

Kentucky Hospital Association Trustee Conference



# Strategies for Effective Governance

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**September 21, 2018**

Churchill Downs

Derby Room (4th Floor Jockey Club Suites)

700 Central Avenue

Louisville, Kentucky 40208



**Kentucky  
Hospital  
Association**



**Kentucky Hospital  
Research and Education  
Foundation, Inc.**



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## CONFERENCE OVERVIEW

Strategies for Effective Governance, the theme for the KHA Trustee Conference, reminds us that in the challenging times of today's health care environment, the role of the trustee in making strategic decisions for his or her health care facility and community is critical.

Health care continues to change and reform, so your role as a health care leader has become more complex and will depend heavily on developing strategies with a shared vision for the future with the leadership of your organization. The driving forces of government, community, increased transparency and changing policies shape what you do. Your future vision for your community depends on your strategies and forward thinking.

KHA's Annual Trustee Conference provides you with the opportunity to focus on challenges facing trustees on issues of transformation, reform, patient safety and the future of health care.

Please join your colleagues from across the state for this timely event designed specifically for hospital trustees. This conference is built on networking, education and idea exchange. You won't want to miss this opportunity to talk with your peers about similar challenges and discover new skills to overcome them.

## Who should attend?

- Hospital Trustees
- Chief Executive Officers
- Chief Nursing Officers
- Foundation Executive Directors



### Speaker

**Karma Bass, MPH,  
FACHE**



Over her more than 20-year career, Karma Bass has been a sought-after speaker, facilitator and consultant with deep knowledge and experience in governance, strategic planning, philanthropy, health care policy and board effectiveness.

Before co-founding Via Healthcare Consulting, she worked as Vice President for Accord Limited, a Chicago-based consulting firm. Prior to that, she served two years as president and CEO of Alliance Healthcare Foundation in San Diego, California, where she reported to

an independent, eleven-person, not-for-profit board.

Notably, Bass spent 10 years at The Governance Institute holding various positions including Vice President, Membership Services and Director of Research & Publications. During her time at The Governance Institute, she oversaw the prestigious biennial hospital governance practices survey tracking trends in nearly 5,000 U.S. hospitals and health systems.

During three years at the Hospital Association of San Diego and Imperial Counties, she facilitated the first-ever collaborative community health needs assessment for San Diego's 32 hospitals, responding to the then newly implemented California Hospital Community Benefit law. Her experience gives her a uniquely valuable perspective as a consultant to hospital and health system boards today.

Bass is board-certified in health care management and holds a master's degree in public health with a focus in health services administration from San Diego State University. She received her bachelor's degree from the University of California, San Diego. She lives in Carlsbad, California, with her husband and two children.

# CONFERENCE AGENDA

8:00 - 8:30 a.m.

**Welcome and Introductory Remarks**

8:30 - 9:30 a.m.

**Confirm Key Board Effectiveness Issues**

How to deal with the increased complexity and time commitment of the board member's role, the board's obligation to stay the course during difficult times and board leadership succession planning

9:30 - 10:30 a.m.

**Expectations of Board and Management**

Building trust among the medical staff, administration and board, new imperatives for physician alignment and why hospitals must do it, and the board's optimal role in enhancing physician engagement, relations and alignment

10:30 - 10:45 a.m. - Break

10:45 - 11:45 a.m.

**Quality Committee Enhancement**

Setting quality and safety metrics based on national benchmarks, developing an appropriate role for the board in quality with respect to medical staff and quality improvement process and culture

11:45 a.m. - 12:45 p.m.

**Governance Work Priorities**

The distinction between governance and management, how to thrive and serve your communities in uncertain times, and relative roles and responsibilities of board, medical staff and administration; who's in charge of what and when

12:45 p.m. - Lunch & Racing



## CHURCHILL DOWNS

Horse racing in Kentucky dates back to 1789, when the first race course was constructed in Lexington. Almost 100 years later, in 1875, Churchill Downs officially opened its gates in Louisville, and began its tradition as “**Home of the Kentucky Derby**” – longest continually running sporting event in America.



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Churchill Downs is currently making enhancements to improve onsite parking and facilitate ease of entry throughout the year. As a result, the Yellow, Blue and Turquoise parking lots will be closed during the September Meet.

Onsite free parking will be available to guests on a first-come, first-served basis in the Black, Orange & Green lots.

Guests may also choose to park and walk from Churchill Downs parking lots off of 4th Street, which include Maroon, Grey and Lime lots by confirming they are parking for Churchill Downs Day at the Races.

Bus and oversized vehicle parking is available in the Pink lot.

## GENERAL INFORMATION

### Hotel Room Reservations:

**Hilton Garden Inn Louisville Airport**  
2735 Crittenden Drive  
Louisville, KY 40209  
502-637-2424  
Reference the Kentucky Hospital Association  
Trustee Conference

**Room Rate:** \$129.00

**Reservation cut-off:** August 20, 2018

### Conference Registration (Register by September 18, 2018)

The registration fee for this program is **\$250 per attendee**. You may register online, fax or mail.

**Online:** <https://www.kyha.com/events>

**Fax to:** 502-814-0355

**Mail to:** KHREF  
Attn: Sharon Perkins  
P. O. Box 436629  
Louisville, KY 40253-6629

### Refund/Cancellations Policy:

Requests for refunds must be received in writing by email, fax or mail to KHA by 5 p.m. on **September 14**. A \$50 service fee will be charged.

Registrations may be transferred to another individual. No refund will be given for cancellations received after **September 14**.

### Special Needs

KHA wishes to take all steps necessary to ensure that no individual with a disability is excluded, denied services, segregated or otherwise treated differently than other individuals because of the absence of auxiliary aids and services. If you need any such assistance or services, please contact Sharon Perkins, KHA Director of Education and Human Resources.

### Attire - Derby Room

**Smart Casual** - Jackets and blazers optional, vests, shirts with collars, sweaters, dresses, pantsuits, dress jeans, dress shorts and slacks are appropriate.

### For More Information

Sharon Perkins  
Director of Education and Human Resources  
Kentucky Hospital Association  
502-992-4355 or email [sperkins@kyha.com](mailto:sperkins@kyha.com)

## REGISTRATION FORM

# KHA Trustee Conference - Strategies for Effective Governance

September 21, 2018

Churchill Downs • Derby Room (4th Floor Jockey Club Suites) • 700 Central Avenue • Louisville, KY 40208

**Registrations MUST be received by September 18**

### Please Complete Information:

Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

### Complete Hospital Information:

Hospital \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

### Registration Fee:

The fee for this program is: \$250 per attendee

Number of participants \_\_\_\_\_ x fee = \_\_\_\_\_  
(amount enclosed)

**Online registraion:** <https://www.kyha.com/events>

Check Enclosed (Make checks payable to KHREF)

**Checks and registration forms must be received by  
September 18, 2018 to:**

**KHREF**  
**PO Box 436629**  
**Louisville, Kentucky 40253-6629**  
**Phone: 502-426-6220**  
**Fax: 502-426-6226**



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