



Adding, Updating and Expanding NEUROSCIENCE CENTERS OF EXCELLENCE

JANUARY 23-25, 2008 • GOLDMAN AUDITORIUM

BARROW NEUROLOGICAL INSTITUTE • PHOENIX, AZ

Implementing Successful Neuroscience Programs and Services to Improve Outcomes, Gain Competitive Advantage and Meet the Increasing Patient Demand

This conference features a site-tour of the Barrow Neurological Institute - A State-of-the-Art Facility Continuously Featured As One of America's Best Hospitals in U.S. News & World Report and Recognized For Its Outstanding Patient Care

DISTINGUISHED SPEAKING FACULTY INCLUDES:

Phil Pomeroy, Vice President, Neurosciences
BARROW NEUROLOGICAL INSTITUTE® - ST. JOSEPH'S HOSPITAL
& MEDICAL CENTER, Phoenix, Arizona

Robert E. Harbaugh, MD, FACS, FAHA; Professor and Chair,
Department of Neurosurgery; Director, Clinical Neuroscience Institute
PENN STATE UNIVERSITY – MILTON S. HERSHEY MEDICAL
CENTER, Hershey, PA

Raj Desai, MD, Neurosurgery, MAINE MEDICAL CENTER, Portland, ME

Barbara Grillo, Director, Neuroscience Institute
MAINE MEDICAL CENTER, Portland, ME

Alan M. Scarrow, MD, JD, Co-Director
MERCY HEALTH SYSTEM, St. Louis, MO

Gene H. Barnett, MD, FACS, The Rose Ella Burkhardt Chair
in Neurosurgical Oncology, Professor and Director
Brain Tumor & Neuro-Oncology Center
CLEVELAND CLINIC NEUROLOGICAL INSTITUTE, Cleveland, OH

Mary Martin, RN, BS, Six Sigma Blackbelt Manager, THE SPINE CENTER
AT ST. JOHN HOSPITAL AND MEDICAL CENTER, Detroit, MI

Dennis Caliguri, RN, MSN, CNRN, Administrative Director
THE NEUROSCIENCE INSTITUTE – UNIVERSITY HOSPITAL in
CINCINNATI, Cincinnati, OH

Thomas V. Rosenberger, APR, Vice President, Communications
MAYFIELD CLINIC & SPINE INSTITUTE, Cincinnati, OH

Christine M. MacDonell, Managing Director, Medical Rehabilitation and
International Aging Services/Medical Rehabilitation
COMMISSION ON ACCREDITATION OF REHABILITATION
FACILITIES (CARF), Washington, DC

Ann Bunnberg, PhD, President
ELECTRICAL GEODESICS, INC (EGI), Eugene, OR

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

Marcia A. Friesen, President, ORTHOPAEDIC ADVANTAGE
HEALTHCARE CONSULTING GROUP, Omaha, NE

Kevin Dunne, Partner, NEUSTRATEGY, INC., CHICAGO, IL

Chris Myers, Director, NAVIGANT CONSULTING, Chicago, IL

YOU WILL LEARN SPECIFICALLY HOW:

- BARROW NEUROLOGICAL INSTITUTE successfully established a world-famous Neuroscience Centers of Excellence
- CLEVELAND CLINIC FOUNDATION created and operated one of the most successful Comprehensive Brain Tumor Institutes around the nation
- PENN STATE HERSEY MEDICAL CENTER overcame obstacles when developing and maintaining a neuroscience center of excellence
- MERCY HEALTH SYSTEM included new technology and techniques in spine care while remaining cost effective
- MAINE MEDICAL CENTER built a focused-integrated business strategy that aligns key strategic hospital and physician partnerships
- THE NEUROSCIENCE INSTITUTE-UNIVERSITY HOSPITAL IN CINCINNATI implemented marketing and physician outreach strategies to increase market share

ALSO LEARN ABOUT

- Where the Neurosciences realm is heading; future practices on the horizon, the use of implantable devices, new technology, new opportunities
- Best practices or gold standards for Neuroscience Centers of Excellence
- The successful integration of spine surgery, orthopedics, rehabilitation and neurology into a neuroscience program
- Increasing Profitability and Maximizing Reimbursement in Your Center of Excellence

DON'T MISS OUR EXCLUSIVE PRE-CONFERENCE WORKSHOP!

