



Fall 2011 Conference

October 12th - 14th

Four Seasons Georgetown - Washington, DC

*CELEBRATING 30 YEARS
OF
EDUCATION ~ NETWORKING ~ LEADERSHIP*

Plan now to join your colleagues in healthcare at the milestone 30th Anniversary Health Insights Fall 2011 Conference at the Four Seasons Hotel Washington DC, a premier luxury hotel and the only five-diamond, five-star hotel in the Capital region.

The Fall 2011 conference will commence on the evening of Wednesday, October 12th with a Welcome Reception and Dinner. Meeting events will adjourn on Friday, October 14th in the early afternoon, at which time additional group networking activities will continue.

During the Fall 2011 Conference, Health Insights also encourages all Personal Members to invite a member of their executive team to attend this event. Executive Guests will participate in all meeting events and activities, to include general sessions and Corporate Member Insight Sessions. As always, spouses of all members and guests are encouraged to attend and participate!

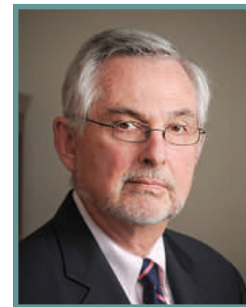
FEATURED SPEAKERS



Benjamin K. Chu, MD, MPH, MACP
Group President-Kaiser Foundation Hospitals and
Kaiser Foundation Health Plan, Inc. and
Regional President-Southern California



George F. Will
Pulitzer Prize Winning Columnist
for *The Washington Post*
and *Newsweek* Essayist



Glenn D. Steele, Jr., MD, PhD
President & CEO
Geisinger Health System

7946 Goodwood Boulevard, Baton Rouge, Louisiana 70806
Phone: (225) 926-1100 Fax: (225) 923-0302



CONFERENCE REGISTRATION

STEP 1: HOTEL ACCOMMODATIONS

Health Insights has contracted a limited number of rooms at a reduced rate at the Four Seasons Washington, DC. To ensure that you are able to receive this rate, make reservations early and no later than September 13th. Rooms within the group block are limited and will sell-out before the reservation cut-off date.

Please note that information related to your hotel reservation is required in the online registration system. It is advised that you make your hotel reservations before initiating the online registration process.

STEP 2: TRAVEL ARRANGEMENTS

Attendees are responsible for securing their own travel arrangements. Health Insights provides transportation for conference-related events and activities.

STEP 3: REGISTER TO ATTEND

Everyone attending any part of the Fall 2011 Conference is **REQUIRED TO REGISTER** using the online registration system. This is needed for us to provide accurate head counts for each event as well as to send your meeting materials to you in advance of the conference.

Please visit the Health Insights website Fall 2011 Conference page at www.healthinsights.org to access the online registration portal.

STEP 4: CORPORATE MEMBERS ONLY— Insight Session Information Form

Each Corporate Member is responsible for submitting a completed Insight Session Information Form detailing the plans for the session they will host during the conference. To ensure that Health Insights is coordinating an Insight Session panel for your organization, completed forms are due no later than Friday, August 26th.



MEETING AGENDA

WEDNESDAY - OCTOBER 12th

12:00p - 2:00p Board of Directors & Prospective Member Lunch
 2:00p - 5:00p Board of Directors Meeting
 6:30p - 9:00p Welcome Reception & Buffet Dinner

THURSDAY - OCTOBER 13th

7:00a - 10:00a Continental Breakfast
 8:00a - 10:00a Opening Session
 Benjamin K. Chu, MD
 Group President - Kaiser Foundation Hospitals and Health Plan &
 Regional President - Southern California
 10:15a - 11:45a Insight Sessions - Group #1
 12:00p - 2:00p Luncheon Session
 George F. Will, Prize Winning Columnist - The Washington Post &
 Essayist - Newsweek
 2:15p - 3:45p Insight Sessions - Group #2
 4:00p - 5:30p Insight Sessions - Group #3
 6:30p - 10:00p 30th Anniversary Black Tie Dinner & Inaugural Fellow Program Awards Ceremony

