

• NHA PROGRAMS • Wednesday, October 29 •

Pre-Conference Workshop



Dr. Thomas Westbrook

Leadership Essentials: Building Influence and Credibility

8:30 a.m. – 11:30 a.m.

Understanding the driving forces impacting change in one's organization places increased importance on understanding the role of the manager and leader. Management is about dealing with the complexity of work, whereas leadership is about dealing with change and influencing others toward goal accomplishment. "Leadership Essentials" provides a basic understanding of the role of managers and leaders. It provides an overview of some of the best in management, leadership and organization development thought and practice from the most respected writers/practitioners in the field.

Tom Westbrook, Ph.D., serves as Professor of Leadership and Adult Development at Drake University and CEO of Learn Associates. He is a frequent presenter in corporations on topics including situational leadership, the five practices of exemplary leaders, leading with emotional intelligence, conflict, ethics, change, adult learning and brain-based learning.

Opening Keynote Session



Dr. Bertrice Berry

From the Patient's Perspective

2:30 p.m. – 3:30 p.m.

For the opening keynote message, Dr. Bertrice Berry will take those in attendance on her family's journey through the last months of her mother's life. Attendees will be truly inspired as they consider health care from the patient's perspective.

No one defies stereotypes, generalizations or clichés more than Dr. Bertrice Berry. Growing up poor in Wilmington, Delaware, the sixth of seven children, Dr. Berry was told by a high school teacher that she was "not college material." She applied to several schools without any idea how she would pay the tuition, if accepted. The day her application arrived at Jacksonville University in Florida, a benefactor called the Admissions Department looking for a potential student "who could swim if they had the right backing," and might sink without it.

Dr. Berry not only graduated magna cum laude from Jacksonville, where she was awarded the President's Cup for leadership, she subsequently earned a Ph.D. in Sociology from Kent State University. She taught sociology and statistics at Kent and, due to her humorous nature, quickly became one of the most popular instructors at the university.

Dr. Berry left Kent to become an award-winning entertainer, lecturer and comedienne. She is also a best-selling author, an accomplished singer and has also hosted and produced her own nationally syndicated talk show.

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Keynote Session 2



Richard Umbdenstock

Welcome Message

3:45 p.m. – 4:45 p.m.

Richard Umbdenstock is the President and Chief Executive Officer of the American Hospital Association (AHA), and a past chair of the AHA Board of Trustees. He will discuss *Health for Life: Better Health. Better Health Care.*, a framework for health reform in America, and share his thoughts on where the health care field is now and how the AHA can help lead us into the future.

Prior to assuming his position at AHA, he was executive vice president of Providence Health and Services, an integrated health care system formed on January 1, 2006 through the merger of Providence Services and Providence Health System. He served as president and CEO of the former Providence Services in Spokane, Washington.

Mr. Umbdenstock is a Diplomate of the American College of Healthcare Executives. He received a Bachelor of Arts degree in politics from Fairfield University, Fairfield, Connecticut, and a Master of Science degree in health services administration from the State University of New York at Stony Brook. In May 2003, he was awarded a Doctor of Laws honorary degree from Gonzaga University in Spokane, Washington.



Welcome Reception

4:45 p.m. – 6:30 p.m.

Enjoy the beautiful atmosphere of the Cornhusker Marriott at the Welcome Reception sponsored by Sampson Construction Company.

Sip a glass of wine or enjoy your favorite cold beverage while visiting with colleagues. Sample from a tempting array of delicious hors d'oeuvres and relax after a full day of convention programs.

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Keynote Session 3



Dr. Michael Leonard

The Human Factor: Effective Teamwork and Communication in Delivering Safe Care

8:30 a.m. – 10:00 a.m.

Highly dedicated and skilled clinicians deliver care in an increasingly complex environment. Dr. Leonard will discuss aspects of human performance within complex environments and practical tools, and behaviors that enhance teamwork, effective communication and help to provide more reliable and safer care.

Michael Leonard, M.D., is the physician leader for Patient Safety at Kaiser Permanente. He completed his postgraduate training in Internal Medicine and Anesthesiology at Harvard's Beth Israel Hospital in Boston. His fellowship training is in cardiac anesthesia. Dr. Leonard was a practicing anesthesiologist for fourteen years with the Colorado Permanente Medical Group, where he has been chief of anesthesia, chief of surgical services and chairman of the board of directors.

Dr. Leonard's real passion is patient safety, and in 1999, he helped Kaiser forge a collaborative relationship with Dr. Robert Helmreich's Human Factors Research Project to work on the application of human factors teamwork and communication training in medicine. He has worked extensively throughout the Kaiser system teaching communication and teamwork in high risk areas such as surgery, obstetrics, critical care and others to enhance safety. He has also worked with outside organizations such as IHI, Duke, Baylor and others. In addition to training and lecturing widely, Dr. Leonard recently wrote the book *Achieving Safe and Reliable Healthcare*, in collaboration with Dr. Allan Frankel from Partners Healthcare and Terri Simmonds of the Institute for Healthcare Improvement.