"HEALTH SYSTEM EMPLOYS STATE'S LARGEST GROUP OF NEUROSURGEONS: A FIRST HAND CASE STUDY OF WHY, WHAT AND HOW"

MAINE MEDICAL CENTER, Portland, ME
NAVIGANT CONSULTING, Chicago, IL

SPONSORED BY:





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NEUROSCIENCE CENTERS OF EXCELLENCE

January 23-25, 2008

Goldman Auditorium * Barrow Neurological Institute * Phoenix, AZ

January 23, 2008: PRE-CONFERENCE WORKSHOP

2:00PM – 2:30PM

REGISTRATION & EXHIBITS

2:30PM – 4:30PM

HEALTH SYSTEM EMPLOYS STATE'S LARGEST GROUP OF NEUROSURGEONS: A FIRST HAND CASE STUDY OF WHY, WHAT AND HOW

Over the past few years, Maine Medical Center (largest hospital in Maine) and Neurosurgery Associates (Largest Neurosurgery Group in Maine) worked together to develop a Neurosciences strategic plan and to define a new working relationship between themselves. That effort culminated in the mutual decision for the hospital to employ the group of neurosurgeons effective July 2006. This workshop will provide an in depth case study (featuring representatives from both the hospital and the neurosurgery group) that:

- Provides a brief description of the market and players
- Examines the strategic reasons both the hospital and neurosurgery group sought a new relationship
- Summarizes the physician –hospital partnership options that were considered
- Articulates why both organizations chose the employment model
- Describes the process used to “do the deal”
- Provides lessons learned from the perspective of both organizations
- The range of physician – hospital partnerships options in the Neurosciences
- Key considerations in selecting a preferred new model (employment of the neurosurgeons by the hospital) from the perspective of both the hospital and the physicians
- Lessons learned from the perspective of both the hospital and the physicians

Workshop facilitators:

Raj Desai, MD, Neurosurgery, MAINE MEDICAL CENTER, Portland, ME

Barbara Grillo, Director, Neuroscience Institute, MAINE MEDICAL CENTER, Portland, ME

Chris Myers, Director, NAVIGANT CONSULTING, Chicago, IL

CONFERENCE DAY ONE: Thursday, January 24, 2008

7:30AM – 8:15AM

REGISTRATION & CONTINENTAL BREAKFAST & EXHIBITS

8:15AM – 8:20AM

WELCOMING REMARKS

Phil Pomeroy, Vice President, Neurosciences

BARROW NEUROLOGICAL INSTITUTE® - ST. JOSEPH'S HOSPITAL & MEDICAL CENTER, Phoenix, Arizona

8:20AM – 9:15AM

Opening Keynote Session

25 TIPS ON BUILDING A NEUROSCIENCE CENTER OF EXCELLENCE

Barrow hosts dozens of hospitals each year that come to learn how to build a new neuroscience program or reinvent an existing program. Although we have learned a lot about what makes a neuroscience program successful over the 45 years since it was founded, there is no formula that will guarantee success. Each institution has a different set of circumstances that will ultimately affect the outcome including location, demographic mix, payer relationships, and hospital physician relationships. This talk will highlight 25 factors administrators and physicians should consider before embarking on the journey to develop a neuroscience center of excellence.

