

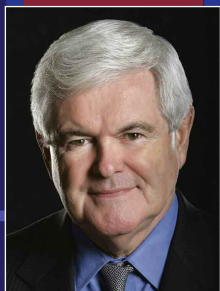
American College of Cardiovascular Administrators

ACCA

CONFIRMED
KEYNOTE
SPEAKER:
NEWT
GINGRICH,
FORMER
SPEAKER
OF THE
HOUSE

2011 ACCA Annual

Cardiovascular Administrators' Leadership Conference



The Heart of a Leader: Administering Reform and Innovation

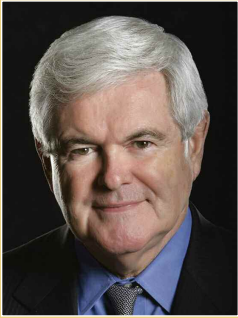
Wednesday, April 13–Friday, 15, 2011

Doubletree Hotel–Magnificent Mile • 300 East Ohio Street • Chicago, IL

Co-Sponsored by:

American College of Cardiovascular Administrators (ACCA)
a specialty group of the American Academy of Medical Administrators (AAMA)
American Academy of Medical Administrators Research &
Educational Foundation

Early Bird Discount:
register by
March 11, 2011



ACCA Welcomes Keynote Speaker Newt Gingrich

POWERFUL

Seven years on *Modern Healthcare's* "100 Most Powerful People in Healthcare"

INFLUENTIAL

Architect of the Republican Revolution as Speaker of the House of Representatives

KNOWLEDGEABLE

Founder, Center for Health Transformation. Co-chair, National Commission for Quality Long Term Care. Member, Board of Regents, National Library of Medicine. Member, Advisory Board, Agency for Healthcare Quality and Research.

CONTROVERSIAL

Whether you are a Democrat or Republican, Independent or Tea Party activist, you'll find his ideas challenging and thought-provoking. As a dynamic advocate for changing American healthcare, he's guaranteed to raise issues to make you think.

Sponsored by Siemens Medical Solutions

The Heart of a Leader: Administering Reform and Innovation

What makes hospitals and CV services tick these days? It's savvy leaders who can adeptly manage change and nurture innovation. Join your colleagues at the 2011 ACCA Annual CV Leadership Conference and learn how to flourish as reform initiatives unfold and cardiology breakthroughs emerge. You'll leave this power-packed conference armed with vital insights and strategies—so you can succeed in *bundled payments, new technology adoption, one-stop shopping in cardiovascular care, reimbursements of revolutionary CV techniques, physician relationships*, and more!

Get to the Heart of Your Needs

Focusing on today's hot topics and pressing issues, the conference will groom CV leaders to meet the challenges—and capitalize on the opportunities—facing CV services.

Equip Yourself with Optimal Strategies

Take away cutting-edge formulas you can implement right away! Through exciting concurrent sessions on research and innovation, and reform—plus three provocative keynotes—leading experts will share crucial data, proven strategies, and best practices.

Get Energized Through Networking

You'll find plenty of networking opportunities. Meet new colleagues, renew old friendships—the rewards for expanding your connections are endless.

Create Your Own Learning Experience

Customize your education. We've made the schedule flexible so you can match the sessions to your particular needs.

Who Should Attend?

ACCA's Annual CV Leadership Conference brings together cardiology, cardiovascular, cardiopulmonary, Cath lab, and electrophysiology program executives and administrators—today's CV leaders dedicated to excelling in a competitive world.

American College of Cardiovascular Administrators

The American College of Cardiovascular Administrators (ACCA) keeps members up-to-date on significant developments in cardiovascular administration as well as the broad multidisciplinary healthcare environment. Its Mission is to advance ACCA members and the field of cardiovascular management, and to promote excellence and integrity in cardiovascular leadership. ACCA is a specialty group of the American Academy of Medical Administrators (AAMA). AAMA recognizes and brings together diverse specialties of the medical administration community. AAMA's Mission is to advance excellence in healthcare leadership through individual relationships, multidisciplinary interaction, practice business tools, and active engagement.

