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)

Lodging
Lodge Kohler | 877.586.8160
1950 S. Ridge Road, Green Bay, WI 54304
Reservations held under the Bellin Health block (block #1003O3).

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

Registration
Early Signing Bonus before February 16, 2018
$950 first team member/$850 all other team members

Regular Signing Period after February 16, 2018
$1,900 first team member/$1,600 all other team members

AMA members receive a $200 discount per member.

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.

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 health care providers.

Course Objectives
1. Examine a practical framework for implementing an advanced team-based care model of patient care that produces three 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.

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.

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AGENDA

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

Come away from Training Camp with a personalized game plan for achieving 3 WINS for any type of health care practice:

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

**WIN for the care team:** Everyone on the care team enjoy working at the highest level of their licensure.

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

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**Wednesday, April 18, 7-9 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 Avenue, Green Bay**

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**Thursday, April 19, 2018**

**1ST QUARTER**

7-8 am | Breakfast
8-8:15 am | Welcome to Team-Based Care Training Camp, George Kerwin, Bellin Health President, James Jerzak, MD, Kathy Kerscher, MBA
8:15-8:30 am | Welcome to Lambeau Field, Mark Murphy, Green Bay Packers CEO/President
8:30-9 am | What It Takes to be a Great Team, Patrick McKenzie, MD, Green Bay Packers Team Physician
9-10 am | Keynote: The Science of High-Performing Primary Care and Team-Based Care, Thomas Bodenheimer, MD
10-10:30 am | Timeout
10:30-11:30 am | Overview of the Bellin Model: The Model in Action, James Jerzak, MD, Kathy Kerscher, MBA
11:30 am-12 noon | Voices From The Team Panel Discussion, Kathy Kerscher, MBA
12 noon-1 pm | Lunch

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**2ND QUARTER**

1:14-5 pm and 2-2:45 pm
TEAM HUDDLE 1: Preparing Your Staff for Team-Based Care: Keeping the Right Stats to Analyze Success and Guide Decisions, Sherry Shuber
TEAM HUDDLE 2: What About Residents and Students? Preparing Your Staff for Team-Based Care: An Overview of the Bellin Model, James Jerzak, MD, Kathy Kerscher, MBA
TEAM HUDDLE 3: How to Start and How to Sustain, James Jerzak, MD; Kathy Kerscher, MBA
12 noon-1 pm | Lunch

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**3RD QUARTER**

7-8 am | Breakfast
8-8:15 am | Recap/Look Forward, James Jerzak, MD; Kathy Kerscher, MBA
8:15-8:45 am | The Evolution of Team-Based Care: A National Perspective, Christine Sinsky, MD
8:45-10 am | How to Start and How to Sustain, James Jerzak, MD, Kathy Kerscher, MBA
10-10:30 am | Timeout
10:30-11:30 am | Highlights from Breakout Sessions, Huddle Facilitators
11:30 am-12 noon | Recap/Look Forward, James Jerzak, MD; Kathy Kerscher, MBA
12 noon-1 pm | Lunch

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**Friday, April 20, 2018**

**3RD QUARTER**

7-8 am | Breakfast
8-8:15 am | Recap/Look Forward, James Jerzak, MD; Kathy Kerscher, MBA
8:15-8:45 am | The Evolution of Team-Based Care: A National Perspective, Christine Sinsky, MD
8:45-10 am | How to Start and How to Sustain, James Jerzak, MD, Kathy Kerscher, MBA
10-10:30 am | Timeout
10:30-11:30 am | Overcoming Barriers to Team-Based Care, Christine Sinsky, MD, Kevin Hopkins, MD, James Jerzak, MD
11:30 am-12 noon | Resources
• AMA – Christine Sinsky, MD
• Bellin Health – Kathy Kerscher, MBA
12 noon-1 pm | Lunch

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**4TH QUARTER**

1:30-3 pm | Discussion with the Coaches
• Administrative Track: Preparing the Business Case and Infrastructure to Succeed, Kathy Kerscher, MBA
• Clinical Track: Nuts and Bolts of Making it Work, James Jerzak, MD
3 pm | Head for Home

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**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!

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**For more information contact:**
Tricia Hendricks at 920.445.7283 or tricia.hendricks@bellin.org.
Angela DeBauche at 920.436.8687 or angela.debauche@bellin.org.

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**Meet Your Coaching Staff**

**Dr. Sinsky** is the vice president of professional satisfaction at the American Medical Association. 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 is a fellow of the American College of Physicians (ACP) and is the recipient of the Iowa ACP 2013 Laureate Award for a frequent invited lecturer on practice innovation, redesign, and physician satisfaction. Dr. Sinsky has presented widely, both nationally and internationally.

**Wendy Bradley, LPC, CCSAC**
Director of Behavioral Health Integration and Community Engagement, Nashville, Tennessee

**James Jerzak, MD**
Physician Lead, Team-Based Care, Bellin Health

**Marianna Kong, MD**
Physician Practice Transformation Specialist, University of California San Francisco

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**Kevin Hopkins, MD**
Medical Director, Department of Family Medicine, Cleveland Clinic, Strongsville Ohio

**James Jerzak, MD**
Director of the Center for Excellence in Primary Care. He is co-author of Understanding Health Policy, 7th Edition, 2016, and Improving Primary Care, 2006 (both McGraw-Hill). He has written numerous health policy articles in the New England Journal of Medicine, JAMA, Annals of Family Medicine, and Health Affairs.

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**Thomas Bodenheimer, MD, MPH** is a general internist who received his medical degree at Harvard and completed his residency at UCSF. He spent 32 years in full-time primary care practice in San Francisco’s Mission District, 10 years in community health centers, and 22 years in private practice. He is currently Professor Emeritus of Family and Community Medicine at University of California, San Francisco and Founding Director of the Center for Excellence in Primary Care. He is co-author of Understanding Health Policy, 7th Edition, 2016, and Improving Primary Care, 2006 (both McGraw-Hill). He has written numerous health policy articles in the New England Journal of Medicine, JAMA, Annals of Family Medicine, and Health Affairs.

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