4th Annual Nurse Faculty
Nurse Executive Summit

Sponsored by Nursing Economics, the Journal for Health Care Leaders

Turning Silos Into Umbrellas

December 13-15, 2010
Hyatt Regency Scottsdale
Resort and Spa at Gainey Ranch
Scottsdale, Arizona

Registration Brochure
www.nursingeconomics.net
An Invitation for You and Your Strategic Partners

Are you willing to take risks? Do you have the courage to turn unpleasant truths into collaborative conversations? Do you want to make the most of, not avoid, conflict? At “Turning Silos into Umbrellas,” collegiality, creativity, and validation will power the 4th Annual Nurse Faculty/Nurse Executive Summit. Join other stakeholders as we engage, push, and celebrate coalitions.

Participate in the Summit with other influential nurse decision-makers from hospitals, schools of nursing, and community-based agencies and maximize your return on investment to:

1. Strategize immediate and long-range nurse executive and nurse faculty partnerships.
2. Identify best practices in financing, goals, and relationships to develop partnerships between nursing education and practice.
3. Develop skills to partner and establish relationships in a competitive marketplace for individuals and institutions.

You and your strategic team are invited to attend this engaging Summit. **CNO and COOs:** Bring your dean, clinical director teams, and APNs (for a special session on the future of APN practice). **Deans:** Bring your faculty, clinical and community partners, and graduate students. **All:** Bring one best practice that your team has built together, business cards, and a willingness to build partnerships. **Poster abstracts are welcome.**

New for 2010: Virtual Attendance Option plus Online Library Access for All Registrants

- Can’t make it to Scottsdale? Attend as a virtual conference participant!
- View the Summit live via video streaming of speaker slides and audio.
- Interact with Summit speakers, other virtual attendees, and exhibitors via a 3D virtual environment.
- All registrants – live and virtual – will have access to Summit presentations via an Online Library for 1 year!

Quality exhibit, poster viewing, and networking times are popular features of the Summit. Interact with leaders in the clinical and academic marketplace to further enhance your take-home toolkit of new networks, skills, and ideas. Three Continental Breakfasts, two Networking Luncheons, and Coffee and Refreshment Breaks are included in the Summit package. Register by October 22, 2010 and you’ll be entered in a drawing to receive a **$100 gift certificate** for dinner at a Hyatt Gainey Ranch restaurant during the Summit.

Be a voice in crucial conversations. Come to Scottsdale – the Southwest’s premier shopping, cultural, and sightseeing destination – and stock up on fresh ideas for practice development, collaboration, innovation, and risk taking.

The Summit is sponsored by **Nursing Economics**, *The Journal for Health Care Leaders*, whose multidisciplinary Editorial Board is dedicated to closing the gap and building partnerships between nurse executives and nurse faculty.
Monday, December 13, 2010

6:45 a.m. – 5:30 p.m. Registration Open
7:15 a.m. – 8:00 a.m. Continental Breakfast/Exhibit Hall Open
8:00 a.m. – 8:15 a.m. Summit Welcome
   Donna M. Nickitas, PhD, RN, CNAA
   Editor, Nursing Economic$ Summit Chairperson
8:15 a.m. – 9:45 a.m. General Session . . . . . . . . . . . . . . . .#101 – 1.5 contact hours
   Moving Forward – Innovations & Solutions: Building and Cultivating Partnerships
   Jeff Doucette, MS, RN, CEN, FACHE, NEA-BC
   Vice President, Bon Secours Hampton Roads Emergency Services, Suffolk, VA
   The challenges before us related to academic and service partnerships will be explored. Generational differences, the implications for succession planning, and future leadership development will be highlighted. This session promises to stimulate participants to develop innovative solutions to key issues and help you to turn silos into umbrellas.
9:45 a.m. – 10:45 a.m. Refreshment Break/Exhibit Hall Open
10:45 a.m. – 12:15 p.m. General Session . . . . . . . . . . . . . . . .#102 – 1.5 contact hours
   Preparing for a Seat at the Table
   Connie R. Curran, EdD, RN, FAAN
   Editor Emerita, Nursing Economic$
   CEO, Best on Board, Chicago, IL
   The key decisions affecting the quality of care, staffing, and funding are the responsibility of the health care organization’s board. This program will discuss the essentials of health care governance and the importance of nurses serving on boards.
12:15 p.m. – 1:30 p.m. Networking Lunch/Exhibit Hall Open
1:30 p.m. – 3:00 p.m. General Session . . . . . . . . . . . . . . . .#103 – 1.5 contact hours
This session is not included in the Virtual Summit or Online Library.