For information: visit www.aameda.org, email education@aameda.org or call 847/759-8601

ACCA Conference at a Glance

Wednesday, April 13, 2011

| | | | |
|---|---|--|---|
| 8:00am–6:00pm | Registration | | |
| AM Pre-Conferences | Track I | Track II | Track III |
| 8:30am–12:00pm | Physician Employment <i>Hosted by: HeartWorks</i> Anthony Long | Physician Partnering/Integration <i>Hosted by: Cardiovascular Management of Illinois and Prairie Heart Institute</i> Cathleen Biga and Greg Timmers | The Hybrid Suite <i>Hosted by: Siemens</i> Renee Mazeroll and Farhouch Berdjis, MD |
| 12:00–1:30pm | Lunch (on your own) | | |
| 1:00–5:00pm | CAAMA Exam | | |
| PM Pre-Conferences | Track I | Track II | Track III |
| 1:30–5:00pm (Repeat of AM pre-conferences) | Physician Employment <i>Hosted by: HeartWorks</i> | Physician Partnering/Integration <i>Hosted by: Cardiovascular Management of Illinois and Prairie Heart Institute</i> | The Hybrid Suite <i>Hosted by: Siemens</i> |
| 5:00–5:30pm | Making the Most of Your Membership and Academy Opportunities | | |
| 5:30–7:00pm | Opening Reception, Exhibits, and Poster Presentations | | |

Thursday, April 14, 2011

| | | | |
|----------------------------|---|--|---|
| 7:00am–5:00pm | Registration | | |
| 7:00–8:00am | Continental Breakfast in Exhibit Hall – Exhibits and Poster Presentations | | |
| 8:00–9:15am | Morning Keynote: Performance, Productivity, and Patient-Centered Cardiovascular Care— Do We Have All the Pieces To Put Together the Puzzle? Eric Louie, MD | | |
| 9:15–9:45am | Break in Exhibit Hall – Exhibits and Poster Presentations | | |
| Concurrent Sessions | Research and Innovation | | Reform |
| 9:45–10:45am | Percutaneous Mitral Valve Repair: Past, Present, and Future Frederick St. Goar, MD | One-Stop Shopping: Cardiovascular Care Under One Roof Ross Swanson | The Status of Health Care Reform – A View from Hollywood on the Potomac Jack Lewin, MD |
| | Transcatheter Aortic Valve Replacement Michael Fischbein, MD, PhD | | |
| 10:55–11:55am | 3D Echocardiography: The Past, The Present... Is It Here to Stay? Bijoy Khandheria, MD, and Matt Umland | New Technology Adoption in Health Reform: Threats and Promises Randel Richner, Barbara Calvert, and Linda Mango | Programs In Transition: Heart Center Operations and Assets from Small to Large Programs James Easter and Linda Paxton |
| 12:00–1:15pm | ACCA Networking & Exhibitors Luncheon | | |
| 12:00–1:15pm | Symposium, hosted by Abbott Vascular | | |
| 1:15–2:15pm | Afternoon Keynote: Creating a 21st Century Intelligent Health System Newt Gingrich | | |
| 2:15–2:50pm | Break in Exhibit Hall – Exhibits and Poster Presentations | | |
| Concurrent Sessions | Research and Innovation | | Reform |
| 2:50–3:50pm | Impact and Performance of a Transcatheter Valve Program Elizabeth Walsh | Main Line Health's Robotics Experience R. Kyle Kramer | Bundled Fees—A Cornerstone for Payment Reform Jim Reilly |
| | Reimbursement Overview for Transcatheter Aortic Valve Replacement Seth Clancy | Creating Value in Healthcare Today: How Bundled Payment Will Impact the Cardiovascular Business Model Deirdre Baggot, PhD(c) | Physician Enterprise: A Model for Improving Working Relationships Susan Heck and Ronald Schmidt |
| 4:00–5:00pm | Driving the Reimbursement Process for Percutaneous Valves Jacqueline Schwoerke and Vera Teyrovsky Goupille | | |
| 5:00–6:15pm | Abbott Vascular Reception | | |

