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ACI's 10th National Conference On...

ADDING, UPDATING AND EXPANDING  
NEUROSCIENCE CENTERS  
OF EXCELLENCE

FOR HOSPITALS AND HEALTH SYSTEMS

July 18-20, 2007 • Mid-America Club • Chicago, IL  
Implementing Successful Neuroscience Programs and  
Services to Improve Outcomes, Gain Competitive  
Advantage and Exceed Patient Expectations

LEARN ABOUT:

- Where the Neurosciences realm is heading; future practices on the horizon, the use of implantable devices, new technology, new opportunities
- Analyzing current metrics to develop accurate business plan prospects for a Neuroscience Center of Excellence program development
- Establishing a Comprehensive Brain & Spine Institute: The Organizational Structure, Joint Planning, Clinical Programs and Cores that Form a Spine Institute
- Best practices or gold standards for Neuroscience Centers of Excellence



SPECIAL PRE-CONFERENCE WORKSHOP:

“AFTER THE PLAN: SUCCESSFUL SPINE CENTER LAUNCH  
Patrick Vega, Principal, VEGA HEALTHCARE, Smithsburg, MD

DISTINGUISHED SPEAKING FACULTY INCLUDES:

**Kathleen Kaney**, Vice President, Neurosciences  
CAROLINAS MEDICAL CENTER, Charlotte, NC

**Dom Coric**, MD, Chief, Department of Neurosurgery, CAROLINASMEDICAL  
CENTER

**Michael McCrea**, PhD., ABPP-CN, Executive Director, Neuroscience Center  
PROHEALTHCARE, Waukesha, WI

**Marcy Rogers**, President and CEO, SPINEMARK CORPORATION, San Diego, CA

**Elizabeth Sellman**, MPA, Vice President, Neurosciences, NORTH SHORE LIJ  
HEALTH SYSTEM, Manhasset, NJ

**Suzanne Brennfleck**, MBA, MHA, Senior Administrative pDirector, Neurosurgery,  
NORTH SHORE LIJ HEALTH SYSTEM, Manhasset, NJ

**Kevin Dunne**, Partner, NEUSTRATEGY, Inc., Chicago, IL

**Scott Gibbs**, MD, Division Chief of Neurosurgery, Director of the Regional Brain and  
Spine Center, SOUTHEST MISSOURI HOSPITAL, Cape Girardeau, MO

And More...

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JOHN GALARZA DIRECTLY TO REGISTER  
AND MENTION NeuStrategy  
OR KEVIN DUNNE  
at 414-221-1700 EXT. 138  
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\* July 18-20, 2007 \* Chicago, IL\*

### PRE-CONFERENCE WORKSHOP: Wednesday, July 18, 2007

2:00PM – 2:30PM

REGISTRATION & EXHIBITS

2:30PM – 4:30PM

AFTER THE PLAN : *SUCCESSFUL SPINE CENTER LAUNCH*

This interactive pre-conference workshop will focus on the most critical post-planning elements and activities in launching a spine center program. Discussion will include project team selection and organization. Special attention will be given to achieving key project milestones while avoiding the seven most common pitfalls in spine center launch. At the end of this workshop you will learn how to:

- Select a project champion
- Select, organize and mobilize the spine center team
- Identify physician leadership
- Maximize physician relations
- Establish project priorities & benchmarks
- Achieve milestones and sustain momentum
- Integrate the spine center with neuroscience services
- Avoid the seven most common pitfalls in service launch (case study)
- Plan for top to bottom customer service

#### Workshop Facilitator

Patrick Vega, Principal

VEGA HEALTHCARE, Smithsburg, MD

*Patrick Vega brings an extensive knowledge base and a 20-year history of achievement in hospitals, physician practices and healthcare organizations. With over 25 successful service line launches ranging from \$250,000 - \$8 M, Patrick regularly consults in orthopaedics and neurosurgical spine in the areas of:*

- Strategy Creation
- Service Launch
- Business Development
- Center of Excellence Development

*With highly developed leadership and organizational skills, Patrick understands and navigates planning and implementation, integrating the efforts of executive staff, physicians of multiple specialties, nursing, and rehabilitation. His skills at the strategic level, coupled with a depth of healthcare knowledge, enable him to credibly advise and lead cross-functional teams in project planning and execution. Additionally, Patrick has held faculty positions and has written, edited and published on a variety of healthcare topics.*

