

Nursing Management[®] Congress 2003

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The Conference for Excellence in Nursing Leadership

Attendee Brochure

October 26-29, 2003

***Manchester Grand Hyatt
San Diego, CA***

Supported by

- ◆ American Association of Critical-Care Nurses (AACN)
- ◆ American Organization of Nurse Executives (AONE)
- ◆ Association of periOperative Registered Nurses (AORN)
- ◆ Healthcare Information and Management Systems Society (HIMSS)
- ◆ Sigma Theta Tau International, Honor Society of Nursing (STTI)
- ◆ The American Association of Nurse Attorneys (TAANA)



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publisher of Nursing Management journal

Nursing Management Congress 2003

Dear Colleague:

Join us at *Nursing Management* Congress2003, The Conference for Excellence in Nursing Leadership, October 26 to 29 at the Manchester Grand Hyatt, San Diego, CA. This year's program provides the guiding principle for our curriculum—offering you the opportunity to learn, grow, and enhance your knowledge and passion for nursing leadership.

Sponsored by Lippincott Williams & Wilkins, publisher of *Nursing Management* journal, Congress2003 is today's leading conference for new, experienced, and aspiring nurse managers. In addition, educational sessions will satisfy nurse executives, service line leaders, directors of staff education and development, nursing faculty, and many others across the nursing leadership continuum.

The planning panel represents a dynamic team of health care experts. We've designed a progressive program that distinguishes this conference from all others, featuring sessions that showcase the industry's most sought-after speakers. These experts will present current trends and topics, including finance, outcomes, ethics, technology, interpersonal growth and development, and skill enhancement and assessment. In addition, several prominent nursing organizations have supported Congress2003, including AACN, AONE, AORN, HIMSS, STTI, TAANA.

We've set five primary objectives for the conference. During our time together, you and your colleagues will:

- Discover new approaches for handling staff retention, motivation, and morale
- Gain insight into major technology trends, including safety issues
- Apply sound financial principles to planning and monitoring your budget
- Implement organizational strategies designed to augment productivity
- Enhance your personal and professional balance.

You'll come away from *Nursing Management* Congress2003 with more than knowledge—you'll also earn continuing-education credits. Once again, we're offering CE accreditation through preconference workshops, core conference sessions, and exhilarating networking sessions.

We're looking forward to helping you attain your professional and educational goals!

Best regards,

Richard T. Hader, RN, MSN, CHE, CNA, CPHQ, PhD

Nursing Management Congress Chairperson
Vice President, Chief Nurse Executive
Jersey Shore University Medical Center
Meridian Health System
Wall, NJ



Planning Panel Members

Chairperson

Richard T. Hader, RN, MSN, CHE, CNA, CPHQ, PhD

Vice President, Chief Nurse Executive
Jersey Shore University Medical Center
Meridian Health System
Wall, NJ

Panel Members

Nancy DiMauro, MA, RN,BC

Director of Nursing Continuing Education
Lippincott Williams & Wilkins
New York, NY

Melissa Fitzpatrick, RN, MSN, FAAN

Principal, Fitzpatrick & Associates, LLC
Chapel Hill, NC
Health Care Strategist, Life Sciences Organization,
SAS Institute
Cary, NC

Norma R. Hagenow, RN, MBA

President/CEO, Genesys Health System
Grand Blanc, MI

Mary Lou Jones, RN, PhD, AOO

Assistant Operating Officer, Women's Services
Duke University Health System
Durham, NC

Juan "Ray" Quintero, RN, MSN, CCRN

Manager, Critical Care Services
Sentara Careplex Hospital
Norfolk, VA

Rosanne Raso, RN, MS, CNAA

Vice-President, Nursing
Lutheran Medical Center
Brooklyn, NY

Fran Rosen, RN, MA

Continuing Education Manager
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New York, NY

Kathleen M. White, RN, PhD, CNAA, CMAC

Associate Professor
Director, Faculty Practice
Johns Hopkins University, School of Nursing
Baltimore, MD

Anne Woods, RN, CRNP, APRN, BC, MSN

Clinical Director, Journals
Lippincott Williams & Wilkins
Springhouse, PA

Mission Statement

The mission of *Nursing Management* Congress is to provide a continuing education program with strategic professional information and services that nurses need to excel as health care leaders.

Continuing Education Provider Information

Purpose

As a nurse leader attending *Nursing Management* Congress 2003, you'll be able to network with colleagues, have discussions with faculty and industry experts, and visit numerous exhibits that provide alternatives and strategies for improving the quality and cost-effectiveness of care delivery and nursing practice in your health care setting. In addition, you can accrue contact hours.

Accreditation Statement

This continuing nursing education activity for a maximum of 32.2 contact hours (AACN CERP category O and Texas Type 1) is provided by Lippincott Williams & Wilkins, publisher of *Nursing Management* journal, which is accredited as a provider of continuing education (CE) in nursing by the American Nurses Credentialing Center's

Commission on Accreditation and by the Association of Critical-Care Nurses (AACN #9722). This activity is also provider-approved by the California Board of Registered Nursing, provider #CEP 1749, for 32.2 contact hours. Lippincott Williams & Wilkins is also an approved provider of CE in nursing in Alabama, Florida, and Iowa and holds the following provider numbers: AL #ABNP0114, FL #FBN2454, and IA #75. Your Lippincott Williams & Wilkins-issued CE contact hours are valid wherever you reside.

**You can earn up to 32.2 contact hours if you attend preconference workshop(s) totaling 7 hours, the keynote address, the main conference, the networking session, as well as view all posters. Additional CE opportunities may be available on-site.*

***In accordance with the Iowa Board of Nursing administrative rules governing grievances, a copy of your evaluation of this CE offering may be submitted to the Iowa Board of Nursing.*

Call for Poster Abstracts

Subject Matter

Poster submissions should contain subject matter of interest to nurses in management and leadership roles—including personal and professional development, stress/time/project management, financial/budgetary control, ethical/legal issues, team management, human resource development, patient care, and environmental/equipment management.

General Poster Proposal Information/Guidelines

Submit a proposal on disk or by E-mail (Microsoft Word file preferred) with one hard copy.

Proposals must include the following:

- Poster title
- Author/presenter name(s), institution represented, address, and phone number. Please indicate the name of the primary contact (we will contact that person only).
- Two to three behavioral objectives
- Abstract (250-word limit includes abstract only)—statement of the problem, rationale, methodology, results, and conclusion. (When presenting a product, use the generic name.)
- Recent references (dated from 1998 to 2003)

- If mailed, include a self-addressed, stamped postcard (the presentation title should be on the message side). We'll use this card to notify you that we've received your submission. Notification of receipt doesn't indicate acceptance of your abstract for presentation.

Submission Address

Lippincott Williams & Wilkins
c/o Kelly Landis
1111 Bethlehem Pike
PO Box 908
Springhouse, PA 19477-0908
Phone: 1-215-628-7798
Fax: 1-215-646-2280
E-mail: klandis@lww.com

Deadline

All submissions must be postmarked by August 1, 2003.

Notification

The *Nursing Management* Congress Planning Panel will review all poster submissions. You'll receive notification of acceptance or rejection via regular mail by August 30, 2003.

