

**Preliminary  
Registration  
Brochure**

# 2009 HEALTH CARE EDUCATION CONFERENCE



**Moving Mountains:  
Overcoming Challenges in Health Care Education**

**The Premier Meeting for Patient, Staff and Community Educators**

**October 7-9, 2009 • Asheville Renaissance Hotel • Asheville, North Carolina**

Sponsored in part by:



Dear Health Care Education Colleagues,

It is with great pleasure that we invite you to our 12th Annual Health Care Education Conference. This year's theme is "Moving Mountains in Health Care Education," celebrating our accomplishments in the face of massive barriers and challenges. You owe it to yourself to step out of your daily routine, take some time to learn what others are doing, reflect on your practice, and renew your spirit to return with a new enthusiasm.

HCEA is a learning community for professionals committed to improving health care education in organizations through excellence. With an ever-expanding membership of educators from across the nation and the world, we represent a multitude of backgrounds and work settings in health care.

In response to your feedback, we have integrated into the design of this conference more time for you to interact with peers in your field. Adult learning principles in action! This three-day event will provide you with information-packed educational sessions, time to meet vendors serving health care educators, and many opportunities to connect with colleagues. Regardless of your area of practice, specialty, or educational focus, this conference has something for you!

We hope that you will enjoy your time in Asheville, and that you'll make a new friend or two as you shop, dine, or just explore. If hours of sitting in a conference makes you ache, balance it with a visit to the world famous Biltmore Estate ([www.biltmore.com](http://www.biltmore.com)), or stroll through the downtown Asheville area and admire the local art displays while you listen to a bluegrass band strike up an impromptu show in the middle of the street. Take a deep breath – can't you just smell the clean mountain air?

If you have any questions or comments, please feel free to contact us. We look forward to making this HCEA Conference the best yet!

Sincerely,

*Penny Overgaard, BSN, RN, FAHCEP, Co-Chair, 2009 Planning Committee*  
[povergaard@phoenixchildrens.com](mailto:povergaard@phoenixchildrens.com)

*Amy Vega, MBA, MHA, RHed, FAHCEP, Co-Chair, 2009 Planning Committee*  
[amy.vega@sr-ahcec.org](mailto:amy.vega@sr-ahcec.org)

*Wayne Neal, MAT, RN-BC, HCEA President*  
[wneal@cnmc.org](mailto:wneal@cnmc.org)

### International HCEA 2009 Conference Planning Committee

*Sobra Alexander*  
 VHA, Tennessee Valley Healthcare System, Nashville, TN

*Ashley Ave, MA*  
 Children's Hospital Central California, Madera, CA

*Eve Beringer-Klein, MSN, RN, PMHCNS-BC*  
 UNC Health Care, Chapel Hill, NC

*Susanne Brooks, MSN, RN, OCN, AOCNS*  
 Spectrum Health, Grand Rapids, MI

*Tom Chelston, RN*  
 Krames Patient Education, Yardley, PA

*Sandy Cornett*  
 The Ohio State University Medical Center,  
 Columbus, OH

*Mary Fimian*  
 Children's Medical Center of Dallas, Dallas, TX

*Nancy Forsberg, MLIS*  
 Bristol-Myers Squibb Children's Hospital at Robert  
 Wood Johnson University Hospital, New Brunswick, NJ

*Janette Helm, MA, RN, CHES, FAHCEP*  
 St. Vincent Hospitals and Health Services,  
 Indianapolis, IN

*Linda Kocent, MSN, RN*  
 Children's Hospital of Philadelphia, Philadelphia, PA

*Diane Moyer, MS, RN*  
 The Ohio State University Medical Center,  
 Columbus, OH

*Wayne Neal, MAT, RN-BC*  
 Children's National Medical Center, Washington, DC

*Kathy Ordelt, RN, CPN, CRRN*  
 Children's Healthcare of Atlanta, Atlanta, GA

*Penny Overgaard, BSN, RN, FAHCEP*  
 Phoenix Children's Hospital, Phoenix, AZ

*Faith Phillips*  
 University of Missouri Health Care, Columbia, MO

*Dina Ruef*  
 Phoenix Children's Hospital, Phoenix, AZ

*Joy Scopa Goldman*  
 New York Presbyterian Hospital, New York, NY

*Amy Vega, MBA, MHA, RHed, FAHCEP*  
 Southern Regional AHEC, Fayetteville, NC

*Nancy Walch, MPH, BSN, RN, CHES, NHA, CCHN*  
 AIM, Inc., Honolulu, HI

*Kathleen Werner, PhD, RN*  
 Banner Baywood Medical Center, Mesa, AZ

*Cindy Westley, MSN, RN-BC, ANP-C*  
 University of Virginia Health System, Charlottesville, VA