Friday, April 15, 2011

| | | | |
|----------------------------|--|--|--|
| 7:00am–12:15pm | Registration Desk Open | | |
| 7:00–8:00am | Continental Breakfast in Exhibit Hall – Exhibits and Poster Presentations | | |
| 8:00–9:30am | Morning Keynote: Outlook for Integrated Cardiovascular Services Technology and Business Assessment for Multidisciplinary Procedures and Crossover Technologies David Katz, MD | | |
| 9:30–10:00am | Break in Exhibit Hall – Exhibits & Poster Presentations | | |
| Concurrent Sessions | Track I | Track II | |
| 10:00–11:00am | Navigating the Changing Landscape of Medical Tourism David Vequist, IV, PhD | Accountable Care Organizations: Bending the Cost Curve, Breaking the Rules Phillip Ronning | |
| 11:00am–12:00pm | Moderated Panel Discussion | | |

Wednesday, April 13, 2011

Pre-conference concurrent sessions are offered twice—in the morning and afternoon—for your convenience. Choose the schedule that works for you!

8:30am–12:00pm Pre-Conference Morning Concurrent Sessions

1:30–5:00pm Pre-Conference Afternoon Concurrent Sessions

PHYSICIAN EMPLOYMENT

Hosted by: HeartWorks

P. Anthony Long, MBA, CAAMA, FACCA, Senior Advisor, HeartWorks

Additional speakers to be announced

A number of factors are driving physicians out of private practice and into medical groups. Learn the various pitfalls and rewards of establishing a physician employment system for your organization. Administrators and physicians need to find common ground for optimal patient care in these models. This session will give you the insight to succeed in these complex arrangements.



Thursday, April 14, 2011

8:00–9:15 am Morning Keynote PERFORMANCE, PRODUCTIVITY, AND PATIENT-CENTERED CARDIOVASCULAR CARE—DO WE HAVE ALL THE PIECES TO PUT TOGETHER THE PUZZLE?

Eric Louie, MD, FACC, Vice President, Sg2, LLC

In this era when escalating expenditures are unsustainable, delivery of high-performance cardiovascular care will require three essentials: creation of system architecture for managing the patient care continuum, performance improvement discipline to drive better outcomes, and incentive structures that align stakeholder behavior. This

PHYSICIAN PARTNERING/INTEGRATION

Hosted by: Cardiovascular Management of Illinois and Prairie Heart Institute

Cathleen Biga, President and CEO, Cardiovascular Management of Illinois

Greg Timmers, Chief Executive Officer, Prairie Cardiovascular
Additional speakers to be announced

Physician employment isn't an option for or desirable in some organizations. In this session, noted experts will guide you through the process of establishing physician partnering agreements and integration strategies. Real-life examples combined with multiple perspectives will provide you with valuable tools for a smooth transition to these relationship models.

THE HYBRID SUITE: DO YOU REALLY NEED ONE?

Hosted by: Siemens

Renee Mazeroll, RN, MSN, FACCA, Executive Director, Heart and Vascular Center and Respiratory Services, St. Joseph Hospital

Farhouch Berdijis, MD, Pediatric Cardiologist, St. Joseph Hospital
Additional speakers to be announced

Hybrid suites are capturing considerable attention today, largely due to the excitement over percutaneous valve procedures and the focus on multidisciplinary teams. Attend this session to explore the pros and cons of adding a hybrid suite, differentiate a hybrid OR from a hybrid CV catheterization lab, hear clinical case studies, and examine the details of a real-life success story—from architectural and construction challenges to equipment integration to staffing considerations, billing, and physician concerns.

enlightening keynote will elucidate the hurdles to implementing new models of transformation and define value-driven, high-performance cardiovascular care focused on quality, safety, and clinical outcomes.

9:45–10:45am Concurrent Sessions

RESEARCH AND INNOVATION

PERCUTANEOUS MITRAL VALVE REPAIR: PAST, PRESENT, AND FUTURE

Frederick St. Goar, MD, FACC, Director of Clinical Research, Fogarty Institute for Innovation, Advanced Cardiovascular Specialists, El Camino Hospital

Many patients abroad have benefited from innovative catheter-based aortic and mitral valve technologies.

