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## **THE FUTURE OF HEALTH CARE: *How to Thrive in Western New York – With or Without Reform!* A Regional Summit**

REGISTER NOW !!! SEATING IS LIMITED.

As a senior leader in this community, you are cordially invited to attend this premier regional event to examine emerging federal health policy and learn what health care, employer and consumer leaders are doing to improve the quality and value of patient care – with or without federal health care reform! This summit features nationally known experts along with local opinion leaders in a dialogue about where to go from here to improve cost and quality in health care.

Wednesday, March 31<sup>st</sup>, 2010 **The Buffalo Club\***, 388 Delaware Avenue, Buffalo, NY  
8AM-12:00 PM.

**The National Perspective:** *J.D. Piro*, Director, National Legal Practice (and a key leader on their National Health Care Reform team); *Peter Hays*, Director, National Health Strategy, Hannaford Brothers & National Policy Advisor on Health Care Reform and *Henry Davis*, Health Reporter for the Buffalo News will shed light on the emerging health care landscape.

**Regional Health Leaders:** *Rochelle Krowinski*, Chief Operating Officer, Roswell Park Cancer Institute; *Thomas Quachoche*, Sr. Vice President, Erie County Medical Center, *John Stavros*, Senior Vice President of Marketing, Catholic Health System and *Lawrence Zielinski*, President, Buffalo General Hospital & Visiting Nursing Association of WNY will lead the Western New York dialog describing what health care leaders are doing now to shape the future.

**The cost of this program for member organizations is only \$25.00.\*\***  
**Registration includes a hearty and healthy breakfast and wonderful Buffalo Club snacks!**

*Please forward this invitation to others that may find this presentation of interest.*

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To Register ONLINE:

Go to [www.myHealthFinder.com](http://www.myHealthFinder.com) and register using the button on the top of the page.

To Register by phone (or to inquire): Call 716-250-6472 ext 12.

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\*Business attire is required. \*\*Registration prior to March 10<sup>th</sup> is \$25 for HEF, LB, HFMA, LEWAC, Canadian Chapter of ACHE and NHQC members and \$30 for non-members. Late registration is \$30.



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## THE FUTURE OF HEALTH CARE: *How to Thrive in Western New York – With or Without Reform!* A Regional Summit

**Date:** Wednesday, March 31, 2010

**Time:** 8:00 a.m. - 12:00 a.m.

**Location:**

**Buffalo Club**

**388 Delaware Avenue**

**Buffalo, NY**

### AGENDA

8:00 – 8:30 a.m.

Registration and Breakfast

8:30 – 8:45 a.m.

Opening Remarks: The Value Of Stakeholder Collaboration In Health Care

Bruce Boissonnault, President & CEO, Niagara Health Quality Coalition

8:45 – 9:30 a.m.

Keynote: An “Inside The Beltway” Perspective On Federal Reform And Essential Priorities For Change

J.D. Piro, Director, National Legal practice (and a key leader on their National Health Care Reform team), Hewitt Associates

9:30 – 10:15 a.m.

Employer Perspective: Taking The Reins In Hand – Driving Value Through Benefit Design

Peter Hayes, Director, Health Strategy, Hannaford Brothers

10:15 – 10:30 a.m.

Break

10:30-11:45 (15 minutes each) followed by Q&A

Panel: We’re Not Waiting Any Longer: What We’re Doing to Control Cost and Improve Quality – With Or Without Reform!

WNY Senior Health Care Leaders

- Moderator: Henry Davis, Health Reporter, The Buffalo News
- Rochelle Krowinski, Chief Operating Officer: Clinical Services and Regional Affiliations, Roswell Park Cancer Institute
- Thomas Quachoche, Sr. Vice President of Marketing and Planning, Erie County Medical Center
- John Stavros, Senior Vice President of Marketing, Catholic Health System
- Lawrence Zielinski, President, Buffalo General Hospital & Visiting Nursing Association of WNY

11:45 – 12:00

Summation: What Does It All Mean For Western New York?

Bruce Boissonnault, President & CEO, Niagara Health Quality Coalition

12:00 adjourn

5820 Main Street, Suite 501 ■ Williamsville, NY 14221 ■ Phone: (716) 250-6472 ■ Fax: (716) 250-4329

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### **Program Background**

Since early 2009, the nation has been embroiled in a heated debate about health care reform. While health care reform may be stalled in Congress, the factors underpinning the need for a reform debate have not abated and the future of health care remains a topic of immense importance. Rising unemployment, increasing wage pressures from off-shore businesses, rising health care costs, unsustainable private and public sector debt growth, a health care delivery system that most agree does not deliver enough bang for the buck, and a U.S. health care financing system that sometimes rewards cost shifting more than providing efficient care have all combined to create upheaval in health care. If unchecked, current trends threaten the financial strength of this system – a system that most Americans have until now taken for granted.

This program is for leaders interested in learning where health care is headed and how they can work together now to make care better.

### **Who Should Attend**

The following professionals will benefit directly from the program: hospital leaders; governmental and health policy decision makers; corporate medical directors; consumer leaders; leaders in underserved communities; employer benefits and HR leaders; health plan executives; and wellness leaders; to name a few.

### **Program Logistics**

This program will be held at The Buffalo Club (<http://www.thebuffaloclub.org>), 388 Delaware Ave, Buffalo, NY 14202, on Thursday, March 31<sup>st</sup>, 2010. Please obtain your nametag during Registration and Breakfast beginning at 8:00 AM. The program will start promptly at 8:30 AM.

Seating is limited for this event. Business attire is required.

Registration prior to March 10<sup>th</sup> is \$25 for members of sponsoring organizations: HEF, LB, LEWAC, HFMA, ACHE-Canada and NHQC. After March 10<sup>th</sup>, registration is \$30. We encourage you to forward this invitation to others that may find this presentation of interest.

This program is hosted by [www.myHealthFinder.com](http://www.myHealthFinder.com) and is made available with the support of Ethicon-Endosurgery, Inc, a division of Johnson & Johnson. We look forward to your attendance at this event. Special thanks to Linda Joseph esq. from Schroder, Joseph & Associates, LLP ([www.sjalegal.com](http://www.sjalegal.com)).