

Nursing Management Congress 2005

October 9-12, 2005

Disney's
Contemporary
Resort
Orlando, FL



Attendee Brochure

Sponsored by



LIPPINCOTT
WILLIAMS & WILKINS

Nursing Management Congress 2005

Dear Colleague,

Another year, another exciting program! I hope you will join us for *Nursing Management Congress 2005*, October 9 to 12, at Disney's Contemporary Resort, Lake Buena Vista, Florida. For Disney fans, this hotel is located in the Magic Kingdom.

The 2005 planning committee, which represents some of the top health care experts in the field, and has compiled a program that takes a hard look at some of the most crucial issues facing nurse managers today. We've sought out and secured top-notch faculty to present topics such as finance, outcomes, ethics, interpersonal growth and development, and skill enhancement and assessment.

Sponsored by Lippincott Williams & Wilkins, publisher of *Nursing Management* journal, Congress2005 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. We're expecting approximately 1,400 attendees, so you'll be in good company.

We're proud to say that several prominent nursing organizations have endorsed Congress2005, including the American Association of Critical-Care Nurses; the American Organization of Nurse Executives; Healthcare Information and Management Systems Society; Sigma Theta Tau International, The Honor Society of Nursing; and The American Association of Nurse Attorneys.

At the conclusion of this conference, you'll be able to:

- Develop creative approaches to nursing practice that enhance quality patient care in a cost-effective manner.
- Influence the practice of nursing through communication, mentoring/precepting, and inspiring peer practice of nursing.
- Foster development through seeking out professional growth opportunities, supporting professional certification, and implementing technological advancement.
- Influence and inspire others to achieve higher levels of responsibility.
- Network with faculty and colleagues to maintain and grow relationships.

You'll return to your place of business with updates, facts and figures, and contemporary knowledge, and you'll also have earned continuing-education contact hours.

Mickey, Goofy, and I look forward to meeting you in person!

Richard T. Hader, RN, MSN, CHE, CNA, CPHQ, PhD
Nursing Management Congress Chairperson
Editor-in-Chief, *Nursing Management* journal
Lippincott Williams & Wilkins
Senior Vice President and Chief Nurse Executive
Meridian Health System
Wall, NJ



Continuing Education Provider Information

Purpose

As a nurse leader attending *Nursing Management Congress 2005*, 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 healthcare setting. In addition, you can accrue contact hours.

Accreditation Statement

Lippincott Williams & Wilkins, publisher of *Nursing Management*, is accredited as a provider of continuing education (CE) in nursing by the American Nurses Credentialing Center's Commission on Accreditation and by the American Association of Critical-Care Nurses (AACN 00012278). Lippincott Williams & Wilkins is also an approved provider of nursing continuing education in Alabama, Florida, and Iowa, and holds the following provider numbers: AL, #ABNP0114; FL, #FBN2454; IA, #75. Lippincott Williams & Wilkins is a provider approved by the California Board of Registered Nursing, Provider Number CEP11749, for 30 contact hours. This educational program will award up to 30 contact hours in the following categories: AACN CERP Category A (29 contact hours) and O, and Texas Board of Nurse Examiners (Type 1). Your Lippincott Williams & Wilkins CE contact hours are valid wherever you reside.

*You can earn up to 28.8 contact hours if you attend preconference workshop number 001 or 002, the keynote address and the entire main conference, as well as view all posters. Additional CE opportunities may be made available on site.

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 designate a primary contact. (We will contact that person only.)
- 2 to 3 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 1999 to 2005)

Submission Address

Lippincott Williams & Wilkins
c/o Kelly Landis
323 Norristown Road, Suite 200
Ambler, PA 19002
Phone: 215-628-7798
Fax: 215-646-2280
E-mail: klandis@lww.com

Deadline

All submissions must be postmarked by **July 1, 2005**.

Notification

The *Nursing Management* Congress Planning Panel will review all poster submissions. You'll receive notification of acceptance or rejection via e-mail by **August 1, 2005**.

Nursing Management's

Visionary Leader 2005

The visionary nurse leader views nursing as both an art and a science by promoting caring and competence as the link between science and humanity. Do you exhibit the following qualities?

Excellence

- Develops creative approaches to nursing practice that enhance quality patient care in a cost-effective manner.
- Acts as a nurse advocate by utilizing visionary and innovative leadership approaches.
- Advances the science of nursing through clarifying, refining, and expanding nursing's knowledge base.

Insight

- Influences the practice of nursing through communication.
- Encourages or serves as a mentor/preceptor who inspires peer practice of nursing.
- Enhances the image of nursing through nursing practices.

Development

- Actively seeks out professional growth opportunities and supports professional certification.
- Demonstrates excellence in nursing recruitment and retention.
- Fosters technologic environments to enhance the continuum of care and patient safety culture.

Inspiration

- Exceeds expectations of current role.
- Models behaviors of higher levels of practice.
- Significantly influences and inspires others to achieve higher levels of responsibility.

Networking

- Freely shares personal resources for the growth and development of colleagues.

- Actively participates in development of community affairs, legislation, and/or organizations that affect nursing practice.
- Cultivates others to support nursing and contribute to its development.

Balance

- Models a healthy work/life balance.
- Demonstrates commitment to nursing research, education, legislation, and technologic advancement.
- Actively supports competency and promotes quality and patient safety culture.

To enter, compose a manuscript of up to 2,500 words detailing a colleague's accomplishment in one of the six objectives outlined above. Describe the accomplishment in terms of the bullet points that accompany the objective. We'll feature the winning manuscript in the January 2006 issue of *Nursing Management*.

