Overview
This webinar will demonstrate the impact of a strong CEO and CNO partnership that drives organizational improvements. Committing to a comprehensive interview process for selection of staff and avoiding the pitfall of rushing to hire has to be a priority in the selection, development and mentoring of caregivers. Senior executives cannot delegate this significant process of hiring solely to HR. The development of a dashboard with key metrics is needed to communicate from the bedside caregiver to the board room. This will lead to a discussion of performance and accountability. Tracking and trending patient feedback allows for crucial conversations amongst the CEO, CNO and other senior leaders. The data provides the opportunity to drive performance improvement by recognizing high performers and addressing underperformers. The vision and mission of the organization committed to high patient engagement, quality outcomes and creating a safe environment must be led by the senior team. The impact is greatest when a partnership of the CEO and CNO is visibly seen and felt in the organization. This level of engagement and partnership will create a differentiator in the quality of care and compassion provided to every patient. Baptist Medical Center Jacksonville is a preferred provider in a highly competitive healthcare market in north Florida. Attracting and retaining high performing staff, with multiple opportunities for employment, is a top priority. First and last impressions can be warm and compassionate, or sterile. The tools and tactics employed and hardwired at BMC are resulting in increased patient satisfaction, reduced staff turnover and increased market share with top line revenue growth.

Target Audience
Hospital C-suite members, senior leadership

Objectives
At the completion of this program, participants will be able to:

- Understand proven tactics for creating a high performance team through selection, development and engagement of staff.
- Discover ways to partner with executives to recognize high performers and hold underperformers accountable

Faculty
Michael A. Mayo, FACHE, currently serves as hospital president of Baptist Medical Center Jacksonville where he is responsible for the operational and strategic direction of the 526 bed flagship facility of Baptist Health. Under his leadership, the tertiary and regional referral center was named to the US News & World Report Best Hospitals in 2012, 2013 and 2014; #1 Hospital in Jacksonville market in 2014; and #4 in Florida.

Previously Mr. Mayo served as president of Methodist Dallas Medical Center, a Level 1 trauma center and flagship facility of the Methodist Health System in Dallas, Texas. Prior to that, Mr. Mayo was an executive with Hospital Corporation of America (HCA) and held various positions including COO and CEO from 2001 to 2008. He served as chief executive officer of Orange Park Medical Center in Orange Park, Florida, CEO of Frankfort Regional Medical Center in Frankfort, Kentucky, senior vice president and COO of Memorial Hospital Jacksonville and COO of West Florida Hospital in Pensacola, Florida.

Prior to his service with HCA, Mr. Mayo was vice president of operations for Baptist Health in Jacksonville, Florida. He also served as vice president of Ancillary Operations with Baptist/ St. Vincent’s Health System of Birmingham, Alabama. He joined the system in 1989 as an administrative fellow and held positions of increasing levels of responsibility including vice president of administration for both Montclair and Princeton facilities in the Baptist System. He began his healthcare administration career as an evening administrator for John Peter Smith Hospital in Fort Worth, Texas.
Mr. Mayo earned his master of science degree in healthcare administration from Texas Woman’s University and his bachelor of science degree in human resource management from the University of Alabama. He is board certified in healthcare management and a Fellow with the American College of Healthcare Executives (ACHE). He serves in various community leadership positions including chairman of the UNF Healthcare Administration Advisory Board and a member of the ACHE Regent’s Council for North Florida. In 2014, he was recognized with the Regents Award—Senior Healthcare Executive Category from the North Florida Chapter of the ACHE.

Nancy Simon, NEA-BC, FACHE, is currently serving as the chief nursing executive of the HCA West Florida Division where she is responsible for nursing practice and the strategic direction for clinical excellence across 16 hospitals. She is an engaging and energetic healthcare executive with over 30 years experience serving in various positions from the bedside to the boardroom.

Ms. Simon previously served at Baptist Medical Center Jacksonville (BMCJ) as the vice president of patient care services. During her tenure, she was instrumental in leading this 526 bed tertiary facility to be named to US News and World Report Best Hospitals in 2012, 2013 and 2014; #1 Hospital in the Jacksonville market in 2014; and #4 in Florida. BMCJ was re-designated as a magnet hospital in 2012 and earned the Consumer Choice Award for Best Nurses in Jacksonville in 2014. Prior to this she was the senior vice president of nursing for the Methodist Health System in Dallas, Texas where was responsible for nursing services at Methodist Dallas Medical Center, Methodist Charlton and Methodist Mansfield Medical Center.

Ms. Simon has extensive experience in leading teams to achieve exceptional results. She is a respected team leader who is a visionary with a firm grasp on the challenges and opportunities that exist in healthcare operations. She began her career in Louisville, Kentucky where she earned her bachelor of science in nursing from Spalding University and masters in health services management from Webster University. She is advanced board certified in Nursing Administration from the ANCC, a Fellow with the American College of Healthcare of Healthcare Executives and a member of Sigma Theta Tau International. She is active in her community and has most recently served on the board of the Way Free Medical Clinic and as the chair of their annual fundraiser in Orange Park, Florida.

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 email 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 five 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.

(Registration Form on Next Page)
REGISTRATION FORM

Part 1 – The CEO and CNO Partnership: Driving Organizational Improvements

Driving Organizational Change and Improvements
A 2-Part Series

Webinar NE081215 Wednesday, August 12, 2015

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.

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