June 10–11, 2010
Hyatt Regency McCormick Place
Chicago, Illinois

CHANGING THE CULTURE OF HEALTH CARE
About the Institute for Diversity in Health Management
The Institute for Diversity in Health Management was founded in 1994 to address the lack of ethnic, cultural and racial diversity in health care management. The Institute continues this mission of expanding leadership opportunities for diverse individuals by collaborating with educators and health services organizations. The Institute assists health care organizations with efforts to develop a pipeline of diverse leaders for health care, while also providing cultural awareness and diversity management tools to hospitals and health care systems, all in an effort to enhance the care provided to an increasingly diverse society.

The Institute for Diversity in Health Management is committed to expanding health care leadership opportunities for ethnically, culturally and racially diverse individuals and to increasing the number of these individuals entering and advancing in the field.

The Institute was founded through a collaborative effort among the American Hospital Association, the American College of Healthcare Executives, the National Association of Health Services Executives and the Catholic Health Association.

Vision
Leadership of health care institutions should reflect the ethnic, racial and cultural diversity of the communities they serve, resulting in the delivery of culturally appropriate health care to all constituent communities.

We appreciate our National Conference underwriters:

Silver Sponsor:

Bronze Sponsors:
THURSDAY, JUNE 10

Breakfast Buffet
7:30 a.m.–9:30 a.m.
Exhibitor/Career Fair
Polish up your resume and meet with potential employers, or take this opportunity to recruit dynamic minority talent for your organization.

Registration
8:00 a.m.–4:30 p.m.

Welcome and Opening Remarks
9:30 a.m.–10:00 a.m.
Richard P. de Filippi
Chairman
American Hospital Association
Rich Umbdenstock, FACHE
President and CEO
American Hospital Association
Frederick Hobby
President and CEO
Institute for Diversity in Health Management
Anthony Armada, FACHE
President
 Advocate Lutheran General Hospital and Advocate Lutheran General Children’s Hospital, Park Ridge, Ill.
Chairman
Institute for Diversity in Health Management

Changing the Culture of Health Care Through Empirical Evidence
10:00 a.m.–10:30 a.m.
Hewitt Associates Chief Diversity Officer and author Andrés Tapia, Lincolnshire, Ill., will discuss how current efforts to address health care disparities are promising but, even if carried through, will not be enough to close the gap. In his presentation, “Why Not Recognizing Differences Will Make Us Sicker and Poorer,” Tapia focuses primarily on the “below the waterline” realities of world-view differences that go far deeper than skin color and language.

The State of Diversity in Health Care: Results From Two Landmark Studies
10:45 a.m.–12:30 p.m.
The Institute and the American College of Healthcare Executives (ACHE) recently conducted comprehensive surveys to assess different aspects of the state of diversity in health care management. This interactive session will provide an overview of the ACHE survey of career attainment among minority health care executives and the Institute’s benchmarking survey.

Luncheon: The Leadership Challenge
12:30 p.m.–1:45 p.m.
Join your colleagues for lunch as Anne C. Beal, MD, president of the Aetna Foundation, Hartford, Conn., leads an interactive discussion regarding the role of leadership in a culture change.

Benchmarking Results: Delivering Quality Care
2:00 p.m.–3:30 p.m.
This session, moderated by Mara Youdelman, senior attorney for the National Health Law Program, director of the Program’s National Language Access Advocacy Project and chair of the Certification Commission for Healthcare Interpreters, Washington, D.C., will feature case studies from organizations identified by the Institute’s benchmarking survey as having promising practices that ultimately increase the delivery of quality care. It also will examine how to integrate diversity into your organization’s overall strategic plan and provide tips on how to increase your diversity return on investment.

Benchmarking Results: Leadership and Governance
3:45 p.m.–5:15 p.m.
This panel, moderated by Bonnie “Pete” Thomas, MD, senior attending physician at Cook County Health and Hospital System and a trustee of the Near North Health Service Corporation, Chicago, and Sharon Rossmark, a trustee for Sinai Health System, Chicago, will examine the impact of a diverse board of trustees on organizational performance. It will feature leaders from organizations identified in the Institute’s benchmarking survey as having practices that promote diversity in leadership and governance and will highlight the AHA’s minority trustee education program.

Benchmarking VIP Reception
6:00 p.m.–7:00 p.m.
An additional fee applies for this event.

