

HCP Pro

**New this year!
Attend virtually!**

**3RD ANNUAL
NURSING LEADERSHIP
SUMMIT**

November 5–6, 2010

EMBASSY SUITES ORLANDO • ORLANDO, FL

or attend virtually from your own organization.

Register by September 3, 2010, and SAVE \$100!

WWW.HCMARKETPLACE.COM/SEMINARS

3RD ANNUAL NURSING LEADERSHIP SUMMIT

NOVEMBER 5–6, 2010 · EMBASSY SUITES ORLANDO · ORLANDO, FLORIDA

or attend virtually from your own organization.

This 1.5-day interactive educational event will give you the tools to overcome nurse leadership challenges and improve communication, quality, and patient care. You'll obtain the latest best practices, tools, and real-life leadership skills to promote accountability, improve retention, build a healthy work environment, and enhance clinical outcomes. Take advantage of this intimate learning environment and interact with renowned management and leadership experts Shelley Cohen, RN, MS, CEN; Melissa Fitzpatrick, RN, MSN, FAAN; Anne Jadwin, RN, MSN, AOCN, NE-BC; and Lydia Ostermeier, MSN, RN, CHCR.

BENEFITS OF ATTENDING:

- Become a more effective and efficient nurse leader
- Increase retention through creating a healthy work environment
- Empower your nurses to be accountable for quality outcomes
- Pave the way for the next generation of successful nurse leaders to present a positive image of nursing

NEW THIS YEAR:

- Interactive work group activities, including role-playing exercises
- Increased focus on clinical outcomes and strategic workforce planning
- New expert speakers
- New virtual attendance option
- Both in person and virtual attendees have access to all presentation audio and materials for 60 days, a great opportunity to share information with others at your organization.

WHO SHOULD ATTEND:

- Nurse managers
- Chief nursing officers/executives
- Directors of nursing
- Vice presidents of nursing
- Clinical supervisors
- Staff educators/staff development specialists
- Patient care directors
- Charge nurses
- Recruitment and retention specialists

SEMINAR'S FOCUS

LEARNING OBJECTIVES

At the conclusion of the program, participants will be able to:

- Identify trends in the healthcare industry and nursing profession that mandate leadership at the bedside
- Develop an action plan to increase the effectiveness of delegation
- List factors to be considered in the implementation of a shared governance model
- Describe the phenomenon of toxic work environments (including lateral aggression or workplace incivility) in the healthcare setting, outlining several causative factors
- Implement proven retention strategies from industries outside of healthcare
- Identify tactical objectives to create a strategic workforce plan
- Define the steps for building a framework to ensure zero never events
- Explain the rationale for nursing quality improvement, based on national quality and patient safety agendas
- Cite nursing-sensitive indicators that should be collected and analyzed at the unit level
- Evaluate patient safety goals and their application to nursing practice
- Link nursing peer review with professional accountability and transparency
- Identify how national initiatives affect nursing at the bedside
- Develop three ideas to improve the image of nursing through staff empowerment

WHAT YOUR COLLEAGUES HAD TO SAY ABOUT LAST YEAR'S NURSING LEADERSHIP SUMMIT

“Very informative, and information can be easily integrated into practice and delivered to my co-workers. I would recommend this conference to my colleagues so they can see firsthand what they can do to improve the institution we work for.”

—Edmarine Girard, RN, University Hospital of Brooklyn, NY

Collecting, Analyzing and Presenting Quality Data: Tips and Techniques for Getting your Data Under Control

November 5-6

Speaker: Ken Rhode

In this one-and-a-half-day seminar, you will learn how to move beyond simply collecting data. You'll discover tools and techniques to help you effectively analyze and communicate useful data to management in order to support meaningful decisions and improvements across your organization.

For more information visit www.hcmarketplace.com/seminars and type 8709 into the search bar.

