

Conference Evaluation Form
October 2-4, 2008, Palm Springs, California
Thursday, Friday and Saturday Sessions

Please evaluate each session you attended by rating it on a scale of 1 to 4, where 4 indicates your highest rating.

	Met Session Description & Goals	Quality of Presentation	Degree of Usefulness	Appropriate AV and Handouts	Acceptable Physical Arrangements
Thursday, October 2, 2008					
General Conference Sessions - 7:30 AM - 4:10 PM					
Track Sessions - 9:00 AM - 12:20 PM					
Track A - Development and Conversion					
9:00 - 10:00 AM					
<i>Developing a Quality Clinical or CQI Program - Colleen Heeter, Nueterra Healthcare; Michelle Smith, Nueterra Healthcare</i>					
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
10:10 - 11:10 AM					
<i>Do's and Don'ts on Physician Hospital Real Estate, Development and Financing - Panel Presentation - Todd Larson, Marasco & Associates; John Daly, McShane Construction Corporation; Mike McCoy, Nueterra Healthcare</i>					
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
11:20AM - 12:20PM					
<i>Legal Experiences in Converting, Rescuing, and Developing of Physician Owned Hospitals - Peter Laterza, Prexus Health, LLC; Mike Griffin, Prexus Health, LLC</i>					
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Track B - Sustaining Performance And Growth					
9:00 AM - 10:00 AM					
<i>Linking Accreditation and Quality of Care to Performance Improvement & Risk Management - Stephen Misenko, The Joint Commission</i>					
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
10:10 - 11:10 AM					
<i>Determining the Cost of a Procedure - Terry Woodbeck, Tulsa Spine and Specialty Hospital</i>					
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
11:20 AM - 12:20 PM					
<i>Benchmarking to Improve Operations - Paul Faraclas, CTQ Solutions</i>					
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4



**Conference Evaluation Form
 October 2-4, 2008, Palm Springs, California
 Thursday, Friday and Saturday Sessions**

Please evaluate each session you attended by rating it on a scale of 1 to 4, where 4 indicates your highest rating.

	Met Session Description & Goals	Quality of Presentation	Degree of Usefulness	Appropriate AV and Handouts	Acceptable Physical Arrangements
Track C - Law, Politics and the Press					
9:00 - 10:00 AM					
	<i>Impact of Stark Phase III Regulations and Subsequent "Clarifications" on Physician Owned Hospitals - S. Craig Holden, Ober, Kaler, Grimes & Shriver</i>	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
10:10 - 11:10 AM					
	<i>Crisis Communications: How to Communication with and Through The Media in Challenging Times - Chuck Colley, a5 Group, Inc.</i>	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
11:20 AM - 12:20 PM					
	<i>Selected Hospital Operational Issues and Related Legal Concerns - Michael Joseph, McAfee-Taft</i>	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Lunch and Presentation 12:30 - 1:45 PM					
	<i>Changing the Public's Perception: 2008-09 PHA Media Plan - Bob Grossfeld, The Media Guys, Inc.</i>	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4



Conference Evaluation Form

October 2-4, 2008, Palm Springs, California

Thursday, Friday and Saturday Sessions

Please evaluate each session you attended by rating it on a scale of 1 to 4, where 4 indicates your highest rating.

	Met Session Description & Goals	Quality of Presentation	Degree of Usefulness	Appropriate AV and Handouts	Acceptable Physical Arrangements
Track Sessions - 2:00 - 4:10 PM					
Track A - Development and Conversion					
2:00 - 3:00 PM					
<i>Conversion of an ASC to a Hospital - Technical Do's and Don'ts - Michael Lipomi, RMC MedStone Capital</i>					
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
3:10 - 4:10 PM					
<i>ASC to a Surgical Hospital: A Physician Board Members' Post Conversion Perspective - Panel Presentation - JoAnn Reis, Prexus Health, LLC; Brian Cusick, MD, Evendale Medical Center; Richard Roebuck, MD, Butler County Medical Center</i>					
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Track B - Sustaining Performance And Growth					
2:00 - 3:00 PM					
<i>Insurance Contract Negotiations for Physician Owned Hospitals - John Fistner, Surgical Directives/Surgical Specialty Center at Coordinated Health</i>					
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
3:10 - 4:10 PM					
<i>Meeting Medicare Conditions of Participation and Ensuring Survey Readiness - Brenda Keeling, Patient Response, Inc.</i>					
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Track C - Law, Politics and the Press					
2:00 - 3:00 PM					
<i>Creation and Operation of a State Association - Marvin Parks, Arkansas Physician Hospital Association; Craig Jeffries, Esq.</i>					
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
3:10 - 4:10 PM					
<i>Opening a For-Profit Hospital with Opposition from Non-Profits - Alex Rintoul, Medical Center at Elizabeth Place; Robert Fisher, Regent Surgical Health</i>					
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4



Conference Evaluation Form

October 2-4, 2008, Palm Springs, California

Thursday, Friday and Saturday Sessions

Please evaluate each session you attended by rating it on a scale of 1 to 4, where 4 indicates your highest rating.

