Join over 1,000 of your peers, patients, caregivers, and healthcare’s world-class experts

IN ITS 24TH YEAR, THE LONGEST RUNNING CONFERENCE ON PATIENT-CENTERED CARE WILL TAKE PLACE FROM OCTOBER 30TH – NOVEMBER 2ND AT THE DOWNTOWN CHICAGO MARRIOTT
The True Revolutionaries of Patient-Centered Care Convene to Keynote the 2016 Planetree International Conference on Patient-Centered Care

Ramona Pierson
"An Unexpected Place of Healing"
Veteran, Patient Advocate and CEO
Monday, October 31st 6:45 PM
“You can’t change the past; you can only change the path you’re on.”

Vikram Patel
"Mental Health for All by Involving All"
Professor and Psychiatrist
Tuesday, November 1st 9:00 AM
“If you should speak to anyone affected by a mental illness, the chances are that you will hear stories of hidden suffering, shame, and discrimination in nearly every sector”

Alex Sheen
"Because I said I would"
Social Entrepreneur and Caregiver
Tuesday, November 1st 1:30 PM
“We make and keep promises to end suffering, establish peace and build happiness”
Keynotes

OCTOBER 30th - NOVEMBER 2nd - CHICAGO, ILLINOIS

Dr. David Agus

“The End of Illness”

One of the world’s leading cancer doctors and pioneering biomedical researchers

Wednesday, November 2nd
9:00 AM

“I’m a big believer in what’s called personalized medicine, which refers to customizing your healthcare to your specific needs based on your physiology, genetics, value system and unique conditions.”

A Conversation with the Chief Experience Officer

An interactive panel session that includes participation from the audience

Wednesday, November 2nd
11:15 AM

Panel Includes: Rick Evans, Senior Vice President and Chief Experience Officer, New York-Presbyterian Healthcare System and Lisa Allen, Ph.D., Johns Hopkins Medicine and Todd Dunn, Director of Innovation: Intermountain Healthcare Transformation Lab

Moderator: Emily Friedman, Independent health policy and ethics analyst

Nancy Frates

“Lessons learned from a family’s journey to raise awareness for a devastating disease with a viral campaign that captured our hearts”

Mother, ALS Advocate and Creator of the Ice Bucket Challenge

Wednesday, November 2nd
3:00 PM

“If you ever come across a situation that you see as so unacceptable, I want you to dig down as deep as you can and find your best “Mother Bear” and go after it.”
### Schedule at a Glance

**Sunday, October 30th**

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration</td>
<td>7:30 AM – 4:00 PM</td>
</tr>
<tr>
<td>Meet with a Planetree Advisor</td>
<td>9:00 AM – 4:00 PM</td>
</tr>
<tr>
<td>Get Connected with Conference App</td>
<td>9:00 AM – 4:00 PM</td>
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<tr>
<td>Take a Tour of a Patient-Centered Facility</td>
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<tr>
<td><strong>Edward-Elmhurst Health</strong> (On Site Tour of 2 Facilities)</td>
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<td>9:00 AM</td>
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<tr>
<td>10:00 AM</td>
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<tr>
<td><strong>E. Dene Moore Care Center Experience</strong> (Virtual Tour)</td>
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<tr>
<td>9:00 AM – 11:00 AM</td>
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<td>11:30 AM – 1:30 PM</td>
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<tr>
<td>Special Pre-Conference Sessions</td>
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<tr>
<td><strong>Advanced Patient-Centered Leadership Academy - Planetree</strong></td>
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<tr>
<td>2:00 PM – 5:00 PM</td>
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<tr>
<td><strong>Planetree Conference Primer</strong> (For first time conference attendees and/or are new to working with Planetree)</td>
<td>12:30 PM – 2:00 PM</td>
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</table>

### Four Days of Personal and Professional Growth

Attending this year’s event will give you access to some of the best learning opportunities in the health-care industry today. Big ideas, practical takeaways, key strategies and inspiring thought leadership await you in Chicago!

