

Improving Healthcare System Performance: Physician-Driven Solutions

Tufts Managed Care Institute Annual Conference 2000

MISSION

Tufts Managed Care Institute is an independent, non-profit educational organization established in 1995 as a collaborative venture of Tufts University School of Medicine and Tufts Health Plan. Our mission is to help physicians and other healthcare professionals — at all stages of their training and development — to practice comfortably and effectively in a high quality, cost-effective managed healthcare system.



TUFTS
MANAGED
CARE
INSTITUTE

Tufts Managed Care Institute
136 Harrison Avenue
Boston, MA 02111
617-636-1000 Phone
617-636-0429 Fax
www.tnnci.org

“TMCI understands the pressures involved in delivering high quality care in today’s resource-constrained health care climate. The Institute designs and delivers practical, interactive programs that help physicians improve their practices and support system-wide operational initiatives.”

Robert S. Janett, MD
Medical Director
Mount Auburn Cambridge IPA
Cambridge, Massachusetts



“State-of-the-industry research notes that those health-care organizations on the leading edge of training investment have a higher level of aligned systems of practice. Having a knowledgeable, well-trained staff is essential to pinpoint financial and clinical areas that are negatively affecting quality benchmarks. Executive and staff training does lead to bottom-line results.”

Steven Berger
Vice President of Finance
Highland Park Hospital
Modern Healthcare, February 21, 2000

Rx for Savings - Register Now & Save \$100

Tufts Managed Care Institute Annual Conference 2000

Improving Healthcare System Performance: Physician-Driven Solutions



October 19-20, 2000

Swissôtel

Boston, Massachusetts

Conference Collaborators

American College of Physicians-
American Society of Internal Medicine

MedicaLogic/Medscape

Health Resources and Services Administration,
Department of Health and Human Services



Tufts University School of Medicine



Jointly sponsored by
Tufts Managed Care Institute
and Tufts University School of Medicine



Philip R. Boulter, MD



David B. Nash, MD, MBA



Rosalie Phillips, MPH

Dear Colleague:

We invite you to join us as we explore “Improving Healthcare System Performance: Physician-Driven Solutions” at Tufts Managed Care Institute’s (TMCI) fourth annual conference.

This two-day cutting edge event puts physicians and senior administrators in the driver’s seat, mapping the journey toward optimum performance and operational effectiveness in the evolving world of managed care. Your attendance will put you among national leaders who have recognized the importance of managed care education and training to bolster behavioral change — **change that will lead to a keener alignment of the needs and concerns of physicians with the business realities of the health system.**

You will learn new approaches in a collegial forum and acquire useful resources to help you drive your organization forward. You will take home educational tools that you can apply immediately. And you will gain access to TMCI’s Managed Care Competency Assessment Tool to measure your organization’s indicators for success in effective care management.

This unique conference is focused on concrete solutions for improving the performance of your organization. To facilitate interaction throughout the conference, enrollment will be limited, and filled on a first-come, first-served basis. So please register early!

Sincerely,

Philip R. Boulter, MD
*Senior Vice President and Chief Medical Officer, Tufts Health Plan
Course Director*

David B. Nash, MD, MBA
*Associate Dean and Director, Office of Health Policy and Clinical Outcomes,
Thomas Jefferson University
Conference Co-moderator*

Rosalie R. Phillips, MPH
Executive Director, Tufts Managed Care Institute

Improving Healthcare System Performance

This conference is supported in part by an unrestricted educational grant from AstraZeneca.

CONFERENCE GOAL

This conference is designed to provide strategies and tools to improve clinical practice and healthcare system performance through educational strategies and resources, including web-based solutions.

CONFERENCE LEARNING OBJECTIVES

At the conclusion of the conference, participants will be able to:

- **Assess the competencies required of physicians** and other clinicians to practice high quality, cost-effective care in the new healthcare environment.
- Identify learning goals and **educational interventions to support improved physician and system performance.**
- Identify and apply **web-based solutions** to physician education.
- **Improve the effectiveness of continuing medical education** for individual learners and health care organizations.
- Acquire practical **skills for negotiating change** in a healthcare system.