Ceremony Honoring Participants in the Institute’s Benchmarking Survey
7:00 p.m.–10:00 p.m.
An additional fee applies for this event.
Join your colleagues at an elegant affair as we honor and celebrate participants in the Institute’s survey, “The State of Health Care Diversity and Disparities: A Benchmarking Study of U.S. Hospitals.” In addition, noted diversity expert Roosevelt Thomas will share insights from his new book, World Class Diversity Management: A Strategic Approach. Dinner will be served. Cocktail/business attire requested.
Continental Breakfast  
7:00 a.m.–9:00 a.m.

Mentoring Circle  
7:00 a.m.–8:00 a.m.

Early and mid-careerists can take this opportunity to informally ask questions of more seasoned executives as they consider the next steps in their health care careers.

Exhibitor/Career Fair  
7:00 a.m.–9:00 a.m.

Polish up your resume and meet with potential employers, or take this opportunity to recruit dynamic minority talent for your organization.

Washington Update: The Impact of Health Care Reform  
9:00 a.m.–10:00 a.m.

Join us to hear the latest from Capitol Hill on the issues impacting hospitals and the health care field.

Preparing for The Joint Commission Standards: Staying a Step Ahead of Regulation  
10:15 a.m.–11:45 a.m.

The Joint Commission, with funding from The Commonwealth Fund, recently developed accreditation requirements for hospitals to advance effective communication, cultural competence and patient-centered care. Joint Commission Senior Vice President Paul Schyve, MD, Oakbrook Terrace, Ill., and Amy Wilson-Stronks, project director for The Joint Commission’s Division of Standards and Survey Methods, Oakbrook Terrace, Ill., and principal investigator for The Joint Commission study Hospitals, Language, and Culture: A Snapshot of the Nation, will review the standards and the impact they will have on hospitals. Former Institute Board Chair Joseph Swedish, FACHE, president and CEO of Trinity Health, Novi, Mich., and a member of the task force that evaluated the standards, will head a reaction panel.

Luncheon: A Hero’s Journey in Diversity and Inclusion  
12:00 p.m.–1:30 p.m.

This luncheon will allow participants one last opportunity to network and get to know one another while observing a theatrical program interpreting leadership roles in diversity from Jeff Mangrum and his colleagues at SST Communications, Chicago. An interactive discussion will follow. Community activist and teacher Rev. Dr. Michael Pfleger of St. Sabina Catholic Church, Chicago, will provide opening remarks.

Benchmarking Results: Strengthening the Workforce  
3:15 p.m.–4:30 p.m.

This panel, moderated by Tyronne Stoudemire, global director of diversity and inclusion at Hewitt Associates, Lincolnshire, Ill., will highlight case studies from hospitals that have strengthened their workforce with a strong cultural competence program and will feature leaders from organizations identified as incorporating promising practices in this area as part of the Institute’s benchmarking survey.

Benchmarking Results: Engaging Communities  
1:45 p.m.–3:00 p.m.

This panel, moderated by Connie Lindsey, executive vice president of Northern Trust Bank, Chicago, and chair of the National Board of Directors of the Girl Scouts of the USA, will highlight case studies from hospitals that effectively engage the communities they serve and will feature leaders from organizations identified by the Institute’s survey, “The State of Health Care Diversity and Disparities: A Benchmarking Study of U.S. Hospitals,” as instituting practices that have potential to promote community engagement.

Closing Remarks  
4:30 p.m.–5:00 p.m.

Frederick Hobby  
President and CEO  
Institute for Diversity in Health Management
HOTEL ACCOMMODATIONS
Hyatt Regency McCormick Place—Chicago
2233 S. Martin L. King Dr.
Chicago, IL 60616-9985
Reservations: (888) 421-1442
Hotel: (312) 567-1234

Reservations must be made by May 9, 2010, to ensure a room and to receive the Institute’s special rate of $199 single/double per night (please let the hotel know you are attending the 2010 Institute for Diversity Conference). Rooms are available on a first-come, first-served basis. Online reservations may be made by visiting www.diversityconnection.org or https://resweb.passkey.com/go/2010diversity.

TRAVEL TIPS
The American College of Healthcare Executives (ACHE) has arranged special airfare discounts with United Airlines. United provides a 2–10 percent discount off applicable fares and an additional 5 percent discount on the price of most tickets purchased at least 30 days in advance of travel. You or your travel agent may call United directly at (800) 521-4041 (refer to meeting reference number 598YJ).