### CONFERENCE DAY ONE: Thursday, July 19, 2007

7:30AM – 8:15AM

REGISTRATION & CONTINENTAL BREAKFAST & EXHIBITS

8:15AM – 8:30AM

WELCOMING REMARKS

8:30AM – 9:15AM

MATURATION OF A NEUROSCIENCE CENTER IN A COMMUNITY BASED HOSPITAL SETTING

The presentation will provide a case study of a neuroscience center based in a mid-sized suburban, non-academic medical center staffed by private physicians. The presentation will entail a report on our progress and challenges over the past 4 years, in addition to some strategies for our continued maturation as a center of excellence. Topics for discussion include:

- Overview of the changing face of community-based neuroscience care
- Strategies for collaboration between hospital programming and physician practices
- Discussion of barriers to maturation in a competitive marketplace
- Implementing outcome measurement in neuroscience areas
- Adding best practice and clinical trials to drive clinical excellence
- Establishing future direction for a community based neuroscience center

Michael McCrea, PhD., ABPP-CN, Executive Director, Neuroscience Center, Head of Neuropsychological Services

PROHEALTHCARE, Waukesha, WI

9:15AM – 10:00AM

CASE STUDY AND GUEST SPEAKER TBD

Priority consult, Cincinnati, OH

10:00AM – 10:30AM

MORNING REFRESHMENT BREAK AND EXHIBITS



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10:30AM – 11:15AM

### IF YOU BUILD IT, WILL THEY COME? MARKETING AND OPERATING A SUCCESSFUL CENTER OF EXCELLENCE IN ANY SETTING

This presentation will describe physician, facility and manufacturer challenges. It will solutions to those challenges and details strategies for marketing and operating a successful center of excellence in any setting. Session highlights will include:

- Key elements of a center of excellence
- Phases of center development
- How to decide on a location
- How to assess surgeon and physician fit
- Impact of marketing a center of excellence – learn how to package a spine product that is marketable
- Benefits to the payors, employees, MCO and physician groups

**Marcy Rogers, President and CEO**  
**SPINEMARK CORPORATION, San Diego, CA**

*For over 30 years, Marcy Rogers has worked with leading healthcare professionals, facilities and medical device manufacturers to advance her goal of creating awareness and resources for tertiary specialty care systems. Since 1994, Marcy has launched and successfully operated three national companies, American Pain Management, Management Technology Resources and SpineMark Corporation. APM and MTR are both consulting resources for physicians, hospitals, facility companies, third party payors and medical manufacturers in the fields of spine, pain, orthopaedic surgery and neurosurgery. She has refined the model she had used in craniofacial surgery to fit musculoskeletal and spine care to build centers of excellence in hospitals, surgery centers and freestanding institutions.*

11:15AM – 12:00PM

### CASE STUDY VARIAN MEDICAL SYSTEMS

12:00 PM – 1:10 PM

### CONFERENCE NETWORKING LUNCHEON SPONSORED BY: VARIAN

**VARIAN**  
medical systems

1:10 PM – 2:10 PM

### PART I - BUILDING A NEUROSCIENCE SERVICE LINE ACROSS A LARGE HEALTH SYSTEM: THE HARVEY CUSHING INSTITUTES OF NEUROSCIENCE CASE STUDY EXCELLENCE

At the end of this presentation, the audience should understand the complexities related to developing a service line across a 15 hospital health system. Developing a service line across medical disciplines in one hospital has well documented literature, but little is available related to growing a multidisciplinary service line in more than one hospital that is connected by an overarching goal. As the neuroscience service line continues to evolve, it is important to understand that some neuroscience programs may be well suited for community hospital sites while others may only be suited for larger teaching or tertiary hospital sites. Discussion points will include:

- Multi hospital service line development - a health system strategy
- Defining a continuum of care
- Defining an institute, center and program
- Key elements of membership
- Stakeholder buy-in
- Branding a service line

### PART II – INNOVATIVE APPROACHES TO MARKETING YOUR CENTER OF EXCELLENCE: THE BRAIN ANEURYSM CENTER CASE STUDY

At the end of this presentation, the audience should understand key elements to a successful marketing strategy for a Center of Excellence. Education can play a major role in innovative marketing techniques unique to the healthcare field. Primarily through the use of educational strategies, the Brain Aneurysm Center at North Shore University Hospital has seen exceptional growth. The audience will learn what techniques were useful and how to build a team that works together to get the message heard. Discussion points will include:

- Education as a powerful marketing tool with both patients and physicians
- Team building - multidisciplinary teams that work
- Physician champions
- Administrative buy-in

