

Miami Jewish Health Systems Hosts Industry Leaders, Policymakers For Summit On Healthcare Reform

South Florida's top healthcare executives and select policymakers gathered at Miami Jewish Health Systems (formerly Miami Jewish Home and Hospital) to discuss the challenges facing the region's healthcare landscape and how the industry may work to overcome those challenges. The day-long summit, titled "Reform: Medicare's Future and Readmissions," took place on October 8, 2009. Hundreds of healthcare professionals attended.

Guest speakers included State Representative JC Planas; Kim Streit, Vice President of Florida Hospital Association; Palmetto Bay Mayor and current State Representative Candidate Eugene Flinn; Jeffrey Freimark, CEO of Miami Jewish Health Systems; Heather Rohan, President and CEO of Aventura Hospital; Tony Degina, CEO of University of Miami Hospital; and Dr. John Rock, Dean and Senior Vice President of Medical Affairs of Florida International University's College of Medicine, among others. The morning session was moderated by Antonio Mora, news anchor for CBS-4 (WFOR).

"With healthcare reform top of mind for many South Floridians, we decided it was time to assemble a 'meeting of the minds' to discuss just how patients and providers will be affected by proposed changes to our healthcare system," said Miami Jewish Health Systems CEO Jeffrey Freimark. "As much as it was a day of discussion, it was also an opportunity to listen to hundreds of healthcare professionals who voiced their opinions on topics ranging from Medicare to readmission. Their input is invaluable considering their place on the front lines of healthcare."

The event was comprised of three sessions covering hot-button issues in the healthcare sector: "Healthcare Reform and Its Effect on South Florida," "Medicare and Its Future," and "Readmission Issues." In addition, attendees interacted with guest speakers during a series of question and answer sessions. Hospital and nursing home administrators in attendance earned 5.5 hours of continuing education units.

Conference attendees also had an opportunity to preview Miami Jewish Health Systems' new brand identity and logo, which was adopted following the decision to change the organization's name from Miami Jewish Home and Hospital. A formal unveiling of the new name and graphic identity will take place later this fall.



(l-r) Yolanda Rodriguez of AARP, Palmetto Bay Mayor Eugene Flinn, and State Representative JC Planas discuss healthcare reform and its effect on South Florida



(l-r) Miami Jewish Health Systems COO Mo Funk, CBS-4 anchor Antonio Mora, Yolanda Rodriguez, Palmetto Bay Mayor Eugene Flinn, State Representative JC Planas, and Miami Jewish Health Systems CEO Jeffrey Freimark