

Creating a Culture of Excellence



South Carolina's Annual Nursing Excellence Conference

April 27, 2009

*South Carolina Hospital Association
Columbia, South Carolina*

Sponsored by:

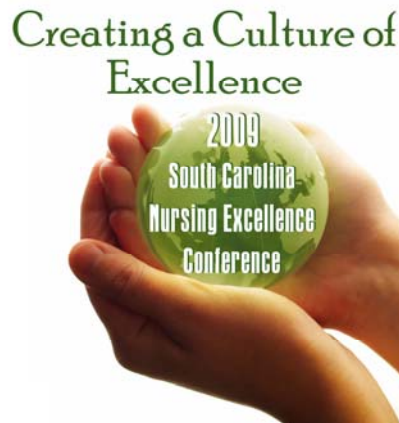
*South Carolina Area Health Education Consortium
and the Conference Planning Committee*

South Carolina's Annual Nursing Excellence Conference

April 27, 2009

*South Carolina Hospital Association
Columbia, South Carolina*

- 9:00 am **Registration**
- 9:30 am **Welcome**
South Carolina AHEC
- 9:35 am **Keynote: “Hardwiring Excellence”**
Pam Beitlich, RN, MSN, ARNP of the Studer Group
- 10:35 am Break
- 10:45 am **Keynote: “Hardwiring Excellence” Continues**
- 11:30 am **People’s Choice: Judging of Posters**
- 12:00 pm **Networking Lunch**
- 1:00 pm **“Synergy Model of Care and Its Place in Excellence”**
Roberta Kaplow, RN, PhD, AOCNS, CCNS, CCRN
- 2:15 pm **Open Dialogue on Creating a Culture of Excellence in Nursing**
- 3:15 pm **“A Heart Fit for Caring: Its Meaning to Excellence”**
Michael Frisina, PhD
- 4:15 pm **Reception to Honor Nurse Workforce Leader and Poster Winners**





- Be part of an open dialogue with speakers and fellow participants addressing creating excellence in nursing
- Participate in selecting the “People’s Choice” poster winners
- Join us for the reception honoring the Nursing Workforce Leadership Award 2009 winner

REGISTER TODAY – SPACE IS LIMITED!

Featured Speakers

*Pam Beitlich, RN, MSN, ARNP, ARNP
“Hard Wiring Excellence”*

With more than 20 years of experience in patient care, medical staff relations and nursing administration, Pam Beitlich is a talented speaker and facilitator who adds instant credibility and value to every presentation she delivers.

Her comprehensive hospital background, including work as a former emergency department nurse and nursing administrator (in many different roles) gives Pam an immediate "in" with medical groups interested in creating change.

Her achievements as a Studer Group coach include the kind of results that make people sit up and listen. Working with a profitable multi-hospital system Pam helped several of its hospitals raise patient satisfaction scores to the 90th percentile while reducing employee turnover from 25 to 15 percent. In addition, Pam helped one of her partners win Florida's Sterling Award, the state's highest quality award. She has coached both single hospitals and large hospital systems, enjoying the challenges of each. Most impressively, Pam has accomplished all this while continuing her work as a Nursing Administrator at Sarasota Memorial Hospital.

She is especially comfortable working with senior leaders, physicians, and nurses to align their goals and behavior to achieve service and operational excellence. Pam has presented to Sacred Heart Hospital, St. Joseph's Hospital, Vanderbilt University Hospital and University of Chicago Hospital, among many other organizations.

Known for her passionate commitment to nursing, Pam is especially adept at molding her presentation style to groups of any size. Her skill as a speaker enables her to keep groups engaged from the first word to the last.