With these interventions currently undergoing clinical testing in the U.S., it's only a matter of time before American cardiology catches up with the world and employs these paradigm-shifting technologies. Come to this session to learn about the MitraClip catheter-based mitral valve intervention and receive an update on the status of these clinical trials.

TRANSCATHETER AORTIC VALVE REPLACEMENT

Michael Fischbein, MD, PhD, Assistant Professor of Cardiothoracic Surgery, Stanford University School of Medicine

Transcatheter aortic valve implantation serves as an alternative treatment for the many patients who are poor candidates for traditional open aortic valve replacement. This session will present illuminating case studies and review the recently released results of the PARTNER (Placement of AORTic tranScathetER valves) study, a randomized clinical trial evaluating the Sapien aortic heart valve in high-risk, symptomatic patients with severe aortic stenosis.

ONE-STOP SHOPPING: CARDIOVASCULAR CARE UNDER ONE ROOF

Ross Swanson, RN, MSN, CCRN, Vice President, Corazon, Inc.

Explore the benefits of bringing various cardiovascular services together in one location. Through a fascinating case study, you'll delve into the lessons learned when one medical center added an impressive new facility that features four operating rooms, two outpatient CV floors, 60 CV inpatient beds, and a state-of-the-art acuity-adaptable care model. Key design elements that positively impact clinical, financial, operation performance, and patient/family satisfaction will be discussed.

REFORM

THE STATUS OF HEALTH CARE REFORM – A VIEW FROM HOLLYWOOD ON THE POTOMAC

Jack Lewin, MD, Chief Executive Officer, American College of Cardiology

Cardiology, its related specialty fields and cardiovascular administration are undergoing some of the most sweeping changes in decades. Dr. Lewin will provide an insider's view of the challenges and opportunities facing cardiovascular services. How will these changes effect your practice and community—are you ready?

10:55–11:55am Concurrent Sessions

RESEARCH AND INNOVATION

3D ECHOCARDIOGRAPHY: THE PAST, THE PRESENT...IS IT HERE TO STAY?

Bijoy Khandheria, MD, FACC, FASE, Director of Echocardiography Labs, Aurora Health Care

Matt Umland, RDCS, FASE, Echocardiography Quality Coordinator, Aurora Health Care

At the forefront of the past decade's technological advances in healthcare is 3D echocardiography—a technology that gives organizations a competitive edge, offering a means to reduce costs while improving imaging quality that enhances treatment decisions. This session will discuss the indications and future advances of this technology, explain the requirements of a 3D imaging program, and define training requirements and reimbursement status.

REFORM

NEW TECHNOLOGY ADOPTION IN HEALTH REFORM: THREATS AND PROMISES

Randel Richner, BSH, MPH, President and Founder, Neocure Group, LLC

Barbara Calvert, Director, Medical Products Reimbursement, Federal Government Affairs, Abbott Vascular

Linda Magno, Director, Medicare Demonstrations Program Group, CMS

Questions abound regarding new technology adoption in this era of reform. How will new cardiology products be paid for? Will hospitals have incentives to grow innovative cardiology programs? Which payment systems will hinder or help them adopt new technology without straining the bottom line? You'll find answers to these questions, as the presenters review existing payment systems, assess new programs, and predict how hospitals will integrate new technology under reform-driven changes.



PROGRAMS IN TRANSITION: HEART CENTER OPERATIONS AND ASSETS FROM SMALL TO LARGE PROGRAMS

James Easter, Jr., FAAMA, Principal and Senior Vice President, HFR Design, Inc.

Linda Paxton, BSN, MBA, Director, Cardiovascular Services, Richard M. Ross Heart Hospital, The Ohio State University Medical Center

What's involved in transitioning a program from an independent service delivery model to a physician employment model, where diverse entities are merged and owned by one single entity? Learn about this process, including the optimum steps of a master plan and tying the vision and mission to the access, quality, and cost issues impacted by buildings, site locations, and systems linking providers. Also explored: integrated project delivery, integrative medicine, and patient-focused architectural design.