## Overview

### Features of the Conference:

- Keynote, Plenary, and General Session Speakers
- Concurrent Sessions on Timely and Innovative Subjects
- Poster Presentations
- Exhibit Hall
- Networking Events

### Objectives

- Explore efforts to “go green” by reducing waste and environmental impact
- Describe success stories in delivering the same or increased level of services with less staff or funding
- Identify innovative partnerships and collaborations that reduce duplication of efforts and increase impact of work
- Describe ways to effectively deal with difficult people, situations, organizational changes, or other challenges
- Define the role of the educator in keeping morale high in challenging times
- Explore how education guides organizations to compliance with new or changing rules and regulations

## Contact Hours

Contact hours for this continuing nursing education activity have been submitted to the Wisconsin Nurses Continuing Education Approval Program Committee, an approved provider of continuing education credits. Contact: Amy Vega at [amy.vega@sr-ahec.org](mailto:amy.vega@sr-ahec.org).

## CHES Credits

Application has been made to the National Commission for Health Education Credentialing, Inc. (NCHEC) for CHES Category I continuing education contact hours (CECH). Contact: Janette Helm at [jlhelmches@yahoo.com](mailto:jlhelmches@yahoo.com).

## Paperless Green Conference

In an effort to reduce waste and maximize resources, this conference will be paperless. Beginning October 1, 2009, registered attendees will be able to print all handouts submitted by presenters. The website is [www.hcea-info.org](http://www.hcea-info.org). An access code will be emailed to participants.



## Tuesday, October 6, 2009

### PIPE & FHERN Special Interest Group and Board Meetings

*(Pre-registration is required. Available for an additional fee.)*

**8:00 a.m. - 10:00 a.m.**  
PIPE Business Meeting

**10:00 a.m. - 11:15 a.m.**  
PIPE & FHERN trip to Mountain Area Health Education Center (MAHEC)

Pick up at the Renaissance Hotel

First stop: Mountain Area Health Education Center (MAHEC)

Tour and presentation by Joan Colburn, Director of MAHEC

**11:15 a.m. - 1:00 p.m.**  
Second Stop: Mission Reuter Children’s Outpatient Center

Tour with David Stegal, Director of the Children’s Center

Tour of the Family Resource Center with Roxann Colwell, Program Coordinator

Lunch and presentations:

Dr. Susan Mims, Medical Director for Children’s Services

Bruce Thorsen, Director of the Mission Healthcare Foundation

**1:00 p.m.**  
Return to the hotel

**2:00 p.m. - 9:30 p.m.**  
HCEA Board Meeting & Working Dinner

## Wednesday, October 7, 2009

**7:00 a.m. - 6:00 p.m.**  
**Registration Desk Opens**

**8:00 a.m. - 12:00 noon**  
**FHERN Business Meeting**

**8:00 a.m. - 12:00 noon**  
**Pre-Conference: Core Curriculum for Preceptor Development**

*Susan A. Boyer, MEd, RN, FAHCEP*

*Executive Director, VT Nurses In Partnership, Inc., Windsor, VT*

When we consider different thinking and future directions; just imagine... having a core curriculum for precep-

tor development and support that is accepted across the continuum of care and is recognized as a regional and/or national ‘best practice.’

Ten years of pilot projects, implementation, and research have changed the face of precepting in our state – shifting the focus from task to clinical judgment, from cases to concepts, from test results to integrated affective/psychomotor skills, from orientation to clinical coaching, and from procedures to performance-based expectations. To make this transition, the instruction and support for preceptors must be analyzed and structured in a pro-active manner.

You are invited to join this discussion of current trends and research in education and preceptor development. After reviewing 21st Century evidence, workshop participants will start developing a teaching plan that serves the needs and challenges of preceptors within their own agencies.