Educational Session Descriptions

Sunday, October 26, 2003

Preconference Workshop

8:00 am - 11:30 am

001 How to Allocate Human and Financial Resources

Connie R. Curran, EdD, RN, FAAN, Editor, *Nursing Economic\$, Pitman, NJ*; President, *Virtual Executive, Chicago, IL*

"Enormous crazy fun" is how participants describe this informative and interactive financial and human resource workshop designed specifically for nurse managers. Based on a board game, this workshop will educate nurse managers about how to deal effectively with the often-frustrating challenges presented by their institutions' human resource and finance departments. In this dynamic workshop, nurse managers will role-play, learn, and have fun! Seating is limited for the workshop, which will be repeated in the afternoon. Each registrant receives a 1-year subscription to *Nursing Economic\$, the Journal for Health Care Leaders*.

Preconference Workshop

9:00 am - 4:00 pm

002 CNA Prep Course

Vicki D. Lachman, RN, PhD, CD, CNAA, President, *VL Associates, Philadelphia, PA*

It's time to prepare! Review four strategic exam areas and take two dry-run examinations to help you pass the CNA/CNAA exam. Also yours to keep, a 300-page workbook that's an invaluable study tool. For those ready to take the actual examination, we're pleased to offer it on-site on Wednesday, October 29, from 1:00 pm to 5:00 pm.

Preconference Workshop

8:00 am - 12:00 noon

003 Magnet Appraisals: Building Blocks for Future Design

Jane Bliss-Holtz, RN, DNSc, BC, Nurse Researcher, *Ann May Center for Nursing, Meridian Health System, Wall, NJ*; Nancy Shafer Winter, RN, MSN, CNA, CPHQ, CCRN, Senior Project Manager, *Jersey Shore Medical Center, Neptune, NJ*
Learn the newest Magnet standards and processes and review practical examples of successful strategies used by Magnet-accredited institutions.

Preconference Workshop

1:00 pm - 4:00 pm

004 Ethical Conflicts that Keep You & Your Staff Up at Night[©]

Diann Uustal, RN, MS, EdD, President, *Consulting Educator, Clinical Ethicist, Educational Resources in HealthCare, Inc., Soddy Daisy, TN*

No matter what your specialty or clinical setting, each day you and your staff undoubtedly face countless ethical issues. Are these potential dilemmas keeping you up at night and driving you crazy during the day? Dialogue with a practicing

clinical nurse ethicist and walk away with finely tuned decision-making skills that will help you better advocate for patients and their families.

Preconference Workshop

1:00 pm - 4:30 pm

005 How to Allocate Human and Financial Resources

Connie R. Curran, EdD, RN, FAAN, Editor, *Nursing Economic\$, Pitman, NJ*; President, *Virtual Executive, Chicago, IL*

Repeat of Session 001. See preceding session description.

General Session

4:45 pm - 5:15 pm

Welcome, Opening Ceremonies

Richard T. Hader, PhD, RN, MSN, CHE, CNA, CPHQ, Vice President, Chief Nurse Executive, *Jersey Shore University Medical Center, Meridian Health System Wall, NJ*

General Session

5:15 pm - 6:00 pm

101 Interactive Keynote Address: The Communication Connection: Tools for Today's Nurse Managers

Steve Aduabato, PhD, President, *Stand & Deliver, Montclair, NJ*

Four-time Emmy Award-winning anchor for Channel 13 (PBS) and author of "Speak from the Heart," Steve Aduabato reveals the secrets to great communication. His tips and tools will help you connect with others—whether you're communicating with one, one hundred, or one thousand!

6:00 pm - 8:00 pm

102 Exhibits—Douglas Pavilion

Grand Opening of Exhibit Hall & Poster Presentations

Join us for the Grand Opening of Exhibits and Poster Presentations. Poster presenters will be available from 6:00 to 7:00 pm to discuss their poster abstracts. Network with colleagues, faculty, and company representatives while enjoying a buffet reception.

Monday, October 27, 2003

7:30 am - 8:00 am

Continental Breakfast in Lobby

General Session

Opening Session

8:00 am - 9:00 am

201 Change the Face of Leadership

Leslie Braksick, PhD, Co-Founder, President & Chief Executive Officer, *The Continuous Learning Group, Inc. (CLG), Pittsburgh, PA*

Exceptional results are now an absolute requirement. And exceptional results demand powerful personal dynamics—strong commitment, solid performance, and unwavering

Educational Session Descriptions

motivation—from everyone who impacts the bottom line. In this opening address, Leslie Bracksick shares a powerful message about the changing face of leadership as she sees it through her role as an executive coach and strategist to top executives of Fortune 500 firms.

9:00 am - 10:15 am

Coffee Break in Exhibit Hall

Network with colleagues, faculty, and company representatives while enjoying a cup of hot coffee.

Breakout Sessions

10:15 am - 11:15 am

202 Taming of the Shrew: Make Organizational Politics Your Friend

Sharon MacDonald, RN, BSN, MSN, Executive Director, Oncology and Women's Services, Director, Foundation, Lee Memorial Health System, Fort Meyers, FL

Does it seem that the basis of every health care decision rests on who has the most organizational power? When confronted by the self-serving effects of organizational power politics, do you know what to do? Learn what it takes to recognize and effectively manage when politics are at play.

203 Saving Lives through Software

Melanie Libbrecht, RN, BN, MSHA-Project Manager, Bridge MedPoint Implementation, former Director of Nursing, Telemetry Unit, Eisenhower Medical Center, Rancho Mirage, CA, and Mary Michael Brown, RN, MS, Senior Clinical Consultant, Bridge Medical, Solana Beach, CA

Sponsored by Bridge Medical

Discuss with industry experts how point-of-care, wireless, and bar-code computer technology helps care providers report, reduce, and prevent medication administration errors. Presenters will specifically address the nature, incidence, and etiology of medication errors and technology's impact on nursing practice and patient safety.

204 Issues for New Managers

Shelley Cohen, RN, BS, CES, Health Resources Unlimited, Springfield, TN

Are you a new manager seeking "real world" advice? Look no further! This session offers the tools and resources you need to meet the daily challenges of health care delivery with confidence and empowerment. Brainstorm solutions and ideas that you can apply immediately on the job.

205 Management and Leadership: It's a 24/7 Mindset

Juan "Ray" Quintero, RN, MSN, CCRN, Manager, Critical Care Services, Sentara Careplex Hospital, Norfolk, VA

Ready availability is a key component of effective leadership. Learn how greater accessibility to staff fosters cohesion, productivity, morale, and retention. A 24/7 mindset yields irreplaceable teaching and learning moments—does your current outlook offer these invaluable benefits to staff?

206 Attitudes Are Contagious: Value-Based Leadership[®]

Diann Uustal, RN, MS, EdD, President, Consulting Educator, Clinical Ethicist, Educational Resources in HealthCare, Inc., Soddy Daisy, TN

The demand for exceptional, value-based leadership has never been greater! Brainstorm with a clinical ethicist the fundamental skills and principles you need to enhance your leadership effectiveness, build better teams, and foster healthier personal and professional relationships.

Breakout Sessions

11:30 am - 12:30 pm

207 Dazzling Delivery...Present Yourself with Style

Debra Townsend, RN, CEO/President, Concepts of Care, Inc., and Chief Spirit and Synergy Officer, Lee Memorial Health System, Ft. Myers, FL

This presentation offers unique ideas toward enhancing and energizing your style of delivery. Utilizing state-of-the-art multimedia, this presentation promises to electrify and entice participants. Breathe life into your presentation; dare to be dazzling!

208 Coaching, Developing, and Mentoring Our Aspiring Leaders

K.T. Waxman, President and CEO, K.T. Waxman and Associates, San Ramon, CA

Supported by the American Organization of Nurse Executives

The rapidly changing nursing environment necessitates leadership that keeps an eye on the future. As experts, we need to mentor aspiring nurse leaders to be successful in roles such as nurse manager, director, or chief nursing officer/nurse executive.

