An Invitation to a Special Half-day USC Health Conference + Alumni Event

Navigating the Financial Market Meltdown: Issues & Strategies for Healthcare Organizations

- Date: Tuesday, April 21st
- Time: 8:30 a.m. to 12:30 p.m.
- Where: Davidson Conference Center, Los Angeles

- Immediately following the conference—12:30 to 2:30 p.m.
  → USC Health Services Administration Alumni Association
  Spring Celebration Luncheon

- Cost: $35 Students; $65 Alumni/Faculty; $75 Friends/Guests

Dear Colleague:
As Director of the USC SPPD Center for Health Financing, Policy and Management, it is my pleasure to invite you to attend a special half-day conference on Tuesday, April 21st at the USC Davidson Conference Center.

“Navigating the Financial Market Meltdown” is a very timely program being hosted by the Center. Its purpose is to brief alumni, students, university faculty, and friends in the healthcare community regarding how the crisis in the today’s financial markets is affecting healthcare organizations, and the challenges that industry leaders must successfully confront at the strategic, operational, and policy levels.

An extraordinary group of healthcare and financial professionals has agreed to share the latest information and strategies. Through presentations and interactive discussion, our speakers will engage with you in an exploration of the critical issues, constraints and opportunities that lie ahead.

An agenda is included in this invitation package. The conference will begin at 8:30 a.m., preceded by a networking breakfast that will start at 7:45 a.m.

Space is limited and a reservation is essential. A registration form is enclosed, along with pricing and co-sponsorship information. We hope to see you at the conference, and the USC HSAAA Spring Celebration Luncheon, to be held following the conference as part of the day’s events.

At the luncheon, join us as we honor:
- 2009 MHA/Executive MHA Graduating Class
- Preceptor of the Year—Michael Harris, Harris Consulting Group
- Alumnus of the Year—William Barcellona, California Association of Physician Groups
- Alumna of the Year—Gail Hybl Medeiros, Valco Data Systems.

Please RSVP today.

Sincerely,
Glenn A. Melnick, Ph.D.
Blue Cross of California Professor of Health Care Finance
USC School of Policy, Planning, and Development
Navigating the Financial Market Meltdown: Issues & Strategies for Healthcare Organizations

Tuesday, April 21, 2009
USC Davidson Conference Center—Embassy Room

AGENDA

7:45-8:30 a.m. REGISTRATION, CONTINENTAL BREAKFAST & NETWORKING

8:30 a.m. WELCOME AND OPENING REMARKS

- **Host:** Michael K. Low, Sr. Managing Director, London & Pacific Healthcare, Inc. & SPPD Alumni Board
- **Welcome:** Jack H. Knott, Ph.D., Dean, USC School of Policy, Planning, and Development
- **Opening Remarks:** Glenn A. Melnick, Ph.D., Director USC SPPD Center for Health Financing, Policy & Management and Blue Cross of California Professor of Health Care Finance

→ The Current Healthcare Economic Climate: Issues & Insights

Panel 1: BREAKDOWN DEAD AHEAD: HOW THE MARKET MELTDOWN IS AFFECTING HEALTHCARE ORGANIZATIONS

A distinguished panel of healthcare leaders and decision makers address how organizations are confronting the critical challenges of today’s financial marketplace in terms of leadership, project and strategic planning, competitive positioning, philanthropy and operational/financial performance. Bankruptcy and M&A activity will be explored.

**Presenters:**
- Ellen G. Riley, Senior Vice President, Kaufman Hall, Member USC SPPD Health Advisory Board—Chair/Moderator
- Richard D. Cordova, FACHE, President & Chief Executive Officer, Childrens Hospital-Los Angeles
- Jennifer C. Mitzner, Senior Vice President & Chief Financial Officer, Hoag Memorial Hospital Presbyterian
- Robert O. Klein, Vice President, Saint John's Health Center Foundation
- Robert A. Guy, Esq., Partner, Waller Lansden, Nashville, TN

Panel 2: FINDING ALTERNATE ROUTES: OPTIONS & OPPORTUNITIES FOR SECURING CAPITAL

Financial experts representing investment banking, commercial lending, private equity, and other financiers discuss how the current economic situation is affecting the source, scope and terms of deals being offered, the types of deals equity investors are targeting, what criteria are being used in decision making in the current business climate, and any early signs of market “thawing”.

**Presenters:**
- Eric J. Weissman, President, London & Pacific Capital Advisors, LLC—Chair/Moderator
- Shane Passarelli, Senior Vice President, Healthcare Finance Group, Inc., New York/Los Angeles
- John Woodward, Managing Director, Merrill Lynch, San Francisco
- Private Equity Group

CLOSING KEYNOTE: THE LONG & WINDING ROAD: WHAT LIES AHEAD FOR HEALTHCARE

The healthcare market outlook, prospects for U.S. healthcare reform and anticipated impact of regulatory changes on healthcare will be explored, along with key policy directions for healthcare organizations.