Challenges and issues will include:

- Planning for instructional time for both preceptors and the staff that they instruct
- Teaching nurses vs. teaching mixed allied healthcare groups
- Teaching preceptors how to foster critical thinking skills in the clinical setting
- Differentiating between learning objectives and performance outcomes
- Developing feedback loops that include performance outcomes
- Analyzing advanced preceptor instructional needs

**1:00 p.m. - 1:15 p.m.**

**Opening Remarks**

**1:15 p.m. - 2:30 p.m.**

**Keynote Presentation**

**The Case for Leaving Things Out**

*Beverly M. House, MHS, RN-BC  
Educational Consultant, Greenville  
Hospital System, Greenville, SC*

Hear ye! Hear ye! The high court is now in session. Draw near and ye shall be heard. Here comes the judge, prosecuting and defense attorneys, and the jury. The case before the court is "The Case for Leaving Things Out." Attorneys will argue the two sides: 1) The human brain can store limited information before going into overload—decreasing retention ("May I be excused? My brain is full" syndrome); and 2) Learners must hear all the information in order to handle any situation (no matter how infrequently the situation is encountered). Evidence for both sides will be presented and the jury of peers will reach a verdict after weighing the evidence, including:

- Why leave some things out
- What to leave out
- How to plan in order to include only essential information

Join us for this landmark case in health care education and help the court decide... which side will win?

**2:30 p.m. - 3:30 p.m.**

**Break with Exhibitors  
Vendor Panel**

**3:30 p.m. - 4:45 p.m.**

**Concurrent Sessions (Choose One)**

**C.1.1. Meeting the Challenge of Educating Patients with Diverse Needs**

*Diane C. Moyer, MS, BSN, RN  
Program Director, Patient  
Education, The Ohio State  
University Medical Center,  
Columbus, OH*

*Karen Guthrie, MS, RN  
Manager, Community and  
Patient Education, Mount  
Carmel East, Columbus, OH*

*Barbara Wingert, MS, RN  
Patient Education Specialist  
Ohio Health, Columbus, OH*

This session will provide an overview of a collaborative project that resulted in the development of audiovisual materials for health education for low literacy, limited English proficiency (LEP) patients and deaf patients, as well as various forms of disaster preparedness materials to address safety, regulatory and accreditation issues. Lessons learned and examples of some of the products produced will be shared.

**C.1.2. Is It Enough to Move the Mountain? Mining for Diamonds in Patron Satisfaction Data in Your Center**

*Kimberly A. Hume, MSN, RN,  
FAHCEP  
Family Resource Center  
Manager, St. Louis Children's  
Hospital, St. Louis, MO*

It is not enough to have your customers say you are doing a great job. We need to dig deeper into the true meaning of our services and the impact on the patients and families we are serving. Once we understand that, we are compelled to be able to share this information in a variety of formats to a diverse set of audiences, continually proving our worth in an ever-tightening healthcare environment. Morale within our centers will be raised as we collectively seek out creative ways to demonstrate and share our worth and value. By partnering together, we can take the best practices and ideas from the group and return home, invigorated to look at

our satisfaction measures as only one piece of a larger mountain. Understanding the challenges of each of our organizations and collaborating to find a different method will ultimately advance each of the centers represented.

**C.1.3. A Novel Concept in Health Care Education: Using Stories to Teach**

*Amy Glenn Vega, MBA, MHA,  
RHED, FAHCEP  
Director of Interdisciplinary  
Education, Southern Regional  
AHEC, Fayetteville, NC*

While there is no one-size-fits-all approach to learning, storytelling is a teaching method with nearly universal appeal. Often overlooked in adult education, stories are actually among the most powerful of learning experiences, and can transform any educational offering into a lesson that will not only educate and inform, but will entertain and inspire. Discussion will revolve around how and why stories have such a profound impact when used to teach adult learners, and will explore examples of stories that have been used to effectively educate patient and staff audiences. Join your colleagues for an evidence-based, yet lighthearted look at how stories can help your learners understand, embrace, and most importantly – retain information. Practice creating and sharing teaching stories of your own, and by the end of this presentation, you'll agree with American poet Muriel Rukeyser, who once said "The universe is made of stories, not atoms."

**4:45 p.m. - 6:00 p.m.**

**Exhibit Hall/Poster Session**

Take advantage of this opportunity to visit with vendors and view Poster Presentations. Poster Presenters will be available during this time for questions and discussion.