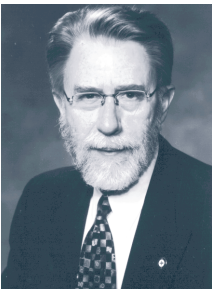
Faculty and Speakers

Keynote Speakers



Donald M. Berwick, MD, MPP— Dr. Berwick is President and CEO of the Institute for Healthcare Improvement (IHI). IHI is a non-profit organization dedicated to improving the quality of health care systems through education, research, and demonstration projects, and through fostering collaboration

among health care organizations and their leaders. IHI projects extend throughout the U.S. and Canada, in a number of European countries, and the Middle East. Dr. Berwick has published over 80 scientific articles on subjects relating to health care policy, decision analysis, technology assessment, and health care quality management. He is a practicing pediatrician at Boston's Children's Hospital and Massachusetts General Hospital and is Clinical Professor of Pediatrics and Health Care Policy at Harvard Medical School.



George D. Lundberg, MD — Dubbed by the Industry Standard in 2000 as “the Healthcare Internet’s Medicine Man,” Dr. Lundberg is currently Editor-in-Chief of MedicaLogic/Medscape, the world’s leading site for health and medical information. From 1982 to 1999, Dr. Lundberg was the American Medical

Association’s Editor-in-Chief, Scientific Information and Multimedia, with responsibility for its 39 medical journals, including JAMA (Journal of the American Medical Association).

Plenary Speakers

David Burnett, MD, MBA — Dr. Burnett is Vice President of the University HealthSystem Consortium (UHC) and Director of the Clinical Practice Advancement Center. Dr. Burnett works with faculty group practices associated with UHC institutions on practice development, hospital/physician integration, and managed care issues.

David Davis, MD — Dr. Davis is Professor in the departments of Family and Community Medicine and Health Administration and Associate Dean, Continuing Education (CE), Faculty of Medicine, University of Toronto. Dr. Davis has been instrumental in developing innovations in continuing education related to physician performance, change and adult learning. Dr. Davis is also a physician in the Department of Family and Community Medicine at Toronto Western Hospital, Toronto.

Conference Conveners

Philip R. Boulter, MD, FACE — Dr. Boulter is Senior Vice President and Chief Medical Officer for Tufts Health Plan, and Medical Director of Tufts Managed Care Institute. He has served in a number of leadership positions, including Medical Director for the Hitchcock Clinic-Concord, NH Division, and Regional Medical Director for Matthew Thornton Health Plan. Dr. Boulter is an Associate Clinical Professor of Family Medicine and Community Health at Tufts University School of Medicine.

David B. Nash, MD, MBA — As Director of the Office of Health Policy and Clinical Outcomes at Thomas Jefferson University Hospital, Dr. Nash is nationally recognized for his work in outcomes management, medical staff development and quality improvement. He serves on the editorial board of several major peer reviewed journals and is a published author. He is Associate Professor of Medicine and Associate Dean for Health Policy at Jefferson Medical College in Philadelphia. Dr. Nash is an educational advisor to Tufts Managed Care Institute.

Rosalie Phillips, MPH — Ms. Phillips is Executive Director of Tufts Managed Care Institute. She has more than 25 years of experience in managed care and academic medical settings, including 10 years as a senior manager at the Harvard Community Health Plan. Ms. Phillips is an Assistant Clinical Professor, Department of Family Medicine and Community Health at Tufts University School of Medicine.

Distinguished Conference Faculty

Patrick C. Alguire, MD, FACP — Dr. Alguire is Director of Education and Career Development at the American College of Physicians-American Society of Internal Medicine.

Mark A. Bloomberg, MD, MBA, FACPE — Dr. Bloomberg is President of The Bloomberg Healthcare Group and an educational advisor to Tufts Managed Care Institute.

Mary Y. Lee, MD, MS — Dr. Lee is Dean for Educational Affairs at Tufts University School of Medicine, and is Faculty Development Director of Tufts Managed Care Institute.

