



2008 THA Summer Conference

July 16-19, 2008

Village of Baytowne Wharf at Sandestin
Sandestin, Florida

“Meeting the Challenge of Change”

Change. Seems everyone's talking about it these days but nobody's helping us deal with it. Until now.

Not only will this year's THA Summer Conference give you a glimpse of some of the changes that lie ahead in healthcare and life, it will help you adapt and cope with that change.

Speakers and participants will explore lessons from past political change and how change has shaped our state and our industry. You'll have an opportunity to hear how panelists are working to provide a voice for Tennessee's hospitals in the debate about healthcare reform and to help craft practical change in our country's healthcare system. You will get a chance to hear a former CMS administrator dissect and compare the health reform proposals of the presidential candidates still standing.

You'll hear an inspirational account of one family's encounter with change--professional and personal--and how they courageously met and exceeded the challenge of change.

Last but not least, you yourself will experience the best kind of change—a change of scenery. The beautiful SanDestin Golf and Beach Resort offers a refreshing break for you and fun activities for your entire family. So make your plans today to be a part of THA's Summer Conference. Change your plans if you have to.

One of the aspects of Sandestin that make it truly unique when compared with any other resort of its kind is the fact that there are so many types of accommodations to choose from whether its beachside, linkside or poolside; studio, suites or townhomes, and much more. With the addition of The Village of Baytowne Wharf, available accommodations at Sandestin will double and the choices for guests will continue to multiply. As with the rest of the resort, the accommodations within The Village of Baytowne Wharf each have a distinct personality all their own. Two in particular, which are included in the first phase of development of the Village, are Pilot House and Observation Point. Additional



accommodations choices will be Le Jardin, Market Street Inn and The Grand Sandestin

Programming and Agenda

Wednesday, July 16

7:00 am	Golf Tournament (The Raven Course)
8:00 am	Golf Tournament Shotgun Start
1:00 pm-6:00 pm	Conference Registration
2:30 pm	THA Board of Directors Meeting
6:00 pm-7:00 pm	Welcome Reception all conference registrants & families included Dinner (on your own)

Thursday, July 17

7:30 am	Conference Registration
7:30 am	THA Solutions Group Board of Directors Meeting
8:45 am	Welcome Chuck Whitfield, THA Chairman President and CEO Laughlin Memorial Hospital, Inc.
9:00 am	Challenge and Change Access Five Decades of Journalism. Politics and Healthcare in American And Tennessee John L. Seigenthaler, Former Editor & Publisher, The Tennessean Winfield C. Dunn, Former Governor of Tennessee



The best way to view change is through the lens of history. Perhaps it's less painful that way but in this case, also more entertaining. THA has invited authors John Seigenthaler and Winfield Dunn to reminisce about their experiences across almost 60 years of making and reporting political news in our state and nation. In an election year that has produced more history and surprises than any in recent memory, they'll also share their thoughts about Decision '08.

John Seigenthaler is an icon among journalists in this country, first as a Pulitzer Prize winning reporter for Nashville's morning newspaper *The Tennessean*, and later as editor, publisher and CEO. He was the founding editorial director of USA TODAY, retiring in 1991 to start the Freedom Forum First Amendment Center at Vanderbilt University, which bears his name. In the early 1960s, Mr. Seigenthaler served as administrative assistant to Attorney General Robert F. Kennedy. His work in the field of civil rights led to his service as chief negotiator with Governor George Wallace during the Freedom Rides across Alabama. When it comes to stories about change, nobody has written more or lived more than John Seigenthaler.

Governor Winfield Dunn's "unthinkable victory" to become governor of Tennessee in 1970 marks one of this state's most remarkable transitions. Since Reconstruction, almost all elected offices in the state had belonged to Democrats until this virtually unknown Republican dentist from Memphis who had never held elected office defeated well-known Democratic candidate John J. Hooker. As governor, Dunn developed a statewide kindergarten program, pushed highway construction legislation to an all-time high, reorganized major branches of state government, and created the Department of Economic & Community Development. Since leaving office, he has served in board or leadership positions for a number of healthcare companies, including Hospital Corporation of America, Medshares, Phycor, and Behavioral Healthcare Corp. Truly, Governor Dunn will go down in history as one of the state's most significant "agents of change."