209 Enhancing Practice Through Computerized Provider Order Entry (CPOE) and Electronic Medical Records (EMR)

Margaret M. Quinn, MD, FACP, Chief Medical Information Officer, Meridian Health System, Wall, NJ

Technology solutions are changing the landscape of the health care environment. Computerized prescriber order entry, automated nursing documentation and medication administration, and longitudinal medical records are all implemented under the "umbrella" of quality. Review the impact of these technologies on nursing practice with a focus on the benefits to nursing productivity and satisfaction, patient safety, and quality of care.

210 Unity with the Unions—Develop a Successful Relationship

Norma Hagenow, President and Chief Executive Officer, Genesys Health System, Grand Blanc, MI

Learn from a 40-year health care veteran as she shares her personal experience of creating a cohesive environment of union workers and nonunion workers within the Genesys Health System.

Educational Session Descriptions

211 Develop and Justify a Staffing Plan

Pamela S. Hunt, RN, BSN, MSN, Administrative Director of Surgical Services, Marion General Hospital, Sweester, IN
How many nurses do you need? If you're like many other managers, you just don't know the answer to this question. This session offers much-needed clarity regarding staffing predictions, FTE calculations, and estimated cost savings. Follow step-by-step examples of how to calculate and justify the staff you need and how to prove their continued productivity through monitoring and comparisons of budgeted to actual dollars in salary variance.



Exhibits with Lunch/Posters—Douglas Pavilion

12:30 pm - 1:45 pm

Join us in the exhibit hall to review the latest in technology and to network with faculty, peers, and industry representatives. Remember to visit the poster presentations between 12:30 pm and 1:30 pm. You'll also be able to earn continuing-education credit by viewing the posters.

Breakout Sessions

1:45 pm - 2:45 pm

212 Nursing Governance—Collaboration, Partnering, Effective Models

Richard T. Hader, RN, PhD, MSN, CHE, CNA, CPHQ, Vice President, Chief Nurse Executive, Jersey Shore University Medical Center, Meridian Health System, Wall, NJ
To continue providing nursing care in a safe, appropriate, and fiscally responsible manner, we're challenged to find and implement new and creative delivery systems. Learn the value of collaboration and partnering to build new models of care that yield practical applications for your own area of responsibility.

213 The Great Debate: Staffing Ratios

Moderator: Tim Porter O'Grady, RN, EdD, PhD, FAAN, Senior Partner, Tim Porter-O'Grady Associates, Inc., Otto, NC; Jill Furillo, RN, BSN, Director of Government Relations, California Nurses Association, Sacramento, CA; Kathy Malloch, RN, PhD, MBA, Kathy Malloch Consulting Services, Glendale, AZ

It's a year later and we know a lot more about the issues related to staffing ratios. Back by request, this interactive session continues the dialogue related to the myriad issues that

surround active establishing nurse/patient ratios for patient care. Facilitated by Dr. Tim Porter-O'Grady using an audience-participation style, this fast-paced session again promises exciting, lively discussion intended to both challenge and inform you. Pro and con speakers explore opposing viewpoints and critical issues. Come share your insight, experience, and point of view on this often-volatile issue.

214 Bridge the Gap Between Technology and Nursing

Kathleen Bartholomew, RN, BS, Swedish Hospital, Seattle, WA

Getting timely and specific information to your staff isn't only a constant challenge, but also a means to improve safety, quality, and your image! Learn about a unit-based Web site, reviewing the steps from creation to implementation. This session will end with a flash forward to the future of nursing technology for the clinical setting.

215 Disaster Preparedness: Ready or Not?

Karen Drenkard, RN, MSN, CNAA, Chief Nurse Executive, Inova Health System, Falls Church, VA; Gene Rigotti, RN, MSN, Director, Professional Practice, Inova Health System, Falls Church, VA

Supported by the American Organization of Nurse Executives

Recent events highlight the need for disaster readiness. The role of chief nurse executive is critical to clinical operations, implementation of changes, and disaster scenarios. Examine your role as nurse executive in disaster preparation using the 9/11 Pentagon attack and subsequent anthrax events as case studies.

216 Measuring Outcomes: Take Credit for the Difference You Make

Kathleen M. White, RN, PhD, CNAA, CMAC, Associate Professor and Director for Faculty Practice, Johns Hopkins University, School of Nursing, Baltimore, MD

Can you show that you positively impact your facility? In this interactive "Outcomes 101" session, learn how to identify outcomes vital to your facility's mission, how to measure these outcomes, and how to use the data and results to influence change.

Exhibits with Refreshment Break/Posters

2:45 pm - 3:15 pm

Join us in the exhibit hall for the latest in technology and networking with faculty, peers, and industry representatives. You'll also be able to earn continuing-education credit by viewing the posters.

Breakout Sessions

3:15 pm - 4:15 pm

217 Integrating "Care" Into Leadership

Sharon K. Dingman, RN, BSN, MS, Consultant, CHCM, Ogden, UT; Sue Ellen Pinkerton, RN, PhD, FAAN, Consultant, CHCM, Ogden, UT

Educational Session Descriptions

The integration of caring into leadership practices has immediate and lasting impact on the work environment. Moral courage is necessary for leaders to create this environment. The blending of caring behaviors that convey appreciation, mindfulness, and compassion on behalf of leaders and those they lead creates a lasting commitment to the organization. Review related data and leadership practice exemplars.

218 Exploring Emotional Intelligence: What It Means for Nurse Leaders

Joan M. Vitello, RN, PhD, FAAN, Vice-President, Patient Care Services and Chief Nursing Executive, St. Anne's Hospital, Fall River, MA

Emotional intelligence (EI) is hailed as the new must-have ingredient of successful leadership. Learn what this skill is, how to get it, and what to do with it once you've developed it.

219 Looking to the Sky for a Patient Safety Culture

Carl Blumberg, RN, Director of Risk Management, JPS Health Network, Fort Worth, TX

Supported by the Association of periOperative Registered Nurses

After decades of accidents caused by aviation errors, the U.S. aviation industry developed and implemented a comprehensive program of human factors training that has resulted in measurable safety improvements. The same skills—communication, briefing, cross-checking, verifying, situational awareness, assertion, and decision-making—also reduce health care errors. The Institute of Medicine recommends that facilities implement human factors training as a corrective measure to reduce sentinel events. Are you prepared to implement these initiatives?

220 Doing the “Write” Thing for Your Career

Anne Woods, RN, CRNP, APRN, BC, MSN, Clinical Director, Journals, Lippincott Williams & Wilkins, Springhouse, PA

Have you thought about writing for professional publication but don't know how to get started? Meet the clinical director of *Nursing Management* journal to get her perspective. Learn how to develop a manuscript that suits the needs of the reader, the journal, and the editors so it's more likely to be accepted. Even if you've written before, you'll learn tips for streamlining your work. Bring topic ideas so you can participate in an open discussion and get feedback from the group.

221 When Push Comes to Shove: Leading Past Conflict

Tim Porter-O'Grady, RN, EdD, PhD, FAAN, Senior Partner, Tim Porter-O'Grady Associates, Inc., Otto, NC

Supported by Sigma Theta Tau International, Honor Society of Nursing

What characteristics do you need to manage conflict? Can you actually embrace it? This session focuses on whole-systems thinking and offers new rules for solid conflict leadership. Come away with practical elements for conflict management application.

