

LOYOLA  
UNIVERSITY CHICAGO



## Center for Catholic Health Care and Sponsorship

Twelfth Annual Conference on Catholic Health Care Sponsorship

# The Community Benefit Challenge

Chicago, Illinois

April 18, 2006

## Goals

The purpose of **The Community Benefit Challenge** is to engage sponsors, trustees, system/institutional executives, and their advisors in a critical examination of what sponsorship, governance and management must accomplish, and how each must change, if Catholic health care is to thrive in the future. The conference is designed to provoke you to think critically about the Catholic call to mission, and how this mission can be effectuated in a competitive, bottom-line environment. A dynamic group of leading academics, consultants, and organizational leaders will challenge your thinking, assuring that you return to your organization with concrete ideas for change and redirection.

## Agenda

A continental breakfast will commence at 8:00 am. The conference will begin promptly at 8:45 am and will conclude at 3:25 pm, with lunch at 11:40 am and breaks at 10:15 am and 1:45 pm. Complimentary shuttles from the Sofitel Hotel back to O'Hare airport will be provided throughout the day.

### Introduction

8:45 am – 9:00 am

Professor Lawrence Singer  
Director, Center for Catholic Health Care and Sponsorship  
Loyola University Chicago School of Law

Sr. Margaret Mary Modde, O.S.F., J.C.D.  
Canonical Consultant  
McDermott, Will & Emery

The conference builds upon each of the sessions presented throughout the day. The goals for the conference, analytical framework for the sessions, and the process for discussion and interaction will be set forth during the introduction. Sr. Maureen Comer, O.P. will coordinate the discussion process. Most Reverend Thomas J. Paprocki, Auxiliary Bishop, Archdiocese of Chicago, will lead us in prayer.

### Session #1: Community Benefit: Drilling Down; Opening Up

9:00 am - 10:15 am

Clarke E. Cochran  
Professor of Political Science &  
Adjunct Professor of Health Organization Management  
Texas Tech University

Catholic and other not-for-profit health care systems expend considerable energy defining "community benefit" and developing systems to capture all of their activities that may legitimately be counted under that heading. Even though this definition and drill down operation is far from complete, Catholic systems must begin to open up their vision of what Catholic health care uniquely has that American communities so desperately need in the early 21<sup>st</sup> Century. Prof. Cochran will argue that *all* communities need challenge, competition, collaboration, and transcendence, and will suggest opportunities for Catholic systems to meet these needs.

### Break

10:15 am - 10:35 am



# The Community Benefit Challenge

April 18, 2006

## Agenda *(continued)*

### Session #2: Are the Market and Mission Incompatible?

10:35 am - 11:40 am

Lisa Goldstein  
Senior Vice President  
Moody's

Community benefit is only one of the scorecards that Catholic health care providers use to assess fulfillment of mission. At the same time, of course, systems and institutions are being held to increasingly higher standards of financial performance. In this session Ms. Goldstein explores the connection between market and mission, analyzing whether undertaking those activities necessary to achieve a strong financial rating necessarily leads to a weakening of the *raison d'être* of Catholic health care.

### Lunch

11:40 am - 12:50 pm

### Session #3: A New Model of Leadership to Achieve 100% Access

12:50 pm - 1:50 pm

Susan Nestor Levy  
Senior Vice President of Advocacy and External Relations  
Ascension Health

A key part of Ascension Health's "Call to Action" agenda is its strategy of "Health Care That Leaves No One Behind." Ascension has expended significant organizational resources to develop a new model of executive leadership which can accelerate and catalyze the movement toward 100% access to health care in each local community it serves. Ms. Levy will share this new leadership model, and report on the significant improvements possible when the access issue is approached from a new direction.

### Break

1:50 pm - 2:10 pm

### Session #4: Sponsorship in Catholic Health Care: Collaboration, Competition and Community Benefit

2:10 pm - 3:15 pm

Ms. Colleen Blye, Senior Vice President, Finance and Treasury, Catholic Health Initiatives  
Mr. William Foley, President and CEO, Provena Health  
Sr. Diane Grassilli, RSM, President, Sisters of Mercy, Burlingame Regional Community  
Mr. Jack Mudd, Senior Vice President, Mission Services, Providence Health and Services  
**Moderator:** David J. Nygren, Partner of Mercer Delta Consulting

While most health care systems have come together through commitments between religious congregations to share a common ministry focus, there is increasing pressure to consider further consolidation by markets. This session brings together board and executive leadership to discuss their vision of the evolving shape of Catholic systems. We will discuss collectively what makes authentic collaboration possible, what structures are emerging to preserve and expand Catholic health care, and how many larger systems are considering competition and collaboration among Catholic and non-Catholic providers. This promises to be a very lively exchange focused on the future.