11:00 am Adjourn
Afternoon Activities (see details on pages 4-5)

6:30 pm Family Party on the Beach
(all conference registrants & families invited)

Friday, July 18

8:30 am ***Harnessing the Change: How Tennessee Hospitals are Helping Craft Healthcare Reform That is Practical For Tennesseans***
Panel Discussion

Moderated by Tom Scully, former CMS Administrator
Clayton McWhorter, Chairman, Clayton & Associates
Craig Becker, President, Tennessee Hospital Association
Jim Brexler, CEO, Erlanger Health System
Reginald Coopwood, MD, CEO, Nashville General Hospital
Larry Kloess, President, HCA Tri-Star Health System
Chuck Whitfield, CEO, Laughlin Memorial Hospital

Last year, THA formed a group of prominent “thought leaders” to devise a healthcare reform plan for Tennessee. This group, chaired by Clayton McWhorter and named the Rolling Hills Group, was formed and has held four meetings to date. The charge of the group is to develop a healthcare reform plan for Tennessee that can serve as a model for other state and federal reform efforts. In addition to panel members, the Rolling Hills Group includes Marlin Chapman, Nissan North America; Marilyn Dubree, Vanderbilt University Medical Center; Dan Elrod, Miller & Martin; Bob Gordon, Baptist Memorial Healthcare System; Aubrey Harwell, Neal & Harwell; Tom Kinser, BlueCross BlueShield of Tennessee (retired); Kevin Lavender, Fifth Third Bank; and Lynn Massingale, MD, Team Health. In this panel discussion, the group will discuss the background and developments that form the basis for reform in Tennessee. After brief presentations, members of the audience and panel will engage in discussion about how to best shape the changes that are being discussed at the local, state and federal level in the interest of Tennessee’s hospitals, their communities and patients. Discussion moderator Tom Scully advises clients on health policy and strategies for healthcare delivery as Senior Counsel for the Washington, DC office of Alston & Bird. He was the Administrator of the Centers for Medicare & Medicaid Services (CMS) during the first term of President George W. Bush.

10:30 am ***On The Brink of Change: An Analysis of the Health Reform Positions of the Major Presidential Candidates***
Thomas A. Scully, Senior Counsel, Alston + Bird, Washington, DC

It is commonly agreed that one of the first challenges our new president will have to face is reform of our healthcare system in America. But where do the remaining candidates stand on this and other issues vitally important to the hospital industry. Mr. Scully will review where the two parties’ candidates stand and help you better understand the ramifications of their ideas and plans. Tom Scully is most acquainted with health policy and the notion of healthcare reform. Before Scully joined Alston & Bird, he was instrumental in passing Medicare reform and Medicare Rx legislation as head of the Centers for Medicare & Medicaid Services. Under his leadership the agency transitioned from HCFA to CMS in 2001. He is credited with initiating the first public reporting and disclosure for comparative quality among hospitals, nursing homes, home health agencies and dialysis centers. Mr. Scully also initiated a broad public education campaign to improve seniors’ awareness and utilization of their Medicare benefits.

11:30 am Adjourn
Afternoon Activities (see details on page 5)

6:00 pm Dinner (on your own)
Activities for Children and Teens (see details on page 5)
Must register in advance

Saturday, July 19

8:00 am **Life Changes In an Instant—The Story of the Caregiver**
Lee Woodruff, author and wife of journalist Bob Woodruff