Nursing Management's editors will select the winner, based on a point system assigned to the manuscript's readability, originality, evidence of credibility, applicability to others/practice, evidence of outcomes or potential, and how well it meets content criteria. The chosen nurse leader will receive an all-expenses-paid trip to *Nursing Management* Congress2005, which includes round-trip airfare, main conference registration, and hotel (up to a \$2,000 value). He or she will be recognized by *Nursing Management's* editor-in-chief at the conference's opening ceremony.

To enter, e-mail your manuscript to ntaylor@lww.com, with "Visionary Leader" in the subject head. The contest closes on **August 1, 2005**.

Educational Session Descriptions

SUNDAY, October 9, 2005

8:00 am – 4:30 pm

001 CNA/CNA Prep Course

Vicki D. Lachman, RN, PhD, MBE, CNA, CS, President, VL Associates; Associate Professor, Drexel University, Philadelphia, PA
It's time to prepare! Review four strategic exam areas and take two dry-run examinations to help you pass the CNA/CNA exam. Workshop participants will also get to keep the 300-page workbook, updated with 2005/2006 information; this manual has proven to be an invaluable study tool. For those ready to take the actual examination, we are pleased to offer it on-site on Wednesday, October 12, from 12:00 n to 4:00 pm.

002 The Art & Business of Leadership

Pamela Hunt, RN, MSN, Administrative Director of Surgical Services and the Division of Critical Care, Marion General Hospital, Marion, IN

Nurse leaders must have a high degree of scientific knowledge and critical thinking skills, and they must know how to integrate these characteristics with a high level of interpersonal skills on a daily basis. Spend a day learning leadership essentials, such as how to provide encouraging leadership, build a strong team, practice constructive confrontation, evaluate your unit as a business, mentor future leaders, and renew your own passion for nursing. This presentation marries research and literature along with real-life examples and storytelling.

8:00 am – 11:30 am

003 Transforming the Work Environment of Medical-Surgical Nursing for Future Care Delivery

Ann Hendrich, MS, RN, FAAN, Vice President, Clinical Excellence Operations Ascension Health, St. Louis, MO

The IHI's 100,000 Lives Campaign aims to enlist thousands of hospitals across the country in a commitment to implement care changes proven to prevent avoidable deaths. This workshop will kick off with discussions surrounding the Institute for Hospital Improvement campaign and the role Ascension Health played in the campaign. It'll also explore the current state of medical-surgical nursing, patient flow, and bottlenecks that create increased workload index for nursing, and will conclude with the identification of transformational concepts (technology and practice) for medical-surgical nursing transformation with references to the TCAB project and acuity-adaptable rooms.

004 New Managers and The Three P's: People, Projects, and Priorities

Shelley Cohen, RN, BS, CEN, Educator/Consultant, Health Resources Unlimited, Hohenwald, TN

The challenges of managing people and departmental projects, and prioritizing patient needs can be an overwhelming task for even the most seasoned manager. When new managers build a solid foundation of knowledge that addresses these challenges, they're in a better position to lead.

12:00 pm – 1:00 pm Lunch On Own

1:00 pm – 4:30 pm

005 Onboarding for Life

Wendy Edelson, RN, MA, Director, Employee & Labor Relations, Corporate Human Resources, Meridian Health, Neptune, NJ; Janice Duis, MA, NCC, Director of Organizational Effectiveness, Meridian Health, Wall, NJ

In this hands-on workshop, learn effective strategies for hiring for success, enhancing recruitment, reducing turnover, and retaining and developing top talent. Interactive exercises and group dialogue will help you map your own processes and identify, develop, and implement meaningful programs. Meridian's talent management (people optimization) programs and process for maximizing success will be profiled.

**BEST OF
2004**

006 Engaging Staff: Beyond a Quick Fix

Sharon Cox, RN, MSN, CNA, President, Cox & Associates, Brentwood, TN; Mary Jenkins, Vice President, Worklife Community, Genesys Health System, Grand Blanc, MI
If you're tired of the "flavor of the month" or "toys and trinkets" approach to staff engagement, this program offers practical, user-friendly approaches to morale improvement with a more lasting impact. By challenging conventional wisdom, these two national speakers explore the realities of engagement and retention that allow the manager to shift from parent to partner while fostering staff accountability and commitment.

4:45 pm – 5:00 pm

Welcome and Reflection/Nursing Management's Visionary Leader 2005

5:00 pm – 6:30 pm

Keynote Address

101 HOT Management

Carolyn Martin, PhD, Dean of Faculty, Rainmaker Thinking, Inc., New Haven, CT

Overworked employees are demanding more flexibility. Understaffed employers are demanding more and better work from employees. Those with supervisory responsibility are stuck in the middle trying to negotiate these competing needs.

How can managers reconcile these opposite forces? HOT Management provides the answer to this question. "HOT" is an acronym for "hands-on transactional" – the key to this successful approach!



6:30 pm – 8:30 pm

Grand Opening of Exhibits/Posters/Reception

New for 2005! Résumé Workshop. During exhibit hours, the editors of *Nursing Management* will have a private consultation with attendees interested in updating their résumés. Be sure to sign up early at the Lippincott Williams & Wilkins booth to reserve your 15 minutes with these savvy writers. First come, first serve. Don't forget a copy of your current résumé!

MONDAY, October 10, 2005

Exhibits Open/Coffee Service

7:30 am – 8:30 am

General Session

8:30 am – 10:00 am

201 If Disney Ran Your Hospital, You'd Consider Patient Satisfaction a Fool's Gold

Fred Lee, Author; President, Fred Lee and Associates, Inc., Orlando, FL

Fred Lee, former hospital VP and Disney University facilitator, will share one of the provocative chapters from his national award-winning best-seller, *If Disney Ran Your Hospital*, 9 1/2 Things You Would Do Differently.

