Adapting to Meaningful Use
A Three-Part Webinar Series

Session 1 – The New Culture of Medicine:
How Physicians & Management Must Adapt to Succeed
Friday, July 29, 2011

Session 2 – Meeting Meaningful Use Requirements
Using a Workflow-Driven Timeline
Friday, August 5, 2011

Session 3 – Workflow in Real-time: Methods for
Continuously Streamlining Workflow
Friday, August 12, 2011

All Sessions are from 10:30 a.m. – 11:45 a.m. (CST)
Register for ALL sessions and save!

Overview
This Webinar series will focus on the practical transformation of your hospital’s clinical environment. Inspired by over 20 years of CPOE/EHR experience and the book Designed to Adapt, these webinars will deliver straight-to-the-point insight on how to excel well beyond the meaningful use criteria by creating a culture of continuous improvement.

Target Audience
Hospital Executives, Physicians, Nurses, Clinical Department Managers, Clinical Project Managers and IT Leadership

Session 1: The New Culture of Medicine: How Physicians & Management Must Adapt to Succeed (July 29)
With the magnitude of change facing healthcare providers, both physicians and managers must adapt their traditional methods of practicing medicine and implementing change. Learn how to transform the culture and technology of your organization simultaneously by understanding how to convert cultural and technical challenges into manageable change. Gain insight on how to identify “cultural cues” and turn them into action items. Learn the new concepts of adaptive design and how they can help organizations attain high level of excellence through logical and “common sense” techniques.

Program Topics
- How to interpret cultural challenges and create action items to address them
- Learn management techniques to decrease the time required to make changes
- Prioritizing your projects: implementation vs. improvement

Session 2: Meet Meaningful Use Requirements Using a Workflow-Driven Timeline (August 5)
Meaningful use outlines what must be done, but gives no recommendations for how to do it. The popular approach is to achieve meaningful use through modular adoption of clinical applications. The problem is that modular timelines frequently disrupt workflow and often create dual environments for patients and providers. Creating timelines that are driven by sequentially transforming clinical workflows, organizations can greatly improve their chances for increasing physician adoption and patient safety. Learn how to adapt your timelines and consider a new approach to your meaningful use planning.

Program Topics
- Understand the risks created by “modular” timelines
- Learn examples of workflow driven timelines
- Learn how adaptive design can create efficient workflow redesign and long-term adoption

Session 3: Workflow in Real-time: Methods for Continuously Streamlining Workflow (August 12)
Proactively mapping future-state workflows is a valuable process for any project manager, but unfortunately, it’s nearly impossible to foresee all the impacts created by implementing process change. When processes fail, there is rarely time to address the root causes and workarounds become commonplace. Learn how to proactively address
changes in future-state workflows and create an adaptive environment where employees can improve processes quickly, safely and closer to the point of use.

**Program Topics**
- How to proactively identify gaps in workflow
- How to systematically react to workflow failures
- Communication methodologies for change

**Faculty**

**John Kenagy, MD** is the author of *Designed to Adapt: Leading Healthcare in Challenging Times*, named 2011 Healthcare Management Book of the Year by the American College of Healthcare Executives. Dr. John Kenagy has unique experience as a physician, healthcare executive, scholar, advisor and patient. After receiving his MD with distinction from the University of Nebraska Medical School, he trained in General and Vascular Surgery at the University of Washington and is a Fellow of the American College of Surgeons with board certification in General and Vascular Surgery.

Dr. Kenagy has been Chief of Surgery, Chief of Staff and Regional Vice President for Business Development with PeaceHealth, a multistate healthcare delivery system. Dr. Kenagy earned a management degree from Harvard University's Kennedy School. He was then appointed a Visiting Scholar at Harvard Business School from 1998 to 2002. He founded Kenagy & Associates, LLC (K&A) to focus on how healthcare can return to the ideals of patient care by building Adaptive Design capability into the every day work of the organization and its people.

**Daniela Mahoney, RN, BSN** is president, CEO of Healthcare Innovative Solutions. She has over 10 years of experience as a medical/surgical bedside RN and over 20 years of hands-on experience in the successful implementation of CPOE and other clinical systems. She has successfully led complex, multi-million dollar clinical system implementation projects as project manager or project director in organizations of different sizes and structures.

Daniela has guided facilities through all phases of clinical transformation, project management and application configuration. Other areas of expertise in her career include CPOE readiness and provider cultural assessments. Daniela has worked with numerous organizations in setting their clinical systems strategies, ensuring patient safety and meaningful use goals are met.

**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**

$180 per session for AHA members
$520 for all sessions for AHA members: a savings of $20
*(You must register for all sessions at the same time to take advantage of savings)*

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.

**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 Anna Sroczynski at 501-224-0519.

*(Registration Form on Next Page)*
REGISTRATION FORM

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Webinars
A $20 Savings!
☑ Complete Three-Part Series – per connection (series discount)

Individual Sessions – Per Connection:
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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 ____________________________________________________________________
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Method of Payment
Check in the amount of $________ payable to the Arkansas Hospital Association is enclosed.

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Mail form and payment to
Anna Sroczynski, 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.