



FREE to
NHA
members!

2017 SPRING SHOWCASE

Wednesday, May 3, 2017 | 8:30 a.m. - 4:30 p.m.

Younes Conference Center | 416 W. Talmadge Road | Kearney, Nebraska

Join us for this FREE educational and networking opportunity!

Who Should Attend?

- Administration
- Board/Trustees
- Compliance Officers
- Department Managers
- Engineering/Plant Managers
- Finance
- Human Resources
- IT
- Medical Staff Relations
- Physician Recruiters
- Risk Management
- Supply Chain Managers

NHA Services, Inc. Preferred Business Partners





An Invitation

I would like to personally invite you and your staff to attend the NHA Services 2017 Spring Showcase Wednesday, May 3, 2017, at the Younes Conference Center in Kearney.

It is an exciting time for NHA Services. We continue to grow and adapt, always remaining motivated and responsive to the needs of our member hospitals as we develop new and innovative service line offerings with our preferred business partners. Nebraska hospitals are confronting a time of many changes and NHA Services is assisting in meeting these changes to provide a valuable service to NHA members.

The NHA Services Board of Directors and the NHA staff have developed a robust strategic plan for 2017. Part of that plan includes special educational and networking opportunities that are available **free of charge to NHA members** through this event. The educational portion covers topics such as obtaining organizational goals; looking at hospital trends and strategies for 2017; and clarifying mutual performance expectations/improving the way we work together in our hospitals.

Participants will also have the opportunity to network with current NHA Services preferred business partners in a more informal and casual setting. These partnerships provide an advantage to the NHA members that they could not obtain individually. These partnerships provide an additional source of funding to provide additional non-dues revenue to the NHA.

I encourage your staff from various roles in your facility to attend this special event for valuable education and networking with the NHA Services preferred business partners. As we transform the way we operate to continuously improve our ability to meet the challenges in health care today, learning about best practices and utilizing the power of our Association as a group makes us all stronger.

Sincerely,

Julie Murray, MA
NHA Services, Inc.
Board Chair & CEO,
Litzenberg Memorial
County Hospital
Central City, Nebraska



How to Register

Register at: nebraskahospitals.org/nha-services.html

Registration is required, but the program is complimentary to all staff members of NHA member hospitals.

Continuing Education Credit

ACHE Qualified Education Credit

As an independent chartered chapter of the American College of Healthcare Executives (ACHE), the NHA Research and Educational Foundation is authorized to award **5.5 hours of ACHE Qualified Education continuing education credit** on behalf of NHA Services for this program toward advancement or recertification in ACHE. Participants in this program who wish to have it considered for ACHE Qualified Education credit should list their attendance when they apply to the ACHE for advancement or recertification. Participants are responsible for maintaining a record of their ACHE Qualified Education.

Hospital Trustee Education Certification Program

This event is pre-approved for **5.5 hours** toward trustee education certification for those enrolled in the program.



Agenda

- 8:00 – 8:30 a.m. **Registration & Continental Breakfast**
- 8:30 – 9:00 a.m. **NHA Services Preferred Business Partners Introductions**
- 9:00 – 10:30 a.m. **Effective Leadership = Obtaining Organizational Goals**
Mike Freel, Ph.D., Bellevue University
- 10:30 – 11:00 a.m. Break & networking with preferred business partners
- 11:00 a.m. – 12:00 p.m. **Effective Leadership = Obtaining Organizational Goals (Continued)**
- 12:00 – 1:00 p.m. **Networking lunch with preferred business partners**
- 1:00 – 2:30 p.m. **Hospital Trends and Strategies: 2017 Perspective**
Brent Petty, Lexmark International
- 2:30 – 3:00 p.m. Break & networking with preferred business partners
- 3:00 – 4:30 p.m. **Clarifying Mutual Performance Expectations: First Step to Strengthening and Improving the Way We Work Together**
Sam Mazzuca, Mazzuca & Associates

Session Descriptions

Effective Leadership = Obtaining Organizational Goals

Effective leadership is critical in obtaining organizational goals. During this interactive session, participants will explore several strategies for implementation and execution. Getting the individual performance results and meeting the strategic objectives of your organization is within your sphere of direct influence. You will come away with actions and resources that differentiate you from simply having management skills. Participants will be able to increase action and productivity through influence, apply the leadership skills that improve organizational effectiveness, build better culture around accountability, and improve morale, as well as performance through recognition and positive reinforcement.

Hospital Trends and Strategies: 2017 Perspective

This session will be kick started by an over-arching purview of Health Care 2017. Health Care 2017 will be tied to achieving the Triple Aim. The Triple Aim is inspired by the framework developed by the Institute for Healthcare Improvement that calls for “improving the individual experience of care, improving the health of populations, and reducing the per capita cost – all addressed at the same time.” The theme captures the importance of fostering the interdisciplinary team-based care model, in which every department plays a critical role in supporting a coordinated care and implementing evidence-based practices to improve quality and patient safety and achieve greater efficiencies. This session will emphasize the importance of driving cost, quality and outcomes to accomplish key goals in every department. Participants will demonstrate an understanding of Health Care 2017. You will understand the attributes that tie the Triple Aim to cost quality and outcomes and gain practical knowledge of how health care must re-engineer the internal decision-making process to gain the change needed.