Breakout Sessions

10:15 am – 11:15 am

202 Motivating Everyone to Want Your Job

Pamela Hunt, RN, MSN, Administrative Director of Surgical Services and the Division of Critical Care, Marion General Hospital, Marion, IN

Who's going to take over our jobs when we retire? With the average age of this country's RN population over 45 years old, we should be thinking about who will take our place. Unfortunately, not many younger nurses consider leadership an attractive option. In this session, discover how to create a desire for leadership in the next generation, and foster that desire by teaching and mentoring effective leadership.

203 Stop. Look. Listen. Are We Our Own Worst Enemy?

Virginia R. Beeson, MSN, Director of Leadership Development, Nursing Leadership Academy, The Advisory Board Company, Washington, DC

Lawmakers, educators, human resource experts, hospital administrators, and nursing policy experts are all joining ranks to determine how to make nursing more appealing as a profession. The group that isn't as engaged as we need them to be are practicing clinical nurses. How is our dress or appearance, language, and treatment of one another hurting our profession and its future? Come and see this dynamic presentation that's sure to motivate and inspire!

204 The ANA Code of Ethics: One for All Ages

Betty R. Kupperschmidt, EdD, RN, CNA, BC, Associate Professor, College of Nursing, Oklahoma University, Tulsa, OK
Nursing's Code of Ethics is the non-negotiable standard that binds us together. Do generational differences influence nurses' interpretation of the Code and how they practice nursing? How



can we use the Code and generational differences to address ethical considerations of multigenerational nurses and patients? Learn to use the Code as a powerful tool for ensuring excellence of 21ST century nurse leaders.

205 Extreme Makeover, Nursing Edition

Richard T. Hader, RN, CHE, CNA, CPHQ, MSN, PhD, Conference Chairperson; Editor-in-Chief, Nursing Management journal; Senior Vice President, Chief Nurse Executive, Meridian Health, Wall, NJ

Health care's turbulence requires nurse leaders to closely examine what's right and what needs an "extreme makeover." Come discuss how organizations have capitalized on their strengths and made radical differences in the practice setting to enhance the nursing work environment, while improving patients' care experience. Be prepared to think differently and depart with ideas that you can implement in your own organization!

BEST OF 2004 206 Forecast the Future: Challenges, Issues, and Solutions for Nursing Leaders by 2010

Mary Lou Jones, RN, PhD, AOO, Director, Network Services, Duke University Health System, Durham, NC

Review the top 10 challenges for nurse leaders in the next 5 years. Gain insight into innovative strategies and tactics to position us for success in shaping the delivery of healthcare to individuals, communities, and populations in multiple settings.

Breakout Sessions

11:30 am – 12:30 pm

207 Getting the Most from Your Staff: Create and Maintain a Resilient Work Team

Dan Johnston, Clinical Psychologist, Mercer University School of Medicine, Macon, GA

Healthcare has always been a demanding profession but has become more so with recent nursing shortages, budget cuts, and increases in patient acuity. Now, more than ever, resiliency is

needed. A "bounce back" team not only provides better service but also knows how to support each other through crises. This practical, interactive presentation teaches the three steps of resiliency: choosing a realistically optimistic attitude, undoing the effects of stress, and engaging in the daily enjoyment of life.

208 Contemporary Role of the CNS in Today's Healthcare System

Janet S. Fulton, RN, PhD, Editor-in-Chief, Clinical Nurse Specialist journal, Lippincott Williams & Wilkins, Carmel, IN
This session addresses the contemporary practice model for clinical nurse specialists (CNS) and their contributions to quality, cost-effective nurse sensitive outcomes. The newer model for CNS practice moves away from the traditional sub-role toward an integrated practice model that combines expert, innovative nursing care with CNS' abilities to influence nurses, nursing personnel, nursing standards, and delivery of care. Nurse administrators will find the model helpful in establishing standards for CNS performance across a healthcare system.



209 "Just" Culture: Moving from Punishment to Reward

Cole Edmonson, RN, CHE, CNAA,BC, MS, Assistant Chief Nursing Officer, Medical City Dallas Hospital / North Texas Hospital for Children, Dallas, TX

Creating a culture for healthcare delivery that promotes the reporting of errors is critical in a time of patient safety, public reporting, and mandatory reporting. The literature is replete with models, philosophies, and programs to increase error reporting, but without the culture to support such an agenda, failure is inevitable. Follow one Magnet hospital's journey to achieve a culture that supports and rewards the reporting of errors, near misses and sentinel events, based on the Marx model for a true and just culture, supported by the IOM.

210 All Aboard! Conducting the Nursing Research Engine on the 14 Forces of Magnetism

Patricia R. Messmer, RN,BC, PhD, FAAN, Nurse Researcher, Miami Children's Hospital, Miami, FL

The ANCC Magnet Journey requires teamwork to prevent "derailment" as nurse leaders address the 14 Forces of Magnetism. CNOs on the "Magnet Journey Train," provide clear signals and direction for the research/evidence-based practice engine, Force 6, Quality of Care. Nurse leaders "on

board" integrate nursing research studies/projects in an evidence-based environment, evolving CQI projects into nursing research studies for improved patient care outcomes.

211 Raising Your "Happiness Level"

Jo Manion, RN, CNAA, PhD, FAAN, President, Manion & Associates, Oviedo, FL

Business and happiness are inextricably linked, despite the fact that many people talk about work as a necessary evil, and in some cases, an actual burden. Individual benefits of happiness have long been recognized, but what are the business reasons for happy employees? Recent research in the field of positive psychology sheds light on the importance of happiness at work and offer us concrete, evidenced-based approaches for addressing this issue.