As co-author of the best-selling *In an Instant*, Lee Woodruff garnered critical acclaim for the compelling and humorous chronicle of her family's journey to recovery following her husband Bob's roadside bomb injury in Iraq. Appearing together on national television and radio since the February 2007 publication of their book, the couple has helped put a face on the serious issue of traumatic brain injury among returning Iraq war veterans, as well as millions of Americans who live with this often invisible, but life-changing affliction. She is contributing editor for ABC's *Good Morning America*, reporting on a variety of home and family related topics. Her inspiring story will tell the story of a family changed in an instant and the importance of the caregiver. Anyone who has met a health care crisis head-on or with a loved one knows precisely what the term "caregiver" means. In every case, it is completely inadequate to describe what millions of men and women are doing around the country every day as they minister to the needs of children, spouses, loved ones, parent and partners. Woodruff provides her 10 tips for caregivers while sharing her own story about nursing her husband through a miraculous recovery after he suffered his traumatic injury. Told with honest and empathy, strength and compassion, Woodruff's story will leave you inspired and renewed.

11:00 am Closing Remarks
Craig Becker, President, TN Hospital Association
Drawing for 2 - \$500 door prizes (**Must be present to win**)

11:15 am Adjourn

SPECIAL ACTIVITIES

Wednesday, July 16

Golf

The Raven Golf Club, new home of the **PGA Champions Tour Boeing Championship at Sandestin**, is masterfully carved through the marshes, wetlands and pine trees of Sandestin. **Robert Trent Jones Jr.**



crafted this unique and visually stunning 6900-yard par 71 into what he calls "a true modern traditional." Voted best new course in Florida in 2000 by *Florida Golf News*, the Raven is a natural wonder that presents drama and strategy on every tee. Guests are presented with a myriad of exciting shot options while experiencing dramatic changes in color and texture throughout the course. Large undulating greens make

club selection an essential part of each round. All of this combined with Raven Golf Club's nationally recognized guest service makes it a must play during your stay.

7:00am Continental Breakfast & Registration

8:00am Tournament

Fee: \$195 per person (Fee includes green fees, cart, breakfast, box lunch & prizes)

Thursday, July 17

Deep Sea Fishing

Uniquely situated in Northwest Florida between the Intercoastal Waterway of the Choctawhatchee Bay and the Gulf of Mexico, Sandestin provides ready access to an abundance of fresh and salt-water fishing. The off shore shelf dips straight to 100' depths within 10 miles, boasting the fastest deep-water access on the Gulf and twenty species of edible game fish are always in seasonal runs. THA has reserved 2 fishing boats for our exclusive use.

12:00 noon

Fee: **\$150 per person** (Fee includes box lunch, transportation and guide)

Friday, July 18

The Big Kahuna's Water Park

Get the "gang" together and head for THA's annual trip to the Big Kahuna Water Park for an afternoon of "slippin and slidin." This is a must activity for young and old alike! Park Hours: 10am-6pm

NEW ATTRACTION! Honolulu Half Pipe...if catching the perfect wave is your thrill, then we guarantee that wave non-stop and always flowing. Imagine a continuous wave that moves 36,000 gallons of water per minute. It's the best of surfing, bodyboarding and skateboard in one great ride.

All afternoon

Group Rate Fee:

\$32 per person (4 ft or taller)

\$27 per person (under 4 ft)

Age 2 and under free

Children's Activities

Wednesday, July 16

6:00 pm – 7:00 pm

THA Welcome Reception

All children are invited

Thursday, July 17

6:30 pm

Family Party on the Beach

Children are invited to share in the evening activities.

Friday, July 18

6:00 pm - 10:00 pm

Just For Kids Dinner & Activity

Ages 4-9: Activities to include dinner, flash light tag, musical chairs, limbo, fuse art/necklace making and movie.

Ages 10-15: Outdoor activities designed for kids 10-15 (includes dinner).

PLEASE INDICATE ON REGISTRATION FORM IF YOU PLAN TO PARTICIPATE IN SPECIAL ACTIVITIES AND FOR PRICING.

Check the *calendar of events* at www.sandestin.com/calendarofevents for detailed information on resort activities listed below at Baytowne during our stay.