Phil Pomeroy, Vice President, Neurosciences

BARROW NEUROLOGICAL INSTITUTE® - ST. JOSEPH'S HOSPITAL & MEDICAL CENTER, Phoenix, Arizona

9:15AM – 10:00AM

DEVELOPING AN INTEGRATED SPINE CENTER WITH MULTIPLE PHYSICIAN PRACTICES

Mary Martin, RN, BS, Six Sigma Blackbelt Manager

THE SPINE CENTER AT ST. JOHN HOSPITAL AND MEDICAL CENTER, Detroit, MI

10:00AM – 10:30AM

MORNING REFRESHMENT BREAK AND EXHIBITS

10:30AM – 11:15AM

BUILDING A NEUROSURGERY DEPARTMENT & NEUROSCIENCE INSTITUTE: CASE STUDY IN EXCELLENCE

Because of concerns with rising professional liability payments and falling reimbursement rates many neurosurgeons have left Pennsylvania. This interactive session will detail the steps taken to develop a Neurosurgery Department in this hostile environment. The Penn State Department of Neurosurgery on July 1, 2003 consisted of 1 research and 4 clinical faculty members, had performed less than 900 procedures the previous year and had a residency program on probation. The Department now has 10 clinical faculty, 6 full time research faculty, performed more than 2000 procedures last year, has a fully accredited residency program, 2 endowments and more than 3 million dollars in grant funds. The department continues to grow. Collaboration among clinical departments, basic science departments, administration and outside institutions were instrumental to this success. At the end of this session you will learn how to :

- Implement collaborative strategies among disparate entities
- Motivate the faculty and staff
- Develop needed resources

Robert E. Harbaugh, MD, FACS, FAHA; Professor and Chair, Department of Neurosurgery; Professor, Engineering Science & Mechanics Director, Clinical Neuroscience Institute

PENN STATE UNIVERSITY – MILTON S. HERSHEY MEDICAL CENTER, Hershey, PA



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11:15AM – 12:00PM

COLLABORATION: STRATEGIES FOR OPERATIONAL EXCELLENCE

Session highlights will include:

- Overview of The Neuroscience Institute
- History
- Structure
- Goals and Objectives
- Challenges
- Strategies for Operational Excellence
- First 10 Year Results
- The Future

Dennis Caliguri, RN, MSN, CNRN, Administrative Director

THE NEUROSCIENCE INSTITUTE – UNIVERSITY HOSPITAL IN CINCINNATI, Cincinnati, OH

Thomas V. Rosenberger, APR, Vice President, Communications

MAYFIELD CLINIC & SPINE INSTITUTE, Cincinnati, OH

12:00PM – 1:15PM

CONFERENCE NETWORKING LUNCHEON

1:15PM – 2:00PM

NEW STANDARDS IN BRAIN INJURY, SPINAL CORD AND PAIN MANAGEMENT

Christine M. MacDonell, Managing Director, Medical Rehabilitation and International Aging Services/Medical Rehabilitation

COMMISSION OF ACCREDITATION ON REHABILITATION FACILITIES (CARF), Washington, DC

2:00PM – 2:45PM

IMAGING THAT EMPOWERS INTERVENTION: EMERGING TRENDS IN FUNCTIONAL NEUROIMAGING

Today's new generation of neuro-interventions bring with them a requirement for cost effective, high yield tools for functional neuro-imaging and neuro-monitoring. In this talk, Ann Bunnenberg will give an overview of some of the major trends shaping the field from the perspective of technology developer and forecast when and how these new technologies will migrate into clinical practice. In a talk geared for the hospital administrator or center director, this presentation will look at:

- Trends in Multi-Modal Imaging- cost effective approaches to getting more clinical yield from existing technologies
- Interactive Imaging - approaches to using advanced computational methods to improve the performance of functional neuroimaging technologies
- When Imaging Alone is Not Enough – trends in linking imaging with neuropsychological assessment and other traditional sources of clinical data
- New Technologies to Watch—what's just over the horizon that holds strong promise for making functional neuro-monitoring/imaging powerful, ubiquitous and cost effective.

Ann Bunnenberg, PhD, JD, President and Co-Founder

ELECTRICAL GEODESICS, INC, Eugene, OR

2:45PM – 3:15PM

AFTERNOON BREAK & EXHIBITS

3:15PM – 4:30PM

INTERACTIVE PANEL DISCUSSION

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. Interactive audience participation is strongly encouraged.