Exhibit Hall Open

12:30 pm – 2:30 pm

Breakout Sessions

2:30 pm – 3:30 pm

212 Hiring the Best Through Behavioral Interviewing

Beth A. Brooks, RN, CHE, PhD, Associate Dean and Executive Director, College of Nursing, University of Illinois at Chicago, Chicago, IL

Behavioral Interviewing improves your hiring success rate by helping you accurately predict a candidate's job performance at least 70% of the time. By contrast, traditional intuitive interviewing techniques have a relatively low success rate of 15%. This evidence-based approach embraces the premise that data about past performance is the best indicator of future performance. It asks the applicant, "What have you done?" rather than, "Who are you?" It's vital for nurse managers and leaders to have sound interviewing skills for a legally defensible interview process.

213 Speaking a Foreign Language: Finance

Pamela Hunt, RN, MSN, Administrative Director of Surgical Services and the Division of Critical Care, Marion General Hospital, Marion, IN

The skills nurse leaders need have changed dramatically in the last few years. Today, you face complex justifications, staffing predictions, hours per patient day, FTE calculations, and cost savings predictions, to name a few. This presentation offers you step-by-step examples of how to calculate and justify the staff, equipment, and supplies that your department requires to provide quality care. You'll return to your work environment with knowledge and skills to put to use immediately.

214 Making Evidence-Based Nursing a Reality

Cole Edmonson, RN, CHE, CNAA,BC, MS, Assistant Chief Nursing Officer, Medical City Dallas Hospital / North Texas Hospital for Children, Dallas, TX

Evidence-based nursing as a subset of evidence-based practice is the combination of nursing experience, research, and patient preferences. Chief nursing officers can create a system that not only supports this but also contributes to improved nursing engagement measures and improved patient outcomes. This session will follow one Magnet hospital's journey to simplify the process of instrumental and persuasive research on informed practice.

215 Performance Appraisals: Why They Backfire and What To Do Instead

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

No, it's not you. Have you noticed that despite your best efforts, most appraisals you give or receive seem to have less than optimal results? You aren't alone. While attempting to facilitate critical functions like feedback, development, compensation, and litigation protection, 90% of organizations are dissatisfied with their existing appraisal system. By exploring the root assumptions beneath the design of all appraisals, you'll discover why they backfire.

216 Resource-Based Admissions

Judith "Ski" Lower, RN, CCRN, CNRN, MSN, Nurse Manager, NCCU and NVICU, Johns Hopkins Hospital, Baltimore, MD

Safety is the big buzzword in healthcare, yet many hospitals are struggling financially and want their beds full and their emergency departments open for business. Patient acuity is high, and our resources are limited. Come learn how one facility piloted the option of allowing the charge nurse to determine on each shift how many patients can be accommodated at any given moment.

Exhibits Open

3:30 pm – 4:00 pm

Breakout Sessions

4:00 pm – 5:00 pm

217 "Nursing Education . . . Pass it On"

Carol Toussie Weingarten, RN, PhD, Associate Professor, College of Nursing, Villanova University, Villanova, PA

Session Supported by STTI

A shortage of nurse educators is causing nursing programs to turn away qualified students during a potentially dangerous nursing shortage. To prepare enough nurses for the future, Nurses for a Healthier Tomorrow (NHT), a coalition of 45 nursing and healthcare organizations, launched a communications campaign, "Nursing Education...Pass It On," to increase the number of nurse educators. This session will define the role of a nurse educator, aspects and opportunities related to a career in nursing education, and the background needed to become a nurse educator.

218 Staffing Services Certification: A Path to Enhanced Collaboration and Accountability

Michele Sacco, Executive Director, Health Care Staffing Services Certification, Joint Commission on Accreditation of Healthcare Organizations, Oakbrook Terrace, IL

During the past several years, the healthcare industry has faced shortages of care providers and the continued reliance on staffing firms by healthcare organizations. Health Care Staffing Services (HCSS) certification is a voluntary offering from the Joint Commission for staffing firms. HCSS certification enhances collaboration and accountability in the placement of healthcare staff. This session provides valuable insight as to how this new certification program was developed, what the process entails, and what the response has been from the staffing industry and healthcare organizations.



219 Critical Thinking and New Graduate Nurses

Shelley Cohen, RN, BS, CEN, Educator/Consultant, Health Resources Unlimited, Hohenwald, TN

Learn to develop and present a critical-thinking skills course for the new graduate nurse. Review objectives, course content, and resources for class material. Set realistic goals for new graduates, and discuss successful techniques.

220 Nursing's Impact on Clinical Decision Support

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

Point-of-care clinical systems are often viewed as "clerical" systems that reduce time spent with patients and offer little value to the quality of patient care. Adding intelligence to these systems is key to increasing the value and speeding adoption. Clinical decision support is one form of intelligence that adds value. This session will demonstrate several types of clinical decision support, review its impact on patient care, and discuss the role of nursing in its development and implementation.

221 Dealing with "Bless-Her-Heart"

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

"Bless her heart...She means well, tries hard, and has been with us a long time." In reality, we're avoiding dealing with a performance issue or tolerating toxic behavior, and the impact on staff morale and patient outcomes can be a problem! This program highlights the different varieties of the "bless her/his heart" syndrome and offers pointers for effectively dealing with the underlying issues, both from a managerial and staff perspective.

5:15 pm

Lobby Lounge

No plans for the evening? Traveling solo and want someone to join you for dinner or to watch the fireworks display at Epcot? Maybe you're looking for someone to ride Space Mountain with you? Stop by the lobby lounge and look for fellow NMC attendees who don't have plans for the evening and are seeking camaraderie. Be sure to get there early so you don't miss out on any plans. Wear your name badges for recognition.