FRIDAY - OCTOBER 14th

7:00a - 10:00a Continental Breakfast
 8:00 - 9:30a General Session
 Glenn D. Steele, Jr., MD, PhD
 President & CEO - Geisinger Health System
 9:45a - 11:15a Insight Sessions - Group #4
 11:30a - 1:00p Insight Sessions - Group #5
 1:00p - 2:00p Casual Buffet Lunch
 2:00p - 7:00p Group Activity - "The Life of Washington - Mt. Vernon Tour & Sunset River Cruise"
 7:00p and on... On Your Own

SATURDAY - OCTOBER 15th

7:00a - 10:00a Hospitality Breakfast
 TBD Group Activity - "The White House On Display"
 NOTE: This activity is pending approval from White House Secret Service
 9:30a - 12:00p Group Activity - "On the Hill - A Private Tour of the US Capitol"
 NOTE: This activity will serve as a substitute in the event the White House tour is not approved.



SPOUSE & GROUP ACTIVITIES AGENDA

WEDNESDAY - OCTOBER 12th

6:30p - 9:00p Welcome Reception & Buffet Dinner

THURSDAY - OCTOBER 13th

7:00a - 10:00a Continental Breakfast

9:00a - 11:45a Spouse Activity - "A Journey for the Spirit - Washington National Cathedral"

12:00p - 2:00p Luncheon Session

George F. Will, Prize Winning Columnist - The Washington Post & Essayist - Newsweek

2:00p - 6:30p On Your Own

6:30p - 10:00p 30th Anniversary Black Tie Dinner & Inaugural Fellow Program Awards Ceremony

FRIDAY - OCTOBER 14th

7:00a - 10:00a Continental Breakfast

9:15a - 12:30p Spouse Activity - "Marjorie Merriweather Post's Hillwood Mansion Museum & Garden Tour"

1:00p - 2:00p Casual Buffet Lunch

2:00p - 7:00p Group Activity - "The Life of Washington - Mt. Vernon Tour & Sunset River Cruise"

7:00p and on... On Your Own

SATURDAY - OCTOBER 15th

7:00a - 10:00a Hospitality Breakfast

TBD Group Activity - "The White House On Display"

NOTE: This activity is pending approval from White House Secret Service

9:30a - 12:00p Group Activity - "On the Hill - A Private Tour of the US Capitol"

NOTE: This activity is a substitute if the White House tour is not approved.

See "FEATURED ACTIVITIES" for more details about each of the spouse and group activities listed here.

Health Insights reserves the right to alter the agenda timing to accommodate scheduling needs of speakers and planned events.



FEATURED SPEAKERS



Benjamin K. Chu, MD, MPH, MACP

Group President-Kaiser Foundation Hospitals and Kaiser Foundation Health Plan, Inc. and Regional President-Southern California

Benjamin Chu, MD, MPH, MACP, was appointed regional president of Kaiser Permanente Southern California in February 2005 and in January 2011, was appointed group president responsible for both Southern California and Hawaii. He directs hospital and health plan operations for 14 hospitals and 145 medical offices, serving more than 3.45 million members. As group president, he joins the Kaiser Permanente Program-wide Operational Leadership group with oversight responsibility over the entire organization.

Before he joined Kaiser Permanente, Dr. Chu served for three years as president of New York City's Health and Hospitals Corp., the largest public hospital system in the country. A primary care internist by training, Dr. Chu possesses extensive health care experience as a clinician, administrator and policy advocate. He was senior vice president for Medical and Professional affairs for the public hospitals and served as acting commissioner of health for the New York City Department of Health from 1990 to 1994.

Dr. Chu has experience as an academic health center leader. He was senior associate dean at Columbia University College of Physicians and Surgeons from July 2000 to February 2002. He also served at the New York University School of Medicine and Medical Center as associate dean and vice president for Clinical Affairs from April 1994 to May 2000. As a 1989-1990 Robert Wood Johnson Policy Fellow, he served as a legislative assistant for health for New Jersey Sen. Bill Bradley.

Dr. Chu currently serves on the board of the Commonwealth Fund in New York and is chairman of the board of the American Legacy Foundation based in Washington, D.C. In 2008, he completed a three-year term as an at-large board member of the American Hospital Association, serving on the executive committee during the final year. He is currently an AHA appointee to the Joint Commission Board.

Dr. Chu earned his medical degree at New York University, his master's of public health from Columbia University, and a bachelor's degree in psychology from Yale University.