### Closing

3:15 pm - 3:25 pm



# The Community Benefit Challenge

**April 18, 2006**

## Registration Information

Space is limited and registration will be taken on a first-come, first-served basis. **Register now** by faxing this page to (312) 915-6212 or contact us at (312) 915-6428 or at catholicsponsor@luc.edu. Submission of a registration form does not guarantee a space. Seminar registration will be confirmed via email upon full payment.

### Fees

**\$350** for the first attendee from organizations involved in the health care ministry

**\$275** for additional attendees from the above organizations

**\$500** for attendees from all other organizations (e.g., consultants, law firms, financial institutions, etc.)

The fee includes conference materials, continental breakfast and lunch. Send this form along with your registration fee check made payable to **Loyola University Chicago** (Fed Tax ID: 36-1408475) to:

**Catholic Conference Coordinator**  
Institute for Health Law  
Loyola University Chicago School of Law  
25 East Pearson Street, Suite 1400  
Chicago, IL 60611  
**Fax: 312-915-6212**

### Total Amount Enclosed/To Be Sent:

\$ \_\_\_\_\_

Please make additional copies of this form if you have more than three attendees from your organization.

### Cancellations

All cancellations must be submitted in writing. For cancellations received on or before **March 15, 2006**, the registration fee will be fully refunded. After March 15, 2006, no refunds will be given, although you may transfer your registration to another person from the same organization.

Organization \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Attendee #1 Full Name \_\_\_\_\_

Attendee #1 First Name To Be Printed On Name Badge \_\_\_\_\_

Attendee #1 Title \_\_\_\_\_

Attendee #1 Email Address \_\_\_\_\_

Attendee #1 Telephone Number \_\_\_\_\_

Attendee #2 Full Name \_\_\_\_\_

Attendee #2 First Name To Be Printed On Name Badge \_\_\_\_\_

Attendee #2 Title \_\_\_\_\_

Attendee #2 Email Address \_\_\_\_\_

Attendee #2 Telephone Number \_\_\_\_\_

Attendee #3 Full Name \_\_\_\_\_

Attendee #3 First Name To Be Printed On Name Badge \_\_\_\_\_

Attendee #3 Title \_\_\_\_\_

Attendee #3 Email Address \_\_\_\_\_

Attendee #3 Telephone Number \_\_\_\_\_



# The Community Benefit Challenge

## April 18, 2006

## Conference Information

### Conference Location

The seminar will be held at the following location:

#### **Donald E. Stephens Convention Center**

9301 W. Bryn Mawr  
Rosemont, IL 60018  
Phone: 847-692-2220

### Hotel Accommodations

Hotel reservations are not included in the registration fee. Blocks of guest rooms have been reserved for Monday, April 17<sup>th</sup> at The Sofitel Chicago O'Hare Hotel, conveniently located near Chicago's O'Hare International Airport and across the street from the conference location. *Please make your reservations early!* The special room rates will not last long!

#### **Sofitel Chicago O'Hare Hotel**

5550 North River Road  
Rosemont, IL 60018  
Phone: 847-678-4488

Room rate: **\$139.00** (single room)  
Room block expires: March 20, 2006  
Mention "Loyola Catholic Conference" to receive this special rate.

For further information or if you require any type of special accommodation to attend this seminar, please contact the Center for Catholic Health Care and Sponsorship at 312-915-6428 or catholicsponsor@luc.edu.

### Center for Catholic Health Care and Sponsorship Loyola University Chicago School of Law

Founded in 1994, the Center for Catholic Health Care and Sponsorship is the first and only academic center in the United States to concentrate on the needs of sponsors of Catholic institutions. Having developed a national reputation for excellence in sponsor-focused programming, the Center continues to bring its expertise to assist Catholic health care leaders in strengthening the foundation of their ministry: sponsorship. The Center is housed in Loyola University Chicago School of Law's acclaimed Institute for Health Law. Loyola University Chicago is an internationally recognized Jesuit university with a leading academic medical center. Its School of Law is considered a leader in the fields of health law, child law and trial advocacy.

**Center for Catholic Health Care and Sponsorship**  
**Loyola University Chicago School of Law**  
25 East Pearson Street, Suite 1400  
Chicago, IL 60611

**Phone: (312) 915-6428**  
**Fax: (312) 915-6212**  
**Email: catholicsponsor@luc.edu**  
**Web: www.loyolacatholicconference.com**

While this seminar is intended to provide information of general interest, professional rules in some jurisdictions may treat this seminar invitation as advertising. Parts of this seminar may be recorded and photographed. By participating in the discussions, registrants agree that their involvement may be videotaped and consent to the use of their image in promotional materials developed for use by Loyola University Chicago.