TUESDAY, October 11, 2005

Exhibits Open/Coffee Service

7:30 am – 8:30 am

Breakout Sessions

8:30 am – 9:30 am

301 Speak Up, Speak Out

Jo Manion, RN, CNAA, PhD, FAAN, President, Manion & Associates, Oviedo, FL

Do you ever feel like you're banging your head against a brick wall? That no matter what you do or say, or how many proposals you write, no one seems to hear you? Most leaders feel some level of frustration in getting things to happen in their organization or work group, and although this session offers no magic wands, tips for getting heard, as well as assessing the risks involved.

302 The Charge to Change: Establishing a Healthy Work Environment

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

Supported by AACN

What are the essentials of a healthy practice environment? Find out about the American Association of Critical-Care Nurses' (AACN) Standards for Establishing and Sustaining Healthy Work Environments, why the standards are needed, and how they serve as a toolkit for change. Your patients' safety and your nurses' satisfaction depend on it!

BEST OF 2004 303 Forces of Magnetism

Richard T. Hader, RN, CHE, CNA, CPHQ, MSN, PhD, Conference Chairperson; Editor-in-Chief, Nursing Management journal; Senior Vice-President, Chief Nurse Executive, Meridian Health, Wall, NJ

Learn about the elements that can enhance an organization's culture in an effort to improve the environment for both nurses and patients. These Forces of Magnetism have proven to be key strategies in recruiting and retaining nurses. Review success stories and examples to drive implementation of these strategies in your own institution.

304 Don't Move My Patient

Eleanor Wilson, RN, MSN, MHA, Vice President, Patient Care Services, Doylestown Hospital, Doylestown, PA; Tim Hediger, MSEE, MSStat., Director of Improving Systems, Doylestown Hospital, Doylestown, PA

To help reduce inpatient transfers and improve throughput, a community hospital moved toward a universal bed concept through the expansion of telemetry to all acute care beds.

305 Managerial Response to Nursing Practice Violation

Cynthia A. Mikos, BSN, MBA, JD, Health Law Attorney, President Elect, The American Association of Nurse Attorneys (TAANA), Tampa, FL; Suzanne Edgett Collins, BSN, MPH, JD, PhD, Associate Professor, Duquesne University School of Nursing, Director, TAANA, Pittsburgh, PA

Supported by TAANA

This session will review the historical responses and associated

consequences to nursing practice violations. Come analyze potential managerial responses to violations, based on categories of violations. The presenters emphasize error as a special category of violation meriting additional consideration.

Breakout Sessions

9:45 am – 10:45 am

306 Preparing the Work Environment for Older Nurses

Vickie M. Moore, RN, CHE, CNAA, BC, MSN, Senior Vice President, Operations, Chief Nursing Officer, St. Joseph's Medical Center, Atlanta, GA

Come hear the words of nurses currently "aging in the workforce" and what it will take to keep them at the bedside for years to come. Learn about innovative ideas currently available, ranging from programs to devices that will make work life easier and less physically demanding.



307 Taming Toxicity in the Workplace:

Melissa A. Fitzpatrick, RN, MSN, FAAN, Principal Healthcare Strategist, SAS Health and Life Sciences Organization, SAS Institute, Cary, NC

This session has relevance for everyone, whether your toxic nemesis is your boss, a co-worker, a physician, or a family member. Toxicity in the workplace has tremendous implications for staff and leader retention, satisfaction, and outcomes. Real-life examples and strategies will empower you to deal with toxic people in a healthy and constructive way. You'll leave with a better understanding of what's behind the toxic person's behavior and how you can address it in the most productive way possible. You'll also assess your own leadership for signs of toxicity, and if you find any, learn how to curb it.



308 Nursing's Impact on Quality Outcomes through Patient Safety Initiatives

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

Session Sponsored by NSO

Nurses are in the position to greatly impact the successful outcomes of patient safety initiatives. If nurse managers encourage and support staff to view errors as a systems problem that can only be addressed through cooperation, then quality improvements are likely outcomes. Learn your role in promoting safe care through the support you offer regarding error reporting.

309 The Bottom Line? It's Quality That Counts!

Joan Ellis Beglinger, RN, MSN, MBA, FACHE, FAAN, Vice President for Patient Care Services, St. Mary's Hospital Medical Center, Madison, WI; Sue Luginbuhl, RN, 2005 Chair Coordinating Council, St. Mary's Hospital Medical Center, Madison, WI

Amidst the nursing crisis there are nursing organizations that are thriving and producing the results that all healthcare organizations seek. They enjoy excellent clinical outcomes and high patient and provider satisfaction. Turnover among nurses is low; operating margins are healthy. These organizations must serve as prototypes for the future. St. Mary's Hospital Medical Center, a member of SSM Health Care, is both Magnet recognized and a Malcolm Baldrige National Quality Award recipient. Learn from its example.

310 Pay for Performance: Revenue Enhancement through Quality Care

Kathleen Kimmel, RN, CHE, MHA, Vice President of Nursing Informatics, McKesson Provider Technologies, Louisville, CO; Joyce Sensmeier, RN, BC, CPHIMS, MS, Director of Informatics, Healthcare Information and Management Systems Society (HIMSS), Chicago, IL

Supported by HIMSS

The premise behind Pay for Performance (P4P) is to reimburse providers for quality care and compliance with evidence-based outcomes. Documentation and reporting of compliance with

evidence-based outcomes make facility-wide clinical information systems an operational and financial imperative. The federal government is taking the lead by launching a pilot program designed to evaluate the use of this methodology. Here, get key information to guide and position your organizations to adapt to this new reimbursement model.

