PHA's 2022 Executive Summit

May 9-11 | Napa, California

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PHA

PHYSICIAN-LED HEALTHCARE FOR AMERICA

Schedule Overview

Monday, May 9: *Disrupting*

12:30 p.m. – 1:00 p.m. **Registration**

1:00 p.m. – 5:00 p.m. **General Session**

5:30 p.m. – 7:00 p.m. **Red, White & Rosé: Wine Reception**

Tuesday, May 10: *Innovating*

8:00 a.m. – 2:15 p.m. **General Session**

3:30 p.m. – 7:00 p.m. **Winery Visit (Buses Leave at 3:00 p.m.)**

Wednesday, May 11: *Preparing for the Future*

8:00 a.m. – 10:30 a.m. **General Session**

PHA's 2022 Executive Summit

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PHA's 2022 Executive Summit

President's Message

Welcome, everyone, to the 2022 PHA Executive Summit in Napa!

After multiple postponements, we are finally back together again to learn, collaborate, network and grow together as physician-led innovators! I feel so grateful to be with everyone again, and I'm very excited about the program that we have prepared. On top of a great program, we are in store for some great wine, culinary delights and a splash of sunshine; we are ready to go.

Each day features a specific theme: "Disrupting, Innovating and Preparing for the Future." Keeping with our themes, our keynote will be delivered ***Marty Makary, MD, MPH,*** from Johns Hopkins on "The Grassroots Movement to Re-Design Healthcare: Preparing for the Future of Medicine." Our intention is to embrace the rapidly evolving healthcare system to not only inspire growth and innovation in our members, but also to exemplify the evolution of the PHA as an organization.

This year's Summit marks the start of a new era for the PHA. Over the past several months, the Board of Directors collectively and unanimously decided that our organization was ripe for rebranding and have thus changed our name to ***Physician-Led Healthcare for America.*** We also created and adopted a new more refined logo and website to reflect the fresh new direction at PHA.

Be assured, though, we are not just changing in appearance but in substance! We hired a new management team, led by Stacie Monroe (Executive Director) and Bobby Hillert (Chief of Operations). Stacie and Bobby are tireless creative superstars in healthcare management and are individually and together delightful people with whom I feel honored to work.

We are also organically expanding our breadth of membership beyond physician-led hospitals, ultimately intending to include physician-led entities in areas that include ASCs, physician-led practices, patient navigators and other innovative models. We have set the course for PHA to embrace the rapidly evolving healthcare system as a whole, which will result in PHA both staying at the "decision-making table" and at the lead of integrating comprehensive patient care for Americans.

Thank you for joining us here in Napa and on our healthcare leadership journey and for allowing me to serve as your president. Please come introduce yourselves to Stacie, Bobby and me, as we are excited to meet each of you!

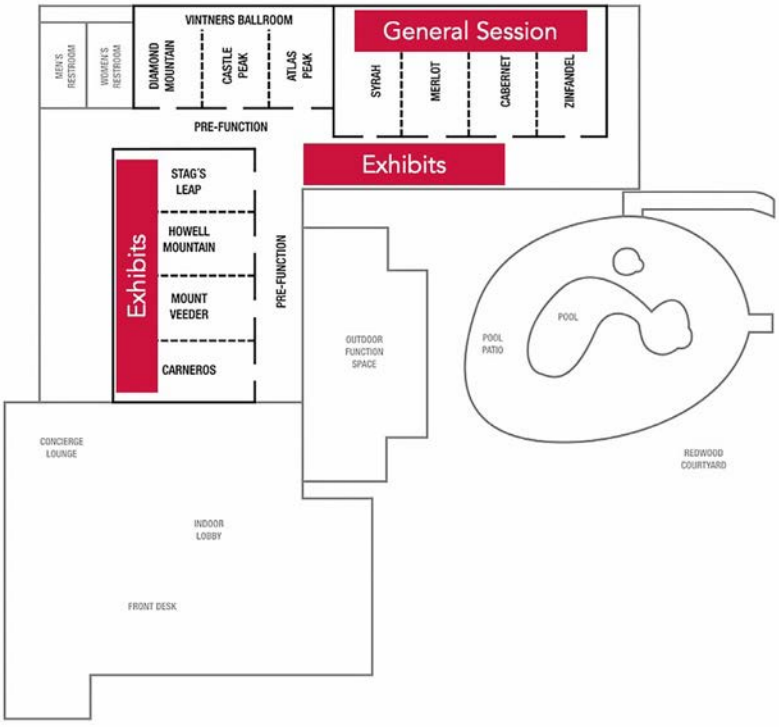
PHA looks forward to building on this year's Summit so that we can make Arizona even more beneficial and fun in September 2023!