AGENDA

Day 1—November 5, 2010

8:00–9:00 AM	General Session Engaging the leader within you—“Schlumpy Mary” beware Empower bedside caregivers to assume leadership roles throughout your organization.
9:00–9:15 AM	Break
9:15–10:15 AM	The impact of progress on nurse retention Learn how measuring staff engagement and ensuring momentum will boost results of retention efforts for all staff.
10:15–10:30 AM	Break
10:30–11:30 AM	Breakout sessions (choose one to attend): Strategic workforce planning: Break out the crystal ball Evaluate how the current state of nursing workforce demographics—including aging and diverse professionals—is affecting care. Problem-solving and effective delegation: You can’t just throw dirt on a fire Learn the secrets to effective delegation through a series of interactive scenarios.
11:30–11:45 AM	Break
11:45–12:45 PM	Breakout sessions (choose one to attend): Shared decision-making: Building an empowered workforce through a culture of shared governance Understand how the transition to a shared governance model can support staff nurse retention, staff satisfaction, empowerment, and positive patient outcomes. Taming team toxicity: Create energizing and healthy nursing teams Identify and combat negative behaviors that stand in the way of staff doing their best work.
12:45–2:00 PM	Lunch
2:00–3:30 PM	Workout Sessions: (choose one to attend): Building a healthy work environment: End nurse-to-nurse hostility and improve civility Through a variety of exercises including role-playing and group discussion, learn best practices to deal with this perennial problem in healthcare. Talent management from hire to retire Through a variety of exercises including group discussion, learn how to attract, cultivate, and retain the most competent and talented staff.
3:30–3:45 PM	Break
3:45–4:15 PM	General Session The image of nursing Learn about the perceptions of the image of nursing and get ideas to improve that perception through staff empowerment. This session will be followed by the presentation of the 2010 Nursing Image Awards.
4:15 PM	Adjourn

Agenda subject to change.

For more information on this seminar, visit
www.hcmarketplace.com/seminars
and type 8707 into the search bar.

AGENDA (CONTINUED)

Day 2—November 6, 2010

- 8:00–9:00 AM **Become a hero by achieving zero . . . never events**
Understand how using people, processes, and technology can enhance outcomes for patients and caregivers.
- 9:00–9:15 AM Break
- 9:15–10:15 AM Breakout sessions (choose one to attend):
- The nuts and bolts of collecting and analyzing nursing-sensitive quality indicators**
Learn specific examples of nursing-sensitive indicators to collect and analyze at the unit level, as well as how to engage nurses in quality improvement initiatives.
- Clinical relevancy of patient safety goals**
Learn how the National Patient Safety Goals are in line with the top clinical issues in today's hospitals.
- 10:15–10:30 AM Break
- 10:30–11:30 AM **Promoting professional accountability through formalized peer review**
Analyze the rationale for conducting nursing peer review and discover best practices for implementing a formal peer review process.
- Developing tomorrow's leaders today: Succession planning**
Learn the best methods and planning techniques to prepare your nursing staff for the future.
- 11:30–11:45 AM Break
- 11:45–12:45 PM **The future of nursing: As bright as we choose to make it**
Apply national initiatives to your everyday work, and learn how to move toward a patient-centered care delivery model, including a case study of Fox Chase Cancer Center.
- 12:45 PM Adjourn

Agenda subject to change.

FACULTY



Shelley Cohen, RN, MS, CEN

Founder and President, Health Resources Unlimited, Hohenwald, TN

Through Cohen's seminars for nursing professionals, she coaches and educates healthcare workers and leaders across the country to provide the very best in patient care.



Melissa Fitzpatrick, RN, MSN, FAAN

Vice President and Chief Clinical Officer, Hill-Rom, Cary, NC

Fitzpatrick is a nationally and internationally recognized consultant, speaker, and author on clinical and leadership issues in healthcare.



Anne Jadwin, RN, MSN, AOCN, NE-BC

Assistant Vice President of Nursing Services, Fox Chase Cancer, Philadelphia, PA

Jadwin oversees inpatient hospital operations; supervision of the case management department, clinical nurse specialists, and nursing supervisors; recruitment and retention initiatives for the department of nursing; and maintenance of MRP status.



Lydia Ostermeier, MSN, RN, CHCR

Director of Nurse Recruitment, Retention, Workforce Development, Resource Allocation and Customer Service, Clarian Health, Indianapolis, IN

Ostermeier manages contingent labor resources, providing 350 internal resource pool nurses to Clarian's urban and suburban hospitals.

Faculty subject to change.

LOCATION



Make your
hotel reservation by
OCTOBER 5
and SAVE!

NOVEMBER 5–6, 2010

EMBASSY SUITES ORLANDO - INTERNATIONAL DRIVE/JAMAICAN COURT

8250 Jamaican Court, Orlando, FL 32819

HOTEL RESERVATIONS: 800/327-9797 *(mention HCPro for the discounted room rate)*

HOTEL DIRECT: 407/345-8250

WEB SITE: www.orlandoembassysuites.com

DISCOUNTED ROOM RATE: \$145

CUTOFF DATE: October 5, 2010

To receive the discounted room rate, hotel reservations must be made by **October 5, 2010**. Be sure to mention HCPro, Inc., to receive this special room rate. Rooms are available on a first-come, first-served basis and may sell out before the **October 5** cutoff date. Make your hotel reservations immediately to guarantee space and availability.