Clarifying Mutual Performance Expectations: First Step to Strengthening and Improving the Way We Work Together

This session will discuss the collaborative staff alignment process within a hospital setting that transforms relationships, achieving more collaboration through alignment and trust. Roles will be clarified and one-to-one relationships between the full range of hospital staff from the Board of Directors, CEOs, senior and clinical leaders, and primary care providers. The session will offer participants guidance on aligning functional working relationships that exemplify the organization’s mission, core values and service excellence initiatives. Focus will be placed on enhancing mutual respect and trust by establishing and agreeing on professional interacting styles and performance expectations needed from each other. Participants will learn how to identify, assess and remove barriers that prevent the improvement of collaboration, integration and alignment within their organization.

Speaker Bios

Mike Freel, Ph.D.

Dr. Mike Freel is the Director of Healthcare Programs at Bellevue University’s College of Arts and Sciences. In this role, Dr. Freel has administrative and faculty duties with Bellevue University’s Master of Healthcare Administration, Master of International Healthcare Administration and the Bachelor of Healthcare Management programs.

Dr. Freel has a professional background in health care, as well as experience in corporate organization and employee development. He consults with numerous organizations for leadership development and performance management. He has served in several health care roles in the clinical and academic fields. He is a member of the American College of Healthcare Executives and serves on the Education Advisory Board for the Nebraska Hospital Association. Dr. Freel earned his Ph.D. in Human Resource Development from the University of Nebraska at Lincoln with a focus in leadership and organizational change. His doctoral research involved the exploration of emotional intelligence and clinical nurses.

Brent Petty, CMRP

Brent Petty is Executive Industry Consultant for Healthcare at Lexmark International and Preferred Marketing Programs. He joined the consulting field in 2015 after serving 12 years as System Vice President, Supply Chain for Wellmont Health System in Kingsport, Tennessee. Mr. Petty has also served as Chairman of the Board of the Association for Healthcare Resource Materials Management (AHRMM). He earned his professional designation as a Certified Materials Resource Professional (CMRP) through the AHA Certification Center, a division of the American Hospital Association.

Sam J. Mazzuca

For 30 years, Sam Mazzuca has helped businesses with organizational assessments, solution design and the facilitation of strategically-focused transformational initiatives. Specialized in linking human resources practices to manifest cultural strategies, his career has been focused on developing organizational solutions and facilitating their implementation. Prior to forming Mazzuca & Associates, Mr. Mazzuca spent 17 years with The Mickus Group in Chicago, Illinois, directing their national organizational development initiatives. He provides performance coaching to boards of directors, health care executives, medical executives and physician group leaders. Mr. Mazzuca started his professional career in 1970 with Mercy Midlands Health System in Omaha, Nebraska, spending 17 progressive years in human resources operations. He creates alignment with people and their key stakeholders (i.e. hospital boards, hospital and physician executives, employed/nonemployed physicians and clinical caregivers).



Guiding Principles

NHA Services, Inc. is a subsidiary organization of the Nebraska Hospital Association (NHA). Designed to reduce health care supply chain expenses, NHA Services is collaboration among the NHA, NHA member hospitals and other Nebraska health care organizations and providers. The NHA Services successful volume aggregation model is key to achieving best value for all members. The NHA Services Board of Directors leads the organization’s contract decision-making process. NHA Services helps providers find cost-effective, appropriate solutions to their operational challenges. Using “NHA Services Preferred Business Partner” provides direct financial support to all NHA programs. The more we share, the more we succeed.

NHA Services, Inc. is guided by the following principles:

- The products and services provided by the preferred business partners will generate value-added benefits for members and offer ways for hospitals, health care organizations and health care providers to minimize costs, recover revenue, improve operational efficiencies, improve management and quality, increase productivity, develop staff resources and apply new strategies.
- The partners selected will meet high standards for quality, service and integrity, and provide products and services at a discounted fee and/or with added benefits for members.
- NHA members can be assured of continuous performance monitoring of all partners.
- The NHA Services Board of Directors recognizes that there are multiple qualified vendors in any endeavor. The partners that are carefully vetted and selected by the Board are not promoted as, or intended to represent, the “best” or only solutions available to member hospitals, health care organizations and health care providers in the state. As a result of evaluation and analysis of each partner, the Preferred Business Partnership program is intended to discover a proven top vendor, thereby assisting members by reducing the need for them to invest considerable time and financial resources on their own due diligence process.
- As a business practice perspective, at any given time the Preferred Business Partner roster may include only a single vendor representing a particular product or service.
- The NHA Services Board of Directors, whenever possible, will seek recommendations from NHA members that have had experience with quality vendors that could be considered to be potential candidates for endorsement.
- NHA members are not bound by any obligation to work with vendors endorsed by the NHA Services Board of Directors.
- The Preferred Business Partnership program is intended to provide a source of funding to the NHA to support activities and programs on behalf of member hospitals.

For more information

Contact Jon Borton, vice president, NHA Services, Inc., at (402) 742-8147 or jborton@nebraskahospitals.org.

Register at: nebraskahospitals.org/nha-services.html