

Keynote Speaker

Dr. Regina Herzlinger

Professor of Business Administration,
Chair at the Harvard Business
School. Author of "Who Killed
Health Care?" and *Consumer-
Driven Health Care: Implications for Providers,
Payers, and Policymakers.*



Daniel Mongiardo, MD

Lieutenant Governor State of
Kentucky



Joycelyn Elders, MD

Past US Surgeon General and
patient advocate.



L. D. Britt, MD, FACS

Chairman of the Board of Regents
American College of Surgeons..
- *The Physician Shortage*



Nadeem Esmail

Director of Health System Perform-
ance Studies and Manager of the
Alberta Policy Research Centre at the
Fraser Institute.

- *The Canadian Healthcare System*



Garrett Adams, MD

Physicians for a National Healthcare
Program.

- *The Single Payer System*



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Health Watch USA
Kevin T. Kavanagh, MD, MS
Board Chairman
3396 Woodhaven Dr
Somerset, KY 42503



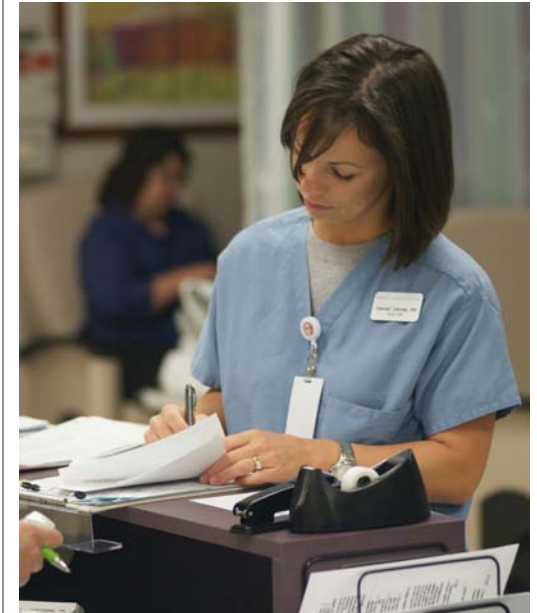
Sponsoring Organizations

Health Watch USA
Kentucky Medical Association
Anthem Blue Cross Blue Shield of Kentucky
Consumers Union
(Publisher of Consumer Reports)



3rd Annual Conference
A Critical Analysis of
Health Care Reform

Conference for Healthcare Transparency & Patient Advocacy



Kentucky ranks 45th in a
country with below average
health care for industrialized
nations. (Commonwealth Fund
& OECD 2007 Factbook)



Kentucky's 5th Congressional District has the
lowest life expectancy in the nation. (The
Measure of America — Social Science Research
Council)

November 13, 2009
Four Points Sheraton, Lexington, KY

Conference Objectives

To understand the impact of the uninsured on the health care system.

To differentiate the merits and problems with the various types of health care delivery systems and their abilities to serve the uninsured, including:

- Single-Payer System
- Canadian Health Care System
- Consumer-Driven Health Care

To list the contributing factors leading to a shortage of nurses, primary care physicians and general surgeons.

To understand the regulatory impact of the Certificate of Need on competition.

Conference Registration

Registration Fee (non-refundable): \$35 including box lunch. To register for the Conference go online to: www.healthconference.org

Or contact the conference coordinator at 800-679-7426 and ask for Cathy.

Continuing Education: 6.5 hours of continuing education credits are offered for nurses, and doctors. 6.25 hours of continuing legal education (CLE) are offered for attorneys. 6.75 hours (PHR, SPHR and GPHR) are offered for Human Resource Managers. Approval is pending for 6.0 credit hours for social workers,.

Accrediting Organizations: Southeastern Kentucky Area Health Education Center, Kentucky Justice Association, and the HR Certification Institute.

Conference Agenda

A Critical Analysis of Health Care Reform

November 13, 2009 8:45 am to 5:00 pm
Four Points Sheraton, Lexington, KY

Registration Desk Opens at 7:30 am

Perspectives on Health Care Reform:

- The case for 'Consumer Driven Health Care'.
- The case for the 'Single Payer System' .
- How well is the Canadian System Doing ?

Competition in Our Healthcare System:

- New initiatives in healthcare
- How to compare health care prices.
- The Certificate of Need — Is it good for our healthcare system ?

Health Care System in Crisis:

- The Physician and Surgeon Shortage
- The Nursing Shortage
- The Uninsured—Who are they ??

Due to unforeseen circumstances, speakers and topics may change without notice.

Conference Coordinator

Kevin T Kavanagh, MD, FACS
Phone: 606-679-7426

HW USA is a designated
"Community Leader" in
Value-Driven Health Care by the
U.S. Dept. of Health & Human
Services — Aug. 1, 2007



Marvin Feit, PhD

Editor of the Journal of Health and Social Policy.



Twila Brase RN, PHN

President, Citizens' Council on Health Care. - Patient Centered Health Care.



Pat Tanner, BSN, MPA

Past President—Kentucky Nurses Association
The Nursing Shortage



Joseph Miller, JD

Assistant Chief, Anti-Trust Division Office of the US Assistant Attorney General - The Certificate of Need.

Elissa Schuler Adair, PhD

Manager of Healthcare Research for Consumer Reports Magazine (Consumer Union).
- Healthcare Transparency.



Exhibitors

American Cancer Society—Kentucky
American Heart Association—Kentucky
Blue Grass Institute
Cardinal Hill Healthcare System
Geriatric Oncology Consortium
Kentucky Action
Kentucky Initiative for Quality Nursing Home Standards
Kentuckians for Nursing Home Reform
Kentucky State Department of Health
Out of Pocket
Surgical Care Affiliates

Participating Organizations

Kentuckians for Nursing Home Reform