Breakout Sessions

11:00 am – 12:00 noon

311 What Every Manager Should Know about Staff Development

Cathleen Opperman, RN, CPN, MS, Education Nurse Specialist, Children's Hospital, Inc.; Nursing Adjunct Faculty, Capital University, Columbus, OH

We're all in this together. We need to know enough about successful education strategies to best make decisions regarding problem solving and change management. Review adult learning principles to transform your unit into a dynamic, creative place. Simply attending orientation, having precepted experiences/in-services, or offering continuing education regarding an advanced skill doesn't validate competency. Instead, a method of ongoing reevaluation of staff competency must be incorporated into the annual performance appraisal system.

312 Metrics and Strategy and Alignment...Oh, My!

Melissa A. Fitzpatrick, RN, MSN, FAAN, Principal Healthcare Strategist, SAS Health and Life Sciences Organization, SAS Institute, Cary, NC

A former chief nurse executive with experience using business intelligence and performance management technology discusses implementing solutions to enhance measurement, accountability, and communication to create an organizational culture of evidence-based decision-making and best practices. This session provides strategies, lessons learned, and real-life examples of successful hospital and nursing performance management models, scorecards, and evidence-based organizational cultures.

313 Your Part in Patient Safety

Kathleen M. White, RN, CNAA, CMAC, PhD, Associate Professor, MSN/MBA Program, Johns Hopkins University, School of Nursing, Baltimore, MD

Patient safety is a strategic initiative in every facility in this country. The culture of safety demands a different kind of leader. Are you ready to guide your team to a safer place for your patients? Come learn the strategies you need to build a safer organization, including your role in resource allocation, systems and process analysis and redesign, team building, open communication and reporting, and use of evidence-based practices.

314 Redesigning Care Management

Eleanor Wilson, RN, MSN, MHA, Vice President, Patient Care Services, Doylestown Hospital, Doylestown, PA; Kenneth Coburn, MD, MPH, CEO, Health Quality Partners, Doylestown, PA
Case study: Join this VP of Patient Care Services as she explains how establishing care management by utilizing advanced practice nurses will result in decreased length of stay and reduction in mortality. This program was recognized with a Hospital Association of Pennsylvania Achievement Award.



315 When Is Enough Enough? The Ethics of Medical Futility

Diann B. Uustal, RN, EdD, MS, President/Consulting Educator, Clinical Ethicist, Educational Resources in Health Care, Inc., Soddy Daisy, TN

Examine the current debate over the ethics of medical "futility." Address the following concerns: How is medical "futility" defined and determined from an ethical perspective? What's the difference between "ordinary" and "extra ordinary" treatments? What are the ethical/legal limits of an individual's refusal of and/or demands for treatment? What can you do when patients or their families demand treatments that won't make a difference? Clinical examples will be used throughout the presentation by a practicing clinical-ethicist known for her discernment, care-based ethical reasoning, and thought-provoking presentation style.

Exhibit Hall Open

12:00 noon – 2:00 pm

Breakout Sessions

2:00 pm – 3:00 pm

316 Management by Walking Around Can Be Hazardous to Your Health

Jeff Doucette, RN, CEN, CHE, CNAAB, BC, MS, Associate Operating Officer, Duke University Medical Center, Raleigh, NC
Do you know what it's like to be a patient in your facility? Think again! Have you ever eaten lunch from the patient tray line? Join the presenter for these and other tales "from the other side of the bedrails." You'll discover the how-tos required to create an empowered culture of service excellence.

317 When Cultures Clash

G. Rumay Alexander, RN, EdD, Director, Office of Multicultural Affairs; Clinical Assistant Professor, University of North Carolina at Chapel Hill, School of Nursing, Chapel Hill, NC
Cultures are the lenses through which people view their worlds so different viewpoints within an organization will often intersect and sometimes clash. Join the Director of the Office of Multicultural Affairs at UNC Chapel Hill as she delves into this important topic.

BEST OF 2004

318 Margin Meets Mission: Integrating the Plan for the Day with the Plan for the Stay

Holly Sutton, RN, BSN, CMAC, MBA, President, Care Management Solutions, Fenton, MI

This session demonstrates how partnerships between and among physicians, nurses, and health information management professionals improve patient care quality and the organization's fiscal performance. Participants will discover an innovative and effective approach to bridging patient care and health economics at the point of service.

319 Dealing with your BMW Club

Judith "Ski" Lower, RN, CCRN, CNRN, MSN, Nurse Manager, NCCU and NVICU, Johns Hopkins Hospital, Baltimore, MD

We all know them, they're disruptive, destroy morale, and never seem to change. But in a time when teamwork, good interpersonal relations, and a stress-free environment are critical to today's workplace, we can no longer afford to have a BMW Club (b***h, moan, and whine). Come learn how to deal and what to do if team members don't change.

320 Open Forum: A Panel Discussion on Partnering With Physicians

Moderated by Norma Hagenow, RN, MBA, President and Chief Executive Officer, Genesys Health System, Grand Blanc, MI; Pam Cislo, Chief Nursing Officer, Genesys Health System, Grand Blanc, MI; Cathy Heiman, Vice President, Human Resources, Genesys Health System, Grand Blanc, MI

Having a successful partnership with doctors is no easy task! The nurse/physician relationship is frequently fraught with tense and frustrating conflicts. This panel discussion will overview successful strategies to create a positive working relationship with the physicians you encounter on a daily basis. You'll learn key strategies for handling abusive behavior and transforming the nurse/physician relationship into a successful partnership. The viewpoints will cover those of a CEO, a CNO, and VP of human resources.

