

The Making of “Remaking American Medicine™”

FRIDAY, DECEMBER 1, 2006

Registration 7:15 a.m. – 8:00 a.m.
Breakfast and Networking 7:30 a.m. – 8:00 a.m.
Program 8:00 a.m. – 9:00 a.m.

PBS documentary producer **Matthew Eisen** will discuss his groundbreaking television series, Remaking American Medicine... Health Care for the 21st Century™, shown on PBS in October 2006. The series, underwritten by the Robert Wood Johnson Foundation, explores how patients, providers, and payers are working together to improve the quality of health care delivered in the United States.

Eisen is co-executive producer and series producer of the four-part series. He spent five years visiting institutions and interviewing individuals across the country who are working to bridge what the Institute of Medicine calls the “quality chasm” that exists in health care. Drawing on unprecedented access to these institutions, Remaking American Medicine™ presents detailed and emotionally engaging profiles of individuals struggling to fix our broken health care system. The stories are told through the eyes of doctors, nurses, administrators and patients, showing their struggles, their setbacks and their victories.

In his presentation, Eisen will show video clips from the series and address current efforts to transform the health care industry. He will share his insights on such topics as confronting the epidemic of chronic disease; medication errors; transparency; and patient-centered care.

Eisen has been creating award-winning television programs for over 25 years. He has produced, written and directed a wide variety of projects, including a network television movie, primetime documentaries, public affairs reports, interactive training seminars, promotional videos, and live television and radio simulcasts. His work has appeared on the ABC, PBS, Discovery, TLC and Lifetime networks, and has been recognized with over 40 awards.

Coming January 26, 2007 The Inside Scoop on Kaiser’s “Thrive” Marketing Campaign

From the Contra Costa Times, Contra Costa, California: “It’s not often that an advertising campaign can inspire the company that it represents. But over the past 17 months, snappy commercials and billboards from Kaiser Permanente’s Thrive campaign have emboldened the HMO with 8.3 million members nationwide -- and allowed it to become more innovative in what it offers (its clients).”

Come learn about this unique and important healthcare marketing campaign. Speaker: Lori Call, Brand Manager, Kaiser Permanente Colorado.

Coming February 23, 2007 HealthONE CEO Jeff Dorsey

CHSM’s February 23, 2007 program will feature Jeff Dorsey, President and Chief Executive Officer of the HCA Continental Division. Mr. Dorsey oversees hospitals in Colorado, Oklahoma and Kansas. The HCA-HealthONE, LLC joint venture, which Mr. Dorsey also leads, is the largest health-care system in metro Denver.

COMING SOON

GREAT PROGRAMS. GREAT SPONSORS.

CHSM brings high level discourse to top-level health care executives. Many organizations start with similarly high ambitions. We achieve them because of the support of these great sponsors.

To learn more about becoming a CHSM sponsor, please contact our Sponsorship Chair at sponsors.chair@chsm.org, or (303) 265-9224.

CORPORATE PATRON

Kaiser Permanente is a nonprofit health plan and the largest private health care provider in Colorado. Using an integrated health care delivery system, we care for more than 475,000 members in the six-county Denver/Boulder metropolitan area and Colorado Springs. More than 700 Kaiser Permanente physicians, and their care teams, focus on prevention as well as curing disease, all in an effort to help our members live well and thrive. Kaiser Permanente is a national health care organization, serving the health care needs of 8.5 million health plan members in nine states and Washington, D.C. www.kaiserpermanente.org

CORPORATE SPONSOR

Aetna Life Insurance Company is one of the nation’s leading providers of Health, Pharmacy, Dental, Disability, Life, and Long-Term Care benefits. At Aetna, we put information to work to create new solutions and help you make smarter choices. We deliver innovative options for quality healthcare coverage and a strong focus on support and service to our customers, their employees, and the medical professionals with whom we work. www.aetna.com

Anthem Blue Cross and Blue Shield’s mission is to improve the lives of the people we serve and the health of our community. At Anthem, we believe the best health care coverage can actually help people stay healthy. Anthem is a subsidiary of WellPoint, Inc. (NYSE: WLP). Well-Point provides health care benefits to more than 34.2 million people around the country, including Colorado. www.anthem.com

CONTRIBUTORS

Bass Marketing specializes in healthcare marketing and advertising services. Clients include hospitals, managed care organizations, physicians, senior living providers, healthcare corporations, and associations. Contact: Natalie Bass at (303) 717-5307. www.bassmarketingllc.com

Centura Health is Colorado’s largest healthcare system and fourth largest private employer, with 12 Front Range hospitals, eight senior living facilities, and home health and hospice services. Centura is a faith-based, not for profit organization. www.centura.org

The Medical Group Management Association (MGMA), founded in 1926, is the nation’s principal voice for medical group practice. Headquartered in Englewood, MGMA has more than 19,000 members in 10,200 organizations, representing 210,000 physicians. www.mgma.com

Oleen Healthcare Information Management offers consulting services including project management, business process reengineering, implementations, conversions, programming, training, and facilities management. Oleen has offices in Denver and five other US cities. Contact: Dylan Rupe at (303) 679-1204. www.oleen.com

Patient Tools is a leader in patient-reported information such as chronic conditions, co-morbidity, adherence, and quality of life. Automated reporting for individual patient care saves physicians time and expense, and the information is compiled for population management and evidence-based outcomes. www.patienttools.com

Regis University offers undergraduate and graduate programs for working adults and traditional students. Healthcare programs include nursing, nursing management, physical therapy, health information, and healthcare administration. Regis also offers a broad range of other degrees and academic certificates. www.regis.edu

Registration

Register Now and Save

Pre-register for the next CHSM breakfast program now.
Save up to \$10
Reserve a place at this limited-seating event

Fees

Early Registration

Basic Members	\$35	\$25	Save \$10
Supporting Members	\$10	Free!	Save \$10
Sponsor Passes	Free	---	---
Guests	\$45	\$35	Save \$10

Early Registration Deadline **November 24, 2006**
Supporting members and Sponsors: pre-register to ensure seating

Event Registration Commitment

Event seating is limited and facility commitments are made for registered attendees. No refunds are given for non-attendance. Outstanding registration balances will be billed. Cancellations are accepted until 7 days before the event, the pre-registration deadline. After the pre-registration deadline, you are welcome to transfer your registration to a substitute. For more about payment and cancellations, visit our web site at www.chsm.org.

How To Register

Online. The CHSM web site at www.chsm.org

Fax. 303 265 9224

Mail This Form.

Checks payable to Colorado Healthcare Strategy and Management.

Send to: CHSM • 423 West First St. • Minden, NE 68959-1509

Name _____

Title _____

Organization _____

Address _____

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ADDRESS CORRECTION REQUESTED

CHSM
COLORADO HEALTHCARE STRATEGY MANAGEMENT
423 West First Street
Minden, NE 68959-1509

chsm

Presents

The Making of “Remaking American Medicine™”

Matthew Eisen
PBS series producer

Friday, December 1, 2006

Summit Events Center

411 Sable Boulevard
Aurora, Colorado 80011
303.343.3833

Just east of I-225 off 6th Avenue
At the south end of the complex, next to Hobby Lobby

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