**LIST OF POSTERS**

The Role of Health Educator in a Dementia Clinic

*Kathy Moran, MBA, BS  
University of Utah Hospital,  
Salt Lake City, UT*

PEERS Project - Increasing the Diversity and Number of Pediatric Staff Nurses

*Steve Teal, MS  
Children's Medical Center,  
Dallas, TX*

Teaching Families to Manage Their Acute Pediatric Bipolar Symptoms

*Mary Fimian, BS  
Children's Medical Center,  
Dallas, TX*

Comprehensive Airway Training Improves Discharge Outcomes in Mechanically Ventilated Children

*Kristen Meliska, BSN, RN  
Phoenix Children's Hospital,  
Phoenix, AZ*

Ready... Set... Wait: Use of a Simulation in a Children's Hospital

*Nancy Forsberg, MLIS  
Bristol-Myers Squibb Children's Hospital at The Robert Wood Johnson University Hospital,  
New Brunswick, NJ*

Health Literacy Evaluation of Dental Health Materials

*Sandy Cornett, PhD, RN  
The Ohio State University Medical Center, Columbus, OH*

The Ohio State University Health Literacy Distance Education Program

*Sandy Cornett, PhD, RN  
The Ohio State University Medical Center, Columbus, OH*

Websites at the Bedside: Choosing and Evaluating Websites for Your Patients and Families

*Wayne Neal, MAT, RN-BC  
Susan Keller, MLS  
Children's National Medical Center  
Washington, DC*

### 7:00 p.m. Dine-Around

The Dine-Around is your chance to meet new friends, reconnect with old ones, and explore downtown Asheville. Sign-up sheets for a variety of restaurants within walking distance will be posted with a group leader, location and a time to meet.

## Thursday, October 8, 2009

7:00 a.m. - 3:00 p.m.

### Registration

7:30 a.m. - 8:30 a.m.

### Breakfast/Exhibit Hall/Poster Session

8:30 a.m. - 9:45 a.m.

### Plenary Session: Approaches to Health Disparities and Social Determinants of Health for Health Care Educators

*Charlene Pope, PhD, MPH, CNM, BSN  
Assistant Professor, Medical University of South Carolina (MUSC) College of Nursing Affiliation and Associate Nurse Executive for Research, Ralph H. Johnson VA Medical Center, Charleston, SC*

From this presentation, participants will learn how to differentiate between the concepts of cultural competence, health disparities, and social determinants of health in setting priorities. You'll discover how specific factors of social determinants such as health literacy, access to care, discrimination, social exclusion, and poverty impact the care of those we serve. Engage in a thought-provoking discussion of how we can assess, plan and intervene appropriately to address social health determinants in health education.

9:45 a.m. - 10:15 a.m.

### Break with Exhibitors

10:15 a.m. - 11:30 a.m.

### Concurrent Sessions:

#### C. 2.1. Creating a Patient Education Unit in Your Facility and Ensuring You Consistently Deliver a Positive Return on Investment

*Anne Sirman, MS, ARNP  
Nurse Practitioner and Patient Education Coordinator, Atlanta VA Medical Center, Atlanta, GA*

*Jean Neiner  
Executive Vice President, Sales and Marketing, Krames Patient Education, Yardly, PA*

Patient Education is critical to quality care and good outcomes. However, it also makes good business sense. With proper support from an organizational perspective, there is no reason that patient education should not deliver positive ROI for the healthcare organization. This presentation will help educators make a business case for funding education initiatives as well as give an idea of how a specific program can be structured to meet business objectives as well as care objectives.

#### C.2.2. Achieving the Mark of Excellence in Health Care Education: An Introduction to the Academy of Health Care Education Professionals

*Amy Glenn Vega, MBA, MHA, RHed, FAHCEP  
Director of Interdisciplinary Education, Southern Regional AHEC, Fayetteville, NC*

*Susan A. Boyer, MEd, RN  
FAHCEP*

*Executive Director, VT Nurses In Partnership, Inc., Windsor, VT*

Are you striving towards expert practice as an educator? If so, join this discussion of the vision, purpose and ongoing work of the Academy of Health Care Education Professionals. Academy Fellows have demonstrated exceptional contributions and excellence throughout their careers. They serve to advance and promote, not only the professional bearing the credential, but the profession of health care education itself. Join us as we explore the actions and activities that provide evidence of expert practice.

