



Monday, September 14

4:30 pm

Registration and Exhibits Open

5:00 – 6:00 pm

Pre-Summit Orientation Session: Getting the Most out of the Healthcare Summit & Your Staffing Industry Analysts Corporate Membership

New to the Healthcare Staffing Summit? Curious about Staffing Industry Analysts Corporate Membership? Or already a Member and wondering if there is more that you might be missing? If so, then join us for a quick tour of the conference and Corporate Membership. We'll offer tips and advice on the Summit, an overview of how to use Staffing Industry Analysts' website and the research that we offer. This will be a great overview for new members and attendees and a useful recap for "old pros."

5:30 – 7:30 pm

Networking Reception

Join your peers for a lively welcome reception featuring plenty of opportunities to connect with like-minded colleagues.

Tuesday, September 15

7:00 – 8:30 am

Networking Breakfast & Exhibits Open

8:30 – 9:30 am

Keynote: The Future of Healthcare Staffing: Where We've Been and Where We are Going

Speaker: Barry Asin, Chief Analyst, Staffing Industry Analysts

This has been a challenging time for those in healthcare staffing. With the economy lurching off course, the previously gravity-defying healthcare markets are now governed by the same economic laws as the rest of the staffing industry. In this session, Barry Asin will separate the facts from fiction and share proprietary data and knowledge to help you guide your business through the uncharted waters ahead. If you need to know what's working, what's not and where the opportunities are, you won't want to miss this conference favorite keynote session.

9:30 – 10:00 am

Networking Break & Exhibits Open

10:00 – 11:00 am
Concurrent Sessions

Option 1: Selling Healthcare Staffing to the Government

Federal, state and local governments are big players in the world of healthcare staffing. With the economy weak, the federal government has the benefit of being more stable than the rest of the economy. The ability to print your own money doesn't hurt either. Of course, doing business with the government comes with a variety of complexities and differences than working with private organizations. In this panel discussion, we will hear from staffing executives, experts and government officials as we discover the key actions you need to take for success in selling to the government.

Panelists:

Dore Fessler, Assistant Director, Fss Services, Department of Veterans Affairs

Tom Lingle, National Director, Maxim Government Services

Mimi McReal, Director of Healthcare Services Strategies, Naval Medical Logistics Command

Moderator: Barry Asin, Chief Analyst, Staffing Industry Analysts

Option 2: Health Information Technology: No Longer an Oxymoron

The fiscal-stimulus package passed this year includes roughly \$20 billion for health information technologies (HIT) such as electronic health records. The RAND Corporation, an American think-tank, estimated that if 90% of hospitals and doctors in America were to adopt HIT, savings could surpass \$150 billion per year. As momentum finally carries the healthcare industry into the 21st century, our panel of experts will discuss potential changes and the impact on staffing.

Panelists:

Patt Peterson, MS, RHIA, Director of Education, American Health Information Management Association (AHIMA)

Gene Scheurer, President, CSI Tech Inc.

Harold Walsh, SVP, Sales and Marketing, Care Communications, Inc.

Moderator: Tony Gregoire, Senior Research Analyst, Staffing Industry Analysts

Option 3: RPO or FauxPO? Making True Recruitment Process Outsourcing Work in Healthcare

Our research shows a rapid increase in RPO interest among healthcare buyers. However, true RPO involves more than just selling perm in volume and at a discounted price. In this session, we will explore what RPO is and isn't, what it really takes to get RPO right, and how you can play successfully in this new twist on traditional staffing delivery models.

Panelists:

Dawn Bryant, VP, Human Resources & Organizational Development, Carondelet Health System

Kim Davis, SVP, Adecco RPO

Jill Schwieters, Executive Vice President, Pinstripe/Talent in Sight

Moderator: Dana Shaw, Executive Director, Strategic Solutions, Staffing Industry Analysts

Option 4: Selling in the Current Environment: Being Courageous Five Seconds at a Time

Speaker: Tim Alderman, CEO, Alderman Hockaday and Associates

In these challenging times, what does it take to grab new business? How do you manage people differently? How do you keep morale up? Do you evaluate your people? Do you reward results or activity? Different times demand different approaches. This session will be hard-hitting and challenging, and will make you think outside your comfort zone. After seeing what healthcare staffing firms have been going through over the last nine months, sales guru Tim Alderman will share "best practices" and a few "worst practices." Most of all, this session explains why **PROSPECTING, QUALIFYING, and SELLING** (in that order) are critical in this economy.

