Learn how Bellin Health designed and implemented a team-based approach to patient care that is being recognized nationally as a winning game plan.

NOVEMBER 1-3, 2016 . LAMBEAU FIELD . GREEN BAY, WI
Come away from Training Camp with a personalized game plan for achieving 3 wins for any type of health care practice:

1. **WIN for the patient**
   The patient gets more comprehensive and coordinated care from a wider variety of providers and support professionals.

2. **WIN for the providers on your care team**
   Providers enjoy working at the highest level of their licensure with reduced paperwork and larger practice capacity.

3. **WIN for your health care system**
   Benefiting from a more efficient use of resources, your healthcare system can lower costs and provide faster access to the right level of care.

You will learn how to:
- Manage the cultural transformation to build a true team atmosphere
- Build the infrastructure to support your players, coaches, and front office
- Keep the right stats to analyze success and guide decisions
- Sustain championship-level performance year after year

**TUESDAY, NOVEMBER 1, 6-8 PM**

*KICK-OFF RECEPTION*

Cocktails and hors d’oeuvres will be served. Please wear your local (or favorite) NFL jersey so we can see where your team is from. We’ll form our very own league of pros to continue networking long after Training Camp has ended.

Lambeau Field, Bellin Gate
1265 Lombardi Ave., Green Bay

**WEDNESDAY, NOVEMBER 2**

**1ST QUARTER 8 am-12 noon**

Foundations of team-based care
- **BONUS:** Special guest speaker from the Packers Organization. Learn insights about the challenges and joys of building a real world-class NFL team like the Packers.
- Learn key concepts and principles of advanced team-based care
- Get introduced to the basic plays that form the foundation of your game plan

**TIME OUT 12 noon-1 pm**

Eat lunch like a pro (included in your registration).

**2ND QUARTER 1-5 pm**

Playing the game: real-life examples of team-based care
- Players from every position and discipline will explain how to apply a common framework to produce extraordinary results
- Learn how cohesive teams translate and share knowledge to create sustainable team-based designs

**THURSDAY, NOVEMBER 3**

**3RD QUARTER 8 am-12 noon**

Get your game plan
- See our step-by-step action plan to put the right players in the right positions, measure their success, and work together so the team as a whole performs better than any individual
- Personalize your playbook to fit your hometown, your roster, and your coaching style

**4TH QUARTER 12:45-3 PM**

Positional skill development (breakout sessions)
- Take a deeper dive into your area of expertise by getting specialized training (choose between business/administrative or clinical care team mini-camps)
- Get in-depth coaching to finalize your plan for home
Christine Sinsky, MD
Dr. Sinsky is the Vice President of Professional Satisfaction at the American Medical Association (AMA). A board certified internist, she also practices at Medical Associates Clinic and Health Plans in Dubuque, Iowa.

Dr. Sinsky has worked to elevate national awareness of health professional well-being as an important driver of health system performance. From 2011 to 2012 she led “In Search of Joy in Practice: A Report of 23 High-Functioning Primary Care Practices,” a project of the ABIM Foundation. She also co-authored the 2013 paper “From Triple to Quadruple Aim: Care of the Patient Requires Care of the Provider.” At the AMA she leads the development of initiatives to improve clinician well-being and reduce burnout.

Dr. Sinsky received her bachelor’s and medical degrees from the University of Wisconsin, and completed her postgraduate residency at Gundersen Medical Foundation/La Crosse Lutheran Hospital in La Crosse, WI, where she served as Chief Medical Resident.

SPECIAL GUEST FROM PACKERS ORGANIZATION TO BE ANNOUNCED

SUIT UP! Training Camp dress code is business casual. Of course, in Green Bay that includes your favorite (appropriate) NFL team apparel. Come dressed to impress!

FOR MORE INFORMATION CONTACT:
Patti Eisenreich at (920) 445-7283 or Patti.Eisenreich@bellin.org.
Angela DeBauche at (920) 436-8687 or Angela.DeBauche@bellin.org.