Exhibit Hall Open

3:00 pm – 3:30 pm

Breakout Sessions

3:30 pm – 4:30 pm

321 Nurse Leaders...Love What You Do or Create a New You!

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

We have a choice. We have a voice! We must realize that we have the power to love what we do or the responsibility to create a new you! The key to survival is to blend effective leadership strategies and self-care skills into nursing practice. This presentation is designed to enhance clinical performance and job satisfaction by exploring the benefits of humor and hope. Only you can decide your path and choreograph the dance that will lead you to greater professional and personal joy.

322 Risk Taking and Job Security: Mutually Compatible or Recipe For Disaster?

Kathy Malloch, RN, MBA, PhD FAAN, President, KMA, Inc., Glendale, AZ

Taking risks can be very dangerous in some situations, yet the need to examine new ideas and strategies is necessary for progress and survival. Skills to become a rational risk taker are needed for all managers and leaders in today's complex environment. Learn eight daring behaviors to embrace risk and strengthen your courage in a safe and realistic way. Examples include daring to tell all, moving to virtual communication, reworking your work, and forming new and creative partnerships.

323 Preventing Errors With Automated Technology

Today's automated technology can undoubtedly make the drug use process safer, if it is used wisely. However, used inappropriately, technology can actually increase the likelihood of tragic and costly medication errors. "Closing the Patient Safety Loop: Technology Update" can give you the crucial and timely information you need to use today's automated technology as safely and wisely as possible. Whether you're planning a new technology purchase or want to ensure the safety and effectiveness of your current system, this program has what you need. It's full of practical advice from some of health care's most respected experts. And the focus is on real-world help that can make medication automation safer and more effective. A little learning today can help your institution avoid unnecessary, costly, and tragic problems using automated technology. This session is designed to give you a wealth of hands-on strategies and information that you can use immediately in your own institution to make today's technology work for you -- safely and effectively now and in the future.

324 Immigration and Foreign Nurses: Is the Door Half Open or Half Shut?

Carl Shusterman, Esq., Principal of the Law Offices of Carl Shusterman, Adviser to the American Hospital Association and

the California Healthcare Association, Los Angeles, CA
Laws and regulations affecting the immigration and employment of foreign-born nurses are in continual flux. Sometimes the door to employing foreign-born nurses appears to open. Then just as quickly, rules change and the door seems likely to close. In this presentation, a nationally known immigration attorney discusses the latest developments in laws and regulations governing the employment of foreign-born nurses, including recent dramatic changes regarding the employment of Filipino, Indian, and Chinese nurses. This is an essential update and how-to session for anyone interested in securing the services of qualified foreign-born nurses.

325 Managing Your Human Capital

Kathleen M. White, RN, CNAA, CMAC, PhD, Associate Professor, MSN/MBA Program, Johns Hopkins University, School of Nursing, Baltimore, MD

Human capital is our most valuable asset, and managing performance of our human capital takes a savvy nurse manager. How can you ensure organizational performance with high performing and satisfied workers? This session will help you to identify the performance paradox and learn strategies to successfully identify levels of performance, assist you to develop your employees, and, when necessary, deliver bad news.

WEDNESDAY, October 12, 2005

General Session

8:00 am – 9:00 am

401 The Question of Staffing Ratios: What Research Data Really Show

Sean Clarke, RN, CRNP, PhD, Associate Director, Center for Health Outcomes and Policy Research, University of Pennsylvania School of Nursing, Philadelphia, PA

An explosion of research over the past 5 years has stimulated



much discussion and policy activity around nurse staffing issues in hospitals. This session will review in detail what research tells us (and doesn't yet indicate) about safe staffing and explore the implications of this body of studies for leaders in hospital nursing.

General Session

9:15 am – 10:15 am

402 Privileged Interruption – A Call to Caring

Jeff Doucette, RN, CEN, CHE, CNA, BC, MS, Associate Operating Officer, Duke University Medical Center, Raleigh, NC
So many times throughout the day leaders hear the voices of nurses who are tired, overworked, and are dying to care again. Time that once was dedicated to the patient's bedside has been usurped by paperwork and administrative duties. How can we continue to work this way? Reignite your passion for caring and reexamine your commitment to moving our profession forward.

Closing Session

10:30 am – 11:45 am

403 24/7 Rebalance Your Life(style)

Diann B. Uustal, RN, EdD, MS, President/Consulting Educator, Clinical Ethicist, Educational Resources in Health Care, Inc., Soddy Daisy, TN
Too many of us are living a lifestyle that's hectic and work oriented, leaving little time for nourishing our own souls and cre-

ating healthy relationships. This session will engage and inspire you by providing insightful tips and practical tools for rebalancing work and play, establishing healthy boundaries, and enhancing authentic relationships. Get real about your lifestyle and take responsibility for adding meaning to your life, not just for a day, but 24/7!

404 CNA/CNA Exam

12:00 pm – 4:00 pm

You've taken the review course on day 1 of Congress and now it's time to pass the test! Congress2005, together with the ANCC, is pleased to offer both the CNA and CNA examina-tions at this year's meeting. Please check the appropriate box on the registration form to receive the application. You can also download this information at www.nursingcredentialing.org. Upon the ANCC's review and acceptance of your application, you'll receive a confirmation via regular mail directly from the ANCC, with test-taking instructions. APPLY EARLY. All applica-tions must be received by the initial deadline date of July 8, 2005. Any application received after the initial deadline is sub-ject to an additional \$35 late registration fee. Final registration deadline is August 5, 2005. No exceptions! **Registrations must include the following Test Site Code: NMC2005.** If you have any questions regarding this certification or the application sta-tus, please contact the ANCC directly at 1-800-284-2378. Separate fee payable to the ANCC.