Networking Session

4:30 pm - 6:00 pm

222 Networking Session (optional—extra fee)

A. Manage the Bed Crisis

Facilitator: Theresa M. Steltzer, Publisher, Nursing Management journal, Lippincott Williams & Wilkins, Springhouse, PA

B. Finance

Facilitator: Pamela S. Hunt, RN, BSN, MSN, Administrative Director of Surgical Services, Marion General Hospital, Sweester, IN

C. Success Strategies to Improve Staff Satisfaction

Facilitator: Mary Anne McCrea, RN, MS, ACHE, Vice-President, Chief Operating Officer, St. Joseph Hospital, Eureka, CA

D. Recruitment & Retention Tactics

Facilitator: Sharon Cox, RN, MSN, CNAA, Cox & Associates, Brentwood, TN

E. Patient Satisfaction Strategies

Facilitator: Melissa Fitzpatrick, RN, MSN, FAAN, Principal, Fitzpatrick & Associates, LLC, Chapel Hill, NC; Health Care Strategist, Life Sciences Organization, SAS Institute, Cary, NC

F. Handling the Media

Facilitator: Richard T. Hader, RN, MSN, CHE, CNA, CPHQ, PhD, Vice President, Chief Nurse Executive, Jersey Shore University Medical Center, Meridian Health System, Wall, NJ

G. Power & Influence

Facilitator: Norma Hagenow, RN, MSN, President & Chief Executive Officer, Genesys Health System, Grand Blanc, MI

H. Legislation

Facilitator: Kathleen M. White, RN, PhD, CNAA, CMAC, Associate Professor MSN/MBA Program, Johns Hopkins University, School of Nursing; 2002-2003 Chairperson for ANA Committee on Standards and Guidelines, Baltimore, MD

I. Your Own Academic Development

Facilitator: Penny S. Brooke, MS, JD, APRN, Foundation of the American Association of Nurse Attorneys; University of Utah College of Nursing, Salt Lake City, UT

J. Foster Staff Partnerships

Facilitator: Ray Quintero, RN, MSN, CCRN, Manager, Critical Care Services, Sentara Careplex Hospital, Norfolk, VA

Tuesday, October 28, 2003

Continental Breakfast in Lobby

7:30 am - 8:00 am

Breakout Sessions

8:00 am - 9:00 am

301 Build a Winning IT Team

Carol Slone, Director Clinical Computing; Lyle Berkowitz, Medical Director of Clinical Information Systems, Northwestern Memorial Physicians Group

Educational Session Descriptions

Supported by the Healthcare Information and Management Systems Society

Partnerships between nurses and physicians in patient care related to patient safety and new technology have become redefined. Learn the role of information technology in supporting effective clinical practice and build a winning team!

302 Key Trends in the Nursing Labor Market: Implications for Policy

Peter I. Buerhaus, RN, PhD, FAAN, Valere Potter Professor of Nursing, Senior Associate Dean of Research, Vanderbilt University School of Nursing, Nashville, TN

Dr. Buerhaus will provide an overview of the key trends in the nursing workforce. He'll discuss economic and other causes of the current shortage of hospitals' registered nurses, provide an update on current labor market conditions (including the latest data on employment and earnings), provide updated forecasts of the future supply of nurses, and discuss results of research evaluating the effectiveness of the Johnson & Johnson Campaign for Nursing's Future. He'll conclude by offering recommendations to strengthen the future hospital workforce.

303 Being and Becoming Leaders Who Keep Staff...and Keep Them Happy!

Carol S. Kleinman, RN, PhD, Seton Hall University, School of Nursing, South Orange, NJ

The current and worsening nursing shortage has been well documented. Staff turnover complicates the nursing shortage issue, as the most successful recruitment efforts are doomed to fail if existing nursing staff are not retained. Strong nursing leadership is associated with greater work satisfaction among nursing staff and may be a key factor in staff nurse retention. Results of a study on the relationship between staff nurses' perceptions of nurse manager leadership behaviors and nurse retention will be shared, along with leadership strategies that may serve to reduce turnover...and keep staff happier!

304 And All Other Duties as Assigned...

Jeff Doucette, RN, MS, CEN, CHE, CNAA, Executive Director, Patient Care Services, Lee Memorial Health System, Fort Myers, Florida

Congratulations! Based on your outstanding performance, you have been put in charge of our new Nurse Retention Program! This presentation will guide you through your new role as Chief Retention Officer and share some innovative and creative retention tools from across the country.

305 Make the Performance Evaluation Process Meaningful and Effective

Mary Jenkins, Vice-President, Worklife Community, Genesys Health System, Grand Blanc, MI

Despite our good intentions, many organizations fail to unleash the full potential of their staff members. Worse yet, programs or policies are frequently introduced that seem to generate the opposite of what was intended. We want motivation but create entitlement, frustration, and game playing. If

you find that you're in the perpetual loop of redesign, come discover why, and start on a path of breakthrough thinking.

306 Update on Legal Rights/Advocacy: When Families Interfere

Penny S. Brooke, MS, JD, APRN, Foundation of the American Association of Nurse Attorneys; University of Utah College of Nursing, Salt Lake City, UT

Patient rights are best protected by well-informed nurses who expertly handle legal issues such as confidentiality, privacy, competence, capacity, informed consent, living wills, and special directives. But all too frequently patients and their families disagree regarding the course of treatment, placing nurses in the middle of a dispute. In this session, explore both patient and caregiver rights.

Coffee Break in Exhibit Hall

9:00 am - 10:15 am

Network with colleagues, faculty, and company representatives while enjoying a cup of hot coffee.

Breakout Sessions

10:15 am - 11:15 am

307 Build a Nurse Pipeline through Academic Partnerships

Dennis R. Sherrod, RN, EdD, Forsyth Medical Center Endowed Chair of Recruitment and Retention, The School of Health Sciences, Winston-Salem State University, Winston-Salem, NC

Educational programs are one of your best sources for nurse recruits. Interest in nursing careers has grown, but certain factors limit enrollment, and qualified candidates are being turned away. Detail innovative models for forging partnerships and alliances with schools of nursing to produce the number of nurses you need.

308 Practical Patient Flow Strategies for Matching Capacity to Demand

Linda K. Kosnik, RN, MSN, CEN, Chief Nursing Officer, Overlook Hospital, Atlantic Health System; Fellow, Atlantic Quality Institute, Summit, NJ

Apply the concept of Crew Resource Management to enhance communication at all system levels. Learn how to replicate the model to create a collaborative culture that promotes an environment for safe health care practices and improved outcomes.

309 Evidence-Based Decision Making With Performance Management Solutions

Melissa Fitzpatrick, RN, MSN, FAAN, Principal, Fitzpatrick & Associates, LLC, Chapel Hill, NC; Health Care Strategist, Life Sciences Organization, SAS Institute, Cary, NC

Health care leaders strive to create organizational cultures in which decisions are based on evidence and in which best practices are defined and replicated. Doing so requires a focus on data, performance measurement, and collaboration

Educational Session Descriptions

to ensure continuous and sustained improvement. Review insights and strategies to assist you in achieving this evidence-based decision making.

310 Multidisciplinary Approach to Care: Delivery Models

Gladys M. Campbell, RN, MSN, Executive Director, Saint Thomas Health System Research Institute, Nashville, TN
Research has shown that patient outcomes, professional satisfaction, and nursing recruitment and retention are all positively impacted in an environment that supports and develops a multidisciplinary approach to patient care. Review compelling data that supports the use of a multidisciplinary care team, and discuss nursing's unique contribution to patient well being and the process to operationalize a multidisciplinary approach.

