



National Capital Healthcare Executives (NCHCE) Annual Executive Roundtable

“Reinventing Customer Service in Healthcare: Lessons Learned From the Best”

Thursday, November 19, 2009
5:30 – 8:30 PM

Sponsored by:



LOCATION

Marvin Center Continental Ballroom
The George Washington University
800 21st St., NW
Washington, DC 20052

EVENING'S AGENDA

5:30 p.m. – 6:00 p.m. Registration and Networking
6:00 p.m. – 6:45 p.m. Dinner
6:45 p.m. – 8:00 p.m. Panel Discussion

PURPOSE

The Executive Roundtable is an extremely popular, annual event that is designed as an opportunity for healthcare administration students and early careerists in various healthcare fields to gain useful knowledge and diverse insight on career development in the healthcare industry.

WHO SHOULD ATTEND

The event is designed for students, early careerists, physicians, healthcare executives, and other healthcare professionals that are interested in career development and advancement within the healthcare industry.

OUR DISTINGUISHED PANELISTS

Each year we strive to recruit individuals who represent the diverse nature of the healthcare industry. Each member of the panel is a current or former upper-level executive who will offer a unique perspective based on their leadership experience in the multi-faceted field of healthcare. **If there are specific questions that you would like the panelists to answer, please email them to nche.ceoroundtable@gmail.com.**

MODERATORS

Robert Burke, Ph.D, Department Chair Health Services Management and Leadership
The George Washington University



HONORED GUEST PANELISTS (As of October 25, 2009)

Stephen L. Badger, Chief Executive Officer
The George Washington University Medical Faculty Associates

Thomas Chapman, Chief Executive Officer
HSC Foundation

Vice Admiral Michael Cowan, MD
Deloitte Consulting

Fernando Rivera, Medical Center Director
DC VA Medical Center

Cynda Tipple, COO
Prince William Hospital

REGISTRATION DETAILS:

- By email: info@ncche.ache.org
- Register at the door of the event

Payment Options: Cash or Checks only at the door.

Registration Fees

Pre-Registration:

NCHE/ACHE member - \$25
NCHE/Non ACHE member - \$35
Neither a NCHE or ACHE Member \$40
Student ACHE Member \$10
Student Non-ACHE Member - \$20

At Door Registration (walk-in):

NCHE/ACHE member - \$40
NCHE/Non ACHE member - \$50
Neither a NCHE or ACHE Member \$50
Student ACHE Member \$15
Student Non-ACHE Member - \$25

DIRECTIONS TO THE MARVIN CENTER:

By Metro:

- Take the Orange/Blue line to Foggy Bottom/GWU
- Head east on I St NW toward 22nd St NW: 0.2 mi
- Turn right at 21st St NW Destination will be on the right: 223 ft

Parking at The George Washington University:

- Visitor parking garage attached to the Marvin Center on 19th Street between F and E Streets (* Please note that 19th Street is one-way going southward.)
- Visitor Colonial Parking Garage on 22nd Street between H and I Streets.
To view the interactive map of The GWU campus in Foggy Bottom, please visit the following link:
<http://www.gwu.edu/~map>

Up to 1 hr.	\$7.00
Up to 2 hrs.	\$13.00
Evening Maximum Rate (after 5:00pm)	\$8.00

ACHE CREDIT

This program has been developed and is presented locally by the National Capital Healthcare Executives. The American College of Healthcare Executives has awarded 1 (one) Category I ACHE education credit hour to this program.

OPEN TO PUBLIC

Yes

Stephen L. Badger



Stephen L. Badger is Chief Executive Officer and Treasurer of The George Washington University Medical Faculty Associates (The MFA), a 300-physician multi-specialty academic group practice in Washington, DC. Mr. Badger came to The MFA in mid-1999, when the then-university-owned organization was struggling to overcome \$9.6 million in annual losses as well as years of institutional atrophy. Through a combination of savvy negotiation skills and boundless enthusiasm, Mr. Badger broke down old departmental barriers and encouraged The MFA's staff of 570 to work toward common goals: improving efficiency and practice performance. As a result, under his leadership The MFA has experienced a remarkable financial turnaround, becoming an independent, highly respected and technologically savvy organization that has recorded six straight years of profitability. Mr. Badger also championed the acquisition and implementation of clinical information systems that have significantly reduced The MFA's overhead staff, improved physician and patient satisfaction, and solidified the practice's reputation as a national leader in the use of information technology to improve healthcare.

Mr. Badger is a member of the American College of Healthcare Executives and the Medical Group Management Association, which in 2006 named him the "Medical Practice Executive of the Year" in recognition of his accomplishments at The MFA.

