



# Virginia Business Coalition on Health

**Thursday, September 14, 2006**

**8:00 to 10:30 AM**

Venue: Chrysler Museum of Art Auditorium

FEE: \$25 Members; \$50 Non-Members



## *Coalitions Leading Change*

KEYNOTE SPEAKER:

**Cristie Travis CEO**

**Memphis Business Group on Health**

- NETWORKING ● CONTINENTAL BREAKFAST
- EXPO OF VBCH COMMITTEES
- MEET VBCH 2007 BOARD OF DIRECTORS & OFFICERS

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757.552.0913 Phone; 757.497.5101 Fax  
[www.myVBCH.org](http://www.myVBCH.org)



## VBCH Annual Membership Meeting—Thursday, September 14, 2006

### About the Speaker

*Cristie Upshaw Travis is the Chief Executive Officer of the Memphis Business Group on Health (MBGH), a business coalition with 30 employer members and affiliates providing health care benefits to approximately 100,000 residents of the Mid-south. Since joining MBGH in 1994, Ms. Travis has spearheaded the development of a new MBGH philosophy statement, developed the quality measurement strategy, facilitated publication of the Memphis Health Plan and Hospital Report Cards, lead the roll-out of The Leapfrog Group hospital quality and patient safety survey in Memphis, recruited health plan and hospital participation in the Leapfrog Hospital Reward Program, engaged physicians in practice pattern evaluation and quality improvement, helped prepare physicians for performance measurement & reporting and pay-for-performance, and identified specific strategies to advance MBGH on its path to value-based purchasing.*

*Prior to joining MBGH, Ms. Travis was a health care consultant for 15+ years. Ms. Travis serves as Vice-Chair of the Board of Governors of the National Business Coalition on Health in Washington, D.C. and also serves on other national boards and is an active local board member and volunteer. She earned her Master of Science in Hospital and Health Care Administration from the University of Alabama at Birmingham.*

### Registration Fees

- **Members:** One complimentary (FREE) registration is provided each in-good-standing member; \$25-Additional registrants from your company and your guests  
We encourage ALL member to bring their staff, colleagues and guests to this Annual Membership Meeting! Your input is very important!
- **Non-Members:** \$50 per person. Check us out!

Registration fee includes gourmet breakfast, keynote speaker, networking with peers, updates on “what’s happening in VBCH,” meet the new officers and directors, door prizes and more ..... In the ambience of the beautiful Chrysler Museum Theater Lobby and Auditorium. Don’t miss this opportunity to support VBCH’s 2007 *Plan of Work!*

### Register Today! Four Ways To Register

Your Name: \_\_\_\_\_ Title \_\_\_\_\_

Employer Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ email \_\_\_\_\_

1. Clip and mail the above information to: VBCH, 287 Independence Blvd., Suite 218, Virginia Beach, VA 23462; checks payable to “HRHC” (AKA: VBCH).
2. Fax\* the information above to 757.497.5101
3. Email\* [VBCH@hrhc.hrcoxmail.com](mailto:VBCH@hrhc.hrcoxmail.com) and include the above information.
4. Phone\* the VBCH at 757.552.0913 and include the above information.

\*VBCH will invoice you; payment made ASAP.

