The Role of Nursing in Health Care Reform:
Strategic, Operational and Leadership Perspectives
(NE-102814)
October 28, 2014  1:30 – 3:00pm Central

Target Audience:  Senior Executives, Board Members, Nursing Administrators

Overview:
Health care reform has tended to be the purview of executives and physicians. However, nursing has a critical role to play in designing, implementing and measuring new initiatives and programs under health care reform. Driving value requires that those providing the care both understand and participate in designing the model.

By its nature, nursing is the foundation for transforming health care operations and achieving value in the health care delivery. Throughout the entire care continuum, nursing has both the greatest exposure to and capacity to influence patient outcomes. Transforming health care to a population-health, fee-for-value model requires us to capitalize on the many environments in which nurses work, their assessment and communication skills, as well as their care delivery models. This session will focus on the critical roles that nurses play in three domains:

- Health care strategy
- Clinical care
- Health care operations

Experts from consulting and patient care will describe how nurses bridge policy and practice in ways that are measurable, actionable and sustainable in real time. As a result, nurses have the capacity to influence value-based purchasing, care standardization, care coordination and management, outcomes reporting, and financial performance. All of these perspectives can help to reduce readmissions, implement bundled payments, effectively respond to newly insured populations, and prepare for accountable care.

For non-nursing executives, this webinar will provide perspectives not commonly seen in other disciplines. For nursing executives, this webinar will provide health care reform strategy and operations context to drive value for nursing delivery. All participants will come away with tools that they can use to assess the nursing response and role in ensuring their organization’s success.

Learning Objectives:
- Gain understanding of the nursing-sensitive strategic, clinical and operational factors necessary for success under health care reform.
- Understand how nursing’s use of process engineering can influence the efficiency and outcomes of the entire health organization.

Faculty:
Virginia Tyler Smith is a senior advisor with The Camden Group and has more than 20 years of professional experience in the health care industry. She specializes in strategic planning and program development, mergers, and service line planning. She also has significant experience as a facilitator working on organizational development issues with senior management teams.
Prior to joining The Camden Group, Ms. Tyler served as President of Tyler Consulting, Inc., a national health care consulting firm, providing advisory services to hospitals and health care-related organizations. There, her areas of focus included board development, acute care strategic planning, provider network development, organizational consolidations, ACOs, American Nurses Credentialing Center Magnet designation, and foundation relations.

Ms. Tyler earned her bachelor’s degree from the University of Rochester in Rochester, New York, her Master of Divinity degree from Harvard University in Cambridge, Massachusetts, and her certificate in health care management from University of Michigan in Ann Arbor, Michigan.

**Linda Knodel** serves as the Senior Vice President/CNO for Mercy based in Chesterfield, Missouri. Mercy is the 6th largest Catholic health care system in the United States. It is comprised of 42 hospitals, 40,000 co-workers, 2,100 integrated physicians and serves residents in a 4 state region. Prior to her current position, she served as the Vice President/CNO of Mercy’s Springfield communities and as the Senior Vice President/CNO at St. Alexius Medical Center, Bismarck, North Dakota.

Ms. Knodel has served in various local, regional and national capacities, most recently serving as president for the American Organization of Nurse Executives, and past member of the board of governors for the American College of Health Care Executives Regent’s advisory council and served on the ACHE finance committee. She has participated in/chaired AONE’s strategic planning, membership, bylaw and annual planning committees. She has also held positions as a state/chapter president and American Hospital Association region 6 regional policy board member. Ms. Knodel also served as a board member for the National Board for Case Management.

She is a member of Sigma Theta Tau and served as chair of the Mercy/Southwest Baptist University College of Nursing Institutional Coordinating Committee. She holds a Masters in Healthcare Administration from the University of Minnesota, a Masters in Nursing from the University of Mary and is a Wharton nursing executive fellow. She was recently published by McGraw Hill in her book *Nurse to Nurse: Nursing Leadership* as well as recognized by the Springfield Business Journal as one of the 2011, 2012 People You Need to Know” in Springfield, Missouri.

**Paula Timco** is a health care management professional with 17 years of experience working with hospitals and health systems to navigate the many opportunities for operational improvement. Whether work flow optimization, patient satisfaction, facility design and transition, strategic planning or Magnet or Malcolm Baldrige accreditation, she partners with organizations to serve as an extension of teams assisting in creating and implementing successful solutions. Ms. Timco has managed projects ranging from establishing efficiencies in ED patient flow, improving LOS, reducing readmissions and improving discharge planning to developing strategic plans for nursing divisions and implementing key components of patient experience and improved workflow in new facility design. Her experience includes senior level positions in patient experience, operational improvement and business development with the Cleveland Clinic, recognized as one of the top three hospitals in the United States. In addition, she has worked in a consulting capacity with providers and contractors such as University Hospitals of Cleveland, Southwest General Hospital, Ardent, HMA, and Vocera. She is accredited in LEAN, Six Sigma, LEED and EDAC.
Registration:

There is a site fee of $175.00 for NDHA Member Hospitals and $300.00 for Non-members for this course. **Member Hospital is referred to as an individual freestanding facility, not a hospital system.** The registration fee provides you with one phone number, Web connection and a downloadable handout. Numerous people at one physical site are encouraged to participate in the Web Conference through one registration (utilizing the same telephone/Web connection). If any additional locations or facilities are added into your connection, additional registration fees will be charged. If participants at your site require more than one telephone/Web connection, additional registration fees will be charged.

Prior to the program you will receive an e-mail containing instructions on how to connect to the conference. This e-mail will also contain codes to access the conference call. Advance registration by October 17, 2014 is required to ensure delivery of instructional materials. **A late fee of $25.00 will be charged for any registrations after this date. This fee is necessary, as we are being charged a late fee for any last minute registrations that require an overflow line on the bridge.** If you do not receive an e-mail from Pam Cook prior to the program with your handouts and dial-in information, please contact her at 701 224-9732.

Please contact Pam Cook at 701 224-9732 or pcook@ndha.org for further information. You may register by fax (701) 224-9529, online at http://www.ndha.org under Education or by mail PO Box 7340, Bismarck ND 58507.

Registration fees are non-refundable unless notice of an individual's cancellation is received at NDHA **five working days prior to the event**, in which case a cancellation fee of $50.00 will be deducted from your registration fee. If notice of cancellation is received after this date, there is no refund. You will be billed whether or not you attend the program.

**The Role of Nursing in Health Care Reform: Strategic, Operational and Leadership Perspectives 10/28/14**

Facility ________________________________________________________________

Contact Name/Title______________________________________________________

E-Mail ________________________________________________________________

Phone Number _________________________________________________________