Thomas Mayer, MD, MBA — Dr. Mayer is the Executive Director of Managed Care Education for the Institute for Healthcare Advancement in Southern California.

Gordon Mosser, MD — Dr. Mosser is the Executive Director of the Institute for Clinical Systems Improvement in Bloomington, Minnesota.

Sam S. Shekar, MD, MPH — Dr. Shekar is Associate Administrator for Health Professions, Health Resources and Services Administration, Department of Health and Human Services.

Larry V. Staker, MD, FACP — Dr. Staker is CMO and Medical Director, Deseret Mutual Benefit Administrators and formerly Director, Clinical Practice Improvement, Intermountain Healthcare.

David Winter, MD — Dr. Winter is President of MedProvider, a division of Health Texas in Dallas.

Post-Conference Workshop Leader

Leonard J. Marcus, PhD — Dr. Marcus is Director of the Program for Health Care Negotiation and Conflict Resolution and Lecturer of Public Health Practice at the Harvard School of Public Health. Active on state, national and international levels in advancing uses of mediation to resolve healthcare disputes, he is lead author of *Renegotiating HealthCare: Resolving Conflict to Build Collaboration*, recipient of the 1995 Book Prize Award of the Center for Public Resources Institute for Dispute Resolution.

Conference Agenda



Who Should Attend?

Physician leaders, senior administrators, and educators — in academic health centers, integrated delivery systems, hospitals, groups, IPAs, and MCOs — looking for educational strategies and tools to improve quality and lower costs.

THURSDAY, OCTOBER 19, 2000

7:30 - 8:15 A.M.	Registration and continental breakfast
8:15 - 8:30 A.M.	Welcome and Introductions Philip R. Boulter, MD, FACE
8:30 - 9:45 A.M.	Opening Keynote — “Big Changes Worth Leading” Donald A. Berwick, MD, MPP System redesign is necessary and possible. Dr. Berwick presents the vision, strategy and the critical role of physicians in leading the way.
9:45 - 10:00 A.M.	Break
10:00 - 11:00 A.M.	Plenary address — “Health Systems as Learning Organizations: Hope or Reality?” David Burnett, MD, MBA Meaningful improvement requires systems, feedback and learning. Dr. Burnett presents specific change strategies and approaches.
11:00 A.M. - 12:15 P.M.	Panel — Educational Tools and Strategies <ul style="list-style-type: none">■ TMCI’s 14-point Managed Care Curriculum Philip R. Boulter, MD, FACE■ American College of Physicians-American Society of Internal Medicine: Clinical Problem Solving Cases as Effective Educational Tools to Achieve High Quality, Cost-Effective Care Patrick C. Alguire, MD, FACP■ Training the New Practitioner for the 21st Century — Federal Initiatives and Support Sam S. Shekar, MD, MPH■ TMCI’s Managed Care Competency Assessment Tool Mark Bloomberg, MD, MBA, FACPE■ Moderator: Mary Y. Lee, MD, MS Panelists review available tools and resources to support practice improvement and success.
12:15 - 1:15 P.M.	Networking Luncheon
1:15 - 2:15 P.M.	Workshop — Goals and Tools to Improve Quality and Cost-Effectiveness: Strategic Considerations in Physician Education <ul style="list-style-type: none">■ Discuss performance goals relating to quality and cost■ Review educational strategies to support performance improvement
2:15 - 2:30 P.M.	Break
2:30 - 3:45 P.M.	Workshop cont’d — Web-Based Solutions to Physician Education: Guided Navigation and Hands-on Review <ul style="list-style-type: none">■ Experience TMCI’s online educational tools to improve quality and cost-effectiveness■ Sample ACP-ASIM’s online Clinical Problem Solving Cases■ Take home a guide to online links and resources■ Review ways to maximize the utility of interactive learning resources for organizational success <p>Workshop facilitators: David B. Nash, MD, MBA Thomas Mayer, MD, MBA Mark A. Bloomberg, MD, MBA, FACPE</p> <p><i>Each facilitator will lead one workshop. Three workshops covering the same topics will take place simultaneously.</i></p>
3:45 - 4:45 P.M.	Implementation Strategies and Action Steps David B. Nash, MD, MBA Dr. Nash reviews action steps to improve physician alignment and system performance.
5:00 - 7:00 P.M.	Reception



