest Group, one of the world's most prominent advisory services developing strategic business solutions that help organizations achieve their business objectives. Everest has provided services to a wide range of clients including State Farm, Lincoln Life, Anthem, Clarion, Great American Insurance, John Hancock, MLC (Australia), Sanlam (South Africa), Nat West Life (UK), University Hospitals of Cleveland and University of Pennsylvania Health System.

Outsourcing Center, the publishing and research division of Everest, is the world's largest online educational community for insight into outsourcing. It publishes *Outsourcing Journal* and *BPO Outsourcing Journal*, providing thought leadership, research and case studies.

Bendor-Samuel is the author of *Turning Lead Into Gold: The Demystification of Outsourcing*, a book sharing his insights into the principles that make outsourcing work successfully and how buyers and suppliers can construct win-win relationships.

**Peter Bendor-Samuel, President & CEO, EVEREST GROUP**

**8:45 KEYNOTE ADDRESS: THE BLUEPRINT FOR OUTSOURCING SUCCESS: ONE SOURCE FOR TECHNOLOGY, SERVICES AND SOLUTIONS**

Healthcare organizations today face a myriad of challenges, including heightened regulatory compliance issues, growing customer frustration with restrictions on coverage choice or poor customer service, and continued fragmentation of technology providers. It is becoming increasingly imperative for organizations to select a technology solutions and services provider that is not just an IT expert but also a healthcare specialist who understands the industry.

The provider must be able to recommend the most appropriate solution delivery model (Application Service Provider, licensed or hybrid model), integrate new applications with existing systems, centralize all information and leverage it across the enterprise through a streamlined information management strategy, offer consulting and outsourced business services, and, if required, have the capability to supplement staff to assume IT responsibility. This comprehensive approach allows the healthcare organization to meet patient, provider, government and other constituents' demands for accurate information, efficient service and cost-effective processes. The ultimate goal is for the IT infrastructure to be durable and flexible enough to support the organization's long-term business goals.

An original founder of TRIZETTO®, Dan Spirek has been a major driver of the company's vision and strategy. He serves as president of TRIZETTO®'s Business Solutions business unit, overseeing the strategic development and day-to-day operations of the company's hosted applications, business services and consulting services offerings.

Prior to joining TRIZETTO®, Spirek held executive information technology roles with PacifiCare Health Systems, FHP International Corp. and TakeCare, Inc. He began his managed care career with Andersen Consulting. Spirek has extensive experience in information systems management during mergers and acquisitions and with diverse managed care business models, including staff, group, IPA, PPO and mixed-model organizations. He also has significant clinical systems experience, having been responsible for information technology operations in ambulatory medical centers.

Spirek is former chairman of the Managed Care Executive Group. He received his bachelor's degree in management information systems, with an emphasis in finance, from the University of Colorado School of Business Administration.

**Dan Spirek, Executive Vice President & Division President, Business Solutions, THE TRIZETTO®GROUP INC.**

## **9:15 ESTABLISHING YOUR OUTSOURCING STRATEGY**

This session will focus on why the creation of an effective outsourcing strategy and assessment process is critical to business success. Without a credible outsourcing strategy, organizations find it difficult to attract quality suppliers, employees become distrustful of the process and the outsourcing team cannot gain traction. Most decisions NOT to outsource are not made because the business case was poor, but rather due to a flawed outsourcing strategy that led to a flawed conclusion.

*The panel will address:*

- In-sourcing vs. Outsourcing
- Your organization just announced IT is now outsourced. How do you find out how it impacts you? What do you ask to determine if you should stay or go?
- Useful measures for the business case (ROI, EVA, etc.)
- Organizational dynamics
- Selective vs. Comprehensive outsourcing
- "Big Bank" vs. Best-in-class approaches
- Common mistakes during outsourcing strategy development
- Assessment frameworks
- Dimensions of the business analysis (cost, performance, etc)

### **Moderator:**

Mark Hodges, Managing Partner, Strategy & Corporate Development, TPI, INC.

### **Panelists:**

Philip J. Spinelli, Vice President, Sales & Marketing, CARETECH SOLUTIONS, INC.

Catherine Shitara, Vice President, CERTUS CORPORATION

Donald Ragan, Senior Vice President & CIO, DETROIT MEDICAL CENTER

Steve Brown, Vice President, BPO, EVEREST GROUP

Tim Barry, Vice President, Application Outsourcing, KEANE, INC.