	Met Session Description & Goals	Quality of Presentation	Degree of Usefulness	Appropriate AV and Handouts	Acceptable Physical Arrangements
Friday, October 3, 2008					
General Conference Session - 7:30 AM - 4:30 PM					
8:45 - 10:15 AM					
<i>Regina E. Herzlinger, PhD, Professor, Harvard Business School</i>	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
10:40 - 11:10 AM					
<i>Market Impact of Specialty Hospitals: A Study of the Profitability of General Short-Term Acute Care Hospitals Post Market Entry of Specialty Hospitals - Robert Cimasi, MHA, ASA, CBA, AVA, CM&AA, CMP, Health Capital Consultants, LLC</i>	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
11:15 - 11:45 AM					
<i>Physician Ownership and Specialty Hospitals: Some Economic Considerations - John Schneider, PhD, Health Economics Consulting Group, LLC</i>	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
1:15 - 2:15 PM					
<i>Future Hospital Models and Legislative Impacts - Panel Presentation - John Rex-Waller, National Surgical Hospitals, Inc.; John Thomas, Cirrus Health; S. Craig Holden, Ober, Kaler, Grimes & Shriver</i>	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
2:15 - 2:45 PM					
<i>American Medical Association - Arthur D. Snow, Jr., MD</i>	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
3:25 - 4:00 PM					
<i>PHA Political Update - Randy Fenninger, JD, MARC Associates</i>	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4



Conference Evaluation Form

October 2-4, 2008, Palm Springs, California

Thursday, Friday and Saturday Sessions

Please evaluate each session you attended by rating it on a scale of 1 to 4, where 4 indicates your highest rating.

	Met Session Description & Goals	Quality of Presentation	Degree of Usefulness	Appropriate AV and Handouts	Acceptable Physical Arrangements
Saturday, October 4, 2008					
Track Sessions - 7:30 AM - 11:20 AM					
Track A - Clinical Operations					
8:00 - 9:00 AM					
<i>Managing Implant Costs - Randi Pisko, National Surgical Hospital, Inc.; Richard Bruch, MD, North Carolina Specialty Hospital</i>					
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
9:10 - 10:10 AM					
<i>The Business of Anesthesia: Making It Work in Today's Cost Conscious Environment - Mark Koch, MD, Somnia, Inc.</i>					
<i>Canceled</i>	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
10:20 - 11:20 AM					
<i>Medication Supply and Delivery Systems - Robert Ketchum, PharmD, Principle Pharmacy Group</i>					
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Track B - Administration/Finance					
8:00 - 9:00 AM					
<i>First Year of Operations: Transitioning from Development to Successful Operations and Steady Financial Management - Carollee Brinkman, National Surgical Hospitals, Inc.; Ben Ketelaar, National Surgical Hospitals, Inc.</i>					
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
9:10 - 10:10 AM					
<i>EMR: Past, Present and Future - Peter Sereny, MD, Amkai</i>					
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
10:20 - 11:20 AM					
<i>Proactively Preparing for the Recovery Audit Contractors (RAC) through Physician Documentation Improvement - Betty Bibbins, MD, FACOG, CHC, C-CDI, CPEHR, CPHIT, DocuComp, LLC.</i>					
	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4



Conference Evaluation Form
October 2-4, 2008, Palm Springs, California
Thursday, Friday and Saturday Sessions

Please evaluate each session you attended by rating it on a scale of 1 to 4, where 4 indicates your highest rating.

Track C - Physician Topics

8:00 - 9:00 AM

To Do's and Don'ts of Patient Referrals - Bill McMurrey, Bracewell & Giuliani LLP

1 2 3 4 1 2 3 4 1 2 3 4 1 2 3 4 1 2 3 4

9:10 - 10:10 AM

Valuing Interests in Physician Owned Hospitals, Valuation Basics and Impact of Current Events - Jason Ruchaber, HealthCare Appraisers, Inc.; Jim Carr, HealthCare Appraisers, Inc.

1 2 3 4 1 2 3 4 1 2 3 4 1 2 3 4 1 2 3 4

10:20 - 11:20 AM

Pre-Operative Evaluation: Art, Science or Just Habit - Harold Frolich, MD, Comprehensive Medical Services, LLC

1 2 3 4 1 2 3 4 1 2 3 4 1 2 3 4 1 2 3 4



Conference Evaluation Form
October 2-4, 2008, Palm Springs, California
Thursday, Friday and Saturday Sessions

Please evaluate each session you attended by rating it on a scale of 1 to 4, where 4 indicates your highest rating.

General Evaluation

Conference Overall	1	2	3	4
Ease of Registration	1	2	3	4
Networking Opportunities	1	2	3	4
Conference Location	1	2	3	4
Conference Cost	1	2	3	4
Expertise of Speakers	1	2	3	4
Materials/Handouts	1	2	3	4
PHA Staff	1	2	3	4

Exhibitor Forum

Networking	1	2	3	4
Exhibit Hours	1	2	3	4

Please list any companies that you wish to see in attendance:

Facilities

Hotel Overall	1	2	3	4
Hotel Facilities	1	2	3	4
Performance of Hotel Staff	1	2	3	4
Conference Rooms, AV	1	2	3	4

Miscellaneous

Suggested topics for future meetings:

Did this program meet your expectations?

What information from the meeting proved MOST useful?

What information from the meeting proved the LEAST useful?

Was the educational program free of inappropriate commercial bias/promotion?

Other Comments/Suggestions:

Thank you for taking the time to complete this evaluation. You may drop at the registration desk, or send to PHA via mail or fax. Mail: 2600 S. Minnesota Ave, Ste 202, Sioux Falls, SD 57105, Fax: (605) 731-2575

Start Planning Now for the Physician Hospitals of America 9th Annual Conference & Exhibits, September 24-26, 2009, in New Orleans, Louisiana!