FRIDAY, OCTOBER 20, 2000

7:30 - 8:15 A.M.	Continental breakfast
8:15 - 8:30 A.M.	Welcome and Introductions David B. Nash, MD, MBA
8:30 - 9:30 A.M.	Plenary Session — “Translating Knowledge into Practice: The Real Role of CME” David Davis, MD Traditional CME doesn't work. Learn well-researched methods to link CME to positive behavior change.
9:30 - 10:45 A.M.	Reports from the Field — Strategies to Improve System Performance <ul style="list-style-type: none">■ Gordon Mosser, MD■ Larry V. Staker, MD, FACP■ David Winter, MD■ Philip R. Boulter, MD, FACE Case studies of systematic efforts to improve quality, implement guidelines, and gain physician buy-in. Learn first hand what works and what doesn't.
10:45 - 11:00 A.M.	Break
11:00 - NOON	Closing Keynote — “Changing the Health System Digitally” George D. Lundberg, MD Now that physicians are overcoming their computer phobia, how can we capitalize on this amazing new technology to benefit the health of individuals and the public?
NOON - 12:30 P.M.	Closing Remarks and Participant Reflections <ul style="list-style-type: none">■ Philip R. Boulter, MD, FACE; David B. Nash, MD, MBA
12:30 - 1:15 P.M.	Box Lunch

SPECIAL REGISTRATION

Post Conference Workshop October 20

(This workshop requires separate registration and payment)

1:15 - 4:30 P.M.	Multidimensional Problem Solving: Negotiation Skills for a Changing Healthcare System Leonard J. Marcus, PhD Director, Program for Health Care Negotiation and Conflict Resolution Lecturer, Public Health Practice Harvard School of Public Health Healthcare systems are constantly evolving. As part of that evolution comes the need for healthcare system leaders to be skilled at negotiating ways to build collaborative and constructive physician/management partnerships to carry their organizations forward. During this interactive three-hour workshop, participants will acquire a set of practical skills and useful tools for negotiating change and resolving the many complex and multi-dimensional issues and challenges that they face, regardless of their role and setting. This presentation is approved for three hours of CME credits.
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ACCREDITATION

This activity has been planned and implemented in accordance with the Essential Areas, Policies and Standards of the Accreditation Council for Continuing Medical Education through the joint sponsorship of Tufts University School of Medicine (TUSM) and Tufts Managed Care Institute. Tufts University School of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

TUSM designates this educational activity for a **maximum of 14 hours in Category I credit** towards the AMA Physician's Recognition Award. Each physician should claim only those hours of credit that he/she actually spent in the educational activity.

ADA/OEO POLICIES

TUSM considers all applicants and program participants without regard to race, color, national origin, age, religious creed, sex or sexual orientation. TUSM is an equal opportunity employer.

TUSM does not discriminate on the basis of disability in admissions, access to treatment, or employment in their programs and activities as identified in the Americans with Disabilities Act.

GENERAL INFORMATION

Register by August 15 and save \$100 on the conference, and \$25 on the post-conference workshop

Registration

Conference fee.....\$495 per person
Post-conference workshop fee.....\$150; requires separate registration
Registration deadline.....Friday, October 6, 2000

Space is limited. Payment is required at the time of registration. Registrations are processed on a first-come, first-served basis. Prompt arrangements are recommended.

Cancellation/Refund Policy

Cancellation of conference registration must be requested in writing and post-marked no later than October 6, 2000. Refunds, less a \$75 administrative fee per registrant, will be issued. Cancellation/refund requests will not be granted after October 6, 2000. Registrants who do not cancel by October 6 and do not attend are responsible for the full registration fee.