Planning Panel Members

Chairperson

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

*Editor-in-Chief, Nursing Management
Lippincott Williams & Wilkins
Senior Vice President, Chief Nurse Executive
Meridian Health
Wall, NJ*

Panel Members

Sean Clarke, RN, CRNP, PhD

*Associate Director
Center for Health Outcomes and Policy Research
University of Pennsylvania School of Nursing
Philadelphia, PA*

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*

Vickie M. Moore, RN, CHE, CNA, BC, MSN

*Senior Vice President, Operations
Chief Nursing Officer
Saint Joseph's Hospital of Atlanta
Atlanta, GA*

Rosanne Raso, RN, CNA, MS

*Senior Vice President, Nursing
Lutheran Medical Center
Brooklyn, NY*

Eleanor Wilson, RN, MSN, MHA

*Vice President, Patient Services
Doylestown Hospital
Doylestown, PA*

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

*Clinical Director, Journals
Lippincott Williams & Wilkins
Ambler, PA*

Karen McPherson, MS, CMSRN, APRN, BC, CRNP

*Director of Continuing Education and Conferences
Lippincott Williams & Wilkins
Ambler, PA*

General Information

Hotel – Disney’s Contemporary Resort

4600 North World Drive
Lake Buena Vista, FL 32830
Reservations: 1-407-824-3869

The *Nursing Management Congress 2005* will take place at Disney’s Contemporary Resort in Lake Buena Vista, Florida. This resort is located in the Magic Kingdom® area. Step into the future, where high style has been redefined so that you can make yourself at home among the lavish designs and dazzling patterns of a grand guest room. Take advantage of spacious bathrooms, quiet sleeping and sitting areas, and private balconies, some of which offer astonishing views of Bay Lake or the spectacular nighttime fireworks at the Magic Kingdom park.

Standard room setup includes a vanity area with two sinks, a separate bathroom, in-room safe, and a table and chairs. Rooms offer a stocked mini-bar (for a fee) and coffee makers. Additional in-room amenities include 24-hour room service, turndown service upon request, irons, ironing boards, hairdryers, dual line phones with voicemail, Disney Channel and ESPN, newspaper delivery, high-speed internet access, as well as laundry facilities/services.

A block of rooms has been secured for the NMC attendees at the special rate of **\$189** for single or double occupancy (additional person, 18 years and older, will be charged \$25.00). Rates are subject to applicable state and local taxes (currently at 11.5%). This NMC special rate is available until **Monday, September 12, 2005**, or until the room block is sold out. Reservations received after this date will be accepted on a space-available basis. **Room reservations can be made online at www.nmcongress.com or call 1-407-824-3869.** Your reservation request is confirmed after you receive your confirmation number via e-mail. All requests will be handled within 2 business days.

Activities

The Contemporary boasts two outdoor heated pools, a wading pool, whirlpools, and swimming in the roped area of Bay Lake. There is a video arcade room, volleyball, water-

skiing, parasailing, and tennis also on site. Bay Lake also offers boat rentals. The Olympiad Health Club has exercise equipment, a sauna, tanning booths, and massages by appointment. In addition, Contemporary guests have access to five championship Disney golf courses.

Child Care Services

NMC Conference doesn’t provide child care services. However, hotel guests traveling with children can arrange for babysitting services through Kids Nite Out. Call 407-828-0920 between the hours of 8:00 am – 9:00 pm. In-room service available. It’s recommended that you make arrangements at least two weeks prior to your stay. For more information, including pricing, please visit www.kidsnite-out.com.

Weather

October in Orlando is spectacular, with temperatures ranging from 85 degrees during the day, dropping down to 65 degrees in the evening. Remember to pack some sun screen!

Air Travel

Discounted airfare is available from Northwest and US Airways, the official carriers of this meeting.

Northwest

Reservations, scheduling, and ticketing information may be obtained by calling Northwest Airlines at **1-800-328-1111**, Monday-Friday, 7am-7pm. Attendees can also access flight information and book tickets online at www.nwa.com. Refer to WorldFile Code **NYTZR**.

US Airways

Reservations, scheduling, and ticketing information may be obtained by calling US Airways at **1-877-874-7687**. Refer to Gold File Number **60673341**.

Disney’s Magical Express

With this fabulous new program, you and your party will receive complimentary transportation from the Orlando International Airport to your Disney Resort and back again. No need to worry about baggage claim as your luggage will magically appear at your resort.



General Information

How does Disney's Magical Express work?

1. Book your reservation: Once you've confirmed a room reservation and finalized your airline travel, simply call 407-827-6777 to book your Disney's Magical Express service reservation. We need your information at least 3 weeks prior to arrival.
2. Receive your luggage tags: Approximately 2 weeks prior to your arrival, you'll receive an Airport Transportation Booklet containing general information and special luggage tags which you'll attach to your luggage before departure.
3. Arrival at Orlando International Airport (MCO): A Disney representative will greet and direct you to the Disney Welcome Center in Terminal A, where a complimentary motor coach will take you to your Disney Resort.
4. Luggage Delivery to the resort: Your tagged luggage will be claimed at the airport, transported to your Disney Resort, and delivered to your room.

5. Returning home again: At the end of your stay, enjoy the same convenience of Disney's Magical Express Service from your Disney Resort back to Orlando International Airport.

To book Disney's Magical Express service, please call **407-827-6777** or complete a reservation form, which can be downloaded from www.nmcongress.com.

Car Rental

Avis has been chosen as the car rental company. To receive discount rates contact AVIS directly at **1-800-331-1600** and refer to the AWD code **J658617**, or make your reservations directly on the NMC website: www.nmcongress.com.

Discount Park Tickets

For information on discounted park tickets visit www.orlandomeetinginfo.com/nmcongress. Additionally, discount theme park tickets can be purchased through the hotel.