#### C.2.3. Promoting the Value of Education (and Educators) in Tough Times

*Janette Helm, MA, RN, CHES, FAHCEP  
Director of Mission Integration, St. Vincent Health System, Indianapolis, IN*

Health care educators often feel the pressure of proving their value and relevance to their organizations during times of financial scrutiny, or re-structuring. This presentation focuses on specific ways educators

can promote their skills and programs effectively, and also keep their own confidence levels high during difficult financial times.

#### **C.2.4. We're Not Falling for That: Implementing a Process Improvement Plan to Reduce Falls in an Ambulatory Setting**

*Karen Seifert, MSN, RN, CDE  
Nursing Education Specialist,  
Clinical and Patient Education  
Mayo Clinic, Scottsdale, AZ*

This educational program will describe a process improvement plan using a multi-interventional team approach to address one of the National Patient Safety Goals: reducing the risk of patient harm resulting from falls. Falls are a major health problem, especially among older adults. It is estimated that one in three people over age 65 experience a fall at least once a year (CDC, 2008). Many falls result in injuries that impact quality of life and ability to live independently. While there is ample evidence to support effective components of an inpatient Fall Prevention Program, there is less research based evidence that outlines specific outcome measures for falls in the ambulatory setting. This presentation will include the steps used in process improvement, including design, measurement, assessment and improvement. While the focus of this presentation will be on designing and implementing a falls prevention program, the process improvement plan is applicable to other safety goals within your organization.

**11:30 a.m. - 1:00 p.m.**

#### **Business Meeting and Celebration of Excellence Luncheon**

**1:00 p.m. - 1:30 p.m.**

#### **Break with Exhibitors**

**1:30 p.m. - 2:45 p.m.**

#### **Concurrent Sessions**

##### **C.3.1. The Patient and Family Education Center: 10 Years and Still Going**

*Candace Stiklorius, MSN, RN-BC  
Nurse Educator, Manager,  
Patient and Family Education  
Center, Hospital of the  
University of Pennsylvania,  
Philadelphia, PA*

This session will review 10 years of managing the Patient & Family Education Center at the Hospital of the University of Pennsylvania. Discussion will include the development, implementation, and ongoing challenges and benefits of a patient health education center, along with examples of programs and services offered.

##### **C.3.2. Using Evidence-Based Practice to Improve Patient Education Classes**

*Jeff Zurlinden, MS, RN  
Women's Programs and  
Education, Prentice Women's  
Hospital, Northwestern Memorial  
Hospital, Chicago, IL*

*Kim Kocur, MSN, RNC  
Assistant Professor, Saint Xavier  
University School of Nursing,  
Chicago, IL*

Gain the tools to improve your patient education classes with evidence-based practice. Discover how to evaluate sources of evidence and become a savvy consumer of health-related research. Learn to use levels of measurement like a statistician. Employ critical thinking skills to expand customer expectations, to tailor existing class offerings, as well as to develop new programs.

##### **C.3.3. Conversations: Innovating Health Communications Using Music**

*Steven Longwood  
President, Positive Records,  
Washington, DC*

In this session, participants will be able to define the fundamental concepts and components of "Conversational" health communi-

cations systems and they will be introduced to several "Music-Based" health communications prototype programs. Attendees will examine how health literacy standards and guidelines can be accurately incorporated into musical song lyrics and will discover how music channels can be used to support health promotion, chronic disease prevention, and health literacy communications among minority and underserved populations. Finally, participants will understand how evidence based research models (formative focus group and control group studies) can be utilized to measure the efficacy of music-based and other conversational health communications and health education systems.

##### **C.3.4. It Was Pretty Easy to Understand: Family and Caregiver Involvement in Hospital-Based Health Education Materials Development**

*Christoph Hanssmann, MPH,  
CHES  
Health Educator, Seattle  
Children's Hospital, Seattle, WA*

This is a session designed for individuals who are interested in incorporating family review in the process of development and revision of health education materials. It will discuss the experience of the Family Resource Center at Seattle Children's Hospital in our effort to centralize the hospital's commitment to patient and family-centered care in our patient and family educational materials. We will describe: 1) the development of a form and process to evaluate effectiveness of materials from a family and caregiver perspective; 2) working with and retaining families as ongoing reviewers; and 3) preliminary results. It will also include a small group break-out to help participants identify challenges and opportunities to partnering with families in educational materials development within the context of their respective workplaces.