Panel Moderator: Kevin Dunne, Partner, NEUSTRATEGY, INC., CHICAGO, IL

Gerald Szkotnicki, Neuroscience Program Director, CLARIAN HEALTH, Indianapolis, IN

Bonnie Sweeney, Director, Minneapolis Neuroscience Institute, ABBOTT NORTHWESTERN HOSPITAL, Minneapolis, MN

4:30PM – 4:45PM

CLOSE OF DAY ONE

CONFERENCE DAY TWO: Friday, January 25, 2008

7:30AM – 8:00AM

CONTINENTAL BREAKFAST AND EXHIBITS

8:00 AM – 10:00AM

FACILITY TOURS – BARROW NEUROLOGICAL INSTITUTE

This conference features a site tour of Barrow Neurological Institute including The St. Joseph's Neuroscience Tower, which opened in July of 2006. The tower expanded the hospital's ability to care for the state's most critically ill and injured patients. The seven story tower has 64 ICU beds, 80 acute-care beds, 11 surgical suites, 48 emergency bays, six trauma bays and three MRIs. The addition of the Tower made St. Joseph's the largest hospital in Arizona with 690 beds. Following breakfast at 7:30AM, the group will meet in the Goldman Auditorium Lobby for tours beginning at 8:00AM.



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10:00AM – 10:45AM

CREATION OF A BRAIN TUMOR INSTITUTE: DESIGN AND RESULTS CLEVELAND CLINIC FOUNDATION CASE STUDY IN EXCELLENCE

The presentation will discuss the creation of a Brain Tumor Institute and will discuss the development of the business plan that lead to the creation of the Center. Session highlights will include:

- Critical success factors involved in creating and maintaining a successful Brain Tumor Center
- Understand the financial, economic and practical components necessary to create a business plan to document financial and institutional support needed for this venture
- Utilize pre-determined metrics and milestones to set program targets including additional recruitment, expansion and/or exit strategies

Gene H. Barnett, MD, FACS, The Rose Ella Burkhardt Chair in Neurosurgical Oncology
Professor and Director, Brain Tumor & Neuro-Oncology Center
CLEVELAND CLINIC NEUROLOGICAL INSTITUTE, Cleveland, OH

10:45AM – 11:15AM

MORNING BREAK AND EXHIBITS

11:15AM – 12:00PM

IF YOU BUILD IT, WILL THEY COME? PRACTICAL TIPS ON HOW TO MARKET AND OPERATE A SUCCESSFUL CENTER OF EXCELLENCE IN ANY SETTING

This presentation describes physician, facility and manufacturer challenges. It offers solutions to those challenges and details strategies for marketing and operating a successful center of excellence in any setting. Key discussion points 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

12:00PM – 1:00PM

CONFERENCE NETWORKING LUNCHEON

1:00PM – 1:45PM

THE DEVELOPMENT OF A SPINE CENTER OF EXCELLENCE FROM INCEPTION TO POST EXPANSION: CASE STUDY IN EXCELLENCE

This case study will talk about the development of a successful Spine Center. Key discussion points will include:

- The rapid growth we experienced and how we coped with it
- Troubleshooting expansion of a Spine Center
- What caused it to need expansion? Why did we do it the way we did?
- Lessons learned, pitfalls and challenges
- Look at the development of the Center from inception to post expansion

Alan M. Scarrow, MD, JD, Co-Director
MERCY HEALTH SYSTEM, St. Louis, MO

1:45PM – 2:45PM

SPECIAL EXTENDED SESSION

SUCCESSFUL GROWTH STRATEGIES : DESIGNING AND BUILDING A NEUROSCIENCE CENTER OF EXCELLENCE USING THE MALCOLM BALDRIGE PERFORMANCE EXCELLENCE MODEL

This session will focus on using the Malcolm Baldrige performance excellence model to design and implement a Neuroscience Center of Excellence. Attendees will gain an understanding of the performance excellence model, specific techniques to establishing a successful center of excellence, critical success factors, examples of performance measures and integrating key services of the continuum of care that are required in building a successful center of excellence. Sessions highlight will include:

- Overview of the Malcolm Baldrige Performance Excellence Model
- Identify the key components of a Neuroscience Center of Excellence
- Understand how to develop key clinical performance measures that drive quality and growth of the center
- Learn how to create the ideal patient experience
- Determine appropriate triage models for navigating services

Marcia A. Friesen, President
ORTHOPAEDIC ADVANTAGE HEALTHCARE CONSULTING GROUP, Omaha, NE

2:45PM – 3:00PM

CLOSE OF CONFERENCE