Leading for Influence in an Emotional Economy
Margaret Ozan-Rafferty, MHA, MBA, RN
Global Practice Leader, Healthcare
Gallup Consulting, Chicago, IL
Gallup has studied human nature and behavior for 70 years. In this session, participants will gain a deeper understanding of the powerful role behavioral economics plays in influencing the health care workplace and marketplace.

3:00 p.m. – 4:30 p.m. Poster Viewing/Networking
Learn firsthand about the innovative and transformative work your colleagues are building and shaping.

“What an incredible conference. A job well done! Looking forward to next year!”

Special discounts for poster presenters and graduate students! Group and early registration discounts also available. Register today!
Tuesday, December 14, 2010

6:45 a.m. – 5:00 p.m.  Registration Open
7:15 a.m. – 8:00 a.m.  Continental Breakfast/Exhibit Hall Open
8:00 a.m. – 9:30 a.m.  General Session  . . . . . . . . . . . . . . . .#201 – 1.5 contact hours
  
  **Shortages, Quality, and Economics: Can They Be Aligned for Nursing?**
  Joanne Spetz, PhD
  *Professor, University of California School of Nursing, San Francisco, CA*
  How can nursing be optimized to improve quality in the midst of nursing shortages? This presentation will address this question by reviewing the economics of supply and demand, costs versus benefits, and linking economic theory to management and policy strategies.

9:30 a.m. – 10:15 a.m.  Coffee Break/Exhibit Hall Open
10:15 a.m. – 11:45 a.m.  General Session  . . . . . . . . . . . . . . . .#202 – 1.5 contact hours
  
  **Nurse Costing and Economic Value**
  John Welton, PhD, RN
  *Professor and Dean, School of Nursing and Health Sciences*
  *Florida Southern College, Lakeland, FL*
  This presentation will review the historical, present, and future issues of costing, billing, and reimbursement of nursing care, as well as the determination of the economic value of nursing. Specific emphasis will be placed on emerging methods to capture nursing data using real-time staffing and assignment software that can be used to allocate nursing time and direct costs to individual patients and linked to billing, discharge, and other outcomes data for use in nursing business intelligence systems.

11:45 a.m. – 12:00 p.m.  Pick Up Lunch
12:00 p.m. – 1:30 p.m.  Special Session/Networking Lunch  . . . .#203 – 1.5 contact hours
  This session is not included in the Virtual Summit or Online Library.
  
  **APN Practice 2010 State of the State: Preparation, Regulation, Role, Impact on Quality and Safety Outcomes**
  Sheila Haas, PhD, RN, FAAN
  *Professor, Niehoff School of Nursing*
  *Loyola University Chicago, Chicago, IL*
  *Nursing Economics Editorial Board Member*
  This presentation will include an analysis of health care reform and regulations, such as the Consensus Document affecting APN practice and outcomes. Opportunities for enhancing the ANP impact on quality, safety, and cost effectiveness, such as QSEN competencies for APNs and the medical home, will be discussed and participants will have the opportunity to respond, question, and debate issues within APN practice.