311 A Focus on the Magnet Journey

Catherine Broom, ARNP, CNS, Psychosocial CNS/Psychiatric Nurse Practitioner, Magnet Project Coordinator, Ethics Consultation Service, University of Washington Medical Center, Seattle, WA

What does it take to be a Magnet Nursing Services Organization? Follow the essential milestones of one facility's attainment of Magnet status. Learn key characteristics that exemplify best practices and how to assess your preparedness for Magnet application.

312 Sell Yourself Up! A CEO's Perspective

Norma Hagenow, RN, MSN, President and Chief Executive Officer, Genesys Health System, Grand Blanc, MI

Gleaned from the speaker's extensive health care career, this workshop teaches you how to become more visible to your CEO. The session gives you the know-how to elevate your personal influence quotient and challenges you to become the architect of your own future in the current reality of health care today.

Breakout Sessions

11:30 am - 12:30 pm

313 Lessons On Creating a Patient Safety Culture

Rosanne Raso, RN, MS, CNAA, Vice-President, Nursing, Lutheran Medical Center, Brooklyn, NY

Many of you are working on creating a culture for patient safety in your organizations. Learn about one facility's efforts to address error reporting, event reduction, and improved patient safety through interdisciplinary cultural transformation.

314 Recognize, Reward, and Retain

Sharon Cox, RN, MSN, CNAA, Cox & Associates, Brentwood, TN

For too long the health care workplace has rewarded seniority over performance. This program highlights ways to accentuate the positive and eliminate the negative to improve staff morale and retention. Using research from Magnet hospitals and experience from a national perspective, this veteran

speaker addresses intrinsic and extrinsic motivators, including environmental issues, nonstop change, and challenging relationships.

315 Succession Planning: How to Develop Managers

Anne LaVoice Hawkins, MS, RN, Coordinator, Leadership Academy, VCU Medical Center, Richmond, VA; Denise Thornby, MS, RN, Director, Educational and Professional Development, VCU Medical Center, Richmond, VA

This session looks at leadership strategies to identify, develop, and retain leadership talent. Provide strength to your organization by growing leaders from within, investing in key talent through coaching, education, and challenging assignments that stretch capabilities.

316 Executive Toolkit for the Procurement of E-Learning Programs

Wendy J. Berke, RN, BSN, MHA, American Association of Critical-Care Nurses, Director of Professional Practice, Aliso Viejo, CA

Supported by the American Association of Critical-Care Nurses

Review a strategic approach for procuring E-learning programs within health care systems. Learn tools and discuss case studies utilizing AACN's orientation program and E-learning process. The talk will also address techniques related to technology assessment and the process for financial justification.

317 Work Redesign Strategies

Judith "Ski" Lower, RN, MSN, CCRN, CNRN, Johns Hopkins Hospital, Baltimore, MD

How are your institution and unit delivering care? Are all of the units in your institution caring for patients using the same care delivery system? Come to this session to learn different strategies for redesigning the workflow on your unit based on your patient population and staffing needs.

318 Handling Sentinel Events at All Levels

Gail Shulby, MA, RN, C, Director, Accreditation & Regulatory Affairs, Duke University Health System, Patient Safety & Compliance Officer, Duke University Hospital, Durham, NC

Using a case study approach, identify patient incidents that fall under the JCAHO's sentinel event policies and the requirements activated under those policies. Also, explore options for meeting those requirements and discuss how they interface with those imposed at the federal and state levels.

Exhibits with Lunch/Posters

12:30 pm - 1:45 pm

Join us in the exhibit hall to review the latest in technology and to network with faculty, peers, and industry representatives. Remember to visit the poster presentations between 12:30 pm and 1:30 pm. You'll also be able to earn continuing-education credit by viewing the posters.

Educational Session Descriptions

Breakout Sessions

1:45 pm - 2:45 pm

319 The Impact of Data on Patient Care Delivery Programs

Joanne M. August, RN, MS, Director, Patient Focused Systems, QuadraMed Corporation, Chicago, IL

Sponsored by QuadraMed Corporation

Patient acuity and workload data can be used for much more than day-to-day staffing decisions. Learn how to use this information to positively impact and manage patient care delivery, demonstrate and support the business of nursing, and meet external regulatory and legislative requirements.

320 Safeguarding the Patient and the Profession: The Value of Critical-Care Nurse Certification

Beth A. Glassford, RN, MSHA, CHE

Supported by the American Association of Critical-Care Nurses

This talk will be a call to action for all who can influence and benefit from certified nurses' contributions to patient care—the public, employers, and nurses. Review how certification validates specialty knowledge, experience and clinical judgment; how specialty certification is obtained; and how certification of critical-care nurses may impact the current trends and emerging issues around American health care.

321 Realistic Recruitment and Retention Strategies

Dennis R. Sherrod, RN, EdD, Forsyth Medical Center Endowed Chair of Recruitment and Retention, The School of Health Sciences, Winston-Salem State University, Winston-Salem, NC

What's more important—recruitment or retention? Both are vital roles for today's nurse manager, but your employees can also make or break your units efforts. Come learn practical, take-home recruitment and retention strategies that you'll actually want to implement.

322 Establishing Appropriate Boundaries in the Nurse-Patient Relationship

LaTonia Denise Wright, RN, BSN, JD, Attorney at Law and Health Care Consultant, Law Office of LaTonia Denise Wright; Adjunct Professor, Xavier University, Cincinnati, OH

Supported by The American Association of Nurse Attorneys

Do you know how to best prevent circumstances that lead to allegations of sexual misconduct and boundary violation? Review guidelines for devising comprehensive policies and procedures that protect you, your staff, and your patients.

323 The CEO/RN/MD Connection

Beth Mancini, RN, MSN, CNA, FAAN, Senior Vice-President, Nursing Administration, Corporate Compliance Officer, Parkland Health & Hospital System, Dallas, TX

Focus on the importance of creating effective relationships and developing an empowered workforce. Target the unique challenges facing nurse leaders and how to successfully work

with front-line staff, administration, and physicians.

324 Diversity in the Workplace

G. Rumay Alexander, RN, BSN, EdD, MSN, Director, Office of Multicultural Affairs School of Nursing, University of North Carolina at Chapel Hill, NC

Managing diversity amidst recruitment and retention challenges directly relates to organizational productivity and profitability. Clear commitment and visible and consistent support from key management are critical. A leadership mindset that understands the three dimensions of diversity in the workplace—human, cultural, and systemic—can minimize the losses incurred through conflict, exclusion, miscommunication, and control-oriented management styles.

Refreshment Break in Exhibit Hall

2:45 pm - 3:15 pm

Join us in the exhibit hall for the latest in technology and networking with faculty, peers, and industry representatives. You'll also be able to earn continuing-education credit by viewing the posters.

Breakout Sessions

3:15 pm - 4:15 pm

325 The Merits of a Military Care Delivery Model

Colonel Lark A. Ford, Deputy Commander for Nursing, Brooke Army Medical Center and the Great Plains Regional Medical Command, Fort Sam Houston, TX

Integrating best clinical practices into its delivery systems, the Military Care Delivery Model supports military missions by fostering, protecting, and sustaining the health of its patients and providing services for a full range of military operations. Come learn more about the system's innovative processes, including practices that you can tailor to your own care environment.

