Overview
Healthcare reform has tended to be the purview of executives and physicians. However, nursing has a critical role to play in designing, implementing and measuring new initiatives and programs under healthcare reform. Driving value requires that those providing the care both understand and participate in designing the model.

By its nature, nursing is the foundation for transforming healthcare operations and achieving value in the healthcare delivery. Throughout the entire care continuum, nursing has both the greatest exposure to and capacity to influence patient outcomes. Transforming healthcare to a population-health, fee-for-value model requires us to capitalize on the many environments in which nurses work, their assessment and communication skills, as well as their care delivery models. This session will focus on the critical roles nurses play in three domains:

- Healthcare strategy
- Clinical care
- Healthcare operations

Experts from consulting and patient care will describe how nurses bridge policy and practice in ways that are measurable, actionable and sustainable in real time. As a result, nurses have the capacity to influence value-based purchasing, care standardization, care coordination and management, outcomes reporting, and financial performance. All of these perspectives can help to reduce readmissions, implement bundled payments, effectively respond to newly insured populations, and prepare for accountable care.

For non-nursing executives, this webinar will provide perspectives not commonly seen in other disciplines. For nursing executives, this webinar will provide healthcare reform strategy and operations context to drive value for nursing delivery. All participants will come away with tools that they can use to assess the nursing response and role in ensuring their organization’s success.

Target Audience
Senior executives, board members, nursing administrators

Learning Objectives
- Gain understanding of the nursing-sensitive strategic, clinical and operational factors necessary for success under healthcare reform.
- Understand how nursing’s use of process engineering can influence the efficiency and outcomes of the entire health organization.

Faculty
Virginia Tyler Smith, MDiv, FACHE, is a senior advisor with The Camden Group and has more than 20 years of professional experience in the healthcare industry. She specializes in strategic planning and program development, mergers and service line planning. She also has significant experience as a facilitator working on organizational development issues with senior management teams.

Prior to joining The Camden Group, Ms. Tyler served as president of Tyler Consulting, Inc., a national healthcare consulting firm, providing advisory services to hospitals and healthcare-related organizations. There, her areas of focus included board development, acute care strategic planning, provider network development, organizational consolidations, ACOs, American Nurses Credentialing Center Magnet designation and foundation relations.

Ms. Tyler also previously served as associate director for Navigant Consulting, where she focused specifically on consolidation and mergers of academic medical centers, and Catholic hospital systems, as well as strategic advisory to health-related not-for-profits.

She has also served as vice president, strategic planning and business development at Thompson Health in Canandaigua, New York. There, she oversaw all strategic planning, corporate communications and managed
care functions for this community health system consisting of seven corporations. She simultaneously functioned as chief administrator to two related entities.

Ms. Tyler earned her bachelor’s degree from the University of Rochester in Rochester, New York, her Master of Divinity degree from Harvard University in Cambridge, Massachusetts, and her certificate in healthcare management from University of Michigan in Ann Arbor, Michigan.

Linda Knodel, MHA, NE-BC, CPHQ, FACHE, serves as the senior vice president/CNO for Mercy based in Chesterfield, Missouri. Mercy is the sixth largest Catholic healthcare system in the United States. It is comprised of 42 hospitals, 40,000 co-workers, 2,100 integrated physicians and serves residents in a four state region. Prior to her current position, she served as the vice president/CNO of Mercy’s Springfield communities and as the senior vice president/CNO at St. Alexius Medical Center, Bismarck, North Dakota.

Ms. Knodel has served in various local, regional and national capacities, most recently serving as president for the American Organization of Nurse Executives(AONE), and past member of the board of governors for the American College of Healthcare Executives(ACHE) Regent’s advisory council and served on the ACHE finance committee. She has participated in/chaired AONE’s strategic planning, membership, bylaw and annual planning committees. She has also held positions as a state/chapter president and American Hospital Association region 6 regional policy board member. Ms. Knodel also served as a board member for the National Board for Case Management.

She is a member of Sigma Theta Tau and served as chair of the Mercy/Southwest Baptist University College of Nursing Institutional Coordinating Committee. She holds a masters in Healthcare Administration from the University of Minnesota, a Masters in Nursing from the University of Mary and is a Wharton nursing executive fellow. She was recently published by McGraw Hill in her book Nurse to Nurse: Nursing Leadership as well as recognized by the Springfield Business Journal as one of the 2011, 2012 “People You Need to Know” in Springfield, Missouri.

Paula A. Timco, MBA, is a healthcare management professional with 17 years of experience working with hospitals and health systems to navigate the many opportunities for operational improvement. Whether work flow optimization, patient satisfaction, facility design and transition, strategic planning or Magnet or Malcolm Baldrige accreditation, she partners with organizations to serve as an extension of teams assisting in creating and implementing successful solutions. Ms. Timco has managed projects ranging from establishing efficiencies in ED patient flow, improving LOS, reducing readmissions and improving discharge planning to developing strategic plans for nursing divisions and implementing key components of patient experience and improved workflow in new facility design. Her experience includes senior level positions in patient experience, operational improvement and business development with the Cleveland Clinic, recognized as one of the top three hospitals in the United States. In addition, she has worked in a consulting capacity with providers and contractors such as University Hospitals of Cleveland, Southwest General Hospital, Ardent, HMA and Vocera. She is accredited in LEAN, Six Sigma, LEED and EDAC.

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

Registration
$190 for AHA members
Registration includes one Internet connection and one telephone connection at one location and an unlimited number of participants from your organization in one listening room.

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 an e-mail with instructions via the e-mail provided on the registration form or if you are unable to download or open presentation materials, at least three business days prior to the event, please contact Anna Sroczynski at 501-224-7878, or via email to asroczynski@arkhospitals.org. Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.

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Webinar NE-102814  Tuesday, October 28, 2014

Registration Fee  $190 for AHA members
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