1:30 p.m. – 2:15 p.m.  Poster Viewing & Dessert
2:15 p.m. – 3:45 p.m.  General Session  . . . . . . . . . . . . . . . .#204 – 1.5 contact hours
  
  **Partnering for Public and Community Health: Nursing and Philanthropy**
  Paula Lucey, MSN, RN, CNA
  *Executive Director, Willowglen Academy, Milwaukee, WI*
  Scott Gelzer
  *Executive Director, Faye McBeath Foundation, Milwaukee, WI*
  The Robert Wood Johnson/Northwest Health Partners Investing in Nursing (PIN) program has given local collaboratives the opportunity to work together to address workforce issues at a local level. This session will describe one such project aimed at the community and public health workforce. Both the outcomes and the process of the project give ideas about partnering with philanthropy, education, work sites, and others to move forward.

**Call for Poster Presentation Abstracts**
Share strategies, research, ideas, and best practices with your nursing colleagues. E-mail abstract submissions to morank@ajj.com.

*Deadline is October 22, 2010*
3:45 p.m. – 5:00 p.m. Poster Presenter Consultation

In this special session, members of the Nursing Economic$ Editorial Board will meet with Summit poster presenters to discuss ways of developing their presentations into articles or expanding their research and initiatives.

**Wednesday, December 15, 2010**

7:00 a.m. – 12:00 p.m. Registration Open

7:15 a.m. – 8:00 a.m. Continental Breakfast/Poster Viewing

8:00 a.m. – 9:30 a.m. General Session ...............................#301 – 1.5 contact hours

**Educating Nurses for Tomorrow’s Health Care Needs**
Patricia Benner, PhD, RN, FAAN
Professor Emerita, University of California
San Francisco, CA

Dr. Benner will discuss the key findings of the Carnegie National Education Study and highlights from the publication “Educating Nurses: A Call for Radical Transformation,” including recommendations for decreasing the practice-education gap and for program and policy changes.

9:30 a.m. – 9:45 a.m. Break

9:45 a.m. – 10:45 a.m. General Session ...............................#302 – 1.0 contact hour

**The Economics for Meaningful Use of Health Information Technology**
Judy Murphy, RN, FACMI, FHIMSS
Vice President, Information Technology
Aurora Healthcare, Milwaukee, WI

In this session, Ms. Murphy will outline the federal initiatives and agencies focused on increasing the widespread adoption of electronic health records (EHRs). She will define the key funding streams from The American Recovery and Reinvestment Act aimed to accelerate EHR adoption, describe the key components that compose the definition of EHR “meaningful use” criteria through 2015, and discuss how to create a roadmap for your organization to achieve EHR meaningful use and receive the federal initiatives.

10:45 a.m. – 11:00 a.m. Break

11:00 a.m. – 12:00 p.m. Desert Dialogue Town Hall ...............................#303 – 1.0 contact hour

This session is not included in the Virtual Summit or Online Library.

**The Future of Nursing: Challenges Under Our Umbrella**
Panel: Patricia Benner, PhD, RN, FAAN
Judy Murphy, RN, FACMI, FHIMSS
Nursing Economic$ Editorial Board Members
Moderator: Rhonda Anderson, DNSc, RN, FAAN, FACHE
CEO, Cardon Children’s Medical Center, Mesa, AZ
Nursing Economic$ Editorial Board Member

Present your views and questions to our experts from the morning’s presentations. Join your peers as they summarize the challenges in nursing’s future regarding the education of nurses and health information technology. Strategize with nurse executives and nursing faculty regarding partnerships that can guide the profession. Join the conversation!

“Dr. Curran is inspirational. Thank you for stimulating our thinking and opening the possibilities to make changes and influence the future.”
**Virtual Attendance Option and Summit Online Library**

*Nursing Economic*$ is pleased to present new educational enhancements for the 2010 Summit. For those unable to travel to Scottsdale, select Summit presentations can be viewed live via video streaming in a 3D virtual environment. The presentations will include speaker slides and audio, training tutorials, custom avatar creation, public and private text chat, virtual exhibit hall, and more. Plus, all registrants (in-person and virtual) receive 1-year access to select Summit presentations via the Online Library. The library is searchable, offers both streaming and downloading capabilities, and is compatible with MP3 players, including the iPod.

