



# Maximizing Your Emergency Department: Five Critical Strategies for Operational, Clinical and Financial Performance Webinar Series

*Session 1: Selecting, Developing and Retaining Strong Physician Leaders  
June 23, 2009*

*Session 2: Leadership During Times of Change  
July 7, 2009*

*Session 3: Patient Satisfaction in the ED: Implementing the Triad of Excellence  
July 23, 2009*

*Session 4: Protecting Your Employees, Physicians and Patients from Violence in the ED  
August 5, 2009*

*Session 5: Leveraging LEAN and Six Sigma in Your Emergency Department  
August 20, 2009*

All sessions are from 1:30 p.m. – 3:00 p.m. (CST)

## **Target Audience**

Hospital C-suite executives and department leaders, ED leaders (Also risk managers and safety and security leaders for Session Four)

## **Program Topics**

### **Selecting, Developing and Retaining Strong Physician Leaders (June 23, 2009)**

Emergency medicine requires a special brand of leadership. ED leaders must be equally as comfortable making fast-paced, life-or-death clinical decisions as they are making thoughtful, forward-looking administrative ones. Identifying and developing such leaders is a unique challenge for hospital administrators. With more than 30 years of emergency medicine leadership experience and interaction with thousands of emergency physicians nationwide, Dr. Massingale offers real-world advice on how to identify potential ED leaders and hone the skills they need to maximize the department's effectiveness. He will also discuss how to develop new leadership skills among seasoned ED leaders and identify early warning signs of potential leadership mis-matches before they cause damaging strife among medical staff.

**Speaker:** Lynn Massingale, MD, FACEP, Executive Chairman of TeamHealth

### **Leadership During Times of Change (July 7, 2009)**

The healthcare industry is changing rapidly. Financial challenges, increasing marketplace competition, changing political policies, staffing shortages and generational work-style differences are all forcing hospitals and health systems to embrace meaningful change faster than ever. Because the emergency department (ED) is the front door of the hospital, addressing change early and effectively in that department is critical. Effective change requires uniquely powerful leadership. A seasoned hospital administrator, Barbara Blevins has led successful turnaround initiatives for hospitals and turned average-performing departments into world-class providers of care. Drawing on the belief that healthcare organizations can successfully manage through change only when stakeholders embrace the need with their heads *and* their hearts, Blevins will use real-world case studies and personal examples to teach administrators how to effectively lead organizational change.

**Speaker:** Barbara Blevins, FACHE, Chief Operating Officer of the Emergency & Hospital Medicine Divisions of TeamHealth

### **Patient Satisfaction in the ED: Implementing the Triad of Excellence (July 23, 2009)**

With the majority of most hospitals' admissions coming through the ED, it has truly become the front door to the hospital. Making a strong first impression is critical. However, because emergency medicine can be hectic and fast-paced, delivering top-notch service can also be uniquely challenging. Drawing on experience as a clinician, administrator and customer service coach Eric Heckerson, RN, will present one proven approach for improving the patient experience. Known as the "Triad of Excellence", this strategy is based on the belief that separating service and operational excellence is impossible. This actionable advice will provide hospital administrators a clear framework for patient satisfaction success in their ED.

**Speaker:** Eric Heckerson, RN, MA, FACHE, Vice President of Operational Performance at TeamHealth

### **Protecting Your Employees, Physicians and Patients from Violence in the ED (August 5, 2009)**

Violence against hospital employees, physicians and patients is surprisingly common and has devastating consequences. Violent events cause long-term fear and concern among caregivers, often leading to poor morale and lower-quality patient care. Hospital administrators have a responsibility to make their facilities as safe as possible, but many do not know where to start. A seasoned clinician and national expert on patient safety, Theresa Tavernero, RN, can offer actionable advice for addressing and preventing violence in the ED.