FEATURED SPEAKERS



Glenn D. Steele, Jr., MD, PhD
President & CEO
Geisinger Health System

Glenn D. Steele Jr., MD, PhD, is President and Chief Executive Officer of Geisinger Health System. Dr. Steele joined Geisinger Health System as President and Chief Executive Officer on March 1, 2001. He arrived at Geisinger from the University of Chicago, where he served as Richard T. Crane Professor in the Department of Surgery, Vice President for Medical Affairs, and Dean of the Division of Biological Sciences Division and the Pritzker School of Medicine.

Prior to that, he was the William V. McDermott Professor of Surgery at Harvard Medical School, President and Chief Executive Officer of Deaconess Professional Practice Group and Chairman of the Department of Surgery at New England Deaconess Hospital.

Widely recognized for his investigations into the treatment of primary and metastatic liver cancer and colorectal cancer surgery, Dr. Steele is past Chairman of the American Board of Surgery. He serves on the editorial board of numerous prominent medical journals. His investigations have focused on the cell biology of gastrointestinal cancer and pre-cancer. Most recently, he has concentrated on innovations in healthcare delivery and financing. A prolific writer, he is the author or co-author of more than 460 scientific and professional articles.

In 2007, *Modern Healthcare* honored Dr. Steele with AHA's Grassroots Champion Award and he was named to the magazine's 50 Most Powerful Physician Executives in Healthcare; in 2009, he was named to the publication's 100 Most Powerful People in Healthcare. In 2010, Dr. Steele received the 8th Annual AHA Health Research & Education Trust Award, honoring individuals who exhibit visionary leadership in healthcare and who symbolize HERT's mission of leveraging research and education to make a dramatic impact in policy and practice.

Dr. Steele received his bachelor's degree in history and literature from Harvard University and his medical degree from New York University School of Medicine. He completed his internship and residency in surgery at the University of Colorado, where he was also a Fellow of the American Cancer Society. He earned his doctorate in microbiology at Lund University in Sweden.



FEATURED SPEAKERS



George F. Will

Pulitzer Prize Winning Columnist for *The Washington Post*
and *Newsweek* Essayist

George F. Will is today's most widely read columnist. His newspaper column has been syndicated by *The Washington Post* since 1974. Today it appears twice weekly in approximately 400 newspapers in the United States and in Europe. In 1976, he became a regular contributing editor of *Newsweek* magazine, for which he provides a bimonthly essay.

In 1977, Will won a Pulitzer Prize for commentary for his newspaper columns. Altogether eight collections of Will's *Newsweek* and *Washington Post* columns have been published, the most recent being *One Man's America*. In 1990, he published *Men At Work: The Craft of Baseball*, which topped *The New York Times* best-seller list for two months and was most recently re-issued on April 13, 2010 as a 20th Anniversary special edition with a new introduction. In 1998, Scribner published *Bunts: Curt Flood, Camden Yards, Pete Rose and Other Reflections on Baseball*, a best-selling collection of new and previously published writings by Will on baseball. Will was a member of Major League Baseball's Blue Ribbon Panel, examining baseball economics.

In 1981, Will became a founding panel member on ABC television's *This Week*. Will was born in Champaign, Illinois, educated at Trinity College in Hartford, Connecticut, Oxford University and Princeton University, where he earned his PhD. He has taught political philosophy at Michigan State University, the University of Toronto and Harvard University. Will served as a staff member in the United States Senate from 1970 to 1972. From 1973 through 1976, he was the Washington editor of *National Review* magazine. Today, Will lives and works in Washington, DC.



30th ANNIVERSARY BLACK TIE DINNER AND INAUGURAL FELLOW PROGRAM AWARDS CEREMONY

This is an evening not to be missed!

Health Insights invites all conference attendees, their spouses and their guests to join us for this memorable occasion.

On the evening of Thursday, October 13th, The Smithsonian American Art Museum's Renwick Gallery will serve as the grand site for the Health Insights 30th Anniversary Black Tie Dinner & Inaugural Fellow Program Awards Ceremony. Designed by James Renwick Jr., who also designed the Smithsonian's Castle in Washington DC and St. Patrick's Cathedral in New York City, and built in 1859 to house the art collection of William Wilson Corcoran, the Renwick Gallery is considered to be one of Washington's premier spaces.