326 Moving from Individual to Team

Jo Manion, RN, MA, CNA, FAAN, President, Manion & Associates, Oviedo, FL

Many leaders mistakenly assume that if the individuals on a team are highly skilled and proficient, then the team automatically will be high-performing. Nothing could be further from the truth. Every team needs to do its own learning as a collective entity. Learn the specific steps you can take to positively influence the development of the team.

327 Reduce Patient Harm from Medications: Our Collective Goal in Health Care

Judy L. Smetzer, RN, BSN, Vice-President, Institute for Safe Medication Practices (ISMP), Huntingdon Valley, PA

Examine how and why medication errors occur and brainstorm practical ways to reduce the risk of harm to patients who use medications. Learn how leadership, teamwork, and a shared model of accountability for patient safety can help safeguard your patients and staff.

Educational Session Descriptions

328 Bring the New ANA Nurse Administrator Standards to Life

Kathleen M. White, RN, PhD, CNAA, CMAC, Associate Professor, MSN/MBA Program, Johns Hopkins University, School of Nursing; 2002-2003 Chairperson for ANA Committee on Standards and Guidelines, Baltimore, MD
What are the new ANA nurse administrator standards? How do they define your practice and what do you need to know? This informative session presents the new ANA nurse administrator standards of practice, discusses how you can use them in your facility, and offers practical ways that they can enhance your management development and competency evaluation programs.

329 Survive JCAHO Surveys

Gail Shulby, MA, RN, C, Director, Accreditation & Regulatory Affairs, Duke University Health System, Patient Safety & Compliance Officer, Duke University Hospital, Durham, NC
Explore the new approach to the hospital survey process with an experienced JCAHO survey director. Discuss the implications of the changes in the survey process and in the standards' format and content. Describe a variety of preparatory strategies that may be helpful to your hospital's efforts.

330 The Ethics of Caring

Katherine Brown-Saltzman, RN, MA, Clinical Specialist, Ethics, Spiritual Care, and Palliative Care; Co-Chair, UCLA Medical Ethics Committee; Assistant Clinical Professor, UCLA Medical Center School of Nursing, Los Angeles, CA
Ethical practice in nursing isn't simply relegated to difficult ethical dilemmas and the attempt to find the "right" thing to do. Learn to weave best practices throughout each of your daily interactions. Through a case example, explore issues from truth-telling to collegial relationships and teaching ethics as a powerful and relevant practice.

Wednesday, October 29, 2003

8:00 am - 8:30 am

Continental Breakfast in Lobby

General Session

8:30 am - 9:30 am

401 Don't Fire Them, Fire Them UP!

Frank Pacetta, Executive Vice-President of Sales, SubmitOrder.com, Columbus, OH

Using 25 years of business experience, Frank Pacetta will challenge you to arrive at work every day with a strategy to get better. During this high-energy, emotional session, brainstorm techniques for instilling a winning spirit in staff and implementing a process that boosts morale and your bottom line.

General Session

9:45 am - 11:15 am

402 The Duke Experience—Patient Safety and Clinical Quality: Growth Through Process and Organizational Change—The Quest for a Culture of Safety

Introductions: Mary Lou Jones, RN, PhD, AOO; Moderator: Mary Ann Fuchs, RN, MSN, CNO; Gail Shulby, RN, C, MA, Director, Office of Regulatory Affairs, Patient Safety Officer, Compliance Officer; Michael Alton, RN, MSN, Clinical Operations Director, Peds ICU/Intensive Care Nursery; Jane Mericle, RN, BSN, Pediatric ICU, Duke University Health System, Durham, NC

This panel presentation will educate Congress participants on strategies and tactics one organization implemented in the face of a critical event/sentinel event, from a values-based approach, to achieve process improvements and organizational growth in its quest to create a culture of safety and a just, supportive care environment.

Closing Address

11:30 am - 12:30 pm

403 Chicken Soup for the Nurse's Soul

LeAnn Thieman, Special Guest Speaker

Coauthor of the recently released *Chicken Soup for the Nurse's Soul*, this presenter is a noted author, professional speaker, and nurse. She'll close the *Nursing Management Congress2003* by inspiring you to balance your lives, truly live your priorities, and make a difference in the world...a bit of nourishment for nurse managers' souls.

EXAM

1:00 pm - 5:00 pm

404 CNA/CNA Exam

You've taken the review course on day 1 of the Congress...now it's time to pass the test! Congress2003, together with the ANCC, is pleased to offer both the CNA and CNAA Examinations at this year's meeting. Please check the appropriate box on the registration form to receive the informational packet along with an application. Upon acceptance, you'll receive a confirmation via regular mail directly from the ANCC regarding the approval of your application, with test-taking instructions. Apply early. All applications must be received by the ANCC no later than **August 8, 2003** and must include NMC2003 Test Site Code #0510 at the top of the form. **Separate fee payable directly to ANCC.**

Faculty

Steve Adubato, PhD

Stand & Deliver, Montclair, NJ

G. Rumay Alexander, RN, BSN, MSN, EdD

University of North Carolina at Chapel Hill,
School of Nursing, Chapel Hill, NC

Michael Alton, RN, MSN

Duke University Health System, Durham, NC

Joanne M. August, RN, MS

QuadraMed Corporation, Chicago, IL

Kathleen Bartholomew, RN, BS

Swedish Hospital, Seattle, WA

Wendy J. Berke, RN, BSN, MHA

AACN, Aliso Viejo, CA

Jane Bliss-Holtz, RN, DNSc, BC

Ann May Center for Nursing
Meridian Health System, Wall, NJ

Leslie Bracksick, PhD

The Continuous Learning Group, Inc. (CLG)
Pittsburgh, PA

Penny S. Brooke, MS, JD, APRN

Foundation of The American Association of
Nurse Attorneys, University of Utah,
College of Nursing, Salt Lake City, UT

Catherine Broom, ARNP, CNS

University of Washington Medical Center
Seattle, WA

Mary Michael Brown, RN, MS

Bridge Medical, Solana Beach, CA

Katherine Brown-Saltzman, RN, MA

UCLA Medical Center, School of Nursing
Los Angeles, CA

Peter I. Buerhaus, RN, PhD, FAAN

Vanderbilt University School of Nursing
Nashville, TN

Gladys M. Campbell, RN, MSN

Saint Thomas Health System Research
Institute, Nashville, TN

Shelley Cohen, RN, BS, CES

Health Resources Unlimited, Springfield, TN

Sharon Cox, RN, MSN, CNAA

Cox & Associates, Brentwood, TN

Connie R. Curran, RN, EdD, FAAN

Nursing Economic®, Pitman, NJ

Sharon K. Dingman, RN, BSN, MS

CHCM, Ogden, UT

Jeff Doucette, RN, MS, CEN, CHE, CNAA

Lee Memorial Health System
Fort Myers, Florida

Karen Drenkard, RN, MSN, CNAA

Inova Health System, Falls Church, VA

Melissa Fitzpatrick, RN, MSN, FAAN

Fitzpatrick & Associates, LLC, Chapel Hill,
NC; SAS Institute, Cary, NC

Colonel Lark A. Ford

Brooke Army Medical Center
Fort Sam Houston, TX

Mary Ann Fuchs, RN, MSN, CNO

Duke University Health System, Durham, NC

Jill Furillo, RN, BSN

California Nurses Association
Sacramento, CA

**Richard T. Hader, RN, PhD, MSN, CHE,
CNA, CPHQ**

Nursing Management Congress Chairperson
Vice President, Chief Nurse Executive,
Jersey Shore University Medical Center,
Meridian Health System, Wall, NJ