Roberta Kaplow, RN, PhD, AOCNS, CCNS, CCRN
"Synergy Model of Care and Its Place in Excellence"

Roberta Kaplow is currently the Clinical Nurse Specialist for Perioperative Services at DeKalb Medical in Decatur, GA. She is formally the Director of the Oncology Master's Program at the Nell Hodgson Woodruff School of Nursing at Emory University in Atlanta, Georgia and the first Clinical Nurse Scholar for the Georgia Cancer Coalition. Prior to that, she was the Critical Care Educator and Clinical Nurse Specialist at Memorial Sloan-Kettering Cancer Center in NYC, where she had tenure of 20 years. She is well published and is a locally, regionally, and nationally known speaker. She is the co-author of "The AACN Synergy Model for Patient Care: A Nursing Model as a Force of Magnetism" and co-editor of two nursing texts, "Synergy for Clinical Excellence. The AACN Synergy Model for Patient Care" and "Critical Care Nursing: Synergy for Optimal Outcomes."

Roberta is a past Director of the National Board of the American Association of Critical Care Nurses and AACN Certification Corporation.

Michael Frisina, PhD
“A Heart Fit for Caring: Its Meaning to Excellence”

Michael E. Frisina received his B.S. degree from Saint Bonaventure University graduating with honors and distinguished military graduate. He earned his M.A. degree and completed doctoral course work at Indiana University receiving his doctorate, magna cum laude, from Auberdeen University. He completed post-graduate studies earning a certificate in International Bioethics from Girton College at Cambridge University in England. Lieutenant Colonel Frisina served as a faculty member and subject matter expert in leadership and ethics at the United States Military Academy at West Point, New York and the Uniformed Services University of Health Sciences and School of Medicine, Bethesda, Maryland.

Prior to entering civilian healthcare, Lieutenant Colonel Frisina served as consultant to the Army Surgeon General for medical research and development and to the Department of Defense Human Genome Project. He is a Visiting Fellow in Medical Humanities at the Medical College of Pennsylvania and a Visiting Scholar at The Hastings Center.

Upon retirement from the United States Army Medical Department, Dr. Frisina founded a consulting firm specializing in leader development, peak performance coaching, and organizational development located in Columbia, South Carolina. He focuses his training on key methodologies for providing safe, high-quality, and patient centered care. He served as Chief Learning Officer at Tuomey Healthcare System in Sumter, South Carolina, specializing in the implementation of scientific, consistent, and measurable approaches for leader, staff, and process development to maximize the health, productivity, and profitability of the organization. His departments won the Avatar patient satisfaction award for “Best Performance in Ambulatory Surgery” in 2003. Again these departments achieved a 99 percentile ranking with Press-Ganey patient satisfaction in 2006 winning the Compass Award in 2007. Dr. Frisina was awarded the *Outstanding Educator of the Year Award* from the South Carolina Area Health Education Consortium in 2007.

A certified expert in continuous quality improvement methodologies and a certified facilitator in life skill development, *The R-Factor*, Dr. Frisina is featured in the prestigious *“Doing The Right Things Right,”* publication of demonstrated best practice hospitals published by The Joint Commission. He has authored numerous papers and published articles on leadership and organizational effectiveness. He is a contributing author to The Borden Institute's highly acclaimed textbook series on military medicine. Additionally, he is a faculty member of The Health Forum, an American Hospital Association Company, and a leadership consultant to the South Carolina Hospital Association. Dr. Frisina is a recipient of the United States Army Legion of Merit Medal and the coveted Order of Military Medical Merit for lifetime achievement and contribution to the United States Army Medical Department.

Conference Information

Costs: Conference Early Bird cost is \$60 which includes all materials, lunch, snacks and the awards reception. You must register by April 1, 2009 to receive this Early Bird special. After April 1, 2009, the cost will be \$70.

Checks should be made to South Carolina AHEC. If paying by credit card, please provide credit card number on registration form. Refunds for cancellations before April 17, 2009 given at 100%. Refunds for cancellations after April 17 but before April 24 will be given at 50%. No refunds after April 24, 2009. Substitutions permitted.