For this evening, guests will be greeted with a grand staircase adorned in regal red carpet. Upon ascending the stairs, guests will enjoy cocktails and a stroll among the second floor galleries featuring stunning pieces of American Art. Dinner and the following Fellow Program Awards Ceremony, honoring fourteen of our members, will be hosted in the Grand Salon, featuring a soaring ceiling and over one hundred salon-style paintings and sculptures. Guests will revel in the ambiance of the evening!

Attire is tuxedo black tie for gentlemen and cocktail or dinner dresses for the ladies.

Roundtrip transportation is provided. Following the ceremony, participants will return to the hotel.

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FEATURED ACTIVITIES

“A JOURNEY FOR THE SPIRIT—WASHINGTON NATIONAL CATHEDRAL”

A spiritual resource for our nation, the Washington National Cathedral is a great and beautiful edifice in the city of Washington, an indispensable ministry for people of all faiths and perspectives, and a sacred place for our country in times of celebration, crisis, and sorrow. Consecrated in 1990 after 83 years of construction, the Cathedral is one of the outstanding examples of Gothic architecture in the United States and the sixth largest cathedral in the world. Guests will enjoy a privately guided tour and learn about particulars such as the Space Window with its sliver of moon rock, the Canterbury Pulpit - the site of Reverend Martin Luther King's last sermon, the 10,500 pipe organ, and the specially sized Children's Chapel. Guests will also see the St. John's Chapel with its famous American History needlepoint kneelers contributed from all over the world as well as the tombs of President Woodrow Wilson and Helen Keller. Roundtrip transportation is provided; walking shoes, comfortable clothing and weather appropriate gear are recommended. Following the tour, participants will return to the hotel.

“MARJORIE MERRIWEATHER POST'S HILLWOOD MANSION MUSEUM & GARDEN TOUR”

Marjorie Merriweather Post - heir to the Post cereal fortune - was the founder of Hillwood Museum and Garden, her former personal twenty-five acre estate in Washington, DC. Known as one of America's first business women, she was a distinguished art collector, noted philanthropist and socialite. Upon her death in 1973, Mrs. Post's final and most important philanthropic gesture became reality when Hillwood was bequeathed to the public as a museum. Guests will enjoy a privately guided tour through the gardens, lawns and pathways as well as through the museum - a 40 room Georgian mansion housing extensive collections of fine art and furnishings, Russian icons such as porcelain and Faberge eggs. Roundtrip transportation is provided; walking shoes, comfortable clothing and weather appropriate gear are recommended. Following the tour, participants will return to the hotel.

“THE LIFE OF WASHINGTON—MT. VERNON TOUR & SUNSET RIVER CRUISE”

Unique to Washington, DC, Mt. Vernon, the 18th century home of our Nation's first President, was home to George Washington for more than 45 years. The estate was originally granted to Washington's great grandfather in 1674 and was passed down through the family. Over the years, Washington enlarged the residence and built up the property to nearly 8,000 acres, dividing the acreage into five working farms, including the Mansion House Farm where he lived with his family. Guests will tour of the newly opened interactive visitor's center, the Washington family museum - housing personal effects of George and Martha, the mansion and the surrounding service buildings. Following the visit, guests will board the beautiful Capital Elite Yacht and enjoy a sunset cocktail cruise on the Potomac. Upon arrival at the Washington, DC waterfront, guests will board coaches for the final leg of the trip. Roundtrip transportation is provided; walking shoes, comfortable clothing and weather appropriate gear are recommended. Following the tour, participants will return to the hotel.



FEATURED ACTIVITIES (continued)

"THE WHITE HOUSE ON DISPLAY"*

The White House is the official residence of the President of the United States, recognized worldwide as a symbol of the prestige of the presidency. Built between 1792 and 1800, the sprawling 132-room mansion has been used as a home by every President since John Adams. Guests of this tour will enjoy a rarely seen inside look at the most famous home in the world. Enhancing the home tour, guests will also make a stop at the White House Visitor Center to learn more about the many aspects of the White House, including its architecture, furnishings, first families, social events, and relations with the press and world leaders. Roundtrip transportation is provided; walking shoes, comfortable clothing and weather appropriate gear are recommended. Following the tour, participants will return to the hotel.