12:00–1:15pm Symposium, hosted by Abbott Vascular

1:15–2:15pm Afternoon Keynote CREATING A 21ST CENTURY INTELLIGENT HEALTH SYSTEM



Newt Gingrich, Former Speaker, U.S. House of Representatives; Founder, Center for Health Transformation

Sponsored by Siemens Medical Solutions

Former Speaker Newt Gingrich now leads a high-impact collaboration of private and public sector leaders committed to saving lives while saving money for all Americans. His style of transformational leadership makes headlines, encourages debate—and has influence. ACCA is pleased to welcome this powerful participant in the evolution of American healthcare.

2:50–3:50 pm Concurrent Sessions

RESEARCH AND INNOVATION

IMPACT AND PERFORMANCE OF A TRANSCATHETER VALVE PROGRAM

Elizabeth Walsh, RN, Director of Thoracic Aortic Clinical Research Program, The Hospital of the University of Pennsylvania

If your institution hopes to provide the revolutionary technology of transcatheter valve implantation someday, it's essential to plan far in advance—and this session will help you do that. You'll gain invaluable insights as the presenter discusses the pivotal trial at the University of Pennsylvania that today serves as a model for developing a transcatheter valve program.

MAIN LINE HEALTH'S ROBOTICS EXPERIENCE

R. Kyle Kramer, FAAMA, FACCA, Vice President, Heart and Vascular Services, Main Line Health System

As demonstrated in a 5-year study, robot-assisted mini-incision coronary revascularization is appropriate in an advanced cardiovascular care institution and, despite its longer surgical time, well offsets many disadvantages of sternotomy. Find out how this technique maximizes the advantages of technology and facilitates a strategy for optimal revascularizations. You'll also obtain tips for overcoming the "learning curve" and discover how this method can impact market position.

REFORM

BUNDLED FEES—A CORNERSTONE FOR PAYMENT REFORM

Jim Reilly, Managing Partner, TRG Health Care Solutions

Bundled fees can have a profound, positive impact on hospitals and physicians, and with Medicare's Acute Care Episode (ACE) Demonstration, the patient is also impacted—financially. This timely session will delve into the current ACE design, outcomes, and implications for cardiovascular programs. You'll walk away able to assess how your cardiovascular program benchmarks to the current ACE Demonstration sites from both a quality and cost perspective.

4:00–5:00pm Concurrent Sessions

RESEARCH AND INNOVATION

REIMBURSEMENT OVERVIEW FOR TRANSCATHETER AORTIC VALVE REPLACEMENT (4:00 - 4:30 pm)

Seth Clancy, MPH, Manager, US Reimbursement & Health Economics, Edwards Lifesciences

Examining the reimbursement landscape for transcatheter aortic valve replacement (TAVR), the presenter will show you how to secure ICD and CPT coding to facilitate hospital and physician payment. Learn to evaluate the reimbursement potential for hospital and physician services related to this technique, identify new procedural coding for TAVR, and assess the bottom line when integrating TAVR into clinical practice.

DRIVING THE REIMBURSEMENT PROCESS FOR PERCUTANEOUS VALVES (4:30 – 5:00 pm)

Jacqueline Schwoerke, CPC
Vera Teyrovsky Goupille, MS

Need help with the unique billing complexities of percutaneous valve repair and replacement? Attend this session to discover valuable strategies for optimizing reimbursement and minimizing costly denials. Suggestions will run the gamut—from methods for setting up an effective billing process and coordinating Part A and Part B billing, to tips for establishing reimbursement, to processes for determining an appeal process if denied or undercompensated.

REFORM

CREATING VALUE IN HEALTHCARE TODAY: HOW BUNDLED PAYMENT WILL IMPACT THE CARDIOVASCULAR BUSINESS MODEL

Deirdre Baggot, MBA, RN, PhD(c), Vice President, Planning and Business Development, The Camden Group

For the long-term viability of any cardiovascular program, it's essential to grasp the keys to success with bundled payment and risk-based reimbursement. In probing this crucial topic, the presenter will review legislation related to bundled payment and describe how this will accelerate physician integration and alignment with hospitals. Among the highlights: lessons learned from the Acute Care Episode (ACE) Demonstration Project, and critical success factors for a CV service line under bundled payment.