Thomas W. Chapman, EdD, MPH



Thomas W. Chapman, EdD, MPH has served as President and Chief Executive Officer for The HSC Foundation since 1998. Dr. Chapman provides leadership and significant involvement in community service for the nonprofit health care industry. These efforts have been achieved through developing and implementing a wide range of community-based programs, speaking at universities, public agencies and hospitals on a variety of health-related topics, writing articles for publications and interviews with the media about the importance of community services as a societal priority. Dr. Chapman is the author of the newly released *Management Learning Experiences of CEOs*, published by Xlibris Book Publishing Company. Dr. Chapman's previous positions include Senior Associate Vice President for Network Development, and Professor, Health Services Management and Policy, The George Washington University Medical Center; Chief Executive Officer, The George Washington University Hospital; President, Greater Southeast Healthcare System; and President, Greater Southeast Community Hospital. Dr. Chapman serves on the Boards of the Consumer Health Foundation, The Eugene and Agnes E. Meyer Foundation, Clarian Health Partners, Inc. (Indiana), and Kaiser Permanente (Corporate Board and Mid-Atlantic).



Michael L. Cowan, MD, FACP
Vice Admiral, Medical Corps, US Navy (Retired)



Dr. Michael Cowan joined Deloitte Consulting LLP in June 2009 upon their acquisition of BearingPoint's Federal Practice. Based in Tyson's Corner, he is responsible for clinical leadership in healthcare, social services and Federal health consulting. He leads the development of new service offerings and the strategic recruitment and development of practitioners.

Prior to BearingPoint, Dr. Cowan was the Senior Vice President for Healthcare Solutions at Oracle, Inc. (2004-05) and before that had a 33 year career in the U.S. Navy, culminating with his selection as the 34th Naval Surgeon General and Chief, Bureau of Medicine and Surgery (2001-04.) In that role he exercised direction, guidance and management for more than 40,000 personnel working in 120 medical, dental, research and teaching facilities worldwide, and provided deployed medical forces around the world.

Throughout his Naval career, Dr. Cowan held numerous leadership positions, most notably as Deputy Executive Director of TRICARE (2000-01); Chief of Staff to ASD(HA) (1999-2000); and Joint Staff Surgeon (1997-99). He was a leading force for numerous initiatives to include the creation of the National Disaster Medical System (NDMS,) Defense Policies for "Force Health Protection," and development of information systems. During Operation Restore Hope in Somalia (1992-93) he served as the Task Force Surgeon.

Dr. Cowan earned his M.D. from Washington University, St. Louis, and completed residency training at the National Naval Medical Center in Bethesda. He is Board Certified in Internal Medicine, a Fellow of the American College of Physicians, and Distinguished Professor of Military Medicine at USUHS. He attended the National War College as a Senior Research Fellow, and is a Certified Executive of the American College of Physician Executives. In addition to multiple military awards, the American Medical Association recognized him as the Outstanding Federal Health Executive of the Year in 1999.

Fernando O. Rivera, FACHE



Fernando O. Rivera was appointed Medical Center Director of the Washington DC Veterans Affairs Medical Center (DCVAMC) by Secretary of Veterans Affairs, R. James Nicholson on July 3, 2007. As the Director, he is responsible for managing a budget of over \$350 million and for overseeing the operations and administration of a facility with 171 acute beds, specialized services in medicine, surgery, neurology, and psychiatry, a 120-bed comprehensive nursing and rehabilitation center, a 30-bed compensated work therapy residential unit, and 4 community-based outpatient clinics.

Located in the nation's capital, in close proximity to VA Central Office, DCVAMC hosts hundreds of visitors each year from around the world, including leaders of government, health care officials and celebrities. In its role as the "Flagship of VA Health Care," staff has presented the story of VA's remarkable transformation into a model of outstanding health care delivery and the world's leader in the application electronic health records.

Mr. Rivera directs this complex organization, bringing to its operations 24 years of VA experience in many varied capacities; including Medical Center Director, Shreveport LA and Martinsburg WV VA

Cynda Tipple, MBA



Cynda Tipple has been employed at Prince William Health System in Manassas, Virginia since 1992 and has served as its Chief Operating Officer for the past three years. She leads the operations of Prince William Hospital and the Prince William Surgery Center. Prior to her role as COO, Cynda served the organization in a variety of strategic planning and business development roles.

Cynda received her BA, Spanish, State University College, Geneseo, NY; MLS, Information Studies, Syracuse University, Syracuse, NY; and, MBA, Business Administration, Duke University, Durham, NC. She currently serves as the American College of Healthcare Executives' Regent for Virginia. Outside of work, Cynda enjoys folk dancing, cooking, and hiking.

Cynda Tipple is also the Virginia Regent for ACHE.