

# Sponsorship Prospectus

**Annual Meeting  
Oregon and Washington Medical Group Management Associations  
April 17 - 20, 2010  
Hyatt Hotel, Bellevue, WA**

## *Acceleration of Healthcare Change*

Our health care system faces unprecedented challenges. Rising costs, increased consumer demand, personnel shortages, and administrative complexity have combined to create a perfect storm, and talk of reform is rampant.

Many physicians are selling their practices and seeking employment by hospitals, rather than continuing to cope with the rapidly changing environment. Others are simply retiring or moving into administrative jobs. At the same time, some medical groups are finding extraordinary opportunities and are achieving high levels of quality, safety and financial performance.

This meeting will examine the major trends affecting medical practices and will explore the changes that we're likely to see in the next few years. We will provide practice managers with practical concepts, tools and models for positioning their practice for success. It will include instruction on understanding the evolving market dynamics and the breathtaking changes medical practices face in order to compete and thrive.

As always, the Oregon/Washington MGMA Annual Meeting offers cutting edge medical group management education with world-class speakers and experts, along with a host of breakouts on topics practice managers will need to align their practice for success.

### **Requestor Details**

<b>Institution:</b>	Washington State Medical Group Management Association	
<b>Primary Contact:</b>	Jan Larsen, Executive Director Email: <a href="mailto:jal@wsma.org">jal@wsma.org</a> Phone: 206-956-3643 Fax: 206-441-5863	
<b>Address:</b>	2033 Sixth Ave Suite 1100 Seattle, WA 98121	
<b>Tax ID Number:</b>	#91-6182713	
<b>Payee Details:</b>	Check made payable to: Mail to:	<b>WSMGMA</b> 2033 Sixth Ave, Suite 1100 Seattle, WA 98121
<b>Anticipated Attendees:</b>	400 Practice Executives	

**About the Conference:**

This joint annual meeting of the Oregon and Washington Medical Group Management Associations is a highly anticipated event by practice managers throughout the Pacific Northwest. The meeting is of the highest educational quality, featuring numerous nationally renowned keynote speakers and the best experts in the field for each and every breakout session.

**2010 Speaker Highlights:**

**Quint Studer** – CEO and Founder of Studer Group, considered by many to be the main force for developing tools and techniques for organizations attaining great results. Author of two best selling books: *Hardwiring Excellence* and *Results That Last*.

**William Jessee MD FACMPE** – President and Chief Executive Officer of the Medical Group Management Group Association (MGMA). A highly revered and sought after national Health Care industry speaker.

**John Foley**

A former lead pilot of the Blue Angels. An enthusiastic and charismatic speaker that stresses the importance of trust, communication, and respect to drive high performance and team unity.

**Beverly Kaye**

Author of *Love 'Em or Lose 'Em: Getting Good People to Stay*, and *Engaging, Retaining; and Developing Your Top Employees: Love 'Em or Lose 'Em*, A high caliber speaker that share the latest research and proven techniques to engage, develop and retain the employees you need to succeed.

**Frank Cohen**

Senior analyst for MIT Solutions and The national authority on practice data mining, analysis, and decision support. Back by popular demand.

**Laurie Baedke**

A leading specialist on creating a culture of exceptional customer service.

**About the Washington and Oregon MGMA:**

The mission of the Washington and Oregon Medical Group Management Associations is to enhance healthcare delivery and administration through a broad range of group practice leadership and professional development, education, information, communication, technology, advocacy and networking activities. The Washington State and Oregon Medical Group Management Associations are growing, vital organizations of more than 900 members engaged in healthcare administration, representing over 10,000 physicians. Members are closely connected and utilize their network to build professional skills and create collaborative, collegial relationships. The organizations are favorably perceived by medical organizations and physician group owners, and are seen as a necessary affiliation for their administrative staff. Professional development programs offer relevant, accessible, affordable educational opportunities that are tailored to various skill and experience levels. WSMGMA and OMGMA appropriately utilize their members to provide faculty for educational programs and mentoring opportunities. Both organizations are financially sound and implement a strategic management and governance system. The organizations have a productive governance structure, with a Board and committees that are relevant, highly interactive, and attuned to the needs of members

**Preliminary Schedule:**

<b>Saturday, April 17</b>		
1 - 5	Pre-Conference Workshops	
8 - 3	Annual Golf Tournament	
2 - 7	Exhibitor Set Up	
5 - 7	Opening Night Reception	
<b>Sunday, April 18</b>		
7:30 - 8:30	Breakfast with Exhibitors Product Theater #1	
8:30 - 9:45	Opening Session	<b>Quint Studer</b>
9:45 - 10:30	Break with Exhibitors Product Theater #2	
10:30 - 11:45	Breakout Sessions	
Noon	Luncheon Program	<b>John Foley</b>
1:30 - 2:15	Break with Exhibitors Product Theater #3	
2:15 - 3:15	Breakout Sessions	
3:30 - 4:30	Breakout Sessions	
6:00 – 8:30	New! Special Educational Dinner	<b>Frank Cohen</b>
<b>Monday, April 19</b>		
7 - 8	Breakfast with Exhibitors Product Theater #4	
8 - 10	General Session	<b>William Jessee MD FACMPE</b>
10 - 11	Break with Exhibitors Product Theater #5	
11 - 12	Specialty Networking Session	
Noon	Luncheon Program	<b>Beverly Kaye</b>
1:45 - 2:30	Break with Exhibitors	
2:30 – 4:30	Exhibitor Breakdown	
2:30 - 3:30	Breakout Sessions	
3:30 - 4:30	Breakout Sessions	
6:00 - 9:30	Reception/Dinner w/Entertainment	
<b>Tuesday, April 20</b>		
8 – 9:30 am	Breakfast and General Session	<b>Laurie Baedke</b>
9:30 –10:30	Breakout Sessions	
10:45-11:45	Breakout sessions	