Lynn R. Witherspoon, MD, CIO, OCHSNER CLINIC FOUNDATION

Joe Imbimbo, Assistant Vice President, Applications Delivery, TUFTS ASSOCIATED HEALTH PLAN

Eunice Little, Health Information Management Services Director, UCLA MEDICAL CENTER

## **10:30 Refreshments**

## **10:45 POSITIONING FOR SUCCESS WITH OUTSOURCING**

- Using the business case for outsourcing to guide the process
- Effective use of the procurement process
- Creating the deal team
- Aligning promises with commitments
- Effective negotiation approaches
- Critical pricing and process issues
- The value of interim remedies and relationship correction tools
- Planning for change

### **Moderator:**

James Kalyvas, Chair, E-Business & Information Technology, FOLEY & LARDNER

### **Panelists:**

Dana Engle, CFO & Vice President, Finance and Administration, COMMUNITY HOSPITAL, Springfield and Cook County  
Luis Taveras, PhD., Vice President, CSC  
Pete Mounts, Vice President, Outsourcing Sales, ECLIPSYS CORPORATION  
Tim Barry, Vice President, Application Outsourcing, KEANE, INC.  
Terrance Carroll, COO, PREMIER SOURCING PARTNERS  
John Schofield, CIO, SAINT VINCENT CATHOLIC MEDICAL CENTERS OF NEW YORK  
Robert Zahler, Partner, SHAW PITTMAN LLP  
Tricia Trebino, CIO, TUFTS ASSOCIATED HEALTH PLAN

### **11:45 SELECTING THE BEST SUPPLIER**

Selecting the best supplier depends upon their expertise in meeting YOUR needs. Is it an ASP, MSP, BPO or TPA? While the differences between these suppliers may appear subtle, their services and abilities vary widely. The critical success factors for a successful partnership combine flexibility, expertise and an in-depth knowledge of your organization's unique business needs. This presentation will cover the dynamics of engaging in a complex, integrated relationship including:

- Defining clear business objectives
- Differences between providers
- Creating selection criteria
- Evaluating scope of services provided
- Determining their ability to meet your needs
- Assigning accountability
- Negotiating service level agreements and commitments
- Understanding tactical policies and procedures
- Defining systems management expectations and responsibilities
- Establishing reporting requirements
- Problem management provisions, including priority and level setting provisions

This presentation will assist you in understanding the difference between service providers, how to evaluate them and see if they are right for your company and how to most effectively utilize the outsourcing relationship to ensure that you are able to meet your needs. It will provide specific selection criteria, benefits of implementation and best practices in how to evaluate proposed cost savings provided by suppliers. We will share real-life examples of some of the pitfalls experienced within the selection process and how to avoid them; how to establish and manage expectations; and the key components that facilitate the success of an outsourcing engagement.

#### **Moderator:**

Greg Anderson, President & CEO, QCSI

#### **Panelists:**

Barry Robbins, Vice President, Information Systems, CARITEN HEALTHCARE

Pete Biagioni, Managing Partner, THE EXECUTIVE GROUP

Mark Segars, Senior Consultant, OLEEN HEALTHCARE INFORMATION MANAGEMENT, INC.

Ron Gue, President, PHOENIX HEALTH SYSTEMS

Richard Bagby, Vice President, Informatics, PINNACLE HEALTH SYSTEM

Alan Gold, Vice President, Strategic Solutions, SIEMENS MEDICAL SOLUTIONS HEALTH SERVICES CORPORATION

### **12:45 Luncheon**

### **1:45 MANAGING THE OUTSOURCED RELATIONSHIP: UNDERSTANDING WHAT'S REQUIRED OF BOTH THE BUYER AND THE SUPPLIER AFTER THE CONTRACT IS SIGNED**

- What is governance?
- Why is it critical to the success of the relationship?
- How does governance within the healthcare industry differ?
- What are the typical challenges buyers and suppliers face during governance?
- Why do buyers and suppliers experience these challenges?
- How can these challenges be minimized or resolved?
- What are the characteristics of a healthy outsourced relationship?