Frederic Liss, MD
President, Physician-Led Healthcare for America

Agenda: Executive Summit 2022

Monday, May 9: Disrupting

Time	Event	Speaker
11:00 a.m. – 4:30 p.m.	Registration	
1:00 p.m. – 1:15 p.m.	Introducing the New PHA	*Frederic Liss, MD (PHA President)*
1:15 p.m. – 1:45 p.m.	What's Next in Healthcare Private Equity?	*Jim Hinton (Welsh, Carson, Anderson & Stowe) | Frederic Liss, MD (Introduction)*
1:45 p.m. – 2:30 p.m.	Panel – Breaking Ground & Beyond: Medical Real Estate	*Joshua Rees (HREA) & Dan Klein (Physicians Realty Trust) | Whitney Courser (Moderator)*
2:30 p.m. – 3:15 p.m.	To PE or Not to PE: How Does It Affect Physician-Owned Hospitals?	*Matt Searles (Merritt Healthcare) & Chris Stai (HREA) | Whitney Courser (Moderator)*
3:15 p.m. – 3:45 p.m.	Exhibitor Break	
3:45 p.m. – 4:00 p.m.	Lightning Rounds	*Anne Hast (Moderator) | See Page 4*
4:00 p.m. – 5:00 p.m.	The Grassroots Movement to Re-Design Healthcare: Preparing for the Future of Medicine	*Keynote Speaker: Marty Makary, MD, MPH | Frederic Liss, MD (Introduction)*
5:30 p.m. – 7:00 p.m.	Red, White & Rosé: An Evening Featuring a Tasting of Napa's Finest Wines	



Lightning Round Topics

Monday, May 9 | 3:45 p.m. – 4:00 p.m.

"Digital Transformation of the Guest Experience and Managing Vendors Through Trusted Access"
Jeffrey Friedman (Building Intelligence)

"An Update on Direct to Employer Initiatives"
Kim Lobato (Gallagher)

"Unlocking Latent Cash From Accounts Receivables and Payables"
Ryan Wheeler (Cylerity)

How to Find 28% Savings in Your Supply Chain
Steve Carbonara (Ennova Healthcare)

Tuesday, May 10 | 11:45 a.m. – 12:00 p.m.

"Maximizing Value of the Operations and Real Estate"
Jason Winokur and Stephanie Tarry (ASCs Inc.)

"Recent Developments and Challenges in the ASC Space"
Gregg Wallander (Hall Render)