**2:45 p.m. - 3:00 p.m.**  
**Break with Exhibitors**

**3:00 p.m. - 4:15 p.m.**

**General Session: The Future of Patient Education**

*Fran London, MS, RN  
Health Education Specialist, The Emily Center, Phoenix Children's Hospital, Phoenix, AZ*

Patients are going home sicker, with more equipment, needing more sophisticated self-care skills. Add to that budget cuts, time constraints, functional health literacy, language barriers, inadequate or absent health insurance, poverty, stress, and lack of social supports. Then add TV on demand, CDs, DVDs, websites, interactive software, cell phones, texting, videos, podcasts, Facebook, Twitter, and online support groups. Where is patient education going? How can we get on the right track now, so we don't have to stop, turn around, and lag behind the rest of the field? Oh yes, and where do we find the time, money, and skills to do it?

**4:15 p.m. - 6:00 p.m.**

**Relax and Renew!**

You've asked for more R & R time, and we heard you loud and clear! This is YOUR time to use as you choose! Whether you want to chase down that speaker with your burning questions, spend more time in the exhibit hall, take a nap, or just go for a stroll downtown, this is your chance to recharge your batteries and take some time for yourself.

**5:00 p.m. - 8:00 p.m.**

**Dine-Around**

This evening's Dine-Around will work a bit differently. Meet-up times for dine-around groups, will be staggered throughout the evening to give you more flexibility with your leisure plans. Whether you want to dine as a large group, break up into smaller groups, or just join a buddy for the evening, you'll know when and where to find a group of hungry fellow HCEA members! We'll provide you with menus of several different restaurants in the area, and let you decide where to eat. The hard part will be choosing which one to visit among the many great places to eat in Asheville!

**6:00 p.m. - 7:45 p.m.**

**Optional Group Outing to Biltmore Estate**

Don't miss out on this opportunity to join your colleagues for an evening of fellowship and fun. Be inspired by the relaxed elegance of George and Edith Vanderbilt's 250-room family home and country retreat in Asheville, NC. Discover original art from masters such as Renoir, magnificent 16th-century tapestries, Napoleon's chess set, a library with 10,000 volumes, a Banquet Hall with a 70-foot ceiling, 65 fireplaces, an indoor pool, bowling alley, and priceless antiques. Opened to friends on Christmas Eve, 1895, this French Renaissance chateau remains America's largest privately owned home, and includes its own botanical gardens, vineyards, and horse stables.

Visit [www.biltmore.com](http://www.biltmore.com) to learn more, and view images and videos of the breathtaking Biltmore Estate.

This outing is optional and requires an additional discounted ticket charge of \$46 for a private group tour. It is highly recommended that you purchase your ticket in advance through the HCEA as tickets may sell out and space in our group tour will not be available on-site at the conference.

Due to our agreement and negotiated group rate with the Biltmore, tickets must be purchased from HCEA by Tuesday, September 1, 2009.

Transportation will be arranged and provided for a small additional fee. The HCEA office will contact those who are signed up with further details in September.

**Friday, October 9, 2009**

**7:00 a.m. - 8:15 a.m.**

**Breakfast with Roundtable Discussions**

Enjoy breakfast while networking with colleagues. Topics at the tables will include:

- New Member Orientation
- PIPE
- FHERN
- Patient Education
- Staff Education

- Planning the next HCEA Conference
- Academy of Health Care Education Professionals

**7:00 a.m. - 11:00 a.m.**

**Registration**

**8:15 a.m. - 9:45 a.m.**

**General Session: Hidden Gems: The Art of the UnMeeting**

*Penny Overgaard, BSN, RN, FAHCEP  
Adult Cystic Fibrosis Program Coordinator, Phoenix Children's Hospital, Phoenix, AZ*

*Ronnalea Hamman, MSc  
Manager, Patient and Family Education and Telethon Projects Competition, BC Children's Hospital, Vancouver, British Columbia*

Join your facilitators, Ronnalea and Penny as they help you finish conversations, address unanswered questions and share experiences about what has and has not worked in health care education in an open forum that places you with professionals who have the same passions and concerns. No speakers, no panels, no lectures! Instead this unstructured meeting will spur conversation and allow you to leave the 2009 HCEA conference with answers and new ideas!

