

Optimizing Your Existing Women's Healthcare Center of Excellence – The Advanced Course

April 21, 2010

7:30 – 8:30 *Networking Breakfast and Registration*

8:30 – 8:45 **Opening and Welcoming Comments by Summit Chair**

Diana Bruno Himwich, *President*, UNA VITA

8:45 – 9:45 **Using Technology and EHR for an Improved Delivery System**

In order to create an efficient, well-coordinated patient services model, many administrators will look to technology. Electronic medical records are one of many advancing technologies that allow delivery models to efficiently navigate the system and direction of the industry. This presentation will explore this and other technologies that will take Women's Centers of Excellence through the next decade. Benefits, scope and implementation strategies for each technology will be described.

Judy Hager RN, MSN, FHIMSS, *Principal*, SMITH HAGER BAJO, INC.

9:45 – 10:15 *Morning Break*

10:15 – 11:15 **Benchmarking to Achieve Higher Patient Satisfaction**

To properly understand an individual facility's strengths and weaknesses, it is necessary to examine trends and establish benchmarks. However, this is a difficult and complex task. Each Center of Excellence operates in a unique setting as differences in patient volumes, services utilized and payer mixes make comparing one Center to another next to impossible. This presentation will discuss in detail what should be tracked, how to track it, correct methods for interpreting the information and what are considered to be optimal performance measurements for your facility.

Patricia Byrnes Schmehl, *Administrator*, *Women's Services*,
INOVA FAIRFAX HOSPITAL WOMEN'S CENTER

11:15 – 12:15 **Lean Management Techniques**

Women's Healthcare Centers of Excellence, like all healthcare providers, are facing business models requiring a reduction in costs. As these demands grow as reimbursement continues to be a challenge, healthcare executives will look for means to reduce costs without sacrificing the patient experience. Managing the costs of running a Center of Excellence can be a daunting but essential task. This presentation, using a Comprehensive Breast Women's Center as an example, will review the proven techniques leading to reduced costs without sacrificing your facility's most important objective, patient care.

Ed Boudreau, DO, *Senior Consultant*, UNA VITA

12:15 – 1:45 *Group Luncheon*

1:45 – 2:45 **Expanding the Practice to meet Patient Needs**

A Center of Excellence may already be offering high-level patient care, but may also find that certain market demands are not currently offered. Of course, the first step to know if market demands are being missed is to ask the question. Once additional services are properly identified, the question then becomes how to expand service offerings without disrupting the current level of patient care? This presentation will discuss a plan to create a successful multi-disciplinary system within an already thriving healthcare practice.

Diane Thompson M.D., *Medical Director, Women's Center and Cancer Center,*
THE QUEEN'S MEDICAL CENTER

2:45 – 3:15 *Afternoon Break*

3:15 – 4:15 **Strengthening Physician Leadership**

Attracting top physician talent is an important task. Keeping that talent on board is another. Losing this talent means risking patient relationships that have already been developed along with referrals of new patients who are directed to specific doctors. One means to help ensure a strong patient practice is to cultivate strong relationships between physicians and administrators. This presentation will discuss what administrators need to understand in developing and maintaining mutually beneficial relationships.

Diana Bruno Himwich, *President, UNA VITA*

4:15 – 5:15 **Optimizing Nursing Strategies**

The current market demands that healthcare providers become increasingly cost-conscious. As healthcare consumerism grows and access to services becomes more in demand, the population shifts and a strong nursing strategy must be implemented to meet these various and divergent needs. This presentation will discuss how developing a best practices nursing strategy will lead to high patient satisfaction and the ability to increase service offerings.

Carol Head, RN,MSN, *Interim Director, Women's and Children's Services,*
BLUE RIDGE HEALTHCARE, GRACE HOSPITAL

Summit Adjourns