Norma Hagenow, RN, MSN

Genesys Health System, Grand Blanc, MI

Anne LaVoice Hawkins, RN, MS

VCU Medical Center, Richmond, VA

Pamela Hunt, RN, BSN, MSN

Marion General Hospital, Sweester, IL

Mary G. Jenkins, MA

Genesys Health System, Grand Blanc, MI

Mary Lou Jones, RN, PhD, AOO

Duke University Health System, Durham, NC

Carol S. Kleinman, RN, PhD

Seton Hall University, School of Nursing
South Orange, NJ

Linda K. Kosnick, RN, MSN, CEN

Overlook Hospital, Atlantic Health System;
Atlantic Quality Institute, Summit, NJ

Vicki D. Lachman, RN, PhD, CD, CNAA

V.L. Associates, Philadelphia, PA

Melanie Libbrecht, RN, BN, MSHA

Bridge MedPoint Implementation
Rancho Mirage, CA

**Judith "Ski" Lower, RN, MSN, CCRN,
CNRN**

Johns Hopkins Hospital, Baltimore, MD

Sharon MacDonald, RN, BSN, MSN

Lee Memorial Health System
Fort Meyers, FL

Kathy Malloch, RN, PhD, MBA

Kathy Malloch Consulting Services
Glendale, AZ

Beth Mancini, RN, MSN, CNA, FAAN

Parkland Health & Hospital System
Dallas, TX

Jo Manion, RN, MA, CNAA, FAAN

Manion & Associates, Oviedo, FL

Mary Anne McCrae, RN, MS, ACHE

St. Joseph Hospital, Eureka, CA

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Parkland Health & Hospital System
Dallas, TX

Jane Mericle, RN, BSN

Duke University Health System, Durham, NC

Frank Pacetta

SubmitOrder.com, Columbus, OH

Sue Ellen Pinkerton, RN, PhD, FAAN

CHCM, Ogden, UT

Tim Porter-O'Grady, RN, EdD, PhD, FAAN

Tim Porter-O'Grady Associates, Inc.,
Otto, NC

Margaret M. Quinn, MD, FACP

Meridian Health System, Wall, NJ

Juan "Ray" Quintero, RN, MSN, CCRN

Sentara Careplex Hospital, Norfolk, VA

Rosanne Raso, RN, MS, CNAA

Lutheran Medical Center, Brooklyn, NY

Gene Rigotti, RN, MSN

Inova Health System, Falls Church, VA

Dennis R. Sherrod, RN, EdD

Winston-Salem State University
Winston-Salem, NC

Gail Shulby, RN,C, MA

Duke University Health System, Durham, NC

Judy L. Smetzer, RN, BSN

Institute for Safe Medication Practices
Huntingdon Valley, PA

LeAnn Thiemann

Author & Special Guest Speaker

Denise Thornby, RN, MS

VCU Medical Center, Richmond, VA

Debra Townsend, RN, CEO

Concepts of Care, Inc.
Lee Memorial Health System,
Ft. Myers, FL

Diann Uustal, RN, MS, EdD,

Educational Resources in HealthCare, Inc.
Soddy Daisy, TN

Joan M. Vitello, RN, PhD, FAAN

St. Anne's Hospital, Fall River, MA

KT Waxman

KT Waxman and Associates, San Ramon, CA

**Kathleen M. White, RN, PhD, CNAA,
CMAC**

Johns Hopkins University, School of Nursing
Baltimore, MD

**Nancy Shafer Winter, RN, MSN, CNA,
CPHQ, CCRN**

Jersey Shore Medical Center, Neptune, NJ

Anne Woods, RN, CRNP, APRN,BC, MSN

Lippincott Williams & Wilkins
Springhouse, PA

LaTonia Denise Wright, RN, BSN, JD

Law Office of LaTonia Denise Wright;
Xavier University; Cincinnati, OH

General Information

Nursing Management Congress 2003

Hotel

The *Nursing Management Congress 2003* headquarters hotel is the Manchester Grand Hyatt in San Diego. This hotel is the West Coast's tallest waterfront building with a spectacular view from all of its 875 rooms. All hotel room windows open so that you can capture the Pacific sea breezes while drifting off to sleep. The hotel offers all of the standard amenities in each sleeping room for that "home away from home" feeling.

There are 80 miles of beach just minutes from the hotel. However, if the feel of sand between your toes does not excite you, come and unwind on the sundeck overlooking the bay. For the sports enthusiast, the hotel offers four tennis courts, an outdoor lap pool, a complete spa, bicycle trails, and numerous golf courses—all on-site and available for use by all hotel guests.

San Diego

San Diego is the seventh-largest city in the United States and California's second-largest. Within its borders, San Diego County encompasses 18 cities and numerous neighborhoods all worth seeing, including the Gaslamp Quarter, LaJolla, and Escondido; each has its own unique charm.

There are many attractions for the entire family in San Diego—a little bit of everything for everyone to enjoy. The world-famous San Diego Zoo and Wild Animal Park are definitely among the favorites, but you can head down to Legoland and recapture a bit of your youth.

For the nature lover, San Diego has surely been blessed. It hosts gentle foothills, mile-high mountains, and state parks where you can observe wildlife and an abundance of flowers.

Weather

The weather in San Diego is beautiful all year round; October is no exception. Temperatures range from 75° during the day to 60° at night, so pack a pair of sunglasses and a light jacket.

Dining

The Manchester Grand Hyatt is home to two award-winning restaurants, Lael's and Sally's. Lael's is open for breakfast, lunch, and dinner, serving contemporary cuisine with a beautiful view of the San Diego Bay. Sally's is known as the "Seafood on the Water" restaurant; it's a freestanding restaurant, with 17 sets of glass doors opening to the marina and boardwalk. You can also view the food preparation in Sally's exhibition kitchen. Ann Marie's, a lovely coffee house serving breakfast treats and light lunches, is also located at the Manchester Grand Hyatt.

Parking

Valet parking is \$20 per day and self-parking is \$16 per day; both offer complete in-and-out access.

Airline Discounts

American Airlines

Reservations, scheduling, and ticketing information may be obtained by calling American Airlines at 1-800-433-1790. The reservation center hours are Monday through Sunday, 8:00 am to 10:00 pm. Refer to file number A51H3AM.

United Airlines

Reservations, scheduling, and ticketing information may be obtained by calling United Airlines at 1-800-521-4041. The reservation center hours are Monday through Sunday, 8:00 am to 10:00 pm. Refer to the tour code/meeting ID number 514KN.



Hotel Registration Form

MANCHESTER GRAND HYATT SAN DIEGO

One Market Place, San Diego, CA 92101

Telephone reservations: 619-232-1234

Reservation fax: 619-358-6729

24th Annual *Nursing Management* Congress

Group Code NURS

October 26-29, 2003

Nursing Management Congress 2003

When making reservations, a deposit equal to one night's room and tax or a credit card number with expiration date will be required to guarantee the reservation. Send us your credit card information. ***Don't forget the expiration date and your signature!*** Cancellations must be made at least 24 hours prior to your arrival date to have your deposit refunded. Failure to cancel will result in forfeiture of your deposit. *Nursing Management* Congress rate is \$189.00/single, \$214/double plus 10.5% tax. Check-in is 3:00 pm; check-out by 11:00 am.

Reservations must be received on or before Friday, October 3, 2003. *Nursing Management* Congress has reserved a limited number of guest rooms at the Manchester Grand Hyatt at a reduced group rate; these may be sold out before the cutoff date of October 3, 2003. If all rooms at the group rate have been reserved and it is prior to October 3, 2003, your reservation will be made on a space-available basis at the lowest public rate. Rooms may still be available after the cutoff date at the prevailing public rate. Special requests will be granted on a space-available basis. All hotel room rates are subject to applicable state and local taxes (currently 10.5%).