Credits: This continuing education program is approved for 5.5 contact hours by the Center for Nursing Leadership, an approved provider of continuing nursing education by the South Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Conference Planning Committee:

South Carolina AHEC, Beth Kennedy
South Carolina Hospital Association, Sherry Kolb and Susan Outen
South Carolina Organization of Nurse Leaders, Susan Outen
South Carolina Nurses Association, Judith Thompson
USC Center for Nursing Leadership, Ellen Synovec
Lexington Medical Center & Sigma Theta Tau, Nydia Harter
Roper St. Francis, Monika Dutton
AnMed Health, Dianne Spoon
Beaufort Memorial Hospital, Trish Deems
Greenville Hospital System, Susan Bethel, Melinda Morgan, Jan Smith
Georgetown Memorial Hospital, Barbara Soppett
Lexington Medical Center, Melanie Powers
Palmetto Health Richland, Carole Siegfried
Spartanburg Regional Healthcare System, Elizabeth Brown
Ralph H. Johnson VA Medical Center, Amy Joseph

Location: The South Carolina Hospital Association is donating the facility for this conference. The address is 1000 Center Point Road, Columbia, SC 29210. The SCHA Headquarters is located just NW of the intersection of I-20 and I-26 in Columbia.

From Charleston: Go west on I-26 and take Exit 106B. Take first right off of exit and then take another right onto Burning Tree Road (frontage road). (You will be facing Chuck E Cheese before you take this turn). Go approximately 1/3 mile. Turn left into Center Point onto Center Point Road. Take immediate left and the SCHA headquarters and parking will be on your left.

From Greenville/Spartanburg: Take I-26 East (toward Columbia). Take Exit 106 and turn left onto St. Andrews Road. Cross the bridge. Take a right at the traffic signal onto

Burning Tree Road (frontage road). Go approximately ½ mile. Turn left into Center Point onto Center Point Road. Take immediate left and the SCHA headquarters and parking will be on your left.

From Florence: Take I-20 West to I-26 West toward Spartanburg. Take the 1st exit - 106B. Take 1st right (you will see Chuck E Cheese) and then take the next right on to Burning Tree Road. Go approximately 1/3 mile, turn left into Center Point onto Center Point Road. Take an immediate left and the SCHA headquarters and parking lot will be on your left.

From Augusta: Take I-20 East to I-26 West toward Spartanburg. Take Exit 106B. Take 1st right (you will see Chuck E Cheese) and then take the next right on to Burning Tree Road. Go approximately 1/3 mile, turn left into Center Point onto Center Point Road. Take an immediate left and the SCHA headquarters and parking lot will be on your left.

From Charlotte, NC: Go south on I-77 toward Columbia. Take SC-277 to I-20 West to I-26 West toward Spartanburg. Take the 1st exit -106B. Take 1st right (you will see Chuck E Cheese) and then take the next right on to Burning Tree Road. Go approximately 1/3 mile, turn left into Center Point onto Center Point Road. Take an immediate left and the SCHA headquarters and parking lot will be on your left.

Creating a Culture of Excellence Registration

Register online at www.scahec.net or submit the following registration form via fax or mail.

Creating a Culture of
Excellence



First Name Last Name

Credentials

Profession

Phone Fax

Email

Gender: Female Male

Employer Name

Employer Address

Employer City Employer State Employer Zip

Please Check If Applicable: Hispanic/Latino

Please Check All That Apply:

- | | |
|--|---|
| <input type="checkbox"/> American Indian or Alaska Native | <input type="checkbox"/> Black/African American |
| <input type="checkbox"/> Asian (Chinese, Indian, Japanese, Korean, Filipino or Thai) | <input type="checkbox"/> Asian (Other) |
| <input type="checkbox"/> Native Hawaiian or Other Pacific Islander | <input type="checkbox"/> White/Caucasian |

Conference Registration Fee: \$60 until April 1, 2009 - \$70 after April 1, 2009

Payment Type: VISA MasterCard Check

Name As It Appears On Credit Card

Card Number Expiration Date

Online at:
OH www.scahec.net

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843-792-4430

Mail to:
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