Tuesday, July 15

7:00pm-10:00pm

Mini Gras

Tuesday, July 15

9:30pm-11:00pm

Boomin Tuesdays @ Baytowne

Wednesday, July 16

7:00pm-9:00pm

Wednesday Night Concert Series

Thursday, July 17

8:00pm-11:00pm

Sunset Cinema

Friday, July 18

5:00pm-9:00pm

Bonfires, Bands and the Beach

Other Activities and Services at Sandestin

The Spa

Complete spa and salon service including massages, facials, hairstyling, haircuts, make-up application manicures, pedicures, body wraps, waxing and paraffin treatments and much more. Go to www.sandestin.com and click on Recreation and Salon & Day Spa for pricing and specific details.

Call 850.267.6466 for more information and scheduling.

Health & Fitness

Workout Room, Saunas, Steam Rooms, Whirlpool

Located above Sandestin's Linkside Conference Center. Go to www.sandestin.com and click on Recreation and Fitness Center for pricing and specific details. **Call 850.267.6466 for more information.**

Water Sports

One of the best ways to enjoy the beach and surf is experiencing the many fun water sports offered at Sandestin. For detailed information on Boogie Boards, Canoes & Kayaks, Parasailing, Scuba Diving, Snorkeling and Waverunners go to www.sandestin.com and click on recreation and water sports. You can also call the Baytowne Marina at 850.267.7777 for more information, rates, availability.

Shops at Sandestin

Sandestin offers a variety of retail offerings on the resort. Shoppers can choose from a range of options from the boutiques at The Market Shops at Sandestin to the specialty retailers at The Village of Baytowne Wharf that offer shopping enthusiasts a variety of specialty shopping. Sandestin also offers daily tram service to Silver Sands Factory Stores (\$10 per person), the Southeast's largest designer factory outlet featuring more than 100 designer and name brand factory stores.

Beach Services

For an amazing beach experience any time of the year, ask for a beach set up when you get to the beach. It includes use of two beach chairs and an umbrella and two full-size beach towels to use then take away as a souvenir. Available for \$39 (plus tax). Towel Service: Guest are invited to bring their own beach towels. Please note that beach services does not accept cash. Beach Huts: For everything from sunscreen and snacks to kayaks and boogie boards, Sandestin's four beach huts – Beachside Concierge, Undertow, Hightide and Wipeout – offer everything for a great day at the beach.

Transportation to Sandestin

The Village of Baytowne Wharf is located in the heart of Sandestin Golf and Beach Resort in Destin, Florida. It is located just 8 miles east of central Destin and 12 miles west of Seaside on Emerald Coast Parkway West (Highway 98).

Tram Services

On Call Service is available from most units to any location on property. On-call trams operate from 6am to 3am daily during the Summer season. You must present your Resort Key Card to board.

Water Shuttle

The parking lot at Horseshoe Bayou and the water shuttles are open to the public. Cost for water shuttle is \$2.00 each way.

Driving directions will be included with conference confirmation

What to Pack

Cool, comfortable clothing is recommended in July. Temperature ranges from 80-90 degrees during the day and 70's in the evening. Meeting room temperature will be set at 70 degrees.

Conference Information

You are encouraged to register for the THA Summer Conference as early as possible. Registration form includes specific fee information.

WHO SHOULD ATTEND

CEOs, COOs, CNOs, Vice Presidents, Medical Staff Directors, Trustees and Physicians

CONFERENCE REGISTRATION FEE

THA Member \$1095
Guest Fee \$225 (Guest cannot be employee of same hospital)
THA Member Fee includes Spouse or Guest, Speakers, program materials, breaks, planned social and meal events.

CHILDREN REGISTRATION FEE

Ages:	0-3	No charge
	4-9	\$75
	10-15	\$105
	16-older	\$125

Please complete the attached registration form and return along with your payment to:

THERF, 500 Interstate Blvd. So., Nashville, TN 37210

For more information call Education Services at 800.258.9541 or visit our web page www.tha.com

Registration Deadline: Tuesday, July 1, 2008

Registration packets may be picked up at the THA registration desk beginning at 1:00 pm on Wednesday, July 16 and again between 7:30 am – 11:00 am on Thursday, July 17.