Mail reservations to:

Manchester Grand Hyatt San Diego
Attn: Reservation Dept.
One Market Place
San Diego, CA 92101

Telephone reservations: 619-232-1234
Reservation fax: 619-358-6729

Please refer to the group code NURS when making your reservations.

Last Name _____ First _____ Middle _____

Firm/Hospital _____

Street _____

City _____ State _____ ZIP _____

Telephone Number _____ Fax Number _____

Arrival Date _____ Departure Date _____

E-mail Address _____

Deposit Charged to Credit Card Number

Credit Card Number _____ Expiration Date _____

Credit Card Type (Circle One)

AMEX VISA MC Discover Other _____

I authorize the Manchester Grand Hyatt San Diego to charge my account for one night's deposit and all applicable taxes.

Signature _____ Telephone Number _____

Sharing With: Last Name _____ First _____ Middle _____

Arrival Date _____ Departure Date _____

Accommodation information:

_____ Single \$ 189.00 Plus tax

_____ Double \$ 214.00 Plus tax

Bed type _____ King _____ 2 Doubles

_____ Smoking _____ Nonsmoking

_____ Number of Rooms Required

_____ Additional people

(\$25.00 charge for each additional person with a 4-person maximum)

Please list any ADA needs: _____

Thank you!

We hope you enjoy your stay at Manchester Grand Hyatt San Diego!

4 EASY WAYS TO REGISTER:

By phone: 1-800-346-7844 x7798 or 7750

By fax: 1-856-218-0557

Online: www.nmcongress.com

Mail completed form with payment to:

**Anthony J. Jannetti, Inc.
NMC 2003 Registration
East Holly Avenue, Box 56
Pitman, NJ 08071-0056**



Registration Form

**Manchester Grand Hyatt
San Diego, CA**

FOR OFFICE USE ONLY	
Amount	_____
Check no.	_____
Date	_____

NAME _____

SOCIAL SECURITY NUMBER _____

Credentials (check highest degree):

Diploma (1) BSN (2) MS (3) MSN (4)

MN (5) MA (6) PhD (7) EdD (8)

Other (please specify) (13) _____ PLEASE SPECIFY _____

Address (Check one) Home Work

IF BUSINESS ADDRESS, NAME OF FACILITY _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

DAYTIME PHONE (Check one) Home Work FAX _____

E-MAIL ADDRESS _____

EMERGENCY CONTACT NAME _____ PHONE _____

NMC 03011

MAILING LABEL CODE _____

Registration will not be processed without payment. **Make checks payable to Nursing Management Congress** and send to:

**Anthony J. Jannetti, Inc.
NMC 2003 Registration
East Holly Avenue, Box 56
Pitman, NJ 08071-0056**

A confirmation letter will be mailed to you shortly after your registration form and payment have been processed.

FORM OF PAYMENT

Check enclosed (Payable to *Nursing Management Congress*, Tax ID # 13-293-2696)

Credit Card

If paying by credit card, please include:

Visa MasterCard American Express

CARD NUMBER _____

EXPIRATION DATE _____

SIGNATURE _____

REGISTRATION FEES/CUTOFF DATES

All preregistration for the conference must be postmarked no later than October 16, 2003. Walk-in registrations will be available on-site at the Manchester Grand Hyatt, San Diego, CA.

	Received:	Early 8/2 - 10/16	Regular 10/16 and after (on-site)
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Main Conference (October 27, 28, 29)

Full 3-day Registration	AXB \$579	AXC \$629
Daily Registration (per day)	AXE \$299	AXF \$349
Guest/Spouse Pass (exhibit hall only)	BXJ \$75	BXK \$75
Networking Session	\$35	\$35

Preconference Workshops (October 26; additional fee)

<input type="checkbox"/> 001 Human & Financial Resources	B \$174	C \$224
<input type="checkbox"/> 002 CNA Prep Course	B \$299	C \$349
<input type="checkbox"/> 003 Magnet Appraisals	B \$174	C \$224
<input type="checkbox"/> 004 Ethical Conflicts	B \$174	C \$224
<input type="checkbox"/> 005 Human & Financial Resources	B \$174	C \$224

PAYMENT SUMMARY

Main Conference	\$ _____
Daily Only	\$ _____
Guest/Spouse	\$ _____
Preconference Workshops	\$ _____
Networking Session	\$ _____
Total Amount Due	\$ _____

CANCELLATION/TRANSFER POLICY

All cancellations and transfers must be received in writing. For cancellations received prior to October 6, 2003, we will refund registration cost less a \$75 administrative fee. We are unable to make refunds after October 6, 2003, but will gladly transfer your registration to a colleague if the request is made in writing to Anthony J. Jannetti, Inc., NMC2003, East Holly Avenue, Box 56, Pitman, NJ 08071-0056.

Please indicate if you would like to attend any of the preconference workshops listed below. **NOTE: There is an additional charge for these sessions. See price list on the right.**

Sunday, October 26

Preconference Workshops

- | | | | |
|--------------------|--|--|--|
| 8:00 am - 11:30 am | <input type="checkbox"/> 001 Human & Financial Resources | 1:00 pm - 4:30 pm | <input type="checkbox"/> 005 Human & Financial Resources |
| 9:00 am - 4:00 pm | <input type="checkbox"/> 002 CNA Prep Course | Note: Sunday evening open to all registered attendees | |
| 8:00 am - 12 noon | <input type="checkbox"/> 003 Magnet Appraisals | | |
| 1:00 pm - 4:00 pm | <input type="checkbox"/> 004 Ethical Conflicts | 5:15 pm - 6:15 pm | <input type="checkbox"/> 101 Keynote Address |
| | | 6:00 pm - 8:00 pm | <input type="checkbox"/> 102 Grand Opening of Exhibits |

Please indicate your first two choices (1, 2) for each Breakout Session you would like to attend. This section must be completed in order to process your registration. Please note that General Sessions are open to all attendees.

Monday, October 27

10:15 - 11:15 am	___ 202	___ 203	___ 204	___ 205	___ 206
11:30 am - 12:30 pm	___ 207	___ 208	___ 209	___ 210	___ 211
1:45 - 2:45 pm	___ 212	___ 213	___ 214	___ 215	___ 216
3:15 - 4:15 pm	___ 217	___ 218	___ 219	___ 220	___ 221

Networking Session (optional, extra \$35 fee) Circle one

4:30 - 6:00 pm ___ 222 A B C D E F G H I J

Tuesday, October 28

8:00 - 9:00 am	___ 301	___ 302	___ 303	___ 304	___ 305	___ 306
10:15 - 11:15 am	___ 307	___ 308	___ 309	___ 310	___ 311	___ 312
11:30 am - 12:30 pm	___ 313	___ 314	___ 315	___ 316	___ 317	___ 318
1:45 - 2:45 pm	___ 319	___ 320	___ 321	___ 322	___ 323	___ 324
3:15 - 4:15 pm	___ 325	___ 326	___ 327	___ 328	___ 329	___ 330

Wednesday, October 29

1:00 - 5:00 pm ___ 404

Please send me the exam application under separate cover. Note: Application and payment must be sent directly to the ANCC. I understand the deadline for receipt of completed application is August 8, 2003.

Special Needs: Please contact 1-800-346-7844 x7798 for any special needs related to a disability.