

# ARKANSAS PRIMARY CARE ASSOCIATION ANNUAL CONFERENCE



August 7-8, 2008  
Peabody Hotel Little Rock

## Conference Program At A Glance

Thursday, August 7, 2008

### Schedule:

7:45 AM	Registration / Continental Breakfast
8:45 AM	Conference Kickoff / Proclamation NCHCW
9:00 AM	General Session (Keynote Presentation)
11:00 AM	General Session
12:00 PM	Lunch / Awards / Premier CHCA Video
1:30 PM	General Session
3:45 PM	General Session
3:45 PM	CFO Network Meeting
4:30 PM	Conference Sessions Adjourn for Day
5:00 PM	CHCA Board Meeting / Federal/State Update
5:00 PM	AR Delta Networks Southern Region A (MDCC) & Northern Region B (DHCC/HRA) Meetings
6:00 PM	Reception
All Day	Individual Appointments with Vendors (if desired)

### Topic Areas / Presentations:

- ◆ “Managing the Margins of Greatness” (KEYNOTE)
- ◆ Access for All Americans / NACHC Update
- ◆ CHCs: A Key Solution to the Health Crisis
- ◆ Building Real Advocacy Power
- ◆ Advocacy Strategy Session: The Message; The Ask; Skits- The Wrong Way; The Right Way
- ◆ “Stir the Pot: Put Marketing into Action”

Friday, August 8, 2008

### Schedule:

7:45 AM	Registration / Continental Breakfast
8:30 AM	Welcome / Introductions
8:45 AM	General Session
10:30 AM	Break-Out Sessions
12:00 PM	Lunch / Awards
1:30 PM	General Session (Panel)
2:30 PM	Break-Out Sessions
3:30 PM	Conference Adjourns
7:45 AM-1:15 PM	Individual Appointments with Vendors (if desired)

### Topic Areas / Presentations:

- ◆ “Healthcare: Access, Quality, and Costs”  
“Voices of CHC Patients” / “Saluting CHCs”
- ◆ “Improve Financial Outcomes by Removing Obstacles to Productivity”
- ◆ “Emergencies Happen: Prepare Now- Emergency Management for Health Centers”
- ◆ “You Had Me At Hello- You Got Me at Good-bye”
- ◆ Panel: “What’s Needed for Increasing Access: Workforce, Resource Development, Quality & Support Systems, and Capital”
- ◆ “Improving Performance: Cutting Without Bleeding / Changing Without Disruption”
- ◆ “Personal Preparedness for Your Patients and Staff”

PRE-Conference (August 6, 2008)

12:00 PM-1:00 PM	Registration/Check-In
1:00 PM-5:00 PM	UDS Quality of Care Measures Training <b>Trainer:</b> Deb Olesen, JSI Trainer for BPHC

PCA CONFERENCE (August 7-8, 2008)

### National & Regional Speakers:

David Okerlund, Healthcare Speakers Network  
Lauron Sonnier, CEO, Sonnier Marketing & Communications, Inc.  
Craig Kennedy, MPH, Federal and State Affairs Associate Vice-President, National Association of Community Health Centers  
Marc Wetherhorn, National Advocacy Director, Federal and State Affairs, National Association of Community Health Centers  
Michael R. Taylor, President, Precision Resources, Inc.  
Mollie Melbourne, MPH, MEP, Director of Emergency Management, National Association of Community Health Centers  
Don L. Weaver, MD, Assistant Surgeon General and Deputy Associate Administrator for Bureau of Primary Health Care, DHHS/HRSA  
Johnathan Chapman, Project Consultant, Capital Link

### Arkansas Presenters / Panelist:

Governor Mike Beebe  
Dr. Joe Thompson, Arkansas Surgeon General, Director, ACHI  
Arkansas US Congressman Marion Berry  
Arkansas US Congressman Mike Ross  
Arkansas US Congressman Vic Synder  
Senator Tracy Steele  
Representative Robbie Wills, Speaker of the House, 87th General Assembly  
Representative Gene Shelby  
Representative Sandra Prater  
Joe Harris, CHCA Lobbyist  
Nick Paslidis, MD, Ph.D., MHCM, President and CEO, Arkansas Foundation for Medical Care, CHCA Board of Directors  
Susan Ward Jones, MD  
Estelita Quimosing, MD (invited)  
CHC Patients

### CME Credit

CHCA will be applying for CME credit for Physicians and Nurses

*Certificates of Attendance will be available for all participants.*

**You Don't Want to Miss It!!**

**Keynote: David Okerlund**

**“A Top Motivator of Our Time”**

David Okerlund has 25 years of training experience in communications, persuasion and advocacy, employee enrichment and empowerment that have helped him achieve distinction as a speaker/trainer. David Okerlund is one of the most entertaining and distinguished speakers today, come see for yourself!

# ARKANSAS PRIMARY CARE ASSOCIATION ANNUAL CONFERENCE



## CHCs: The Healthcare Home of Choice A Key Solution to the Health Crisis August 7-8, 2008 Pre-Conference- August 6, 2008 Little Rock Peabody Hotel Registration Form

Please complete ONE Registration Form for EACH REGISTRANT. An organization may send one payment for all registrants attending from an organization.

Registrant's Name / Credentials (Please Print or Type): \_\_\_\_\_

Clinic / Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

### REGISTRATION FEES & INFORMATION

<u>Registration</u>	<u>Date</u>	<u>Conference (August 7-8)</u>	<u>Pre-Conference (August 6-UDS Training)</u>
Early	On or Before July 25	\$195 per person	\$50 per person
Late	After July 25	\$220 per person	\$60 per person
On-Site	August 6-8	\$230 per person	\$65 per person

Registration fees for conference include session materials, Thursday evening reception / continental breakfast (2) and lunch (2 days).

### GUEST FEES

Additional special event tickets for **your guests** may be purchased for the following prices listed below:

Thursday evening reception - \$30 per guest

Luncheon(s)- \$25 per guest per lunch

\_\_\_ # guest-reception (August 7)

\_\_\_ # guest-lunch (August 7)

\_\_\_ # guest-lunch (August 8)

### MEAL PREFERENCE

Check here for vegetarian meal(s)

#### CANCELLATION POLICY

**NO REFUNDS** - Substitutions allowed if information is provided in writing to CHCA by July 25, 2008. Note: Failure to attend the conference does not absolve the registrant from payment responsibility.

**Mail Registration Forms to:**  
**420 W. 4th St, Suite A,**  
**North Little Rock, AR 72114**  
**or fax to (501) 374-9734**

**TOTAL FEES:** \_\_\_\_\_

### Pay by Check:

Make check payable to the Community Health Centers of Arkansas, Inc.

Check #: \_\_\_\_\_ Total Amount: \_\_\_\_\_

Enclosed

*Include registration form(s)*

Check to be mailed later

*Please include copies of registration form(s) OR name(s) for which payment is being made*

### Pay by Credit Card:

Charge my credit card:  Visa  Master Card

Total Amount: \_\_\_\_\_

Name (as it appears on card) \_\_\_\_\_

Account #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Cardholder's Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

### HOTEL ACCOMMODATIONS

To make reservations, call the Little Rock Peabody Hotel at (501) 906-4000.

The special conference block rate is **\$119 single/double** (block ends July 21). When making reservations, please state your group (Arkansas PCA) and the conference block rate. **Rooms are first come, first serve.**