PHYSICIAN ENTERPRISE: A MODEL FOR IMPROVING WORKING RELATIONSHIPS

Susan Heck, MS, Senior Vice President, Corazon, Inc.
Ronald Schmidt, Vice President, Corazon, Inc.

Discover creative new ways to align physicians and hospitals through The Physician Enterprise. Come learn about this model's benefits, drawbacks, implementation challenges, and opportunities for success. You'll examine current trends and leave with exciting, fresh ideas for hospital-physician alignment—particularly in the CV area, where success can mean true growth in quality, market penetration, and satisfaction.

Friday, April 15, 2011

8:00–9:30am Morning Keynote OUTLOOK FOR INTEGRATED CARDIOVASCULAR SERVICES TECHNOLOGY AND BUSINESS ASSESSMENT FOR MULTIDISCIPLINARY PROCEDURES AND CROSSOVER TECHNOLOGIES

David Katz, MD, JD, Executive Director and National/
International Physician Director, The Advisory Board Company

To achieve market leadership, CV programs must increasingly pursue multispecialty, patient-centered care. As an added challenge, some growth opportunities demand specialist alliance, including vascular services, transcatheter valves, and hybrid procedures—resource-intensive ventures that introduce new organizational and care delivery issues. Presented in this insightful keynote will be research that explores market developments in multidisciplinary services, focusing on management imperatives, future forecasts, and securing return on investment.

10:00–11:00am Concurrent Sessions

NAVIGATING THE CHANGING LANDSCAPE OF MEDICAL TOURISM

David Vequist, IV, PhD, Founder and Director, Center for Medical Tourism Research

Medical tourism is hot these days! Millions of patients from across the globe are traveling to other locations for health-related reasons and spending billions of dollars on treatments. Attend this session to learn more about this intriguing trend and growing industry. You'll be armed with research data plus useful strategies to increase your inbound and interregional medical tourists.

ACCOUNTABLE CARE ORGANIZATIONS: BENDING THE COST CURVE, BREAKING THE RULES

Philip Ronning, MHA, Healthcare Consultant, Speaker, and Author

Hailed as the new organizational form essential to bending the curve of escalating costs, accountable care organizations (ACOs) provide the structure for changing a hospital's payment system from fee-for-service to fee-for-value. But what exactly will it take to succeed as an ACO? The presenter will frame the coming environment, outline the timelines and sequencing, and recommend an action plan so that you can change and dominate in the ACO setting.

11:00am–12:00pm Moderated Panel Discussion

Wrap up your experience with a chance to ask questions or just listen to answers on key issues addressed during this conference or on emerging trends in the cardiovascular field.

ACCA Conference Information



CHICAGO: THAT TODDLIN' TOWN!

A gorgeous lakefront, stunning architecture, world-class dining, vibrant culture—that's Chicago! And the stylish Doubletree Hotel—Magnificent Mile™ makes it all so accessible. A three-minute stroll puts you on spectacular Michigan Avenue, where superb shopping rubs shoulders with such landmarks as the Water Tower, Wrigley Building, Millennium Park, and Art Institute. Another short walk takes you to beautiful Lake Michigan and lively Navy Pier.



Save! Register by March 11, 2011

Register before the **early bird deadline—March 11, 2011**—for significant savings on your conference registration.

Conference Site & Accommodations

Doubletree Hotel — Magnificent Mile • 300 East Ohio Street • Chicago, IL 60611

Phone: 312/787-6100
Website: www.doubletreemagmile.com
Room rate: \$159 Single/Double
Group Code: American College of Cardiovascular Administrators or ACCA

Hotel reservations must be made before **Saturday, March 19, 2011**, to guarantee these room rates and availability. After that date, availability is on a first come, first served and rate available basis.

The Doubletree Hotel — Magnificent Mile will provide a 10% contribution to the AAMA Research & Educational Foundation to support our mission to drive excellence in healthcare administration through education, research, scholarship, and policy development.