#### **Moderator:**

Whitney Taylor, Director, OUTSOURCING CENTER

#### **Panelists:**

Chad Harris, Vice President & Director, Payor Services, ACS HEALTHCARE SOLUTIONS  
 Darin LeGrange, Managing Director, Health Care, ACS HEALTHCARE SOLUTIONS  
 Ed Hartzell, CEO, ANTARES MANAGEMENT SOLUTIONS  
 James A. Landry, Executive Director, IT Procurement & Vendor Management, ANTHEM BCBS  
 Steven Heck, President, FIRST CONSULTING GROUP  
 John Tanner, Vice President, Information Technology, JPS HEALTH NETWORK  
 Max Francis, Chairman & CEO, MEDICAL NETWORK INTERNATIONAL INC  
 George Brenckle, PhD, CIO, UNIVERSITY OF PENNSYLVANIA HEALTH SYSTEM

**3:00 Refreshments**

**TRACK A**

**HOSPITALS, HEALTHCARE SYSTEMS,  
 PHYSICIAN GROUPS**

**3:15A FUNDAMENTALS OF IT OUTSOURCING FOR  
 THE HEALTHCARE PROVIDER**

- What IT components do healthcare organizations outsource i.e. management, network, operations, support, desktop, application development/web, software / hardware?
- What's different working for an outsourcer versus a hospital?
- How does the case study compare to industry findings?
- How did organizational business issues drive the case study's outsourcing decision?
- How was the outsourcing agreement structured i.e., outcomes, incentives?
- What are the strong/weak legal aspects of the agreement?
- Where and how did they use outside advice, i.e., consultants, legal?
- Did the outsourcing agreement affect the business issues as the case study anticipated?

**Moderator:**

Don J. Lovasz, CEO,  
 INFOHEALTH MANAGEMENT CORP.

**Panelists:**

Paul Gorup, Vice President, Application Data Services,  
 CERNER CORPORATION  
 Shiv Prasad, Country Head – North America,  
 DUNCAN INFOTECH  
 Pete Mounts, Vice President, Outsourcing Sales,  
 ECLIPSYS CORPORATION  
 James M. Gabler, Research Director, GARTNER, INC.  
 Patrick Carney, CIO, NORTH SHORE – LIJ  
 John Cracovaner, Account Manager,  
 NORTH SHORE, LIJ, PEROT SYSTEMS CORPORATION  
 Deborah Gordon, Esq., Partner,  
 PIPER MARBURY RUDNICK & WOLFE  
 Tommye Billing, Vice President & CIO,  
 ST. VINCENT HEALTH SYSTEM

**TRACK B**

**HEALTH PLANS,  
 INSURANCE COMPANIES, TPAs**

**3:15B IT OUTSOURCING: ENABLING THE FUTURE**

- How to determine a health plan's core competencies
- Should core competencies be retained or outsourced?
- Should other "commodity" functions be retained or outsourced?
- Can you / should you separate IT from the business processes they support?
- What are the future roles of TPAs, ASPs and outsourcers – Are there any differences?
- How to utilize the internal resources (\$ and people) freed up from outsourcing to address the future
- Can your outsourcing provider help you achieve the future?

**Moderator:**

Gary S. Venner, Senior Vice President,  
 TECHNOLOGY & BUSINESS INTEGRATORS

**Panelists:**

George Kimball, Partner,  
 ARNOLD & PORTER, Los Angeles  
 Mike Elinski, Associate Vice President,  
 Technology & eBusiness Development,  
 HEALTH ALLIANCE PLAN  
 Thomas D. Wicklund, Executive Director,  
 MISSISSIPPI SELECT HEALTH CARE  
 Atul Vashistha, CEO, NEOIT  
 Deby Fain, Executive Vice President and COO,  
 QCSI

**4:15B NEGOTIATING AND DEVELOPING  
 AN EFFECTIVE OUTSOURCING CONTRACT**

- Developing the Statement of Work
- When to get legal involved
- Having contracts reviewed by neutral third parties for omissions
- Contract terms that protect your company from your vendor's financial status
- Penalties for non-performance. Knowing what the financial and legal impact will have on your business if the vendor does not meet contract terms and