Agenda: Executive Summit 2022

Tuesday, May 10: Innovating

Time	Event	Speaker
7:30 a.m. – 8:00 a.m.	Breakfast	
8:00 a.m. – 8:45 a.m.	Regulatory Update	*Amber Walsh (McGuire Woods) | Mike Lipomi (Introduction)*
8:45 a.m. – 9:15 a.m.	Legislative Update	*Denise Morrisey (Capitol Counsel) | Mike Lipomi (Introduction)*
9:15 a.m. – 10:15 a.m.	Panel – Creating a Larger Pipeline & Revenue Stream	*Adam Bruggeman, MD (Texas Spine Care Center), Phillip Cates (Premier Specialty Physicians), Mark McKinzey (Premier Specialty Physicians), Paul Merrick, MD (Duly Health and Care) & Brett Miller, MD (HURT) | Blake Curd, MD (Moderator)*
10:15 a.m. – 10:45 a.m.	Exhibitor Break	
10:45 a.m. – 11:15 a.m.	Outpatient Migration	*Robert Blair (The Spine Hospital of Louisiana) & Paul Merrick, MD (Duly Health and Care) | Joseph Alhadeff, MD (Moderator)*
11:15 a.m. – 11:45 a.m.	Lunch	
11:45 a.m. – 12:00 p.m.	Lightning Rounds	*Ken Kaminski, MD (Moderator) | See Page 4*
12:00 p.m. – 12:45 p.m.	Panel – What Can We Learn From the Different Physician-Owned Hospital Models?	*Robert Blair (The Spine Hospital of Louisiana), Carlos Cardenas, MD (Doctors Hospital at Renaissance) & Ken Kaminski, MD (Baylor Scott & White Texas Spine & Joint Hospital) | Frederic Liss, MD (Moderator)*
12:45 p.m. – 1:30 p.m.	Numbers Don't Lie: What's the Data & Policy to Support for Physician-Led Hospitals and Facilities	*Jesse Ehrenfeld, MD | John Harvey, MD (Introduction)*
1:30 p.m. – 2:15 p.m.	The Cost of Doing Business: Inflation, Supply Chains & Staffing Shortages	*Brian Fowler (Arkansas Surgical Hospital), Robb Linafelter (Lincoln Surgical Hospital) & Scott Caldwell (The Resource Group) | John Dietz Jr, MD (Moderator)*
3:30 p.m. – 5:30 p.m.	Winery Visit: An Afternoon at Etude Winery	*Buses will leave from the Napa Marriott at 3:00 p.m.*

Wednesday, May 11: Preparing for the Future

Time	Event	Speaker
7:30 a.m. – 8:00 a.m.	Breakfast	
8:00 a.m. – 8:45 a.m.	Leg & Reg 201: The Highs and the Woes	*Adam Bruggeman, MD & Alyssa James (Hall Render) | LuAnn Puvogel (Moderator)*
8:45 a.m. – 9:15 a.m.	Cybersecurity & Ransomware 101	*Charles Aunger (Health2047) | Donita Fleming (Introduction)*
9:15 a.m. – 10:00 a.m.	Business Improvements From Covid-19: What Will Carry Over to the Future?	*Andrea Linna (McGuire Woods) Steve Carbonara (Ennova Supply) & John Porcelli, MD (Duly Health and Care) | Donita Fleming (Moderator)*
10:00 a.m. – 10:30 a.m.	Where Are We Now?	*Bharat Desai, MD & Frederic Liss, MD | Robb Linafelter (Introduction)*

Networking Events

Red, White & Rosé

An Evening Featuring a Tasting of Napa's Finest Wines

Monday, May 9 | 5:30 p.m. – 7:00 p.m.

Courtyard Garden by the Pool

Attendees, sponsors and guests are invited to enjoy tastings from four different wineries:

- Stags' Leap
- Salvestrin
- Truchard Vineyards
- Berkeley Estate Cellars

Winery Visit

An Afternoon at Etude Winery

Tuesday, May 10 | 3:30 p.m. – 5:30 p.m.
Attendees, sponsors and guests are invited to enjoy an afternoon at Etude. The visit will include a wine tasting and charcuterie board.

Buses Leave at 3 p.m. & 3:30 p.m.
Two buses will leave from the Marriott at 3 p.m. A second bus will return to the hotel and take any additional attendees to the winery at 3:30 p.m. Buses will return all attendees to the hotel at 5:30 p.m.

Breakfast, Lunch, Breaks & Coffee

Breakfast, lunch, breaks and coffee can be found in the exhibit hall, which is in the Napa Valley Ballroom. Tables will also be available by the pool.

CME information

Continuing medical education for several of the presentations is provided to physicians by the Texas Orthopaedic Association. Please ask for a handout at the registration desk to complete your CME.

Ask Amber

PHA's legal counsel, Amber Walsh of McGuireWoods, will be available for an ask the expert private sessions with PHA members at PHA's Executive Summit in California. She will be available Tuesday from 2:15 – 3:00 p.m. and on Wednesday from 7:00 a.m. – 8:00 a.m. To sign up for a one on one, please visit the registration table.

Presentations & Speaker Bios

Copies of the presentations and speaker bios can be found on the attendee page on PHA's Executive Summit website.

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