**Exhibits**

Join the crucial conversations with nurse executives and nurse faculty by meeting with leaders in the health care industry, hospitals, schools of nursing, educators, and suppliers in our exhibit hall. Exhibits are open Monday, December 13, and Tuesday, December 14. BADGES MUST BE WORN TO GAIN ACCESS TO ALL SUMMIT EVENTS.

**Continuing Education Information**

This offering, sponsored by Anthony J. Jannetti, Inc., offers up to 14 contact hours. Anthony J. Jannetti, Inc. is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center Commission on Accreditation (ANCC-COA).

Anthony J. Jannetti, Inc. is a provider approved by the California Board of Registered Nursing, CEPS387.

**Hotel Information**

The Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch has been designated as the official hotel for the Nurse Faculty/Nurse Executive Summit. A block of rooms has been secured for the special room rate of $179 single/double plus $15.00 resort fee per day or $204 triple plus $15.00 resort fee per day. This rate is subject to applicable state and local taxes, currently 11.92%. The hotel address is 7500 E. Doubletree Ranch Road, Scottsdale, Arizona 85258.

To receive the conference rate, call the Hyatt Regency Scottsdale at 1-800-233-1234 or 480-444-1234 and refer to the Nurse Faculty/Nurse Executive Summit. The Summit special rate is available until the deadline date of November 15, 2010.

**Cancellation Policy**

We will be happy to refund your registration fee, less a $75 administration fee, upon written notice of cancellation to *Nursing Economic*$, East Holly Avenue Box 56, Pitman, NJ 08071-0056 or faxed to 856-218-0557. Cancellations must be received in writing by November 15, 2010. Telephone cancellations will not be accepted. We are unable to make refunds after November 15, 2010, but will gladly transfer the registration to a colleague if the request is made in writing to the registration address.

In the event *Nursing Economic*$ should find it necessary to cancel or postpone this Summit or cancel portions such as The Virtual Attendance option and The Online Library Access for any reason including but not limited to registration responses, strikes, or acts of God, *Nursing Economic*$ will not be liable for registrants’ expenses. However the cancellation/postponement is ultimately resolved, *Nursing Economic*$ will act responsibly to protect registrants’ investment in the conference.

**Airport Transportation**

Sky Harbor International Airport is located approximately 20 miles from the Hyatt Regency Scottsdale. Super Shuttle is available from the airport to the hotel, approximately $20 one way. A cab ride is approximately $40 one way.

**Weather**

In December, the temperature in the Scottsdale, AZ, area reaches around 70˚ F during the day and around 40˚ F in the evenings.

**Hotel Parking**

Complimentary self-parking or valet parking ($27 per night) is available at the hotel.

**Scottsdale, Arizona**

During your stay, explore all Scottsdale has to offer! Awaiting an adventure? Ready to relax? Scottsdale has it all, from arts & culture and shopping to stunning scenery and delightful day trips.

Local points of interest include the Sonoran Desert, the Grand Canyon, Camelback Mountain, the Desert Botanical Garden, the Native American Learning Center, the Scottsdale Waterfront, and the Frank Lloyd Wright School of Architecture.

Shop Scottsdale at many premier shopping destinations. Scottsdale Fashion Square, The Borgata, Kierland Commons, and Scottsdale Downtown are all a short drive or shuttle ride away.