## TRACK A

### HOSPITALS, HEALTHCARE SYSTEMS, PHYSICIAN GROUPS

#### 4:15A NEGOTIATING AN OUTSOURCING CONTRACT AND PROVIDING HEALTHCARE SERVICES: IS THERE A DIFFERENCE?

- Unique elements of the outsourcing relationship that shape the contract
- Designing long-term contracts in an environment of constant change
- Understanding the negotiation process: the role of term sheets and contracts
- Identifying the essential elements of the outsourcing contract
- Addressing the three key components of scope, service levels and price
- Drafting fair, clear and understandable pricing provisions that protect both parties
- Developing benchmarking provisions that actually work
- Contract termination and the necessary elements of termination assistance

**Moderator:**

Robert Zahler, Partner, SHAW PITTMAN LLP

**Panelists:**

Peter A. Pijawka, Founder & President, ALIGNÉ

David Cohen, Esquire, COHEN & GRIGSBY

R. Curtiss Montgomery, Practice Director, Application Management Outsourcing, CTG, INC.

Jerry Silver, Vice President,

SOUTH HILLS HEALTH SYSTEM

#### 5:15A APPLICATION SERVICE PROVIDERS (ASPs): KEY CONSIDERATIONS FOR PROVIDERS

- Is an ASP an Outsourcing Company under a different name?
- What do Providers want from an ASP and is it being delivered?
- Do ASPs have a role in the in-patient setting?
- How do customers avoid the ASP “Rip-off”?
- Can you be a Product Vendor and an ASP?

**Moderator:**

Raymond Scott, CTO and Founder

AXOLOTL CORPORATION

**Panelists:**

Sterling Wooten, Vice President, Administration,  
AEGIS FAMILY HEALTH CENTERS

Scott Smith, National Sales Director, Community Hospitals, CERNER CORPORATION

Dave Rimer, CIO,

CLINTON MEMORIAL HOSPITAL

Patricia B. Vogel, Vice President, Marketing &  
Planning, iLIANT CORPORATION

Terrence Bauer, President & CEO, INTEGRIMED

Jan Vandenbos, Senior Vice President, Technology,  
SCHEDULING.COM

## TRACK B

### HEALTH PLANS, INSURANCE COMPANIES, TPAs

- assigning a cost to that non-performance
- Strong language for an out clause

**Moderator:**

Daren Chentow, Director, Health Care Markets,  
LASON, INC.

**Panelists:**

Stephen J. deMontmollin, Senior Vice President  
and General Counsel, AVMED HEALTH PLAN

Thomas B. Hickey, President,

EXECUTIVE TECHNOLOGY CONSULTING, LLC

Jack Anderson, Strategic Business Consultant,

PEPPER HAMILTON LLP

Sharon Klein, Partner, PEPPER HAMILTON LLP

#### 5:15B OUTSOURCING APPLICATION SERVICE PROVIDERS (ASPs):

##### KEY CONSIDERATIONS FOR PAYORS

- How do healthcare payors perceive ASPs?
- Define ‘ASP’ – is it just outsourcing/shared services with a different hat on?
- What’s the unique value?
- What is driving ASP consideration?
- What ASP service and financing issues are most important to healthcare buyers?
- What are some of the benefits of ASPs?
- Where do you think ASPs will work?
- Where might they not work so well?
- What ASP features are rated as very important to customers?
- When should you consider an ASP?
- Where is the ASP economic value?
- What are the barriers to ASPs?
- What are some of the important questions to ask an ASP vendor?

**Moderator:**

Mark R. Anderson, CEO,

ANDERSON CONSULTING GROUP

**Panelists:**

Don Gravlin, Health Managed Care CIO,

CAP GEMINI ERNST & YOUNG

David St. Clair, CEO, MEDECISION, INC.

Bill Wallace, Senior Business Development Officer,

PEROT SYSTEMS CORPORATION

Deirdre O’Riordan, Director, Corporate Reporting,

PRIVATE HEALTHCARE SYSTEMS, INC.