ACCA Handouts Available Online

ACCA continues our GREEN efforts!

- Print out the session handouts you want before you leave for the conference
- Print out updated presentations following the conference
- Download the PDF files of handouts to your computer for future reference

Conference handouts will be available online approximately one month prior to and one month after the conference. You will be notified by email when the handouts become available prior to the conference. Please note: It is at the discretion of the speaker to submit presentation information.

Continuing Education Credits

The AAMA Research & Educational Foundation will award 3 Continuing Education Contact Hours for the morning Pre-Conferences, 3 Contact Hours for the afternoon Pre-Conferences, and 9.5 Contact Hours for attendance at this conference. The American Academy of Medical Administrators Research & Educational Foundation is an approved provider of continuing nursing education by the Illinois Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Additional credits have been applied for from: American Association of Respiratory Care and American Society of Radiologic Therapists. To receive credits, complete the conference evaluation indicating sessions attended. Certificates/letters of attendance are e-mailed following the conference.

Special Assistance or Special Dietary Needs

If you have special dietary needs or require special accommodations, please contact ACCA/AAMA by March 26, 2011. Please verify your dietary request when you register onsite. Questions? Call 847/759-8601.

Travel Information

Avis and Hertz Rental Cars are offering conference attendees discounted rates. To reserve an Avis car for the conference, call 800/331-1600. Be sure to mention the ACCA/AAMA Avis Worldwide Discount Number (AWD): A822799. To reserve a Hertz car for this conference, call 800/654-2200 or make reservations at www.hertz.com. Use CPD#438323.

AAMA Foundation Conference Scholarships

The AAMA Research & Educational Foundation offers two scholarships for this conference. The scholarship covers the cost of conference registration only and does not include travel, non-conference meals, or hotel expenses. Applicants must be AAMA members. Obtain details and scholarship application at www.aameda.org or request a form from AAMA headquarters. Completed applications are due **March 26, 2011**.

Registration Form—Your conference badge will reflect the information filled in below.

| | | | |
|--------------------|--|--------|----------|
| First Name | Last Name | M.I. | |
| Nickname for Badge | Designations (i.e. FAAMA, FACCA, MSN, MBA, etc.) | | |
| Job Title | Organization | | |
| Address | City | State | Zip Code |
| Phone | Fax | E-mail | |

Guest's Name for Badge, if applicable (indicate Guest Registration below)

| Wednesday ACCA Pre-Conference Registration | Member By 3/11/11 | Member After 3/11/11 | Non-Member | Amount |
|---|------------------------------|---------------------------------|-------------------|----------|
| AM Pre-conference | \$175 | \$185 | \$200 | \$ _____ |
| PM Pre-conference | \$175 | \$185 | \$200 | \$ _____ |
| | Member By 3/11/11 | Member After 3/11/11 | Non-Member | |
| Thursday–Friday ACCA Conference Registration | \$550 | \$600 | \$735* | \$ _____ |

*Non-members who register for the Thursday–Friday conference package are entitled to complimentary 2011 AAMA/ACCA membership.

| | | | | |
|--|-------|-------|-------|----------|
| Full-time Student – Thursday – Friday Registration (ID required) Must be enrolled full time in a 4-year or graduate-level health services program and not currently employed in a healthcare management position or holding a commission in military medical service for which full pay and allowances are received. Must submit proof of student status. | \$150 | \$150 | \$200 | \$ _____ |
| Thursday Only Registration | \$410 | \$450 | \$485 | \$ _____ |
| Friday Only Registration | \$210 | \$250 | \$280 | \$ _____ |
| Guest Registration (Guest fee only includes Wednesday reception, Thursday luncheon and continental breakfasts. Guest refers to a family member or personal friend, not a business associate or staff member.) | \$95 | \$95 | \$95 | \$ _____ |

YES! Sign me up for complimentary 2011 AAMA/ACCA membership.
 (Registrant may not have been a member since 2007)

AAMA members: Conveniently renew your 2011 membership NOW!