- Thomas M. Priselac, President & CEO, Cedars-Sinai Health System and 2009 Chair, American Hospital Association

12:30 P.M. CLOSING

→ Networking Preceding USC HSAAA Spring Celebration Luncheon (See next page for event details.)
Following the conference, please join us for our annual

**Spring Celebration Luncheon**

Sponsored by the USC Health Services Administration Alumni Association

**Honoring:**

→ MHA and Executive MHA Graduating Class of 2009

→ USC Health Management & Policy Programs Preceptor of the Year
  - MICHAEL HARRIS
    President, Harris Consulting, Inc.

→ USC HSAAA Health Alumni of the Year
  - WILLIAM BARCELLONA (MHA 2006), Vice President, Government Affairs
    California Association of Physicians Groups
  - GAIL HYBL MEDEIROS (MPA-H, 1981), Director, Solutions Performance
    Analysis, Valco Data Systems

12:30-1:00 p.m.  Networking reception

1:00-2:30 p.m.  Luncheon

The annual Health Services Administration Alumni Association (HSAAA) Spring Celebration offers a wonderful opportunity for networking and professional development as you invest in and support future leaders in healthcare policy and management.

The USC HSAAA provides a range of resources to USC Health Management and Policy Programs students by underwriting student activities, scholarships and other financial support. All luncheon net proceeds go directly to assist students.

→ Please see the Registration & Participation Information sheet for ticket and conference/luncheon co-sponsorship information.
EVENT REGISTRATION & PARTICIPATION INFORMATION
KINDLY REPLY BY TUESDAY, APRIL 14, 2009

Name ______________________________________________________________________
Title ______________________________________________________________________
Organization ______________________________________________________________________
Address ______________________________________________________________________
City __________________________ State_____ ZIP Code __________
Telephone __________________________ Email __________________________

USC Alumni: Year Grad _________ Degree _________

I plan to attend:
☐ Entire event (conference + lunch)
☐ Conference only
☐ Luncheon only
☐ Vegetarian lunch requested.

PARTICIPATION LEVELS (Please select one.)

CONFERENCE & LUNCHEON CO-SPONSORS: (See separate info sheet.)

☐ PLATINUM: $2,500
  ▪ VIP seating and free parking for 8
  ▪ Sponsorship of 8 students for luncheon
  ▪ Event display opportunity
  ▪ Prominent podium, print and logo recognition

☐ GOLD: $1,500
  ▪ VIP seating and free parking for 6
  ▪ Sponsorship of 4 students for luncheon
  ▪ Sponsor podium, print and logo recognition

☐ SILVER: $750
  ▪ 4 Conference/lunch registrations
  ▪ Sponsorship of 2 students for luncheon
  ▪ Logo recognition in print and at event

☐ BRONZE: $500
  ▪ 2 Conference/lunch registrations
  ▪ Sponsorship of 2 students for luncheon
  ▪ Logo recognition in print and at event

☐ CARDINAL: $250
  ▪ 2 Conference/lunch registrations
  ▪ Recognition in print and at event

INDIVIDUALS:

☐ FRIENDS/GUESTS: $75
  Number _________

☐ ALUMNI/FACULTY: $65
  Number _________

☐ STUDENTS: $35 (No charge if attending conference only)
  Number _________

☐ MHA/EMHA 2009 GRADS: Complimentary
  Number _________

→ Enclosed is my check for $_____________ payable to USC HSAAA (Tax ID #95-410-9270)

→ I am unable to attend but wish to support students with a contribution of $____________ to the USC Health Services Administration Alumni Association (HSAAA).

RSVP:
→ FAX: 213.740.6555 → PHONE: 213.740.2984 → EMAIL: shirose@usc.edu
→ MAIL RSVP/CHECKS TO: USC HSAAA, c/o Ms. Sharon Hirose
  USC School of Policy, Planning, and Development—RGL 307
  Los Angeles, CA  90089-0626
Navigating the Financial Market Meltdown:
Issues & Strategies for Healthcare Organizations
& USC HSAAA Spring Celebration Luncheon

**SPONSOR & GUEST INFORMATION**

To assist us in event planning, please indicate each guest’s expected attendance.

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Attending</th>
<th>Conference only</th>
<th>Luncheon only</th>
<th>Vegetarian requested</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

Parking reservation information for Platinum and Gold sponsors will be emailed to the registering attendee.
Parking $8
Parking Structure X (Gate 3) or D (Gate 4)