

Health Policy Institute
invites you to a
Special Governance Briefing

**STELLAR
HEALTHCARE
BOARDS –
STRIVING FOR
EXCELLENT
GOVERNANCE**

*For those
interested in
the future of
healthcare governance*



**FRIDAY, OCTOBER 30, 2009
8 AM - 12:30 PM
HEINZ HISTORY CENTER
1212 SMALLMAN STREET**

HPI
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HPI
Health Policy Institute
University of Pittsburgh
Graduate School of Public Health
Dept. of Health Policy & Management
130 DeSoto Street
Pittsburgh, PA 15261
www.healthpolicyinstitute.pitt.edu

Additional Fall 2009 Governance Briefing
Friday, November 20, 8-9:30 AM
Pittsburgh Athletic Association, Fifth Avenue, Oakland
James D. Bentley, PhD, Sr. VP, Strategic Policy Planning
American Hospital Association
Building and Keeping a Thriving Workforce: The Board's Role

AGENDA

- 8:00** Registration and Continental Breakfast
- 8:15** **Welcoming Remarks**
Samuel A. Friede, FACHE
Director, HPI's Governance Initiative
- 8:30** **Emerging Best Practices and Certification**
Mary Totten, President Totten & Associates,
and Consultant, Center for Healthcare Governance
- 9:15** **Competency-Based Governance**
Richard de Filippi, Chair-elect, American Hospital
Association and Trustee, Cambridge Health Alliance
- 10:00** **Break**
- New Governance Education Requirements**
- 10:30** **The Massachusetts Experience**
Fredri Shonkoff, Senior VP, Corporate Relations
Blue Cross Blue Shield of Massachusetts
- 11:10** **The New Jersey Experience**
Sean Murphy, Sr. VP and General Counsel and
Assistant Secretary to Solaris Health System, Edison, NJ
- Commentators**
- 11:50** Anne D. Mullaney, Trustee, Jefferson Regional
Medical Center, and Partner, Thorp Reed & Armstrong
- 12:10** Deborah Rice, Executive Vice President
Health Services, Highmark, Inc.
- 12:30** **Networking Lunch**
*Q & A encouraged during presentations
Public parking available
Heinz History Center optional tour included*

REGISTRATION

Thanks to the generosity of HPI's funders, Gov-
ernance Briefings are free, but advance registra-
tion is required . . .

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ACHE, CLE (October only) and CME credit is available.
Approved by the Pennsylvania Continuing Legal Edu-
cation Board for 3.5 hours of substantive credit. Make
\$30 check payable to University of Pittsburgh School
of Law. Presented in conjunction with the University
of Pittsburgh School of Law.

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Check to also register for November 20 Briefing

Beaufort B. Longest, Jr., PhD, M. Allen Pond Professor
of Health Policy & Management, is Health Policy Insti-
tute's founding director. Samuel A. Friede, FACHE, is
director of HPI's Governance Initiative. Linda Kalcevic,
MLIS, is HPI's administrator.

SPEAKERS



Richard de Filippi is chair-elect of the American Hospital Association board of trustees. He also chairs the long-range policy committee and is a member of the executive committee. Mr. de Filippi also is a trustee and former chairman of the Cambridge Health Alliance board and has served on AHA's committee on governance and regional policy board. He is managing partner of the Ariano Partnership, a consulting group working with emerging technology-based companies. He will discuss

- Competency in the context of trustee behaviors
- The 4 domains of individual trustee competencies
- Competencies in board performance improvement



Sean Patrick Murphy is senior vice president, corporate general counsel and assistant secretary to Solaris Health System, a multi-hospital integrated delivery system in Edison, New Jersey. Mr. Murphy's professional background is a combination of health care administration and law. Prior to becoming an attorney, Mr. Murphy was a hospital administrator, and served as Captain in the US Medical Service Corps. He also held various academic appointments, and authored numerous articles. He is a member of the New Jersey and Pennsylvania Bars. He will discuss

- New Jersey: Legislating governance
- New Jersey: An anomaly or a vision of things to come
- Future trends in hospital and health system governance



Fredi Shonkoff is senior vice president of corporate relations division, Blue Cross and Blue Shield of Massachusetts. She manages corporate governance and serves as corporate secretary for the company's board of directors. Ms. Shonkoff sets the community strategy for the organization, directs its charitable giving, volunteer effort and supplier diversity program, and she is liaison to the BCBSMA Foundation, which she helped create. She also leads collaborative initiatives aimed at hospital trustees and the public. She will discuss

- Trustees' quality and safety governance education
- BCBSMA's governance incentive in hospital contracts
- MA hospitals: Audacious quality and safety goals



Mary Totten is president of Totten & Associates, a consulting firm specializing in health care governance, education and communication. She also is a consultant to the Center for Healthcare Governance. She consults with hospitals and health systems and health-related organizations on issues of quality, strategic planning, governing board orientation, board self-evaluation and governance restructuring. Ms. Totten is author of several books and articles on the topic of governance and leadership issues. She will discuss

- Status of best practices in health care governance
- Current examples of governance best practices
- Governance certification affect on best practices

COMMENTATORS

Commentators will react to the presentations from a trustee's perspective and an insurer's perspective.



Anne Mullaney is a partner and chair of the health law section in the Pittsburgh office of Thorp Reed & Armstrong and a board member of Jefferson Regional Medical Center (JRMC). Her practice is focused on representing a wide variety of healthcare providers. She serves as general counsel to hospitals and healthcare providers and as special counsel to healthcare clients. Prior to practicing law, Ms. Mullaney served as COO at Peterson Hospital, in Wheeling. In 2006, she was named a Pennsylvania Super Lawyer. She is secretary of the board of Family Hospice and Palliative Care.



Deborah Rice is executive vice president of health services for Highmark Inc. In this position, Ms. Rice is responsible for providing senior leadership and strategic direction for Highmark's core health insurance business. Additionally, she is responsible for provider contracting and relationship management activities and Highmark's integrated clinical services. Ms. Rice has held a variety of management positions at Highmark and its predecessor company. She has more than 25 years of experience in the health insurance industry. Ms. Rice currently serves on several boards.

HPI FUNDING

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If you or your organization is interested in learning about funding HPI, please contact Apryl Eshelman, Director of Development, Graduate School of Public Health, at 412.624.5639 or Eshelman@pitt.edu.