**For More Information**

For additional registration forms or information on *Nursing Economic*$, please contact *Nursing Economic*$, East Holly Avenue Box 56, Pitman, NJ 08071-0056, phone: 856-256-2300, fax: 856-589-7463, E-mail: nejrnl@ajj.com, or visit our Web site at: www.nursingeconomics.net

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“**At other meetings that I attend, I work. At the Summit, I learn.**”
REGISTRATION

Nurse Faculty/Nurse Executive Summit
December 13-15, 2010 Scottsdale, Arizona

Name __________________________________________________________________________
Employer _________________________________________________________________________
Address □ Home □ Work ____________________________________________________________
City __________________________________________ State _____________ Zip code __________
E-mail address __________________________________________ Phone ___________________

1. Position
□ (1) Administrator
□ (2) VP Nursing/Human Resources
□ (3) Director of Nursing
□ (4) Assistant/Associate Director  □ (5) Private practice
□ (6) Supervisor  □ (7) Home health
□ (8) Head Nurse/Nurse Manager □ (9) Clinical Specialist
□ (A) Dean  □ (B) Staff Nurse
□ (C) Other __________________________

2. Practice Setting
□ (1) Hospital  □ (4) Office
□ (2) Long-term care  □ (5) Ambulatory care
□ (3) School/College/University □ (6) Private practice
□ (7) Head Nurse/Nurse Manager □ (9) Other
□ (8) Assistant/Associate Director
□ (A) Clinical Specialist
□ (B) Staff Nurse
□ (C) Other __________________________

3. Area of Practice
□ (1) Medical/Surgical  □ (4) Clinical care
□ (2) ER/OR  □ (5) Orthopaedics
□ (3) Maternal child health □ (6) Nephrology
□ (9) Anesthesia/Post-anesthesia □ (7) Dermatology
□ (8) Plastic/Reconstructive surgery □ (8) Other
□ (A) Community/Occupational health □ (B) Psychiatry
□ (B) Staff Nurse
□ (C) Other __________________________

4. How did you hear about this meeting?
□ (1) Registration brochure  □ (2) Nursing Economic$ journal
□ (3) Nursing Economic$ Web site
□ (4) Employer  □ (5) Nurse colleague
□ (6) Internet/E-mail  □ (7) Other __________________________

☑ SPECIAL OFFERS — Save on each of the following Registrations:

☑ Poster Presenters — Special Registration Fee for approved abstracts.

☑ Graduate Students (Master's and Doctoral levels). Must be accompanied by a paid registration and a signed letter from Department Chair attesting to the student's enrollment in the program.

Send three or more paid registrations together:

☑ 3+ Paid, Early Registration, postmarked by October 22, 2010.  ☑ 3+ Paid, Regular/Onsite Registration, postmarked after October 22, 2010.

☑ Virtual Summit and Online Library Registration includes sessions: #101, #102, #201, #202, #204, #301, #302

☑ All registrants receive 1-year access to Summit presentations via the Online Library which include sessions:
#101, #102, #201, #202, #204, #301, #302

☑ PAYMENT OPTIONS
☐ Check enclosed made payable in U.S. funds to: Nursing Economic$
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REGISTRATION FEES

All registrants receive 1-year access to Summit presentations via the Online Library which include sessions: #101, #102, #201, #202, #204, #301, #302

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Register today!

**Nursing Faculty Executive Summit**

December 13-15, 2010
Scottsdale, Arizona

Mark Your Calendar for the 4th Annual Nurse Faculty Executive Summit

- Dynamic speakers: Patricia Benner, Connie Curran, Sheila Haas, Margaret O'Keeffe-Belfrey, Joanne Spetz, John Welton, Judy Murphy, Rhonda Anderson, and others
- Virtual 3D conferencing and Summit Online Library
- Quality poster viewing and exhibits. Poster abstracts welcome!
- Relax and rejuvenate in scenic Scottsdale
- Group and student discounts available
- Discounted hotel room rate

Register by October 22, 2010 and you could win a $100 gift certificate.

AJJ-0510-V-35M

Thomas J. Bilciw, Ph.D., RN
President, Nursing Economics®

www.nursingeconomics.net