"ON THE HILL - A PRIVATE TOUR OF THE US CAPITOL"***

No building in the United States exudes such an aura of power and drama as The United States Capitol. Guests will enjoy a once in a lifetime opportunity for a privately guided behind the scenes tour on The Hill, led by the Chief Guide of the United States Capitol Historical Society. Strolling from the base of the Capitol building to the entry door, guests will learn about the architecture and see where additions have occurred over the years. Once inside, guests travel the ornately painted Burmudi Corridors Statuary Hall, the Rotunda, the Hall of Columns, the restored Old Supreme Court Chamber and the Crypt beneath the Rotunda. When Congress is not in session, guests may also have the rare opportunity to not only view the House chamber, but sit in the Members' chairs on the floor as they learn more fascinating facts from our master guide. Roundtrip transportation is provided; walking shoes, comfortable clothing and weather appropriate gear are recommended. Following the tour, participants will return to the hotel.

* White House tour is tentative pending approval by the White House Secret Service. No additional names are being accepted for the tour at this time. Tour confirmation will occur no less than 2 weeks prior to the scheduled date.

** US Capitol tour is a substitute for the White House tour in the event approval is not received from the White House Secret Service. All conference attendees should indicate on their registration if they will take this tour. RSVP for the White House tour does not automatically guarantee your registration for the US Capitol tour. Additional names are being accepted for this tour.



HOTEL & TRAVEL ARRANGEMENTS



FOUR SEASONS HOTEL
Washington, DC

(Updated: 9/9/11)

Located only 12 blocks from the White House, a block of rooms at a reduced rate for guests attending the conference has been reserved at the Four Seasons Hotel, 2800 Pennsylvania Avenue, Washington, DC. To make reservations, call (800) 819-5053 and reference Health Insights Fall 2011 Conference (online reservations are not available for this event). **Reduced rate rooms are sold out and we do not expect to acquire additional rooms at the \$425/night rate.** Alternate hotel options can be found on the following page.

<u>ROOM TYPE</u>	<u>CONTRACTED NIGHTLY RATE</u>
Single/Double Standard	\$ 700.00 and up
Suites	\$ 700.00 and up

A deposit equal to the first night's room and tax must accompany each reservation and will serve as a guarantee. Regardless of standard hotel policy, deposits will be refunded for reservations cancelled on or before September 13th; reservations cancelled after September 13th will forfeit deposit. Name changes to reservations may be made prior to arrival at no additional charge.

Contracted rates are subject to applicable taxes and fees. We encourage you to make hotel reservations early as the hotel will sell-out and many other properties in the city will also be at, or near, capacity over the dates of the conference.

Washington, DC is easily accessible by three major airports:

- Ronald Reagan Washington National Airport (DCA) - 15 minutes drive (7 miles) to/from hotel
- Dulles International Airport (IAD) - 45 minutes (26 miles) drive to/from hotel
- Baltimore/Washington International Airport (BWI) - 50 minutes drive (30 miles) to/from hotel

Ground transportation services are easy to secure at each of the three major airports. To pre-book ground transportation, please contact the hotel concierge at (202) 342-0444 for assistance.

When securing air travel arrangements, to ensure that you are and your guest are able to fully enjoy all of the planned meeting events, please make plans to depart from the hotel no earlier than Friday, October 14th at 2p.

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HOTEL & TRAVEL ARRANGEMENTS

(Updated: 9/9/11)

ALTERNATE HOTEL OPTIONS

The following properties have been recommended by the Four Seasons Washington DC. Properties are listed in order of proximity to the Four Seasons.

[Georgetown Suites](#)

(next door)

[The Latham](#)

(1 1/2 blocks)

[The Ritz-Carlton](#)

(3 blocks)

[The Melrose](#)

(4 blocks)

[The Fairmont](#)

(5 blocks)

Health Insights does not have any contractual relationship with these properties.



ADDITIONAL INFORMATION

Everyone attending any part of the Fall 2011 Conference is required to register via the online registration portal. A link directly to the portal is provided on the Health Insights website conference page or can be accessed at [INSERT LINK HERE](#).