11:15 am – 12:30 pm

Keynote: **National Healthcare Trends and Issues and Their Impact on the Healthcare Workforce**

Speaker: Tom Daschle, Former U.S. Senate Majority and Minority Leader

Based on his book, *Critical: What We Can Do About the Health-Care Crisis*, Senator Tom Daschle outlines the healthcare reform strategies that are the foundation of President Obama's healthcare plan. Evaluating where previous attempts at national healthcare coverage have succeeded and where they have gone wrong, he explains the complex social, economic, and medical issues involved in reform and sets forth his vision for change, while also addressing the likely impact on the healthcare workforce and employment. As an in-demand healthcare speaker and the architect of Obama's healthcare strategy, Daschle will engage attendees in a productive and serious dialogue on healthcare reform and its impact.

12:30 – 2:00 pm

"Birds of a Feather" Networking Lunch & Exhibits Open

Tables organized by specialty and size and will include the following healthcare staffing segments:

- Per Diem Nursing
- Travel Nursing
- Travel Allied
- Direct Hire/Physician Recruiting
- Locum Tenens
- Allied: Health Information Technology
- Allied: Physical/Occupational Therapy
- Allied: Imaging
- Allied: Physician Assistants/Nurse Practitioner
- Allied: Pharmacy
- Clinical/Life Sciences
- International Recruiting
- Suppliers to Healthcare Staffing
- Vendor Management Systems/MSP

Have an industry group that you would like us to add as a lunch table? Please email your suggestions to research@staffingindustry.com.

2:00 – 3:00 pm

Keynote: **Help! Is there an Economist in the Building?**

Speaker: Alan Beaulieu, Senior Economist, Institute for Trend Research

As we do our best to forge our way through this recession, signs of the long-awaited economic recovery are tepid and mixed. Even if economic growth resumes in 2009, how robust will the recovery be? What effect will inflation have? And what will it all mean for healthcare employment and staffing? Who better to answer these questions than the man who, two years ago, predicted much of the recent economic turmoil? Now that his prescient remarks at the 2007 Healthcare Summit have manifested, Alan Beaulieu is back to give us his economic outlook, and help make some sense of the mixed signals on that elusive recovery.

3:00 – 3:30 pm

Networking Break & Exhibits Open

3:30 – 5:15 pm

Moderated Networking Discussion Tables

These small group discussion tables are a great way to learn from peers, try out new ideas and gain insight into your most vexing issues. You'll spend three 30 minute sessions at different tables of your choice, discussing with peers and colleagues the issues that are of greatest interest to you. Get answers to your practical questions from colleagues and experts with real world experience.

Choose from three of the following tables. If you would like to suggest a topic or volunteer to moderate a table, please email research@staffingindustry.com.

3 Sessions of 30 Minutes Each*

General Healthcare Staffing Issues

- Differentiating your business in a crowded market
- Financing your staffing firm in a tough credit market
- Branding and marketing your healthcare staffing firm
- International recruiting – nurses, physicians, and therapists
- Tax advantage plans in the travel marketplace – how to get it right
- Growing your firm: breaking the \$10M barrier
- Managing professional liability and insurance costs
- Outlook for mergers and acquisitions
- Working in a world of VMS and MSP
- Selling and servicing the U.S. government
- Selling healthcare staffing in the correctional facilities market
- Optimizing your sales strategy with Jack Daly
- Creative compensation models

Per Diem and Travel Nurse Staffing Issues

- Selling nurse staffing – what's working?
- Recruiting travel nurses – successful practices
- Per diem nurses: creative recruiting and retention

Locum Tenens/Physician Staffing Issues

- Drilling into dentistry
- Staffing ambulatory surgical centers
- Staffing of anesthesiologists and CRNA's

Allied Health Issues

- Tapping into the speech therapy market
- Managing your physical and occupational therapy business
- Serving imaging and radiation therapy clients
- Selling pharmacy staffing

* Topics subject to change

5:15 – 7:00 pm

Networking Reception

Wednesday, September 16

7:00 – 8:30 am

Networking Breakfast & Exhibits Open

8:30 – 10:00 am

Keynote: Winning New Customers and Growing Existing Customers in Good Times and Bad

Speaker: Jack Daly, CEO, Professional Sales Coach, Inc.

The key in any market to growing your business is pro-activity and having your head in a positive place. If we wake up each morning deflated and defeated, don't expect the day to get any better! Fret less about the results and stay focused on consistently doing the right activities, and the business will come. Here is the session that will provide the checklist for sales professionals to "thrive beyond survive." Learn not only the "what to do, but the how to do" and return to your businesses with the tools to implement.