Tom McNamara, President,

W3HEALTH

Prudence Kuai, Vice President, IS,

WELLPOINT HEALTH NETWORKS





## DAY TWO: Friday, March 8, 2002

7:30 Continental Breakfast

8:00 **CHAIRPERSONS' OPENING REMARKS**

Ivo Nelson, CEO and President, HEALTHLINK

Mitch Work, Senior Vice President, PHOENIX HEALTH SYSTEMS

8:15 **KEYNOTE ADDRESS: LEVERAGING STRATEGIC PARTNERSHIPS FOR ECONOMIC AND OPERATIONAL GAINS**

- Strategic partnerships as a core strategy to enhance value and performance at an emerging Healthcare system
- Using partnerships to reallocate the IT spend within the health system and creating capacity from within to engage critical value-added IT initiatives
- Dynamic roles of the partners when a multi-partner relationship is formulated to provide the IT infrastructure for SVCMC
- A year's experience with strategic partnerships

Mr. Campbell has 30 years of experience in healthcare administration. In December 1999, he was named President and Chief Executive Officer of Saint Vincent Catholic Medical Centers of New York, a newly formed \$1.5 billion dollar health system and the largest Catholic health care provider in New York City, covering four of New York's five boroughs and Westchester. Co-sponsored by the New York Sisters of Charity and the Diocese of Brooklyn, the network includes acute care hospitals, community health centers, a psychiatric hospital, skilled nursing facilities, home care agencies and hospice programs.

Mr. Campbell also served from 1990 to 1999 as President and Chief Executive Officer for the Detroit Medical Center, a multi-site, \$1.5 billion dollar urban based academic healthcare delivery system with operations in acute care, skilled nursing care, rehabilitation, ambulatory care and community medicine.

Mr. Campbell also held positions as Executive Vice President and Chief Operating Officer of Pittsburgh-based Allegheny Health Services and served in various administrative positions for Henry Ford Health System and the University of Michigan Hospitals.

Mr., Campbell is a Fellow of the American College of Healthcare Executives and serves on numerous professional and community boards and agencies.

**David J. Campbell, FACHE, President & CEO,  
SAINT VINCENT CATHOLIC MEDICAL CENTERS OF NEW YORK**

8:45 **SHOULD YOU OUTSOURCE ANY OR ALL OF YOUR DISEASE MANAGEMENT PROGRAM?**

The Institute of Medicine's most recent report calls for a dramatically increasing focus on chronic disease management. "Taking the First Steps" is a Chapter title of the IOM's recent report -- Crossing the Quality Chasm: A New Health System for the 21st Century. The IOM writes that "*common chronic conditions should serve as a starting point for the restructuring of health care delivery*".

Health plans, delivery systems, physician groups and others are all asking the question: "How do we go about developing chronic disease management capabilities? Do we make, buy or assemble these competencies?"

This presentation will present 5 key lessons that organizations have learned from having experimented with different approaches over the past decade:

- 1) The jury is in -- building is too complex
- 2) The jury is in -- buying is a viable option for specialized, high impact conditions
- 3) The jury is still out - will buying expand beyond specialized, high impact conditions?
- 4) Assembling is growing. Assembling is becoming viewed as a core competency by a growing number of organizations
- 5) Assembling will continue to grow. Multiple trends fuel the growth of assembling

**Vince Kuraitis JD, MBA, BETTER HEALTH TECHNOLOGIES, LLC**

**9:15    OUTSOURCING OF HIPAA: CAN IT BE DONE?**

- Where does the industry stand in complying with HIPAA?
- What is meant by outsourcing HIPAA - some working definitions
- What are some models for outsourcing HIPAA?
- What are the legal considerations for outsourcing HIPAA?
- How do you hold the outsourcer accountable?
- What is the role of the vendor in outsourcing HIPAA?
- What is the role of the consultant?
- Where is HIPAA outsourcing working?

**Moderator:**

Mitch Work, Senior Vice President,  
PHOENIX HEALTH SYSTEMS

**Panelists:**

Reece Hirsch, Esq., Partner,  
DAVIS, WRIGHT TREMAINE LLP

Margret Amatayakul, President,  
MARGRET A. CONSULTING LLC

Terri Phillips, Executive Director, Outsourcing Services Group,  
MCKESSON

Donald L. Marx, President,  
MEDPRIVACY

D'ArcyGuerin Gue, Executive Vice President,  
PHOENIX HEALTH SYSTEMS

**10:30    Refreshments**

**TRACK A**

**HOSPITALS, HEALTHCARE SYSTEMS,  
PHYSICIAN GROUPS**

**10:45A BUSINESS PROCESS OUTSOURCING (BPO):  
THE NEXT STEP IN OUTSOURCING**

- Difference between BPO and IT outsourcing
- Which processes should be considered?
- Why would you want to outsource a business process?
- Is BPO right for your organization?
- Can outsourcing be free?
- What is the difference between service level and service value agreements?
- How do you know whether your BPO will be successful?