CONFERENCE INFORMATION
Continuing Education Credit
This conference has been approved for 10.25 Category I (ACHE education) credits toward advancement and recertification in the American College of Healthcare Executives.

ADDITIONAL INFORMATION
- The Institute reserves the right to substitute speakers and cancel or reschedule programs due to unforeseen events.
- Dress for all conference sessions is business casual.
- Photographs of conference events may be taken throughout the program. By attending the events, conference registrants agree that their photograph may be used in Institute for Diversity publications and promotional materials.
- ACHE will be coordinating registration.
- To cancel your registration, please notify ACHE in writing no later than May 27, 2010, to receive a full refund, less a $75 processing fee. After May 27, all fees are forfeited; however, another representative from your organization may take your place if you are unable to attend.
- If you have dietary restrictions and require a special meal or other special consideration, please call ACHE’s Customer Service Center at (312) 424-9400.

Summer Enrichment Program...Enroll Now!
The Institute for Diversity in Health Management invites you to register for the 2010 Summer Enrichment Program (SEP). The SEP supports the next generation of leadership committed to serving our communities with excellence and promotes health care management that better reflects the vibrant, multicultural population of our country. We are pleased to offer online registration for host sites and student interns, available now on our Web site, www.diversityconnection.org. We recommend early registration to allow us to assist you in making the best possible match.

Become a 2010 National Conference Sponsor!
Conference sponsor benefits:
- Reach a targeted audience of CEOs and other senior health care executives in human resources, diversity and hospital administration/operations
- Contribute to the strengthening of the health care workforce of the future
- Showcase your company name and/or logo in promotional materials targeted to CEOs, COOs and organization presidents
- Showcase your company name and/or logo on signage throughout the conference venue
- Receive prominent recognition in the conference final program (based on commitment level)
- Receive an advance list of attendees and final list of attendees
- Distribute up to two promotional/collateral items in the conference tote bag
- Enjoy right of first refusal for the 2012 IFD Conference (expires December 2010)

Corporate underwriting packages range from $50,000 to $5,000. Please contact Kelly Redmond at (312) 422-2692 or kredmond@aha.org to confirm your participation.

We acknowledge our sincere gratitude to our corporate sponsors for advancing the work of the Institute:
- AHA, ACHE, HCA, Diversified Investment Advisors and ARAMARK Healthcare

Their contributions have led to the development of innovative programming, including the Summer Enrichment Program, the Institute’s Scholarship Program, the benchmarking study and the Certificate in Diversity Management program. For general information regarding the Institute, please contact Elaine Johnson at (312) 422-2630 or ejohnson@aha.org.
REGISTRATION FORM
Please complete this form and return it using one of the following methods:

By Mail
National Leadership and Educational Conference
Institute for Diversity in Health Management
c/o ACHE
3376 Eagle Way
Chicago, IL 60678-1033

By Fax
Attention: Institute for Diversity Conference Registration
(312) 424-9405
Only credit card payments may be processed by fax.

Conference Attendance Fees
Please check the appropriate box:

☐ Regular Registration
(by April 15, 2010)
Member/Nonmember
☐ Late Registration
(after April 15, 2010)
Member/Nonmember

☐ General Conference ..............$400/$500 ....................... $500/$600
□ General Conference
and Benchmarking
Ceremony.............................$550/$650 ....................... $600/$700
□ General Conference
Benchmarking VIP Reception
and Ceremony .......................$600/$700 ....................... $650/$750

Become a Member of the Institute
Please check the appropriate box:

☐ Individual Hospital ................................................................. $500
☐ Multihospital System (per facility).................................$425
☐ Associate Membership.......................................................... $500
☐ Allied Membership................................................................. $2,500

Conference Registration/Membership Fee Total: ________________

ACHE will be coordinating registration. For information, please call ACHE’s Customer Service Center at (312) 424-9400 or visit www.diversyconnection.org.

Personal Information (Please Print)
Name ____________________________________________________________
Name for Badge ________________________________________________
Title ____________________________________________________________
Organization ____________________________________________________
Address _________________________________________________________
City, State, ZIP __________________________________________________
Telephone (daytime) __________________________ Fax __________________
E-mail __________________________________________________________

Payment Method
☐ Check enclosed
Please make your check payable to:
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Authorized signature _____________________________________________
Date ___________________________________________________________
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