10:00 – 10:30 am

Networking Break & Exhibits Open

10:30 – 11:30 am

Concurrent Sessions

Option 1: Growth Opportunities in Allied Health

While few specialties are immune to the recession entirely, physical/occupational therapy and pharmacy are weathering the storm relatively well. In this interactive panel discussion, we will discuss the opportunities and challenges ahead for these specialties and explore the keys to success for positioning your business.

Panelists:

Jeff Bowling, CEO, The Delta Companies

Eric Casazza, President, Allied Staffing, AMN Healthcare Inc

Jonathan Liepe, Former Director of Staffing Services, Memorial Health System

Moderator: Jon Osborne, Director, Research & Analysis, Staffing Industry Analysts

Option 2: Research Ideas to Fight the Tide

Speaker: Tony Gregoire, Senior Research Analyst, Staffing Industry Analysts

In a treacherous economy, staffing executives need the right information more than ever. SIA is constantly conducting research among buyers, candidates and staffing firms that can help you position your business for success. In this session, Tony Gregoire shares insights from the latest research specifically tailored for healthcare staffing firms.

Option 3: Travel Pay Adjustments: How Low Can You Go?

There is an ongoing debate among travel staffing firms regarding the tax treatment of per diem housing and meal allowances. The trade off between pay rates and per diems can result in significant tax savings for travelers. Yet, many staffing firms are unaware of the risks they run by improper treatment of these benefits. An unwelcome visit from the IRS or a drastically reduced valuation for your business are among the potential results of improper compliance with the tax code. We'll hear from tax experts and staffing executives to help cut through the confusion and provide some clarity in a sea of murky waters.

Panelists:

Mary Hevener, Partner, Morgan, Lewis & Bockius LLP
Joseph Smith, CEO/Enrolled Agent, TravelTax LLC

Moderator: Doug Warrick, VP of Tax, CHG Healthcare Services

Option 4: Leading a World-Class Sales Organization

Speaker: Jack Daly, CEO, Professional Sales Coach, Inc.

A Sales Leader's job is 'not' to grow sales; it's to grow sales people, in quantity and quality. In challenging economic times, we often witness the Sales Leaders spending more time selling than leading. This action points to a reactive, low-leverage approach that may offer a few quick "wins" but overall will result in a real loss in opportunity. This session will identify the Sales Leader Checklist to ensure pro-activity in this critical area. Be sure the Sales Leadership in your company is staying true to the list, and enjoy a gain in market share, while the competition flounders.

11:45 am – 12:45 pm

Concurrent Sessions

Option 1: The Changing State of Employment Law and Healthcare Staffing

With the Democrats controlling Congress and the White House, there will be significant changes in employment law that will impact healthcare staffing firms. How will the Employee Free Choice Act or healthcare reform affect your business? And firms using independent contractors may need to reevaluate their approach as independent contractor misclassification is a target for litigation and enforcement. Our panel of legal experts will sort through a rapidly changing environment and help you steer clear of the biggest legal landmines.

Panelists:

Greg Keating, Shareholder, Littler Mendelson
Edward Lenz, SVP & General Counsel, American Staffing Association
Eric Rumbaugh, Partner, Labor/Employment Law Practice Group, Michael Best & Friedrich LLP

Moderator: Craig Johnson, Senior Editor, *Staffing Industry Report*

Option 2: International Staffing: What's Next for Nurses, Therapists and Physicians

While getting nurses into the US is an ongoing challenge, there are significant opportunities to bring in qualified physical and occupational therapists as well as physicians. In this session we will explore the current outlook for visas to allow international recruiting of healthcare workers, as well as discuss the opportunities available to staffing firms willing to think beyond the traditional methods for recruiting. Whether you are currently providing international staff or considering doing so, you won't want to miss this opportunity to hear from legal experts and experienced practitioners who will share the inside scoop on a complex business.

Panelists:

Shari Sandifer, CEO, Avant Healthcare Professionals

Gregory Siskind, Attorney, Siskind Susser

Madan Uprety, MD, Medical Director, Adult Inpatient Services, Potomac Ridge Behavioral Health & President/CEO, HR Linkage LLC

Moderator: Noël Calvi, Senior Research Analyst, Staffing Industry Analysts

Option 3: Financial Health of Hospitals

As staffing executives in the business know, the bottom line drives much of the behavior from buyers in the healthcare segment. Amid a recession that has reduced their investment income and raised their financing costs, hospitals are more parsimonious than ever. Our panel of experts will provide financial insight from the buyer's perspective and lift the veil on what your clients are not telling you.

