



# Co-creating our Future

*Engaging Patients, Accelerating Change, Improving Value*

15th Annual ICSI Colloquium on Health Care Transformation  
May 7-9, 2012 • Minneapolis Convention Center, Minneapolis, MN

***Keynoters, Final Session Speakers and Pre-Conference Workshops Set!***  
***Registration Now Open at: <http://bit.ly/zEBTSt>***

This year's Institute for Clinical Systems Improvement (ICSI) Colloquium will again provide the insights, innovative care delivery and payment models, outside-the-box thinking, and collaborative networking that makes it a leading national meeting on health care transformation. Check out our keynote and closing speakers, and pre-conference workshops.

## Keynote Speakers

**Todd Park, Chief Technology Officer**  
**U.S. Health and Human Services (HHS)**



Park's presentation on "Unleashing the Power of Data, IT and Innovation to Improve Health" will address how these components support the Triple Aim. Park was named Chief Technology Officer of HHS following the success of Athenahealth, a company he co-founded and which became one of the most innovative, socially oriented, and successful health IT companies in the industry. He has also served as a management consultant on health care strategy, technology and operations, and as a Senior Fellow at the Center for American Progress, focusing on health IT and health reform policy. Park graduated magna cum laude and Phi Beta Kappa from Harvard College with an AB in economics.

**Tom Bodenheimer, MD, MPH, FACP,**  
**University of California San Francisco (UCSF)**



Dr. Bodenheimer is recognized for his leading work in helping to define and support the future of primary care. His presentation will share his "deepened" view of how to transform primary care moving forward. Dr. Bodenheimer has been part of the Department of Family and Community Medicine at UCSF for 20 years. He is co-author of the book "Improving Primary Care: Strategies and Tools for a Better Practice," and the health policy textbook "Understanding Health Policy." Dr. Bodenheimer graduated cum laude from Harvard Medical School.

## Pre-Conference Workshops

### Session #1: Use of Social Media to Address the Triple Aim

*Lee Aase, Director, Center for Social Media, Mayo Clinic, and Gary Oftedahl, MD, Chief Knowledge Officer, ICSI*

Aase and Dr. Oftedahl will address the growing importance of connecting with providers and patients through social media. Aase will describe the vision and strategy behind Mayo's use of social media, and share specifics on how social media is being used to improve population health, deliver health care differently and improve health literacy, among other topics. Dr. Oftedahl will provide his perspectives on social media as it relates to ICSI's collaborative activities. In addition to his role as Director of Mayo's Center for Social Media, Aase is also the Chancellor of the Social Media University, Global, a free online higher education institution providing practical, hands-on training in social media. As Chief Knowledge Officer at ICSI, Dr. Oftedahl applies his knowledge on quality improvement, adaptive leadership and the collaborative process to numerous ICSI health care redesign initiatives. He was named one of the 100 most influential health care leaders in 2008 by Minnesota Physician magazine.

### Session #2: Crucial Conversations

*Nickijo Hager, MSN, RN, Vice President of Mission and Organizational Learning, Franciscan Skemp HealthCare, LaCrosse, WI.*

Culture change, care managers, relationships with new partners as part of an accountable care organization—all require skills that ensure results while creating an environment of mutual respect and honesty. Hager will set the foundation for you through an overview of the research-based Crucial Conversations® tool kit; she will then use an interactive session to challenge you personally and professionally. Hager has served in her current position since 1994. She was a critical care nurse before progressing to nursing management and leadership. She has expertise in strategic planning, values integration, organizational and team development, spirituality and presence, communication, and end-of-life planning. Hager holds a master's degree in the science of nursing from Marquette University, Milwaukee, WI.

### Session #3: Co-creating a Medication Management System for the Triple Aim

*Brian Isetts, Health Policy Fellow at the Centers for Medicare & Medicaid Services Innovation Center, and Professor, College of Pharmacy, University of Minnesota, Minneapolis*

This workshop will describe how health systems are successfully incorporating comprehensive medication management in care model innovation, and help participants build medication management systems consistent with value-based health financing. Isetts will lead a team that will apply an all-teach, all-learn networking style technique, pairing up audience members with individuals who've successfully addressed medication management challenges. This will provide an enhanced learning opportunity, and increase the capacity of participants to address the obstacles often confronted in creating a successful medication management program. Isetts is well qualified to tackle this topic, having spent the past year working within CMS' Innovation Center helping to evaluate medication management in the Partnership for Patients Campaign and in ACOs. As a professor, he has expanded patient access to medication therapy management services within the practice of pharmaceutical care.

## Unique Closing Session

A Colloquium breakout speaker on “The Use of Art and Social Media to Tell the Patient Story,” Regina Holiday, will be producing three paintings over the course of the Colloquium to provide a patient perspective on what she’s seen and heard during other sessions. She will open this session by revealing her paintings and explaining what they illustrate. **One of these unique paintings will be raffled off to someone in attendance.**



Harold Miller, President and CEO of the Network for Regional Healthcare Improvement (NRHI), will then wrap up the Colloquium’s formal presentations by addressing “10 Ways the Health Care System of the Future Will Be Different Than Today.” In addition to his work with NRHI, Miller serves as Executive Director of the Center for Healthcare Quality and Payment Reform, and as the Strategic Initiatives Consultant for the Pittsburgh Regional Health Initiative. He authored the Center for Healthcare Quality and Payment Reform’s report *How to Create Accountable Care Organizations*, the chapter on “Health Care Payment Systems” in the National Governors Association report *State Roles in Delivery System Reform*, and the American Medical Association’s report *Pathways for Physician Success Under Healthcare Payment and Delivery Reforms*.

## Watch our Program Grow!

### Four Tracks This Year:

- 1) Quality and Safety
- 2) Leadership and Accountability
- 3) Patient Engagement/Consumer Experience
- 4) Integrating Behavioral Health and Primary Care

The rest of our Colloquium program is coming together rapidly. To keep abreast of topics and speakers added, go to <http://bit.ly/rfhh2v>