The Embassy Suites Orlando at International Drive/Jamaican Court is your ideal choice for an Orlando all-suite hotel. The Embassy Suites Orlando International Drive/Jamaican Court provides lodging near Walt Disney World Theme Parks, Universal Orlando® Resort, and Sea World of Florida. The Embassy Suites Orlando-International Drive/Jamaican Court is also conveniently located less than 1 mile from the Orlando Convention Center, as well as area businesses such as Lockheed Martin, AT&T, and the beautiful new Mall of Millenia featuring Bloomingdale's, Macy's, and Neiman Marcus.

THE NURSING LEADERSHIP SUMMIT WILL BE BROADCAST LIVE ON THE INTERNET THIS YEAR.

By choosing to participate via the virtual option, you and your colleagues will be able to access and attend all of the sessions live as they are happening, from your desktop or conference room. You'll be able to participate by asking questions and downloading presentation materials without leaving your office, saving on travel costs.

Both the live and virtual attendee options come with 60 days of on-demand access—choose the option that works best for you!

SIGN UP TODAY BY CALLING 800/650-6787.

Virtual attendees will receive complete information about how to log in and join the conference virtually in their registration packets.

REGISTRATION INFORMATION

REGISTERING HAS NEVER BEEN EASIER!

1 Register **ONLINE** today at www.hcmarketplace.com/seminars. Enter your source code, found by your name, at checkout.

2 Register today by **CALLING** toll-free at 800/650-6787. Be sure to provide the source code found by your name on the mailing panel.

3 Complete the registration form found on the reverse side and **FAX** back today at 800/738-1553.

SEMINAR PRICING

ATTEND IN PERSON

Early-bird Rate (deadline: September 3, 2010)

\$895 Individual attendee \$3,580 Team of five

Standard Rate

\$995 Individual attendee \$3,980 Team of five

ATTEND VIRTUALLY

Early-bird Rate (deadline: September 3, 2010)

\$795 Individual attendee

Standard Rate

\$895 Individual attendee

The program includes 1.5 days of intensive, interactive learning, course materials, continental breakfast, morning and afternoon breaks, and CE credit.

For faster service, have your source code and order code—found in the yellow boxes on the order form—ready when placing your order.

PROGRAM INFORMATION

To register, call 800/650-6787, fax the attached registration form to 800/738-1553, or sign up online at www.hcmarketplace.com/seminars. Be sure to provide the source code found by your name on the mailing panel.

SEMINAR POLICIES

Cancellation policy

Visit www.hcmarketplace.com/seminars or call 800/650-6787 for details.

Americans with Disabilities Act

If you require special accommodations in order to participate in this educational activity, please contact us at 800/650-6787.

Faculty Disclosure Statement

HCPPro, Inc., has confirmed that none of the faculty/presenters, planners, or contributors have any relevant financial relationships to disclose related to the content of this educational activity.

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Nursing Contact Hours (American Nurses Credentialing Center)

HCPPro, Inc., is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

This educational activity for 10 nursing contact hours is provided by HCPPro, Inc.

HCPPro

ON-SITE EDUCATION

Can't make it to the seminar? HCPPro provides on-site educational opportunities. Call us at 800/650-6787 for more information.

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REGISTRATION FEES:

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In person attendee order code: NLS_J1-05-2010
Webcast attendee order code: NLV_J1-05-2010

CONTACT PERSON NAME:

Attending the seminar: Yes No

Title: _____ Dept: _____

Organization: _____

Street Address: _____

City: _____

State: _____ ZIP: _____

Tel: _____

E-mail: _____

Fax: _____

NAME OF REGISTRANTS: (Seminar confirmation will be sent via e-mail.)

1st Name: _____ Title: _____

E-mail: _____

2nd Name: _____ Title: _____

E-mail: _____

3rd Name: _____ Title: _____

E-mail: _____

4th Name: _____ Title: _____

E-mail: _____

Fifth Member Is FREE!

Name/Title: _____

E-mail: _____

SELECT YOUR METHOD OF PAYMENT: (Payment is due immediately upon receipt.)

Check enclosed (payable to HCPro, Inc.) Please bill my organization with PO #

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Signature _____

Account # _____

Exp. Date _____

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Marblehead, MA 01945

**Register by
September 3, 2010
and SAVE \$100**

Attend more than one program
and receive special discounted rates.
Call 800/650-6787 for more information.

Your source code is:

ET93080A