Personal Members are strongly encouraged to invite an Executive Guest from the senior ranks of their organization. We believe that the Fall 2011 Conference may be our best event to date with three highly relevant speakers on board and a number of interactive Corporate Member led sessions being planned. During the Fall 2011 Conference we will also be hosting the inaugural Fellow of Health Insights Foundation award ceremony. Executive Guests attending the Fall 2011 Conference will be charged a \$500 fee at the time of registration via the online registration portal.

As always, spouses are welcomed and encouraged to attend! When attending a Health Insights Conference, Spouses may participate in all sessions open to the general membership as well as specially planned spouse and group events through the duration of the program. Spouses planning to attend the conference are required to complete their own registration via the online registration portal. Unless noted, there is no additional fee for spouse participation.

Conference materials will be distributed approximately one week prior to conference commencement. Materials will be sent to the address noted in the attendees online registration unless we are advised otherwise no less than two weeks prior to conference commencement.

Unless noted, dress for all conference programs is business casual. Room temperatures vary; a sweater or light jacket is suggested.

Washington, DC's climate is temperate through most of the year. Spring and Fall are the most glorious seasons with very mild, comfortable temperatures. Average high temperatures are in the mid- to high-sixties and lows fall to the low-fifties at night.

If you have special needs that we can accommodate, please let us know when you register; please include all dietary restrictions and indicate if you require a special meal.

Anyone registering for any part of a conference is subject to the Health Insights Cancellation Policy.

Health Insights reserves the right to substitute speakers, cancel or reschedule sessions, or modify the agenda to accommodate the over conference plans and purpose.

Health Insights programs are educational and information in nature. Self-promotion and selling are strongly discouraged.

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CANCELLATION

POLICY

After the indicated reservation cut-off date, and regardless of hotel policy, anyone holding a reservation in the Health Insights group block at the contracted property will be responsible for any charges incurred by Health Insights as a result of reservation cancellation. At a minimum, the charge for cancellation will be equal to the first night's room and tax.

Health Insights must provide a guaranteed number of participants for every function and event. In accordance with Health Insights policy (3/99), if an attendee cancels their reservation, reduces their hotel stay, or misses an event for which they have registered or hold a reservation, the attendee will be responsible for any related charges incurred by Health Insights.

HOW TO CANCEL

If you made plans to attend the upcoming conference, but are no longer able to do so, please follow these steps to ensure your cancellation is confirmed. The Health Insights Cancellation Policy, as well as any policies of the contracted hotel, may apply.

STEP 1: Contact the hotel directly to cancel your room reservation(s). Reservations cancelled inside the cut-off date will forfeit the first night room deposit.

STEP 2: Contact Health Insights in writing - email or fax, to request cancellation of your online conference registration. Requests can be submitted to christy.carroll@healthinsights.org or to (225) 923-0302. Verbal requests cannot be accepted.

STEP 3: Contact transportation carriers to cancel arrangements.

Health Insights will make every attempt to fill cancelled or reduced stay reservations and altered registration selections. If we are able to fill a hotel cancellation or event space, any penalties incurred will be refunded.



FUTURE CONFERENCES

Looking ahead...please mark your calendars now and plan to attend the following Health Insights confirmed future conferences. More details regarding each event will be published as they become available.

Spring 2012

April 18th - April 20th
The Ritz Carlton
New Orleans, Louisiana

Now accepting reservations for the Spring 2012 Conference at The Ritz Carlton New Orleans! To make reservations, call (800) 826-8987 or reserve online at www.ritzcarlton.com/neworleans and reference Health Insights Spring 2012 Conference using group code CRPCRA. **Reduced rate rooms are limited and will sell out before the cut-off date; reservations must be made by the cut-off date of March 28th to receive the contracted rate.**

ROOM TYPE

Single/Double Standard
Suites

CONTRACTED NIGHTLY RATE

\$ 249.00
\$ 399.00 and up

A deposit equal to the first night's room and tax must accompany each reservation and will serve as a guarantee. Regardless of standard hotel policy, deposits will be refunded for reservations cancelled on or before September 13th; reservations cancelled after September 13th will forfeit deposit. Name changes to reservations may be made prior to arrival at no additional charge. Contracted rates are subject to applicable taxes and fees.

Fall 2012

October 10th - October 12th
The Ritz Carlton
Montreal, Quebec, Canada

Spring 2013

April 17th - April 19th
The Phoenician
Scottsdale, Arizona

For the most current conference information visit www.healthinsights.org

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