

PRE-CONGRESS SEMINARS

The following seminars enable you to **earn an additional 12 Category I (ACHE education) credits**. These two-day seminars will be offered on Saturday and Sunday, March 20–21, from 7:00 a.m. to 1:30 p.m. The cost of each seminar is \$1,190 for ACHE affiliates and \$1,390 for nonaffiliates. To register for one of these seminars, please check the appropriate box in Section 4 on the registration form or when you register online at ache.org. Be sure to register early—space is limited, and these seminars fill up fast!

ETHICAL STRATEGIES FOR CONFRONTING CLINICAL, FINANCIAL AND LEGAL IMPERATIVES IN HEALTHCARE

12 Category I (ACHE education) credits
Saturday, March 20, and Sunday, March 21
7:00 a.m.–1:30 p.m. (Lunch will be provided.)

This seminar uses case studies that demonstrate how improving the ethical environment of your organization can help you enhance clinical and financial outcomes while increasing patient and staff satisfaction.

Learning Objectives:

- Learn how to use ethical reasoning approaches to resolve healthcare conflicts.
- Identify and resolve ethical dilemmas and address ethically ambiguous situations.
- Learn how to conduct individual and organizational ethics audits.

Seminar Leaders:

Paul B. Hofmann, DrPH, FACHE
President, Hofmann Healthcare Group

William A. Nelson, PhD
Director, Rural Ethics Institute, Dartmouth Medical School

INTEGRATION VS. COMPETITION: THE FUTURE OF HOSPITAL-PHYSICIAN RELATIONS

12 Category I (ACHE education) credits
Saturday, March 20, and Sunday, March 21
7:00 a.m.–1:30 p.m. (Lunch will be provided.)

Learn to benefit from the long-term advantages of an integrated health system, including physician employment and partnership options.

Learning Objectives:

- Explore the concept of physician employment and the circumstances in which it makes sense for both the hospital and the physician.
- Learn to use the fully integrated model as an alternative to physician competition.
- Understand how an integrated model affects operating economics and how it can be leveraged to your financial advantage.

Seminar Leaders:

Daniel Zismer, PhD
Executive Vice President, Essentia Health

James G. Brueggemann, MD
Neurologist, Essentia Health

STRATEGIC PLANNING: FROM FORMULATION TO ACTION

12 Category I (ACHE education) credits
Saturday, March 20, and Sunday, March 21
7:00 a.m.–1:30 p.m. (Lunch will be provided.)

Organize and carry out a strategic planning process that leads to concrete actions that will improve your future competitiveness.

Learning Objectives:

- Apply tools to assess competitiveness and the critical issues your organization will face.
- Examine your organization's competitive strengths and weaknesses and the critical issues your organization will confront within the next three years.
- Determine the appropriate individuals to involve in the planning process and expedite the transition from planning to implementation.

Seminar Leader:

Alan M. Zuckerman, FACHE, FAAHC
President, Health Strategies & Solutions Inc.