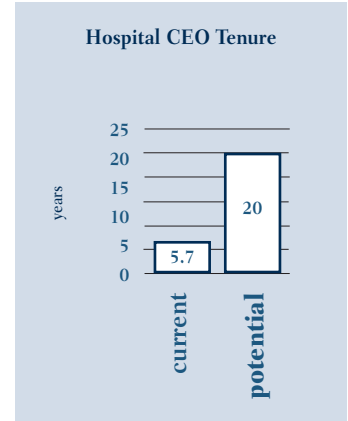
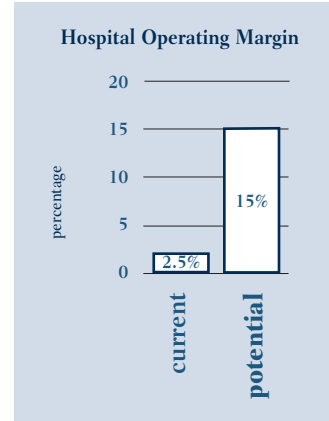
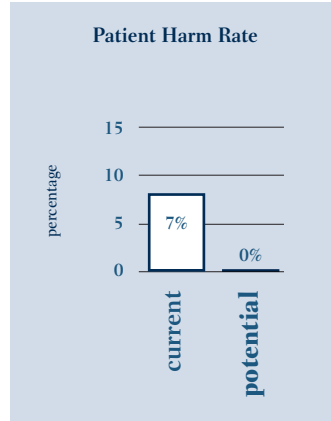


# LEADING THE NEW AMERICAN HOSPITAL

## EXECUTIVE STRATEGY SEMINAR



### WHO SHOULD ATTEND?

- CEOs of hospitals and healthcare organizations seeking a leadership framework that inspires and unleashes its people to create world-class safety, quality and financial results.
- Rising executives seeking to learn such a framework in preparation for future CEO roles.

### KEY EXPERIENCES

- Learn how and why Paul O'Neill as CEO and Chairman of Alcoa utilized the theoretical limit goal of zero employee injuries as a value-based lever to simultaneously propel Alcoa to become the safest and one of the most profitable companies in the world.
- Learn how visionary health care executives have utilized a total focus on value to the customer to dramatically improve quality and safety while delivering care at 30% less cost.
- Hear how Dr. Richard Shannon, Chairman of the Department of Medicine at the University of Pennsylvania, pioneer in utilizing this leadership framework in the clinical setting, has produced and replicated amazing results by setting goals at perfect and mentoring the involvement of everyone in improvement to achieve success and sustainability.
- Discover how Toyota invests in the ability of their workers every day to produce value in ways most hospital leaders have yet to consider, through content discovered by Dr. Steven Spear, a leading expert on the Toyota Production System and MIT senior lecturer.
- Participate in Value Capture's unique "on the floor" observation of a care area to see the opportunity and experience a full system redesign through an eye-opening "hands on" simulation.

## SEMINAR ENDORSEMENTS

“Mr. O’Neill’s historic success serves as the gravitas for what he has to say. He delivers his message clearly. One is riveted, knowing that these are the pearls of wisdom that underlie his success .... This was a very powerful experience for me. I now realize how my staff have to feel my commitment to our workplace safety initiative at a fundamentally deeper level, and how I can demonstrate that.”

Senior Vice President, Academic Medical Center

“I have been haunted by the comments on perfection [as the goal] and how the leader can use that expectation. The ‘learning to see’ exercise on the unit provided an ‘a-ha’ moment for me .... The afternoon simulation was the best exercise I have seen that covers a number of the key tools and concepts of *lean* .... And finally, I loved the video and debrief, which was the best review I have participated in of the 5 *Whys*.”

CEO, Multi-Hospital System

## SAMPLE AGENDA OVERVIEW

### Day 1

- The Opportunity in Health Care
- Lunch
- Bringing Values to Life Using “Theoretical Limit” Goals
- Video Exercise: Anatomy of an Error
- Strategic Transparency
- Transferring Data Overwhelm to Actionable, Specific Information
- Continuous Improvement at the World’s Leading Organizations
- “On the Floor” Value Capture Observation Exercise

Dinner and Networking with Faculty and Peers

### Day 2

- Creating the Ability to Solve Problems “In Real Time”
- Teaching Everyone Principles for System Design and Operation
- Simulation Exercise: Transforming a Process to Dramatically Increase Quality, Decrease Costs, and Shorten Lead Time

Lunch

- Designing Management Structures to “Catch the Rabbit”

Reflection

Closing Discussion

## ABOUT VALUE CAPTURE

Value Capture helps a select group of healthcare executives transform the performance of their health systems to match the safety, quality and profitability of some of the world’s most productive organizations.

Supported by Value Capture, determined executives can progress toward ideal safety and clinical outcomes at an annual, continuing rate of 40%-50% while achieving overall non-personnel cost reductions of 30%-50%.

Value Capture principals include the former CEO of the world’s safest company (Alcoa) and the founders of the nation’s most successful hospital improvement collaborative (The Pittsburgh Regional Healthcare Initiative).

## SESSION CONTENT

The 2-day session systematically covers a leadership framework employed by the world's highest performing organizations, inside and outside of the healthcare delivery field.

### LEADERSHIP FRAMEWORK



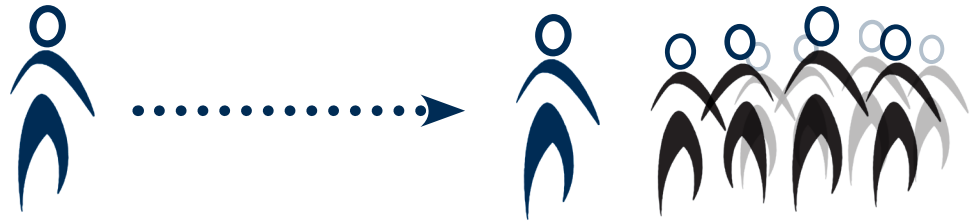
Each component of the framework is taught by noted CEOs, medical leaders, system teachers, and leading researchers in the field who have personally achieved success using these ideas.

Practical applications, real-world healthcare examples, and keys to success for the CEO are shared throughout the experience, which was developed in partnership with health care executives.

## SESSION TAKE-AWAYS

At the end of the seminar executives will...

- Understand the core values and strategies that you can embed in your organization to create the potential for the highest levels of performance.
- Become inspired by examples of how this framework has been successfully applied inside and outside of healthcare.
- Begin to form a clear strategy of how you can transform the performance of your organization and decide on concrete initial steps toward implementing it.
- Understand the limits of traditional, more familiar approaches and understand avenues to learn and gain confidence with these transformational ideas.
- Network with like-minded leaders who have similar ambitions/challenges and connect with individuals who have successfully used these ideas.



## REGISTRATION

Sessions are limited to 12 participants to ensure maximum opportunity for dialogue and reflection throughout the experience. Meals, including a dinner with the faculty, are also provided.

To register for the Executive Strategy Seminar, use the enclosed registration card or contact:

**Janice Celedonia**  
412.553.1228  
jceledonia@valuecapturellc.com

More information about Value Capture is available at our web site  
[www.valuecapturellc.com](http://www.valuecapturellc.com)