U.S. News & World Report
in association with
The Mount Sinai Medical Center

“SHAPING HEALTH CARE DECISIONS: AN INSIDE LOOK AT HOSPITAL RANKINGS”
A U.S. NEWS & WORLD REPORT SUMMIT
THURSDAY, SEPTEMBER 27, 2012

AGENDA

8:00 a.m. – 8:30 a.m.  REGISTRATION & CONTINENTAL BREAKFAST
The Mount Sinai Medical Center - Goldwurm Auditorium
1425 Madison Avenue (at 98th Street), Manhattan

8:30 a.m. – 8:45 a.m.  WELCOME
Kenneth L. Davis, M.D., President and Chief Executive Officer, The Mount Sinai Medical Center
Brian Kelly, Editor and Chief Content Officer, U.S. News & World Report

8:45 a.m. – 9:15 a.m.  BACKGROUNDER INTERVIEW: “Inside the ‘Best Hospitals’ Rankings”
A conversation on the evolution of U.S. News & World Report’s “Best Hospitals” rankings, including methodology, statistical data collection and the rankings effect on the institutions that they rate.

Avery Comarow, Health Rankings Editor, U.S. News & World Report
Brian Kelly, Editor and Chief Content Officer, U.S. News & World Report (Moderator)

9:15 a.m. – 9:20 a.m.  BREAK

9:20 a.m. – 10:15 a.m.  CONVERSATION: “U.S. News ‘Best Hospitals’: What’s in It for Consumers?”
The U.S. News “Best Hospitals” rankings seek to steer patients to high-quality institutions and render “a unique kind of information to people when they desperately need it,” according to late U.S. News Health Editor Dr. Bernadine Healy. How valuable are the rankings and the accompanying data to consumers? Why should they care about these numbers? How can the rankings be improved through the use of tested and credible measurements that emphasize outcomes of importance to patients? Are there adjustments in focus areas, methodology and transparency, or measurements of cost and access, that could cause unintended consequences and diminish the quality of care? Should the rankings take patient satisfaction or some other form of rating by consumers of their hospital experience? Q&A Opportunity.

Meri Armour, President and Chief Executive Officer, Le Bonheur Children’s Medical Center
Steven J. Corwin, M.D., Chief Executive Officer, New York-Presbyterian Hospital
Timothy Gardner, M.D., Medical Director, Center for Heart & Vascular Health, Christiana Care Health System
Brent C. James, M.D., M.Stat., Chief Quality Officer and Executive Director, Institute for Health Care Delivery Research, Intermountain Healthcare
Bradly J. Narr, M.D., Chair, Department of Anesthesiology, College of Medicine, Mayo Clinic
Philip O. Ozuah, M.D., Ph.D., Executive Vice President and Chief Operating Officer, Montefiore Medical Center
Brian Kelly, Editor and Chief Content Officer, U.S. News & World Report (Moderator)

10:15 a.m. – 10:30 a.m.  BREAK
CONVERSATION: “When Doctors’ Votes Count: The U.S. News Rankings and the Case for (and Against) Reputation”
In the “Best Hospitals” methodology, reputation is a proxy for evaluating the process of care. It is intended to represent a hospital’s success at providing care that is appropriate, safe, and efficient. But reputation continues to be a controversial element. Does it, in fact, do what it is intended to do? Are there better measures that could substitute for all or part of the U.S. News reputational assessment? Does reputation merely put a persistent halo over famous hospitals while making it harder for lesser-known institutions to join the club? Q&A Opportunity.

Vinita Bahl, D.M.D., M.P.P., Director, Clinical Information and Decision Support Services
University of Michigan
Timothy Gardner, M.D., Medical Director, Center for Heart & Vascular Health,
Christiana Care Health System
Brent C. James, M.D., M.Stat., Chief Quality Officer and Executive Director, Institute for Health Care Delivery Research, Intermountain Healthcare
Bradly J. Narr, M.D., Chair, Department of Anesthesiology, College of Medicine, Mayo Clinic
Sharon O’Keefe, President, University of Chicago Medical Center
Peter L. Slavin, M.D., President, Massachusetts General Hospital
Brian Kelly, Editor and Chief Content Officer, U.S. News & World Report (Moderator)

11:30 a.m. – 11:40 a.m. BREAK

11:40 a.m. – 12:40 p.m. CONVERSATION: “The Business of Rankings: Separating Spin from Substance”
Hospital markets can have unique, if not impermeable, characteristics, including tight alignment between physician groups and hospitals and, say many observers, an indifference to market share given that patients are unlikely to change hospitals if they must also change physicians. With such market power, do the “Best Hospitals” rankings stimulate competition and quality improvements or, as some critics argue, are rankings used by hospitals merely as advertising to create perceived differences in their brands? How do hospitals actually use rankings in their communications with patients, and are consumers’ perceptions about rankings, and the public image and quality of hospitals they reflect, reasonably accurate? What are the long-term effects of hospital rankings regarding the competitiveness of hospital markets, the diversity of institutions represented, proactive vs. reactive quality improvements, funding and the battle for top talent and, ultimately, the effect on consumer choice? Do the U.S. News rankings adequately reflect the “safety net” role that larger, urban medical centers play in taking a disproportionate number of the sickest and poorest patients? Q&A Opportunity.

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12:40 p.m. – 12:45 p.m. RECOMMENDATIONS AND CONCLUDING REMARKS
What recommendations can we formulate so that U.S. News’ “Best Hospitals” rankings can evolve to better address the needs of health care consumers and providers?

Kenneth L. Davis, M.D., President and Chief Executive Officer, The Mount Sinai Medical Center
Brian Kelly, Editor and Chief Content Officer, U.S. News & World Report