**Moderator:**

Jay Juliussen, Vice President, National Director of  
Operate-Health, CAP GEMINI ERNST & YOUNG

**Panelists:**

Dave Cox, Vice President, National Director of Support  
Services, Health, CAP GEMINI ERNST & YOUNG

Craig Carlson, Senior Vice President,  
CERTUS CORPORATION

Ron Napiorski, President,  
CREDITEK MEDIFINANCIAL

Barry Mandell, CIO,  
JACKSON PARK HOSPITAL & MEDICAL CENTER,  
Chicago

Scott Kinsloe, Director, Revenue Cycle Management,  
MCKESSON

**TRACK B**

**HEALTH PLANS,  
INSURANCE COMPANIES, TPAs**

**10:45B BPO: A PANACEA OR A TROJAN HORSE FOR  
HEALTH PLANS?**

- BPO: What is it and how is it different?
- Who should look at BPO as a solution?
- How to evaluate a worthy BPO
- What are the critical decision factors?
- Identifying core versus contextual business process activities
- BPO processes that are beginning to be outsourced
- Measuring and managing a BPO model
- What does the future hold?

**Moderator:**

Rick Enright, Principal, HealthcareSEC

**Panelists:**

Hugh McElderry, COO, cimrONE

Charles Brody, Vice President, Dental Division,  
FLORIDA COMBINED LIFE

Janice Young, Vice President and Research Director,  
GARTNER, INC.

## TRACK A

### HOSPITALS, HEALTHCARE SYSTEMS, PHYSICIAN GROUPS

#### 12:00A E-BUSINESS OUTSOURCING: CAPITALIZING ON THE OPPORTUNITIES

- As a provider, how do I know I'm a good candidate for e-business outsourcing?
- What are the top five trends in e-business outsourcing?
- What was the most significant e-business outsourcing development in the last year?
- How can providers best move through the decision-making process to make an outsourcing decision?
- What are the most common outsourcing mistakes made by providers, and how can they be prevented?
- What is the ROI for e-business outsourcing?
- What outsourcing developments can we look forward to in the years ahead?

**Moderator:**

Joyce Flory, Ph.D., Principal, COMMUNICATIONS FOR BUSINESS AND HEALTH, Editor, MEDICINE ON THE NET

**Panelists:**

Richard Schroth, Chief Technical Officer,  
PEROT SYSTEMS CORPORATION

Pradeep Khurana, Chairman & Founder,  
SUREBRIDGE, INC.

Alan Cranford, Senior Vice President, IS Operations,  
TENET HEALTHCARE

Linda Reed, Vice President & CIO,  
VIRTUA HEALTH

## TRACK B

### HEALTH PLANS, INSURANCE COMPANIES, TPAs

#### 12:00B OUTSOURCING AND THE "E-THING"

Health plans and payors have been considering the many tentacles of Internet monster, and what they should be doing to "E-enable" their businesses. But a typical health plan deals with so many business partners and so many business processes that understanding what can be done and what has to be done is a huge first step. After that step, a plan or payors needs to decide what it does internally and what it should outsource.

*This session will help you:*

- Understand which functions are core and which can be outsourced?
- Consider which functions need to be e-enabled and when
- Understand the different types of outsourcing available using the Internet
- Understand the key steps in developing a strategy for E-outsourcing
- Work with vendors and consultants
- Understand what "good" looks like!

**Moderator:**

Matthew Holt, Vice President, Strategy & Business Development, I-BEACON.COM

**Panelists:**

Robert J. Durej, Principal,  
DUREJ & ASSOCIATES

Bruce J. Goodman, Senior Vice President & CIO,  
HUMANA INC.

Kevin Sparks, Vice President & CIO,  
MID AMERICA HEALTH

Rajiv Tandon, Senior Vice President, North American Operations, SYNTEL, INC.

Gail Knopf, General Manager of HealthWeb,  
Senior Vice President, THE TRIZETTO®  
GROUP, INC.

#### 1:00 The Healthcare Outsourcing Congress Concludes

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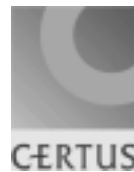
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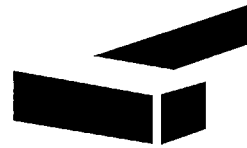
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