**Speaker:** Theresa Tavernero, RN, CEN, MHA, Associate Director for Patient Safety Programs at TeamHealth

### **Leveraging LEAN and Six Sigma in Your Emergency Department (August 20, 2009)**

Operational efficiency is a top priority in the fast-paced and sometime chaotic emergency department (ED) setting. LEAN and Six Sigma are powerful tools for process improvement that have proven useful in many different industries. Dr. Harris will discuss how these tools can be leveraged in hospitals and health systems to trim wasteful activities so clinicians and administrative staff can focus solely on delivering value-added patient care and customer service. Packed with insightful details, this presentation provides actionable advice structured around the DMAIC process: define, measure, analyze, improve and control. A board-certified emergency physician and Senior Vice President of the TeamHealth Emergency Medicine Division, Dr. Mark Harris will draw on his experience developing and executing productivity, metric development and physician performance initiatives in EDs across the country.

**Speaker:** Mark Harris, MD, FACEP, SVP of Emergency Medicine Division at TeamHealth

### **Continuing Education**

Certificates of Attendance will be issued to all registrants attending this audio conference. These certificates should be placed on file at your hospital as evidence of attendance. Certificates of Attendance will not be awarded for taped sessions.

### **Registration**

**\$170 for AHA members**

**\$820 for all sessions for AHA members: a saving of \$30**

(You must register for all sessions at the same time to take advantage of savings)

The registration fee includes **one connection and site fee**. One or more individuals from the same facility may participate for the same fee. Participants are encouraged to log in 15 minutes prior to the start of the program, as the program will begin on time.

Participants should register at least five business days prior to the event to ensure optimal processing of conference materials. To register, please submit the attached registration form. If you have not received confirmation via the e-mail provided on the registration form at least three business days prior to the event, please contact Romeeka Taylor at 501-224-7878, or via e-mail to [rtaylor@arkhospitals.org](mailto:rtaylor@arkhospitals.org). **Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.**

Prior to the event, you will receive instructions and passwords for accessing the event, along with the slide presentation and other resource materials. It is the responsibility of the registrant to download and/or access presentation materials prior to the day of the event. If your e-mail address changes, you do not receive an e-mail with instructions from AHA or if you are unable to download or open presentation materials, please contact AHA two days prior to the event to allow time to address the issue.

### **Substitution, Transfer and Cancellation Policy**

Refunds, minus a \$25 processing fee, will be granted if requests are received in writing by the AHA at least 5 business days prior to the program. No refunds will be issued after that date. Substitutions, however, are permitted. Fax refund requests to Romeeka Taylor at 501-224-0519.

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## **REGISTRATION FORM**

# **Maximizing Your Emergency Department: Five Critical Strategies for Operational, Clinical and Financial Performance Webinar Series**

### **Webinar Series**

#### **A \$30 Savings!**

- Complete Five-Part Series- per connections (series discount)

#### **Individual Sessions- Per Connection:**

- Session 1: Selecting, Developing and Retaining Strong Physician Leaders (June 23, 2009)  
 Session 2: Leadership During Times of Change (July 7, 2009)  
 Session 3: Strategies Patient Satisfaction in the ED: Implementing the Triad of Excellence (July 23, 2009)  
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Registration fee covers one or multiple participants at one location (**one connection per registration**) and includes one set of instructional materials/handouts. Upon receipt, additional handouts can be copied.

Name and Title of Contact Person \_\_\_\_\_

Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### **Method of Payment**

Check in the amount of \$\_\_\_\_\_ payable to the Arkansas Hospital Association is enclosed.

Credit Card # \_\_\_\_\_ Visa MasterCard

Cardholder's Billing Address (including zip code) \_\_\_\_\_

Expiration Date \_\_\_\_\_ Name on card \_\_\_\_\_

Signature \_\_\_\_\_

### **Mail form and payment to**

Romeeka Taylor, Registrar, Arkansas Hospital Association, 419 Natural Resources Drive, Little Rock, AR 72205; 501-224-7878; or fax form with credit card information to 501-224-0519.