**Elizabeth Sellman, MPA, Vice President, Neurosciences**  
**NORTH SHORE LIJ HEALTH SYSTEM, Manhasset, NY**

**Suzanne Brennfleck, MBA, MHA, Senior Administrative Director, Neurosurgery**  
**NORTH SHORE LIJ HEALTH SYSTEM, Manhasset, NY**

*Elizabeth Sellman has been developing neuroscience programs for the North Shore LIJ Health System since 2003. In this role she is committed to assuring that all residents of Long Island have access to the best neurological care in their community. After learning that a large percentage of residents went into New York City for their care, Elizabeth made it her mission to strengthen the clinical expertise and coordination of care throughout Long Island by working with the health system's vast network of hospitals. On April 20<sup>th</sup> of 2006 the health system launched an initiative*

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to brand the neuroscience service line by organizing 12 centers of excellence for the care of this population. The Harvey Cushing Institutes of Neuroscience was announced with institutes for Chiari, Brain Tumors, Spine, Neurovascular and Stroke, Movement Disorders, Epilepsy, Pain, Neuro-rehabilitation, Pediatric Neurology and Neurosurgery, Peripheral Nerve, Neuromuscular and Neuro-regeneration. Each one of these institutes has its own identity and unique structure that focuses on the disease for which it is named. Clinical excellence complimented by strong academic and research programs in the health system, these institutes have been noticed world wide. The NSLIJ Health System has invested \$50 million in capital and infrastructure to date and has committed an additional \$50 million over the next several years. As the lead administrator for this project, Elizabeth has been instrumental in recruiting the professional talent necessary, orchestrating the expansion of services, marketing the programs available and ultimately providing care to the community that the health system serves. Prior to this position, Elizabeth has managed physician practice operations and departmental operations for multi hospital surgical programs. She has been in the healthcare field for 12 years.

**Suzanne Brennfleck** joined the Neuroscience team at the NSLIJ Health System in early 2005. In her role, she has been instrumental in supporting the overall strategic development of neuroscience programs and the launching the health system's initiative to brand the neuroscience service line. The Harvey Cushing Institutes of Neuroscience was announced with institutes for Chiari, Brain Tumors, Spine, Neurovascular and Stroke, Movement Disorders, Epilepsy, Pain, Neuro-rehabilitation, Pediatric Neurology and Neurosurgery, Peripheral Nerve, Neuromuscular and Neuro-regeneration. Each one of these institutes has its own identity and unique structure that focuses on the disease for which it is named. Clinical excellence complimented by strong academic and research programs in the health system, these institutes have been noticed world wide. More recently, Suzanne has been managing overall operations and development of two specific Institutes, Neurovascular and Brain Tumor. In her role with the Neurovascular Institute, Suzanne has been involved in the development of a Brain Aneurysm Center as well as 10 New York State Designated Stroke Centers. With the Brain Tumor Institute, Suzanne has managed the Novalis Radiosurgery program along with the development of a multidisciplinary team for the care of this patient population. Prior to this position, Suzanne completed an administrative fellowship and worked in the Strategic Planning Department at the North Shore LIJ Health System.

2:10PM – 3:00PM

### DEVELOPING A STROKE “NETWORK”: CHALLENGES, LESSONS LEARNED AND BEST PRACTICES

This presentation will define the steps taken by the Methodist Neurological Institute's Eddy Scurlock Stroke Center in its journey toward Primary Stroke Center Certification (JCAHO) and the integration of the American Heart Association's comprehensive stroke program components. In addition, it will outline the infrastructure necessary to sustain successful outcomes of this program and enlist the support of the medical staff necessary to facilitate transfers from outlying community hospitals (a vital component to program success). Further, it will define 'lessons learned' and share 'best practices' identified in this process. Discussion points will include :

- Frame delivery of stroke care using the American Heart Association's goals and clinical practice guidelines.
- Move program from development of guidelines to implementation of guidelines (bridge the gap from efficacy to effectiveness).
- Develop Stroke infrastructure for a clinically effective program design that can be replicated in other disease processes.
- Use multi-disciplinary practice models to standardize delivery of care.
- Effectively utilize this framework for Stroke care in an open physician staff model.