Keynote Session 4



Greg Paris

It's Who's on the Bus That Matters

2:30 p.m. – 4:00 p.m.

Greg Paris, CEO of Monroe County Hospital in Albia, Iowa, will discuss his Critical Access Hospital's seven-year journey from a below average performing hospital to one measuring in the top five percent in the nation. Because of demonstrated results achieved through its partnership with the StuderGroup, more than 60 hospitals from around the country have visited Monroe County Hospital over the past two years.

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NHA Annual Business Meeting

10:30 a.m. – 12:00 p.m.

All institutional members of the Nebraska Hospital Association are invited to attend the Annual Business Meeting to learn about the latest NHA activities, current health care issues and to vote in new members to the NHA Board of Directors.

NHA Trade Show

11:30 a.m. – 2:30 p.m.

The NHA 2008 Annual Convention Trade Show is the largest health care trade show in Nebraska with over 85 exhibitors! Enjoy a fresh boxed lunch and visit the many business partners of Nebraska's hospitals. Drawings will be held throughout the trade show event, so be sure to fill out drawing slips at each of the vendor booths. Please take time to visit our business partners and learn about the products and services that can help your hospital prosper.

Visit vendor booths and fill out drawing slips for a chance to win a \$100 gas card!

Health Care Resource Displays

8:00 a.m. – 4:00 p.m.

NHA is pleased to collaborate with several other non-profit health care organizations. Learn more about these groups and the services they provide at the Health Care Resource Display area.

Women's Executive Luncheon



Kathy Ward

Women Get Sick, Men Die: Is This Old Adage Really True in Nebraska?

12:00 p.m. – 2:00 p.m.

Gender is an important factor in health status. It's also important because there are real differences in motivation to seek preventive care and adopt healthy lifestyles. This interactive discussion with the Administrator of the Nebraska Office of Women's and Men's Health will explore what we know about women's and men's health in Nebraska. It will also consider what we need to learn to help both sexes live longer and healthier lives.

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NHA Sponsors' Reception and Trade Show



Mac McCune

4:00 p.m. – 7:00 p.m.

Following Keynote Session 4 by Greg Paris, you will want to return to the trade show for the NHA Sponsors' Reception. See if you have won any prizes while you visit with vendors and take advantage of the fantastic reception menu and open bar. It's a perfect mix of business and pleasure.

Enjoy the upbeat jazz of the Mac McCune Five at the NHA Sponsors' Reception. Mac and his group play across the Midwest and are known for their swinging style and outstanding musicianship. With trumpet, trombone, clarinet, drums, keyboard and bass – this is a great band with a big sound.



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Keynote Session 5



Dr. M. Tray Dunaway

Connecting the Dots of Health Care: Better Connections Through Mutuality

9:00 a.m. – 11:00 a.m.

This keynote session is designed to provide health care audiences with Dr. Dunaway's latest perspectives on a variety of business issues of medicine. Dr. Dunaway reconnects the disorganized dots of health care providers by improving communication, honoring the contribution of the many dots and finding the relationship and economic chemistry that makes it possible to join forces for mutual gain. M. Tray Dunaway, M.D., FACS, CSP, CHCO, CHCC, is a health care futurist who consults, writes and speaks on the modern and evolving health care ecosystem. He is the chief "dotsultant" of Healthcare Value, Inc.

Dr. Dunaway developed a compliance correct Evaluation and Management (E&M) Risk Based Coding™ methodology. His subsequent documentation system has become a certified standard for facilities and practices nation-wide and resulted in millions of dollars in additional revenue for hospitals and medical practices alike through improved physician documentation. Studying relationships between varied members of the health care community, "health care dots," Dr. Dunaway discovered ways of building more functional and profitable connections.

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NHA Programs

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Caring Kind Luncheon

12:00 p.m. – 2:00 p.m.

Please join us as we honor those receiving the annual Caring Kind Award. Nebraska hospitals recognize their finest at this annual celebration of caring. In addition, the Excellence in Service Award will be presented to one Nebraska hospital executive in recognition of outstanding health care leadership. Additional awards which will be presented include the Meritorious Service Award, Class V NHA Leadership Institute graduates, Trustee of the Year Award and the Quest for Excellence Award.



Caring Kind Luncheon Keynote Message



V.J. Smith

The Richest Man in Town

This message is based on the life of “Marty”, a wonderful man who ran a cash register at Wal-Mart. He was considered rich because he was loved and respected, but most of all, he was content with every aspect of his life – no regrets. Marty’s simple philosophies show what happens when you take the time to be kind and compassionate. All that you give, you get back, and more.

V.J. Smith has been a professional speaker for more than a decade. He is also a published author. A 1978 graduate of South Dakota State University (SDSU), he spent the decade of the 1980s working for the Allied Signal Aerospace Company in Kansas City, Missouri. He returned to his alma mater in 1990 to serve as Assistant Athletic Director for the SDSU athletic program. He was appointed Executive Director of the SDSU Alumni Association in 1996 and resigned from that position in January 2007, due to the overwhelming requests for speaking appearances.

Mr. Smith is the author of *The Richest Man in Town*.

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