"The topics and content continue to get better each year. I was very pleased at how rich the information was. I appreciated the specific examples and tactics instead of abstract information that’s given at most conferences."

- Attendee
Monday, October 31st

Registration
7:30 AM – 4:00 PM

Your Health Matters
7:00 AM – 7:45 AM

Continental Breakfast
7:45 AM – 9:00 AM

Innovation Town Hall
7:45 AM – 6:30 PM

Meet with a Planetree Advisor
8:00 AM – 2:00 PM

Morning Breakout Sessions
9:00 AM - 9:30 AM
9:45 AM – 10:15 AM
10:30 AM – 11:00 AM
11:15 AM – 11:45 AM

Lunch and Networking Session
11:45 AM - 1:15 PM

Afternoon Breakout Sessions
1:15 PM - 1:45 PM
2:00 PM - 2:30 PM
2:45 PM - 3:15 PM
3:30 PM - 4:00 PM
4:15 PM - 4:45 PM

Opening Reception and Halloween Party!
(Costume Contest)
4:45 PM – 6:15 PM

Opening Ceremony
6:30 PM – 6:45 PM

Opening Keynote
Ramona Pierson
6:45 PM – 7:15 PM

**Educational Breakout Sessions**
CEU and CME credits available for sessions

**Solutions Sessions**
These 30-minute sessions will highlight specific approaches for addressing an identified opportunity or need. Selected sessions will feature measurable outcomes that demonstrate impact and tangible takeaways that inspire immediate action once participants return to their organizations.

**Transformation Testimonials**
These 30-minute sessions are meant to inspire, enlighten and inform. Appropriate content for these sessions include organizational case studies, patient stories and other examples of transformation.

**Experiential Education Sessions**
We learn best by doing. These 30-minute sessions will demonstrate examples of experiential education that drive change. Whether its staff retreats, physician education, or staff training, we know that value gained by experiential learning is unquestionable.
Tuesday, November 1st

**Registration**
7:30 AM – 4:00 PM

**Your Health Matters**
7:00 AM – 7:45 AM

**Continental Breakfast**
7:45 AM – 9:00 AM

**Innovation Town Hall**
7:45 AM – 5:15 PM

**Morning Keynote**
Vikram Patel, Ph.D
9:00 AM – 9:45 AM

**Morning Breakout Session**
10:00 AM - 10:30 AM
10:45 AM - 11:15 AM
11:30 AM - 12:00 PM

**Lunch and Networking Session**
12:00 PM – 1:30 PM

**Afternoon Keynote**
Alex Sheen
1:30 PM – 2:15 PM

**Afternoon Breakout Sessions**
2:30 PM - 3:00 PM
3:15 PM – 3:45 PM
4:00 PM - 4:30 PM

**Innovation Town Hall Reception**
4:30 PM – 5:15 PM

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**Educational Breakout Sessions**
CEU and CME credits available for sessions

**Clinician Focused Track**
The development of a comprehensive strategy for successful patient, family, and clinician relationship is a joint effort. Topics in track include: crucial conversations, transition in medicine from volume to value, creating safe spaces, communication with empathy and more.

**Discussion Groups**
Do you like brainstorming? Then you will like our facilitated discussion group sessions. Our facilitators will choose a different topic every 30-minutes geared toward a particular solution. This is a great learning and networking opportunity!

**Innovation Theater**
Come listen to the latest trends in advancing patient-centered care with the newest products and services. Handpicked companies will give 30-minute presentations on the hottest topics in healthcare innovation.