**Catherine Giegerich, Vice President – Operations; Administrator**

**METHODIST NEUROLOGICAL INSTITUTE – THE METHODIST HOSPITAL, Houston, TX**

**Catherine Giegerich** serves as Vice President of The Methodist Hospital and Administrator of the Methodist Neurological Institute where she brings her tremendous passion, vision and a desire to make a difference. With undergraduate degrees in business and nursing, along with a graduate degree in Health Systems Management, Catherine has held positions at the staff level and subsequently in roles of nursing leadership. After completing a one-year executive fellowship with The Methodist Hospital, her interest in operational administration translated into her current role as Administrator of the Neurological Institute and Vice President of Operations.

3:00PM – 3:30PM

### AFTERNOON BREAK & EXHIBITS

3:30PM – 4:20PM

### CASE STUDY AND GUEST SPEAKER TBD

Electrical Geodesics, Inc. Eugene, OR

4:20PM – 4:30PM

### CLOSE OF DAY ONE

## CONFERENCE DAY TWO: Friday, July 20, 2007

7:30AM – 8:00AM

### CONTINENTAL BREAKFAST & EXHIBITS

8:00 AM – 9:00AM

### INTERACTIVE PANEL DISCUSSION: ADDING, UPDATING AND EXPANDING NEUROSCIENCE CENTERS OF EXCELLENCE

This panel will bring together hospital executives representing several Neuroscience programs around the nation. Panelists will discuss their experiences with such issues as: program and practice development, staffing and training issues, prioritizing technology investments, measuring and maintaining clinical excellence, improving outcomes, challenges with payment and reimbursement and more. The presentation portion of



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the panel would focus on the results from the 2006-2007 Neuroscience Center of Excellence Survey and NeuStrategy's analysis on emerging issues related to neuroscience programs and services while then facilitating the panelists to provide insight related to their programs. Interactive audience participation is strongly encouraged. Further details on the panel members will be announced shortly.

### Moderator

**Kevin Dunne, Partner**  
NEUSTRATEGY, Inc., Chicago, IL

*Kevin Dunne is a partner and co-founder of NeuStrategy, Inc. Mr. Dunne is responsible for national client management and organizational development. He has more than 8 years of management consulting experience, including 5 years dedicated to healthcare services. In addition to being the former Director of Consulting at NeuroSource Inc., Mr. Dunne was the founder of the Neuroscience Center of Excellence Survey and Research, former operations analyst at Rush University Medical Center and senior consultant at Gibson & Associates focused on operational consulting for supply chain management and sales and marketing. Mr. Dunne holds a Masters of Science in Health Systems Management from Rush University and a Bachelor of Science degree from The University of Notre Dame.*

9:00AM – 9:30AM

**MORNING REFRESHMENT BREAK AND EXHIBITS**

9:30AM – 10:30AM

**LESSONS LEARNED: DEVELOPING A SUCCESSFUL JV ASC BETWEEN A  
HOSPITAL AND PRIVATE MD GROUP (IN A CON STATE)**

Carolinas Medical Center and Carolina Neurosurgery and Spine Associates implemented the first 50/50 JV ASC in the history of CMC in September 2006. The presentation will look at the relationship development between the groups which supported its creation as well as lessons learned. Implications of a JV in a CON state will also be explored. Key discussion points will include :

- Approach a relationship with a private group to grow towards a financial partnership
- Structure a JV between a hospital and private MD group
- Measure success of a JV- short term and long term
- Lessons learned from operations to managed care contracting

**Kathleen Benfield, Vice President, Neurosciences**  
CAROLINAS MEDICAL CENTER, Charlotte, NC

**Dom Coric, MD, Chief, Department of Neurosurgery, CAROLINAS MEDICAL CENTER; Neurosurgeon, CAROLINA NEUROSURGERY AND SPINE ASSOCIATES, Charlotte, NC**

*Katie Benfield joined CMC in 1996 as a reimbursement analyst and has served as a VP of Administration since 1999. Her scope of responsibilities in addition to the nationally ranked Neuroscience and Spine Institute include Emergency Services: ED, Trauma, Air Medical, NC State Poison Control Center, Organ Procurement Organization and a Nurse Call Service. Katie is a Fellow through the American College of HealthCare Executives and named to the 40 under 40 in the Charlotte Region by the Charlotte Business Journal and the 2005 Modern Healthcare Up and Comer. She received her Bachelor of Arts degree in biology and her M.B.A. at State University of New York at Buffalo.*

10:30AM – 11:15AM

**ADVOCACY over ADVERTISING: AN INNOVATIVE, EDUCATION-BASED MODEL FOR CREATING POSITIVE  
AND LONG-LASTING PUBLIC AWARENESS OF YOUR NEUROSCIENCE CENTER OF EXCELLENCE**