CANCELLATION AND REFUNDS

The registration fee less a \$100 processing fee and special activities fee are refundable if written cancellation notice is received in the Education Department ten (10) business days (July 2 at 4:00 pm CT) prior to the conference. Registrants unable to attend may send an alternate.

HOTEL RESERVATIONS

Make your reservations directly with Sandestin Golf and Beach Resort

Group Reservations 1.800.320.8115

Refer to Group: Tennessee Hospital Association 2008 Summer Conference

Cut off for room reservations is Monday, June 16, 2008

Village of Baytowne

Village Hotel Room \$179

Village 1 Bedroom \$229

Village 2 Bedroom \$299

Village 3 Bedroom Condo \$379

Sandestin website: www.sandestin.com click on accommodations for room descriptions and location map.

CONTINUING EDUCATION CREDITS

- THA is authorized to award 7 hours of pre-approved Category 11 (non-ACHE) continuing education credit for this program toward advancement, re-certification or re-appointment in the American College of Healthcare Executives. Participants in this program wishing to have to have the continuing education hours applied toward Category II credit should list their attendance when making application to the American College of Healthcare Executives for advancement, re-certification and reappointment.
- THA has made application to the National Association of Boards of Examiners of Long Term Care Administrators for 7 NAB credits.
- Approved for 7 hours continuing education board credits.



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Registration Form • Registration Deadline Tuesday, July 1

Name of Registrant _____

Title _____

Organization/Hospital _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Name(s) of Children _____ Age _____

Name(s) of Spouse/Guest(s) _____

PARTICIPANT REGISTRATION FEE

See Fee Description on page 7 of Conference Brochure
 THA Member(s) _____ \$1095 \$ _____
 Guest(s) _____ \$225 \$ _____

CHILDREN REGISTRATION FEE

(Fee Includes Wednesday - Reception, Thursday's - Family Party, Friday's - Children's and Teen Programs) For daytime child care arrangements, please contact the hotel directly.
 0-3 _____ FREE
 4-9 _____ @ \$ 75 \$ _____
 10-15 _____ @ \$105 \$ _____
 16-Older _____ @ \$125 \$ _____

REGISTRATION FEES SUB-TOTAL: \$ _____

ADULT ACTIVITIES

(PLEASE INCLUDE # IN YOUR PARTY):

Please mark the events you plan to attend:

Wednesday- Welcome Reception # _____

Thursday - Family Party # _____

CHILDREN ACTIVITIES

Please check the session(s) your children plan to attend:

	Ages 0-3	Ages 4-9	Ages 10-15
Wednesday, Reception	# _____	# _____	# _____
Thursday, Family Party	# _____	# _____	# _____
Friday, Kids & Teens Night Out	# _____	# _____	# _____

REGISTRATION FEES FOR SPECIAL ACTIVITIES

GOLF - Wednesday July 16 # _____ of golfers X \$195 = \$ _____
 (Includes green fees, cart, breakfast, box lunch and prizes)

Please list those persons with whom you wish to play:

1. _____
2. _____
3. _____

For more golf information contact Education Services, 800-258-9541.

DEEP SEA FISHING - Thursday, July 17

_____ of fisherpersons X \$150 = \$ _____

Snack and Lunch Included

BIG KAHUNA'S WATER PARK - Friday, July 18

4 feet & under # _____ X \$27 = \$ _____

4 feet & taller # _____ X \$32 = \$ _____

SPECIAL ACTIVITIES FEES SUB-TOTAL \$ _____

PAYMENT AUTHORIZATION

____ Enclosed is my check made payable to THERF

____ I authorize payment by: ____ MC ____ VISA

Credit Card # _____

Exp. Date _____

Print name as it appears on credit card: _____

Signature: _____

REGISTRATION FEES SUB-TOTAL \$ _____

SPECIAL ACTIVITIES FEES SUB-TOTAL \$ _____

TOTAL AMOUNT ENCLOSED \$ _____

Payment must accompany registration form. For Credit Card FAX to:
 615-742-3753.

**Mail to: THA- Summer Conference
 500 Interstate Boulevard South
 Nashville, TN 37210-4634**

THERF use only:
 4598-05-10-01