2015 EVENT RECAP
In the past year, there have been seismic shifts that will transform and perhaps revolutionize the existing health care ecosystem. From the consolidation of hospitals and services to the Affordable Care Act to new standards of quality and value, a Hospital of Tomorrow will surely look very different than it does today. On October 18-20, 2015, U.S. News hosted the third annual Hospital of Tomorrow leadership forum. The event gathered an impressive roster of hospital executives and other leading experts in Washington, D.C. to network, share and gain a new perspective on the myriad of issues facing health care institutions as they navigate this new and often uncertain world.

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GENERAL SESSION

Hospital of Tomorrow was anchored by keynote addresses, where prominent health care leaders shared their expertise on what we should expect and prepare for to thrive in tomorrow’s health care landscape.

SUNDAY, OCTOBER 18

THE FACES OF HIGH-VALUE HEALTH CARE: PEOPLE AND PROCESSES
• John H. Noseworthy, M.D. President and Chief Executive Officer, Mayo Clinic

TRANSFORMING HEALTH CARE: STRATEGIES FOR TOMORROW
• John H. Noseworthy, M.D. President and Chief Executive Officer, Mayo Clinic
• Nancy M. Schlichting, Chief Executive Officer, Henry Ford Health System
• Warner L. Thomas, President and Chief Executive Officer, Ochsner Health System
• Joanne Kenen, Health Care Editor, POLITICO (moderator)

DIAGNOSIS IN A VALUE-BASED WORLD
• David N. Fisher, Vice President, Healthcare Policy and Strategy, Siemens Healthcare

GETTING YOUR MONEY’S WORTH OUT OF HEALTH CARE WITH DIGITAL TECHNOLOGIES
• Kaveh Safavi, M.D., Global Managing Director, Health Industry, Accenture

MONDAY, OCTOBER 19

FEATURED KEYNOTE: CONNECTING THE DISCONNECT
• Jonathan Bush, Chief Executive Officer, President and Chairman of the Board of Directors, athenahealth

KEYNOTE PANEL: THE NEW HEALTH CARE LANDSCAPE
• Jonathan Bush, Chief Executive Officer, President and Chairman of the Board of Directors, athenahealth
• Alex Gourlay, President, Walgreen Co.; Executive Vice President, Walgreens Boots Alliance
• Farzad Mostashari, M.D., Chief Executive Officer and Founder, Aledade
• Michael Robinson, Vice President, U.S. Health and Life Sciences, Microsoft
• Chas Roades, Chief Research Officer, The Advisory Board Company (moderator)

TUESDAY, OCTOBER 20

FEATURED KEYNOTE
• Andy Slavitt, Acting Administrator, Centers for Medicare & Medicaid Services

CLOSING KEYNOTE DIALOGUE
• The Honorable Kevin Brady (R-TX), Chairman, House Ways and Means Subcommittee on Health
• Brian Kelly, Editor and Chief Content Officer, U.S. News & World Report
Breakout sessions, case studies and roundtable breakfasts throughout the conference gathered speakers, attendees and sponsors for solutions-oriented discussions about specific aspects of the health care continuum. These sessions gave attendees the opportunity to personalize their event experience and explore the topics most meaningful to them.

**BREAKFAST ROUNDTABLE DISCUSSIONS**

- The Population Health Halo Effect: The Business Case for Strategic Partnerships: *Presented by Unidine*
- The Value of “Scalable Solutions” to your Health System: *Presented by Quidel*
- Leading with Culture: How successful providers are effectively addressing challenges associated with integration toward a population health-based model: *Presented by SpencerStuart*
- Challenging the Norm – Optimizing the Health Environment for Discovery: *Presented by HOK*
- Complete Your Continuum: The Top Three Factors Behind Successful Partnerships in Post-Acute Care: *Presented by Select Medical*
- Additional breakouts presented by: Gensler, Microsoft, Avalere, and Bayer

**CASE STUDIES**

- Patient Engagement is Critical to the Success of a Value-Based Health Care System: *Presented by Zimmer Biomet*
- Analytics Transform Patient Care at Lehigh Valley Health Network: *Presented by Optum*
- Executing World-Class Industry and Technology Collaboration to Measurably Improve Health Case, Safety, Quality and Outcomes: *Presented by Microsoft*
- Orchestrating a High Performing Physician Network in the Accountable Care Era: *Presented by athenahealth*

**BREAKOUT SESSIONS**

- Medicare Incentives and Penalties: Critical Lessons Learned
- Telehealth: A Game Changer in Patient Care
- The X-Factor: Power Partnerships, Alliances and Collaborations
- A Master Class in Value-Based Care
- The Precision Medicine Revolution
- Keeping Up With Retail and Nontraditional Competitors
- Hospitals as Innovation Incubators
- Safeguarding Patient Privacy in a Digital Age
- Breaking the Mold: Fresh Approaches for Treating High-Cost and Chronically Ill Patients
- Rankings and Ratings: An Update on U.S. News’s Hospital Quality Reporting
- ...and more
On the evening of Tuesday, October 20, U.S. News held a “Capitol Salute to the U.S. News Best Hospitals” to honor the recipients of the 2015 Best Hospitals and Best Children’s Hospitals Honor Roll lists.