Panelists:

Kemp Dolliver, Managing Director, Avondale Partners

Shelley Gnall, VP, The Goldman Sachs Group

Sheryl Skolnick, Managing Director, Pali Capital

Moderator: Tony Gregoire, Senior Research Analyst, Staffing Industry Analysts

Option 4: Driving Growth, Building Value: Life Lessons from Fast Growing Staffing Firms

Is it the culture? The air? Or maybe something in the water? What do fast growing firms do to consistently outperform? In this session with leaders of fast-growing healthcare staffing firms we will get behind the easy platitudes and dig for the real nuggets that mean the difference between "excellent" and just "average."

Panelists:

Scott Anderson, President, Medical Solutions, Inc.

Marc Bowles, Chief Marketing Officer, The Delta Companies

Armand Circharo, President/CEO, CoreMedical Group

Matt Price, CEO, Advantage RN LLC

Moderator: Dana Shaw, Executive Director, Strategic Solutions, Staffing Industry Analysts

12:45 – 2:15 pm

Networking Lunch

2:15 – 3:15 pm
Concurrent Sessions

Option 1: Locum Tenens and Physician Recruiting: The Hospital and Beyond

Physician staffing is one of the most unique segments of healthcare staffing and the ongoing physician shortage continues to drive the business. While much remains the same, there is also change in the air. As an increasing number of procedures are performed in outpatient clinics and ambulatory surgical centers, what is the impact on locum tenens and physician recruiting? Our panel of industry veterans and experts will discuss the overall outlook for physician staffing, changes in the buyer landscape and how to tap into markets beyond the hospital.

Panelists:

Robert W. Harrington Jr., MD, FHM, Chief Medical Officer, Locum Leaders
Mark Law, Group President, Locum Tenens, CHG Healthcare Services
Ruddy Polhill, President & CEO, HealthCare Partners, Inc.

Moderator: Barry Asin, Chief Analyst, Staffing Industry Analysts

Option 2: Nurse Staffing: Buckle Your Seat Belt; We are Experiencing Turbulence.

Are the current blows to nurse staffing short-term shocks or long-term, fundamental changes? Will a revived economy mean a return to the growth of the past or have we entered a completely different era? We'll explore these questions and many more with our panel of nurse staffing experts.

Panelists:

Cynthia Kinnas, President, National Healthcare Division, Clinical One
Jonathan Liepe, Director of Staffing Services, Memorial Health System
Mark Stagen, CEO, Emerald Health Services

Moderator: Jon Osborne, Director, Research & Analysis, Staffing Industry Analysts

Option 3: Exit Strategies: Positioning Your Staffing Firm for Maximum Value

Healthcare staffing is one of the few relative bright spots in the market right now for staffing mergers and acquisitions. The sale of your business can be a once in a lifetime activity. However, where do you start in order to make sure that you aren't leaving money on the table or worse? Is this a good time or a bad time to sell? In this session, attendees will learn from experts on the outlook for mergers and acquisitions, the alternatives to selling and the key actions you need to take in order to maximize the value of your business.

Panelists:

Jim Childs, Managing Partner, CHILDS Advisory Partners
Al De Bellas, President, De Bellas & Co.
Brooke Hollis, President, Hollis Associates
Greg Palmer, CEO, G Palmer & Associates

Moderator: Jeff Reeder, Managing Editor, *SI Review*

Option 4: Growth: Innovating and Leading in Any Economy
Speaker: Jim Lanzalotto, Principal, Scanlon.Louis

It's not about growth anymore. It's about staunching the bleeding. Rebuilding. And then, growing again. How do you plan to bounce back? It's going to take more than an aggressive sales approach and hiring more recruiters. In this session, we will explore innovative ideas and best practices that help health care staffing companies to drive business growth. From

product development to positioning to messaging to marketing campaign development, Jim LanzaLotto will lead you through a blueprint for sustainable, strategic growth. As a veteran staffing marketer, LanzaLotto has unique insights on marketing your staffing firm and will use case studies of successful firms to illustrate the strategic growth map that's necessary in today's uncertain business climate.

3:30 – 4:30 pm

Best of the Healthcare Staffing Summit

Staffing Industry Analysts' researchers and experts discuss their impressions and highlights from the conference. If you can't make all the sessions or if you want to get a recap, don't miss this fast-paced session packed with the key nuggets and takeaways you will want to bring home. Plus we'll have time for some "open-mic" reflections from the audience as part of the discussion.

4:30 pm

Summit Concludes

Scheduled speakers and sessions subject to change.