

GERMAN-AMERICAN HEALTHCARE LEADERSHIP EXCHANGE

Atlanta, Georgia, November 16 - 20, 2014

German Organizers: Content: Dr. Elizabeth Harrison (harrison_ht@yahoo.de),
Dr. Nikolai von Schroeders (nvs@klinikberatung.de)

Registration and Marketing Coordination: IVKK Public Hospital
National Lobby (*Interessenverband kommunaler Krankenhäuser e.V.*)

US Organizers and Hosts: Content: Bernie Brown, CEO a.d., Jeff Brown, Senior Consultant, FTI
Consulting

Our American hosts are top hospital executives and their leadership
teams as well as executives in the respective associations.

Lunches will be provided by our respective hosts. There will
probably be one dinner organized by a host organization.
Suggestion: You may want to bring some small gift for our hosts as a
token of gratitude, which will remind our hosts of your organization.

Flights should be booked individually. Hotel accommodations (4-star) will be organized by our
US partners, however, they must be confirmed with participants' credit cards in advance.
Details will be available starting September 15 through the IVKK.

While in Atlanta we will travel between venues via Taxi. Our hotel will be arranged to be
convenient to all meeting places.

Conference Fee: 499,- € for IVKK Members, 899,- € for Non-Members. Participants are
responsible for Flight, Hotel and Taxi fees while in Atlanta. Lunches and at least one dinner
will be provided by our hosts.

Sunday, November 16 - Arrival

**Monday, November 17 - Overview of Healthcare Environments (Georgia Hospital
Association Headquarters)**

- Overview of the German System- Elizabeth Harrison and Niko von Schroeders, with
discussion and input from German Delegation.
- United States
 - o Jeff Brown, FTI Consulting
 - o Georgia Hospital Association Representatives
 - o American Hospital Association Representatives

Tuesday, November 18 - Health Systems Structures and Strategies -I (WellStar Headquarters)

- WellStar Health System (Large Integrated Community Health System)
- Reynold Jennings, CEO and Leadership Team

Wednesday, November 19 - Health Systems Structures and Strategies - 2 (Emory Health System)

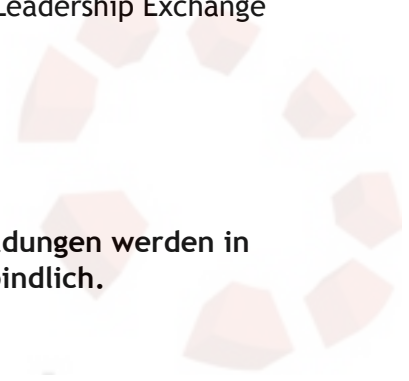
- o Emory Health System (Large University Based Health System)
- o Leadership Team

Thursday, November 20 - Special topics, Follow-up discussions.

- If an in-depth visit to one of the institutions or special units is desired, this can be arranged at short notice during our trip. Should you know in advance, that you would like a special tour of an aspect on a facility, e.g. the community health center at Kennesaw or the Yerkes Primate Center (Emory University), please let us know as soon as possible, so that we can try to arrange this in advance.
- One request we are currently trying to arrange is a tour and discussion with an Executive at the CDC (Centers for Disease Control).

Discussion Foci:

- **An overview of the mission and implementation of this mission for each of the Institutions and Organizations visited**
- **Obama Care - Evaluation thus far, Lessons learned**
- **Quality-based payment: Pay for Value and the role of Health Insurance Companies**
- **Magnet Hospitals and their role in Quality Health Care**
- **Accountable Care Organizations (ACOs) and the impact on Health Delivery Systems**
- **Community Health - an integrated approach (What does this mean and how does it affect the delivery system?)**
- **Competition and Cooperation - the roles of University hospitals, community health systems and independent contractors**
- **The current challenges and approaches, the respective answers to these challenges**
- **Integrating Technology and Big Data into Health Care - Examples, Challenges and Responses**



ANMELDUNG Fax: 030-2025 3333 (email:gf@ivkk.de)

Hiermit melde ich mich für die Studienreise nach Atlanta an. Die Anmeldungen werden in der Reihenfolge ihres Eingangs bearbeitet und mit der Bestätigung verbindlich. Vortragssprache ist Englisch.

Name: _____

Vorname: _____

Titel: _____

Firma: _____

Anschrift: _____

E-Mail: _____

Mobitel.: _____

Datum, Unterschrift: _____

IVKK-Mitglied: Ja /Nein

Preis: IVKK-Mitglieder zahlen 499,- EUR
Nichtmitglieder können zum Preis von 899,- EUR teilnehmen.

Leistung: Organisation der Studienreise inklusive Auswahl der Gesprächspartner

Flüge sind selbst zu buchen. Das Hotel wird vom Veranstalter reserviert und ist nach Anmeldung persönlich zu bestätigen.

Jeder Teilnehmer hat für die Voraussetzungen der gültigen Einreise in die USA selbst zu sorgen.