(Annual membership valid through December 31, 2011) \$225 \$ _____

CAAMA Examination (Wednesday, April 13, 2011, 1:00-5:00 pm)
 Registration deadline February 10, 2011 \$250 \$ _____

Donate to the AAMA Research & Educational Foundation \$ _____

Support excellence in healthcare leadership! The AAMA Foundation is exempt under section 501(c)3 of the Internal Revenue Code (IRC). Generally, contributions are considered charitable deductions under IRC section 170 and tax deductible as provided by law. The Foundation is eligible for matching funds.

Total Fees \$ _____

Payment Information

Check Visa MasterCard American Express Discover
 Make check payable to the AAMA Research & Educational Foundation.

Card Number _____ Exp. Date _____

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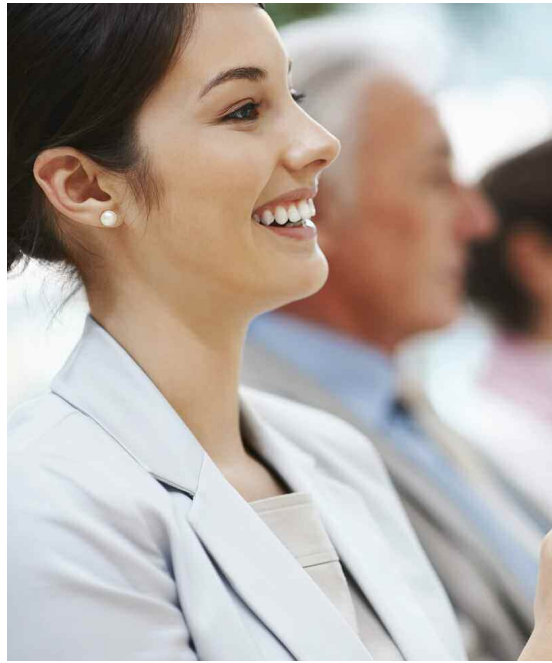
Check if applicable:

Require special dietary or other accommodations _____

Cancellation Policy

Cancellations must be received in writing by **March 26, 2011** to qualify for a refund. A \$50 processing fee will be deducted. No-shows will be billed. After March 26, no refund will be provided. Occasional changes in the conference may be made due to speaker availability, participant demand, or unforeseen circumstances. While ACCA/AAMA will do everything possible to ensure participant satisfaction, ACCA/AAMA liability is limited to the registration fee only.

Note: By registering for this event, registrants agree that any conference photographs that includes them as attendees may be used in future AAMA communications or promotional materials.



OUR THANKS...

to these AAMA/ACCA "Strategic Partners." The contributions of these corporate leaders help sustain and enable AAMA and ACCA to attract impressive speakers and provide quality programming.

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Boston Scientific Corporation

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Force 3

HeartWorks

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Des Plaines, IL 60016

Make check out to AAMA Research &
Educational Foundation

Immediate and convenient
registration is also available:

Online www.aameda.org

Fax 847/759-8602

Phone 847/759-8601



Save These Dates!

2011 ACOA ONCOLOGY UPDATE

June 22-24, 2011
Chicago, IL

2011 AAMA ANNUAL CONFERENCE

November 16-18, 2011
Scottsdale Plaza Resort
Scottsdale, AZ

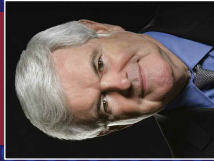
2012 ACCA ANNUAL CARDIOVASCULAR ADMINISTRATORS' LEADERSHIP CONFERENCE

March 2012
Chicago, IL



2011 ACCA Annual
Cardiovascular Administrators'
Leadership Conference

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SPEAKER:
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The Heart of a Leader:
Administering Reform
and Innovation

Wednesday, April 13–Friday, 15, 2011

ACCA

American College of
Cardiovascular Administrators

701 Lee Street, Suite 600
Des Plaines, IL 60016-4516
www.aameda.org

AAMA

American Academy of Medical Administrators
AAMA Research & Educational Foundation

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Be Savvy...
Manage Change,
Embrace
Innovation!

Early Bird Discount:
Register by March 11, 2011