“Planetree is special, because of the amount of energy it generates and the quantity and quality of immediately-useful information it delivers” - Attendee
Wednesday, November 2nd

Registration
7:30 AM – 2:00 PM

Your Health Matters
7:00 AM – 7:45 AM

Continental Breakfast
7:45 AM – 9:00 AM

Morning Keynote
David Agus
9:00 AM – 9:45 AM

Q&A with Dr. Agus
10:00 AM – 11:00 AM

Morning Plenary Session
A Conversation with the Chief Experience Officers
11:15 AM – 12:15 PM

Masterclass Sessions
10:00 AM – 11:00 AM
11:15 AM – 12:15 PM

Planetree Live/Taste of Chicago Lunch
12:30 PM – 1:45 PM

Because Together We Can Dialogue Project
Partner with other attendees to determine how together we can
2:00 PM – 2:45 PM

Planetree Afternoon Keynote
Nancy Frates
3:00 PM – 3:45 PM

Spirit of Planetree Awards Dinner
6:00 PM – 8:00 PM

Educational Breakout Sessions
CEU and CME credits available for sessions

Poster Sessions
The theme for the poster session is Partnership in Action. Posters will depict how partnering with these most valued stakeholders has taken your patient-centered initiatives to higher ground and amplified the impact.

Planetree Live
Planetree Live! is a dynamic, one-of-a-kind, interactive event, we refer to it as the “No Power Point Zone.” During Planetree Live participants visit booths that bring innovative, patient-centered programs and products to life. These revolutionary ideas change the way we interact with patients and how patients interact with healthcare.

Masterclass Sessions
The 60-Minute Master Class offers you access to world-class experts. Develop best in class solutions to today’s healthcare challenges based on the faculties expertise experience. Each interactive session will include latest trends, case studies and practical tools to advance the

“I felt that the personal growth was as great as the professional growth. It was nice to come back to work renewed not just with work ideas but feeling personally rejuvenated! Thank you!!!!” - Attendee

Because Together We Can
### Registration/Hotel

#### Registration Type

<table>
<thead>
<tr>
<th></th>
<th>Early Bird Price (ends July 1, 2016)</th>
<th>Regular Price (after July 1, 2016)</th>
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</thead>
<tbody>
<tr>
<td><strong>PlanTree Member Rate</strong></td>
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<tr>
<td>Full Conference Pass (Monday, 10/31 – Wednesday, 11/2)</td>
<td>$799</td>
<td>$899</td>
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<tr>
<td>Day Pass</td>
<td>$350</td>
<td>$395</td>
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<tr>
<td><strong>Non PlanTree Member Rate</strong></td>
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<tr>
<td>Full Conference Pass (Monday, 10/31 – Wednesday, 11/2)</td>
<td>$999</td>
<td>$1,099</td>
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<tr>
<td>Day Pass</td>
<td>$420</td>
<td>$470</td>
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<tr>
<td><strong>Full Time Student or Active Member of a Patient Family Advisory Council (Must not be employed by hospital of PFAC)</strong></td>
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<tr>
<td>Full Conference Pass (Monday, 10/31 – Wednesday, 11/2)</td>
<td>$400</td>
<td>$400</td>
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<tr>
<td>Day Pass</td>
<td>$150</td>
<td>$150</td>
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### Additional Discounts Available:

#### Participation Discount - $50

- Accepted to present in a 30min workshop or breakout session (3 maximum per presentation)
- Accepted to have a poster during our poster session times (2 maximum per poster)
- Accepted to lead a fitness or wellness activity during the conference (1 maximum per activity)
- Accepted to be a part of our entertainment team during conference (1 maximum per activity)

### Team Discounts

- Register 5 get a $50 coupon off your registration total
- Register 7 get a free pass for number 8 (Your 8th person is free)
- Register 10 every pass past number 10 is $100 off (In addition your 8th pass is free)

### Hotel Registration

**Book Your Stay at the Downtown Chicago Marriott!** Surrounded by the upmarket shops along the Magnificent Mile, this high-end, 46-floor chain hotel is a 10-minute walk from the 360 Chicago observatory, and a mile from Millennium Park. Our Planetree Group Hotel Rate is $237.62 a Night.

**To Register: [U.S. Registration](#) [Non U.S. Registration](#)**