No Master Plan, No Mission, No Margin
Webinar NE0628I6
Tuesday, June 28, 2016
10:00 a.m. – 11:30 a.m. (CDT)

Overview
So many times hospitals and healthcare systems begin the mission and vision process without the inclusion of some very important assets which directly impact: process, functionality, human factors, customer opinion and service delivery. This is a paradox because the physical assets and the supportive systems are fixed items and often only occur on the budget once or twice in a decade or so, unlike staff, human resources and energy costs which are constant and impact the budget on a continuous basis. If the owner could conduct a “once in a decade” event and save 5% to 7% continuously over a decade, wouldn’t that seem like a rational and reasonable decision? This can happen and will occur more in the future for this reason: design and technology impact functionality and operational costs.

This webinar will explore how, where, when and why this would be a worthwhile concept to consider. The program will also look into the value of having a really comprehensive project development budget and why leadership might be wise to have every director understand the proforma process. The presenters will share examples of how this might work throughout a typical acute care hospital. The key is size, flow, function and design + technology all drive the mission and the margin.

Target Audience
CEOs, CFOs, COOs, CNOs, Department Leaders, Trustees, Compliance Staff, Quality Leadership, Healthcare Attorneys and Hospital Engineers

Objectives
At the completion of this program, the participants will be able to:
1. Understand how space and function impact costs of operation, department by department
2. Understand more about time management, outcomes and consumer satisfaction through case studies
3. Discuss how budgets will change for the future and learn more about the proforma process

Faculty
Patrick J. Leahy, AIA, EDAC, LEED AP is recognized for his expertise in consulting healthcare clients in developing solutions for the current and future healthcare business delivery and facility challenges. He and his team are committed to using evidence and the Lean 3P process to improve healthcare outcomes. He has been working the Lean 3P planning process for healthcare projects from the programming phase through mid-design development phase utilizing rapid prototyping and simulations.

Mr. Leahy is currently a member of AIA Architecture Academy for Health – Research Initiative Committee since 2014 and the 2018 FGI Healthcare Design Guidelines Review Committee since 2014. He is a Certified Charrette Planner and facilitator and works with clients to arrange the right team of specialists for each specific health business initiative. Mr. Leahy co-developed and delivered a healthcare programming and planning education series for entry and mid-level healthcare planners in the Kansas City area in 2011 and 2012. He has presented numerous times at the National Health Design Symposium, the national Healthcare Design Conference and AIA seminars. He is also a guest faculty, lecturer and design critic at the University of Nebraska College of Architecture, Healthcare Design Studio and Professional Practice Couse since 2000. He has served in leadership roles with American Institute of Architects (AIA), Omaha chapter, AIA Missouri Chapter and on the Metropolitan Community College Board of Governors. He has over 20 years professional experience planning, designing and serving as project leader for more than 200 healthcare projects or master plans throughout the U.S. and abroad. Project size has ranged from $1M to $600M.

James G. Easter Jr., FAAMA serves as a healthcare planning and design consultant to hospitals and healthcare systems as well as technology, architectural and engineering firms nationwide. He has completed over 2,000 engagements involving tertiary, secondary and primary healthcare programs. His clients range from small rural hospitals to larger academic health science centers providing specialty services in the areas of: oncology, orthopedics, cardio/thoracic, post-acute rehabilitation, long-term care, memory/skilled care and unique aspects of emergency/trauma. He was previously SVP and Principal with HFR Design, Inc. and vice president for Quorum Health Resources. Prior to Quorum, he was director of facility planning for MD Anderson Cancer Center in Houston, Texas. Mr. Easter holds Bachelor’s and Master’s Degrees in Architecture from Virginia Tech and was a recipient of the AIA/AHA Graduate Design Fellowship. He is a Diplomat and Fellow in Healthcare Administration with AAMA and
was previously chairman of the AAMA Board of Directors. He is also a long standing member of the AIA Academy of Architecture for Health, founder of the Academy Journal and currently a member of the Editorial Review Committee.

Jeff Prochazka, MBA is the director of strategic planning for Methodist Health System. Serving in this capacity, his primary responsibility is the development of strategic and tactical plans for the System and its affiliates. Additional duties have included new business development, facilities master planning and financial analysis. Mr. Prochazka is an experienced speaker and delivers presentations across the region about healthcare reform and changes to the healthcare industry. His audiences have included clinicians, professionals and service organizations, Methodist employees and multiple levels of college students.

Prior to his current role, Mr. Prochazka joined MHS as a project manager in the Information Technology Division. He led many software implementations with an emphasis on process reengineering throughout clinical and administrative functional areas. He began his career as a business consultant for Arthur Anderson, LLP serving large corporations in construction, telecommunications and banking industries; he was an expert in supply chain and enterprise resource planning software solutions.

He earned his Bachelor's Degree in Engineering from the University of Nebraska and Master's Degree in Business Administration from the University of Nebraska at Omaha with a graduate minor in Management Information Systems.

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
$175 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 e-mail to asroczynski@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.

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. Fax cancellation/refund requests to the Education Department at 501-224-0519.

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**Registration Fee**  $175 for AHA members
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 ____________________________________________________________
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Telephone ___________________ Fax ___________________ E-mail _____________________

**Method of Payment**
Check in the amount of $_______ payable to the Arkansas Hospital Association is enclosed.

Credit Card # ___________________  □ Visa  □ MasterCard *(AmEx and Discover Not Accepted)*
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