**9:45 a.m. - 10:00 a.m.**

**Break**

**10:00 a.m. - 11:15 a.m.**

**Concurrent Sessions:**

**C.4.1. Leadership Challenge: Managing Unsolvable Problems**

*Anne Walker, MEd  
Faculty, Vermont Nurses In Partnership, Windsor, VT*

We often try and solve problems that cannot be solved and are ongoing issues. In reality, these problems are often polarities that need to be managed not solved. Polarities are opposites on a continuum that cannot stand alone such as: planning and action or stability and change. Trying to solve polarities uses valuable resources, frus-

trates staff and never solves the problem. Managing polarities involves an ongoing balancing process of managing both ends of the polarity over an extended period of time. This presentation will examine: how to recognize polarities and the steps to managing them successfully.

**C.4.2. (Encore Session)  
Achieving the Mark of  
Excellence in Health Care  
Education: An Introduction to  
the Academy of Health Care  
Education Professionals**

*Amy Glenn Vega, MBA, MHA,  
RHED, FAHCEP*

*Director of Interdisciplinary  
Education, Southern Regional  
AHEC, Fayetteville, NC*

*Susan A. Boyer, MEd, RN,  
FAHCEP*

*Executive Director, VT Nurses In  
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only the professional bearing the credential, but the profession of health care education itself. Join us as we explore the actions and activities that provide evidence of expert practice.

**C.4.3. The Journey from  
Patient Focused to Patient  
Centered**

*Yvonne Brookes, RN  
Director, Clinical Learning,  
Executive Sponsor Versant RN  
Residency, Baptist Health South  
Florida, Miami, FL*

*Geri Schimmel, MS, RN, LHRM  
Clinical Performance  
Improvement Consultant,  
Patient Safety*

Despite being named one of the key components of quality health care by the Institute of Medicine, "patient-centeredness" has yet to become the norm in primary and acute care settings. This session will discuss ways in which health care organizations can apply the attributes of patient-centered care to practice. The presenters will share their organization's journey toward a vision of Patient Centered Care, discussing how to implement coordinated strategies among patient-centered care stakeholders.

**11:15 a.m. - 11:30 a.m.  
Break**

**11:30 a.m. - 1:00 p.m.  
Lunch and Closing Session:  
Love The One You're With**

*John D. Furnell, BA  
Corporate Development  
Manager, Interim HealthCare  
Greenville, SC*

In a time of tight budgets, constrained resources, and uncertain futures, it takes more than just muscle to move a mountain. A positive attitude may be the most important asset that you could ever bring to the workplace, and holds a valuable place in the success of your organization. Discover the relationship between attitude, professionalism, and work ethic, and how they directly impact the quality of health care provided by the organizations that we all serve. This inspiring closing presentation will help renew your dedication and commitment to your employer and will show you how you ultimately benefit when you "love the one you're with!"

**1:00 p.m. - 1:15 p.m.  
Closing Comments  
Adjourn**

**Hotel Information**

The HCEA has secured a room rate at the Asheville Renaissance Hotel of \$154 per night for single and double occupancy. Please note that this rate is not inclusive of state and local tax. You must secure your reservation no later than September 7, 2009 to receive the discounted rate.

To secure your reservation by phone, please call 1-800-468-3571. Please refer to the Health Care Education Conference to receive the discounted rate.

**Asheville Renaissance Hotel**

31 Woodfin Street  
Asheville, North Carolina 28801  
Phone: 1-828-252-8211  
Fax: 1-828-236-9616

**Transportation**

The Asheville Convention and Visitors Bureau recommends you make your ground transportation arrangements prior to your arrival in Asheville. Cabs serve the airport on a limited basis and an appointment is recommended.

Please visit:

[http://www.flyavl.com/  
ground-transportation/](http://www.flyavl.com/ground-transportation/)  
for more information.

**Tax Deductible Expense:**

Expenses for training: tuition, travel, lodging and meals incurred to improve or maintain skills in your profession may be tax deductible. Consult your tax advisor.

**TAX ID#: 23-2956629**