

## Agenda

8:30 – 9:00 a.m.	<b>Registration and Continental Breakfast</b>
9:00 – 9:15 a.m.	<b>Welcome and Introductions</b> <ul style="list-style-type: none"><li>• Michael T. Rapp, MD, JD Director, Quality Measurement and Health Assessment Group (QMHAG) Centers for Medicare &amp; Medicaid Services Baltimore, MD</li></ul>
9:15 – 9:45 a.m.	<b>Quality Reporting and Its Effect on Promoting Organizational Change</b> <ul style="list-style-type: none"><li>• Gregg S. Meyer, MD, MSc Medical Director, Massachusetts General Physicians Organization (MGPO) Massachusetts General Hospital, Boston, MA</li></ul>
9:45 – 10:00 a.m.	<b>Q and A</b>
10:00– 10:15 a.m.	<b>Hospital Leadership and QI Survey Results</b> <ul style="list-style-type: none"><li>• Thomas Vaughn, Associate Professor Department of Health Management &amp; Policy College of Public Health, University of Iowa Iowa City, IA</li><li>• Eugene Kroch, PhD Vice President of Research CareScience, Inc., Philadelphia, PA</li></ul>
10:15 – 10:30 a.m.	<b>Break</b>
10:30 a.m. – 12:00 p.m.	<b>How Hospital Leadership Responds to Publicly Reported Information</b> <ul style="list-style-type: none"><li>• Richard T. Lopes, MD Chief Clinical Transformation Officer Sisters of Charity of Leavenworth Health System Lenexa, KS</li></ul>

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10:30 a.m. — 12:00 p.m. *(cont'd)*

### **How Hospital Leadership Responds to Publicly Reported Information**

- Jolene Goedken, MS, BSN  
Vice President of Medical Services.  
Sisters of Mercy Health System, Chesterfield, MO
- David Bernd, FACHE  
Past Chairman of the  
Board of the American Hospital Association  
Chief Executive Officer  
Sentara Healthcare, Norfolk, VA
- Doriane Miller, MD  
Section Head, General Internal Medicine  
Rush Medical College  
Chair of Board Quality Committee  
Ascension Health System, Chicago, IL
- Moderator:  
Lawrence Prybil, PhD, FACHE  
Associate Dean and Professor  
College of Public Health, University of Iowa  
Iowa City, IA

The four panelists will provide a brief presentation on how their represented constituency (Hospital CEO, Board Member, Chief Medical Officer, and VP of Quality): has responded to hospital public reporting. The presentations will be followed by moderated discourse directed by Dr. Larry Prybil.

12:00 – 1:00 p.m.

**Lunch (Provided)**

1:00 – 2:00 p.m.

### **State and Business Coalition Quality Reports: “How Hospitals Have Responded”**

- Jerry W. Burgess  
President & CEO  
HealthCare 21 Business Coalition, Knoxville, TN

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1:00 – 2:00 p.m. *(cont'd)*

### **State and Business Coalition Quality Reports: “How Hospitals Have Responded”**

- Paula Bussard, Senior Vice President  
Policy and Regulatory Services  
The Hospital and HealthSystem Association of  
Pennsylvania, Harrisburg, PA

This session will present the experiences of two public reporting programs and the response of the hospitals included in their reports.

2:00 – 3:00 p.m.

### **Implications for Hospitals and for Reporting Programs**

- Michael Lundberg  
Executive Director  
Virginia Health Information, Richmond, VA
- Sheila Roman, MD, MPH  
Senior Medical Officer, QMHAG  
Centers for Medicare & Medicaid Services, Baltimore,  
MD
- Stephen Horner  
Assistant Vice President, Outcomes Measurement  
Hospital Corporation of America, Nashville, TN
- Moderator:  
Mark Legnini, Dr. P. H.  
The Healthcare Decisions Group, Washington, DC

Dr. Legnini will guide this three-member panel and the audience in a discussion regarding implications for reporting programs, hospitals and other organizations as they implement and respond to public reports of hospital quality. The panel will also suggest topics for future research in this area.

3:00 – 3:30 p.m.

### **What Have We Learned and Where Are We Headed?**

- Stephen F. Jencks, MD, MPH  
Director, Quality Improvement Coordination,  
Office of Clinical Standards & Quality (OCSQ)

Centers for Medicare & Medicaid Services, Baltimore,  
MD