MEET YOUR COACHING STAFF

Kathy Kerscher, MBA
Team-Based Care Redesign

James Jerzak, MD
Family Medicine

James Rider, MD
Cardiology

Anna Igler, MD
Obstetrics/Gynecology

Said Assef, MD
Anesthesiology

George Kerwin
CEO Bellin Health

Care team members from throughout the Bellin System will be available to provide direct coaching.
The focus of an American Medical Association (AMA) education series, Bellin’s innovative model for team-based patient care is providing breakthrough results. Exceeding expectations for both quality and financial metrics, Bellin’s unique approach has proven to be a win for our patients, our providers, and ultimately our system.

WHO SHOULD ATTEND?
It only makes sense to bring a team to learn about team-based patient care. Of course, a “team of one” sent to scout feasibility is always welcome. Content is relevant whether you’re still a rookie or a pro ready to fine-tune an existing patient care redesign.

• Skill Players (clinical providers at all levels)
• Coaches (health care strategists and medical directors)
• Front Office Staff (financial and administrative leaders, clinic managers)
• Scouts (operations and innovation leaders looking for new ideas)

AMA AND BELLIN: WORKING TOGETHER
The AMA’s physician education experts have teamed up with Bellin and its 9-step framework for team-based patient care to create an unbeatable game plan for a robust and scalable model of care. Their combined expertise provides a researched-based playbook and elite-level coaching in a fun, interactive, and practical training camp format.

INDUSTRY LEADERS ARE BIG FANS OF BELLIN’S PROGRAM

“We have visited many primary care practices and have shadowed many care teams. This was the most impressive team-based care model we have seen.”
TOM BODENHEIMER, MD

“Everyone in the nation should look into and adapt Bellin’s team-based care model. Best yet!”
KELLY SMITH, SCIENTIFIC DIRECTOR QUALITY AND SAFETY RESEARCH, MEDSTAR RESEARCH INSTITUTE

LOCATION
Lambeau Field
1265 Lombardi Ave., Green Bay, WI 54304

REGISTRATION
Early Signing Bonus before Oct. 1, 2016 $995/player
Regular Signing Period Oct. 1-28, 2016 $1,200/player

AMA members receive a $200 discount per member.

Advance registration is required and limited. Payment must be received prior to the day of the event. No refunds will be given after the conference. Visit bellin.org/trainingcamp for more information.

Accreditation Statement
Bellin Health Systems, Inc. is accredited by the Wisconsin Medical Society to provide continuing medical education for physicians.

CME Credit Designation
Bellin Health Systems, Inc. designates this live educational activity for a maximum of 14 AMA PRA Category 1 Credit™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Disclosure
As a provider accredited by the Wisconsin Medical Society, Bellin Health Systems, Inc. must ensure balance, independence, objectivity, and scientific rigor in all educational activities. All individuals who are in a position to control the content of the educational activity are required to disclose all financial relationships he/she has with any commercial interest(s) that is relevant to the topic of the presentation. The intent of this disclosure is not to prevent speakers with significant financial or other relationships from making presentations. Rather, disclosure allows listeners to determine if content is evidence-based and free of commercial bias, and it demonstrates how speakers will resolve conflict when it exists. A complete disclosure statement will be included in the course handouts provided at the activity.

Financial Support
No commercial support was received for this CME presentation.

ADA Compliance
Bellin Health Systems, Inc. complies with the Americans with Disabilities Act of 1990. If any conference participant is in need of reasonable accommodation, please call Kerry Winkler at (920) 433-7859 for assistance at least one week prior to the activity.

Intended Audience: This continuing medical education program is intended for all members of the care team including primary care physicians, specialty physicians, physician assistants, nurse practitioners, medical assistants and other healthcare providers.

Course Objectives
1. Examine a practical framework for implementing an advanced team based care model of patient care that produces 3 wins – patient, care team and system.
2. Identify a plan to build the necessary infrastructure for a sustainable model of team based care across the organization.
3. Create the cultural change necessary to transform your system and to support radical system redesign to team based care.