There is no penalty for substituting one attendee for another at any time. Registration substitutions will be accepted with written notification from the original registrant. In the unlikely event that Tufts Managed Care Institute (TMCI) cancels the conference, registration fees will be refunded; TMCI is not responsible for nonrefundable travel and hotel arrangements.

Hotel Accommodations

Call early! For conference attendees, a limited number of hotel rooms at the Swissôtel have been reserved at a special rate for the nights of October 18 and 19, 2000. These rates are guaranteed until September 18, or until such time as the limited number of special-rate rooms are fully reserved. Hotel registrations are on a first-come, first-served basis and fill quickly. Requests received after September 18 will be accepted on a space-available basis and will not be guaranteed at the special room rate.

For hotel reservations, please call:
Swissôtel Boston, One Avenue de Lafayette, Boston, MA 02111
800-621-9200 Tel, 617-451-2198 Fax

To guarantee the special room rate, please use hotel reservation code TUF101800, and identify yourself as a TMCI conference attendee on October 19 and 20, 2000.

Conveniently located in downtown Boston, Swissôtel, a four-star hotel, is within walking distance to shopping, dining, theatre and historical sites.

How Are You Dealing with These Managed Care Questions?

“TMCI’s keynotes and workshops at last year’s annual conference were superb; great information and very practical.”

Myrna Nieves, MD
Director, Graduate
Medical Education
Universidad Central del
Caribe, School of
Medicine
Bayamon, Puerto Rico

Aligning physician behavior requires careful analysis of your current organizational climate. Hear from conference faculty and colleagues how they deal with these managed care questions:

1. How can you build **ongoing development of your medical staff** into your strategic planning?
2. Do you know **where to focus this training**?
3. Can you accurately **define quality** from the point of view of your physicians, payers and patients? Are you **measuring the right aspects of quality to compete** in the marketplace?
4. How can you better **encourage your physicians to be more cost-effective**?
5. What strategies can physician leaders employ to **positively impact the organization’s culture and performance**?

Registration Form

“Our medical directors felt that the recent TMCI program was both in tune with what they saw as their needs, as well as being well executed. The quality of the speakers and their cooperation in working with us to customize the learning based on our situation were outstanding.”

Gordon W. Josephson, MD
Chief Operating Officer
Baystate Medical Practices,
Springfield, MA

Five easy ways to register

Fax: 617-636-0429
Phone: 617-636-0471
Mail: Tufts Managed Care Institute Annual Conference
136 Harrison Avenue
Boston, MA 02111
E-mail: tmci@tufts-health.com
Web: www.tmci.org

Registration form

Please type or write clearly. Registration is confirmed upon receipt of payment.

NAME

TITLE

DEPT

ORGANIZATION

ADDRESS

CITY

STATE

ZIP

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E-MAIL

I WILL ATTEND:

- OCTOBER 19 AND 20 ANNUAL CONFERENCE**
 \$495 PER PERSON \$395 IF REGISTERING BY AUGUST 15
- OCTOBER 20 POST-CONFERENCE WORKSHOP**
 \$150 PER PERSON \$125 IF REGISTERING BY AUGUST 15

TOTAL ENCLOSED

PAYMENT METHOD

- CHECK:** MAKE PAYABLE TO TUFTS MANAGED CARE INSTITUTE.
- CREDIT CARD (CHECK ONE):**
- VISA MASTERCARD
 DISCOVER AMERICAN EXPRESS

CREDIT CARD #

EXP. DATE

CARDHOLDER SIGNATURE

If you are interested in extending your stay in Boston, would you like to receive information on activities while in the area?

- YES NO

Enjoy scenic Boston.

“Great job. Well organized. Enormous amount of work and material was put into the syllabus.”

Barry Stultz, MD
General Internal Medicine
Co-director, Residency Programs
University of Utah Medical Center

1. Type of organization (e.g., integrated delivery system, academic health center, IPA, managed care organization, etc.) _____

2. Number of physicians affiliated with your organization. _____

3. Do you personally use the internet for professional work?
 Yes No. For what purposes? _____

4. What are your top organizational priorities? _____