The reception brought together members of Congress, executive branch officials and health policy experts, in addition to top executives from the best hospitals in the nation, providing a unique opportunity for leaders and health care to connect with their government representatives.

With the Best Hospital and the Best Children’s Hospital both in Massachusetts, The Honorable Ed Markey, Senator from Massachusetts, presented awards at the reception to Peter Slavin, M.D., President of Massachusetts General Hospital, and John Brownstein, Ph.D., Chief Innovation Officer of Boston Children’s Hospital. In addition, all Honor Roll Hospitals received an award for their ranking at the reception.
Over 500 guests attended the 2015 Hospital of Tomorrow from academia, government, media, pharmaceuticals, technology, and the best hospitals in the nation. Hospital executives from 16 out of 17 U.S. News Best Hospitals and 5 out of 11 U.S. News Best Children’s Hospitals Honor Roll Recipients were in attendance. Below is a sample of organizations present at the conference.

- American Hospital Association
- Aurora Health Care
- Barnes Jewish Hospital
- Bloomberg School of Public Health
- Brigham and Women’s Hospital
- Brookings Institution
- Centers for Disease Control and Prevention
- Centers for Medicare & Medicaid Services
- Children’s National Medical Center
- Cigna
- Cleveland Clinic
- Dana-Farber Cancer Center
- Dartmouth-Hitchcock Hospital
- Doximity
- Duke University School of Medicine
- Ernst & Young LLP
- Harvard School of Public Health
- INOVA Children’s Hospital
- J.P. Morgan Asset Management
- Johns Hopkins Health System
- Kaiser Permanente
- Lurie Children’s Hospital
- Memorial Sloan-Kettering Cancer Center
- Merck & Co
- Montefiore
- Mount Sinai Health System
- New York Presbyterian Health Care System
- Northwestern Memorial Health Care
- NYU Langone Medical Center
- Rush University Medical Center
- Seattle Children’s Hospital
- St. Jude Children’s Research Hospital
- Stanford Children’s Hospital
- Texas Children’s Hospital
- U.S. Department of Health & Human Services
- UCLA Health System
- University of Pennsylvania Health System
- U.S. Army
- Walgreens Co.
- Yale New Haven Hospital
The U.S. News Hospital of Tomorrow Special Report on usnews.com acted as the event’s digital hub. The page prominently featured all livestreamed sessions, a dynamic Twitter feed and curated the best of U.S. News hospital content.

Additionally, U.S. News reporters covered each of the sessions, bringing the conference’s rich insights to a greater digital audience.

The three keynote sessions and the sponsored case studies were livestreamed on usnews.com. The conference brought in 7,000 livestream views, with 12% of the audience viewing internationally.
The Hospital of Tomorrow National Leadership Conference generated strong media coverage with reporters focusing on the various mainstage and breakout highlights. The following publications picked up the conference:

**PRESS COVERAGE AND SOCIAL MEDIA**

524 Contributors used #USNHOT15 to write 1,795 Tweets and reach 3,268,924 accounts.
2015 SPONSORS
Microsoft has been an inaugural member of the Hospital of Tomorrow conference because we believe that U.S. News and World Report really had the ability to bring industry thought leaders together…this is a great forum to share ideas and to learn from other industry players in terms of what is going on. Over the three years we have sponsored the event, we’ve gotten huge payback in terms of our ability to foster new collaborations and to extend and deepen old ones.

- Michael Robinson, Vice President, U.S. Health and Life Sciences at Microsoft

**EXECUTIVE PRESENCE:** Executives from the Presenting Sponsor organizations shared their insights with the Hospital of Tomorrow audience during keynote panels or remarks.

**CASE STUDIES:** Four sponsors presented Sponsored Case Studies during dedicated breakout sessions, providing an opportunity for the sponsors to drive the conversation, share their own expertise and interact with a targeted and engaged audience.

**BREAKFAST ROUNDTABLES:** Qualifying sponsors hosted “Breakfast Roundtables,” sponsor-led morning gatherings where the organizations had the ability to frame the topic of conversation, as well as collaborate with the high-level attendees in an intimate setting.

**EXHIBIT HALL:** Event attendees had the opportunity to hear from sponsors about the big ideas transforming the health care system and experience some of the innovations in a dynamic exhibit hall of interactive displays.

**BRANDING, INTEGRATION AND PRESENCE:** Sponsors received logo placement on the event website, on signage placed throughout the event venue and in the program guide. In addition, U.S. News’ Chief Content Officer Brian Kelly thanked the sponsors during his opening and closing remarks.

**NETWORKING:** The Hospital of Tomorrow conference provided a unique opportunity for sponsors to interact with the top health care providers and policy makers.
THANK YOU TO OUR SPONSORS

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- ZIMMER BIOMET
- Allscripts
- Bayer
- City of Hope
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- Avalere
- Medtronic
- KYRUUS
- Select MEDICAL
- American Heart Association
- American Stroke Association
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HOSPITAL OF TOMORROW

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