In a rich multimedia format, Dr. Gibbs will present a proven strategy for building a grass-roots awareness of your Neuroscience program through the cultivation of healthcare ambassadors. Dr. Gibbs will demonstrate how traditional marketing and advertising venues are inadequate in creating the type of informed awareness that builds a service line. Through the presentation of a sample "VIP White Coat Ambassador Program," Dr. Gibbs will exhibit a strategy for creating strong advocates that not only raises awareness, but also gains a competitive advantage which drives demand. Key discussion points will include:

- The value and benefit of long-lasting advocacy over advertising
- The philosophy and format for hosting ambassador programs
- The role, and necessity, of education in a well-rounded marketing model

**Scott Gibbs, MD, Division Chief of Neurosurgery, Director of the Regional Brain and Spine Center**  
SOUTHEAST MISSOURI HOSPITAL, SOUTHEAST MISSOURI HOSPITAL, Cape Girardeau, MO

*Dr. Gibbs is the founder and CEO of the Brain and NeuroSpine Clinic of Missouri, L. L. C. He is a noted international speaker and consultant. He is currently the Division Chief of Neurosurgery and the Director of the Regional Brain and Spine Center at Southeast Missouri Hospital. Dr. Gibbs will present novel techniques and strategies for building and promoting a Neuroscience Center of Excellence.*

11:15AM – 12:00PM

**CASE STUDY IN EXCELLENCE**

**BRAINLAB**





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**12:00PM – 1:15PM**

**CONFERENCE NETWORKING LUNCHEON**

**1:15PM – 2:15PM**

**INTERACTIVE ROUND TABLE DISCUSSION**

This panel will bring together hospital executives representing several successful Neuroscience programs around the nation. Panelists will discuss their experiences with such issues as: program and practice development, staffing and training issues, prioritizing technology investments, measuring and maintaining clinical excellence, improving outcomes, challenges with payment and reimbursement and more. All attendees will be asked to fill out brief questionnaires prior to the roundtable discussion and the floor will be opening for questions and comments. Interactive audience participation is strongly encouraged. Further details on the panel members will be announced shortly.

**2:00PM – 2:15PM**

**Close of Conference**

### **CONTENT AND THEME**

With an estimated one in three Americans suffering at some point from a neurological disorder, and an increasing number of aging population with an increased awareness of neurological diseases/treatments, the Neurosciences is becoming one of the most important clinical areas for hospitals and health systems to manage.

Due to the recent advances in technology, declining payor reimbursements, and increasing number of baby-boomers, most hospitals, physicians and healthcare facilities are starting to see the benefits of defining themselves by centers of excellence and are willing to invest in comprehensive neuroscience programs. It is imperative for you to develop the planning and investment strategy to succeed in this highly competitive field and capture the consumer market.

To prepare hospitals for growth opportunities in neurosciences and ensure the success of your program, ACI has developed the Premiere National Conference on Adding, Updating and Expanding Neuroscience Centers of Excellence. Join us July 18-20, 2007 in Chicago in a gathering of administrative and medical leaders all striving to advance their neuroscience service lines. Geared more towards the hospital side of Neuroscience business this conference offers the ideal forum to learn from experienced leaders on how to develop, operate and maintain a comprehensive neuroscience program.

#### **WHO WILL ATTEND?**

Senior-level executives representing Hospitals, Health Systems, Physician Clinics and Hospital Management Groups:

- Presidents & CEOs • Neurosurgeons/Neurologists • Directors of Neuro Critical Care
- Chief Administrators • Vice Presidents of Neurosciences • Vice Presidents of Business
- Chief Operations Officers • Neuroscience Service Line Directors Development
- Neuroscience Institute Directors • Chief Medical Officers

#### **CONFERENCE FEES AND REGISTRATION**

Conference Fee: \$1,995

Conference Documentation CD: \$615

(Documentation CD includes copies of all proceedings on CD and shipping is included)

#### **CONFERENCE VENUE**

##### **Mid-America Club**

200 East Randolph Drive, 80th floor, Aon Center  
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#### **REGISTER 3 & GET 1 FREE!**

Any organization registering three persons at the same time will be entitled to a fourth registrant FREE of charge!

**PAYMENT: ACI must receive payment 5 days after receiving booking form.**

#### **HOTEL ACCOMMODATIONS**

##### **Swiss Hotel Chicago**

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