

24TH ANNUAL NICU LEADERSHIP FORUM

Fostering a Healthy Work Environment Through Synergy, Inclusion and Ethical Leadership

SEPTEMBER 15-18, 2020
NAPLES GRANDE | NAPLES, FLORIDA



Synova Associates is pleased to announce our **24th Annual NICU Leadership Forum** entitled *"Fostering a Healthy Work Environment Through Synergy, Inclusion and Ethical Leadership."* The program blends forward-looking education from nationally recognized speakers, panel discussions highlighting clinical and leadership best practices, individual presentations by meeting participants, and many networking and social activities.

Hospital surveys have shown that a positive work environment improves the quality and safety of patient care, reduces staff burnout and turnover, and improves patient satisfaction. Unfortunately, staff and families bring outside stressors into the NICU, incivility among staff is on the rise, and tension among racial, socio-economic and generational groups is palpable in many hospitals. Keeping staff happy, healthy and feeling valued has become a top priority for today's leaders.

For the leader, this starts by looking inward – becoming more self-aware, understanding internal biases, and looking at how one's values impact the workplace. Next, the leadership team needs to create a stable atmosphere that will help staff feel empowered, energized, and able to keep their mental and



physical well-being in check. This includes encouraging empathy and caring, championing inclusiveness, and communicating openly. And lastly, the entire team has to support each other to grow personally and professionally in order to deliver optimal care to patients and their families.

At the 2020 NICU Leadership Forum, we will explore these topics, as well as others on your coronavirus experiences, and learn from the collective experiences and tangible strategies of neonatal leaders. You'll be immersed in an energetic, thought-provoking and rejuvenating conference experience suited to both new and seasoned leaders.

Your experience at the conference will include:

- Leadership experts who map out clear strategies for success
- Numerous opportunities to network, meet and exchange ideas
- Small group time to share best practices and challenges
- Access to innovative ideas, products and services
- A therapeutic environment at a 5-star resort



MEETING HIGHLIGHTS

OPENING KEYNOTE: From Disrespect and Dysfunction to Respectful and Resilient: Practical Solutions for Healthcare Leaders

Renee Thompson, DNP, RN, CSP

Imagine a workplace where everyone goes out of their way to support and help each other learn and grow; where all roles are valued and everyone feels appreciated. A workplace where everyone makes decisions based on what's best for patients first, then what's best for each other, and then what's best for themselves. Imagine being a leader in this world. The way we treat each other SHOULD be just as important as the care we provide. In this presentation, leaders will learn practical strategies they can apply immediately to cultivate a respectful and professional workforce culture.

Grander Things Await You: Discovering Our Leader Strengths to Improve Well-Being and Fulfillment

Diane M. Rogers, ACC, CPXP

This session is designed for you to identify and explore individual character strengths and their relationship to well-BEING to encourage an atmosphere of psychological safety. We will introduce a new way of leadership BEING, helping clinicians appreciate their own actions and behaviors and practicing acknowledgements as a means to reinforce and cultivate strengths. Through increased self-awareness leaders can empower themselves and their staff to enhance personal well-BEING and foster fulfillment.

Diversity and Inclusion: Being Asked to the Party AND to Dance

David Haggard, DNP, RN, NNP-BC, NEA-BC, C-NPT and Luann Jones, DNP, APRN, NNP-BC, NE-BC

Diversity is being asked to the party. Inclusion is being asked to dance. This presentation will explore diversity and unconscious bias in the workplace and identify practices to create a more inclusive environment.

Shifting the Narrative: Recognizing the Importance of Your Own Health and Well-Being as a Leader

Pam Spivey, MSN, APRN, CCNS

Today's healthcare environment is challenging, complex, and ever-changing. An essential component in sustaining a caring and compassionate nature in this environment is taking charge of and enhancing your overall health and well-being. In doing so, you can emulate that energy, focus, and adaptability necessary for your team to perform at their best each day.

Cultivating a Healthy Workplace

Dominic Cottone, MS

Studies have shown that teams and organizations who outperform their competitors are empathetic, understanding and purposeful in regards to relationship formation. Given the rise in concerns related to employee health and wellness, specifically burnout, more and more organizations are considering their cultural well-being as an ethical imperative. In this session, participants will learn the importance of self-awareness, emotional intelligence and bias awareness as it relates to leadership development, and the steps necessary to build a culture that truly adheres to its organizational values.

CLOSING SPEAKER: 2020: It's Our Year! Disrupt, Transform and Reinvent Your Leadership

Lori Armstrong, DNP, RN NEA-BC

In honor of Florence Nightingale's 200th birthday, 2020 has been named The Year of the Nurse. Florence courageously and selflessly led despite unbearable conditions, seemingly insurmountable challenges and male dominated professions. She disrupted a social hierarchy, transformed a profession and reinvented care delivery to soldiers. She paved the way for every nurse leader to follow in her footsteps. In this session, participants will learn to do what she did – Disrupt, Transform and Reinvent their leadership practice in order to impact and inspire others.

THREE PRE-CONFERENCES

New Leader Bootcamp (Full day)

This pre-conference is aimed at leaders with less than 3 years of leadership experience. Participants will get an introduction to finance and budgeting, practice the art of requesting funds, and develop leadership skills like demonstrating vulnerability and promoting personal growth. It is a must for all new leaders!

Jodi Coombs, MBA, RN, COO, Children's Mercy Hospital; Joan Rikli, MSN, RN, CPNP-BC, NE-BC, Director of Neonatal Intensive Care and Women's and Infants Services at Helen DeVos Children's Hospital

NICU Scheduling, Staffing and FTE Budget Management (Half day, AM)

This pre-conference will share best practices for scheduling, staffing and budget management for the NICU Nurse Leader. Participants will complete interactive exercises to facilitate skill growth relative to FTE budgeting, utilization of schedule requirements, schedule construction and auditing. Together, we will unlock the plan to design and deliver the human resources to provide safe care to the neonatal population, including: a balanced schedule, skill mix, education and replacement of paid and unpaid absence.

Jennifer Guild, RN, MSN, CNML, CCSS, CCRL, LMI Associate Consultant, Labor Management Institute; Martha Giangiulio, MHA, RN, CCSS, CCRL, Adjunct Faculty, Labor Management Institute; Heather McCrohan, MBA, CCSS, CCRL, Director of Operations, Labor Management Institute

The Art of Tough Conversations (Half day, PM)

Why do people, teams, and organizations get stuck? Poor communication! This leads to loss of staff, productivity, profit and trust. This highly interactive session will use discussion, improvisational exercises and next step challenges to give you the skills needed to be confident when having difficult conversations. Because, in the end, this is the key to unlocking better teams invested in finding solutions together and the most effective way to create meaningful, positive change.

Lori Gunther, MS, CPXP, CEO, Synova Associates LLC; Jessamyn Ressler-Maerlender, MPH, CPXP, Senior Continuous Improvement Specialist, Michigan Medicine

TWENTY ATTENDEE PRESENTATIONS AND A DYNAMIC POSTER SESSION

- Highlighting best practices and lessons from around the country

NETWORKING EVENTS TO SHARE SUCCESSES, CHALLENGES AND SOLUTIONS

- Welcome reception on Tuesday night
- Topical luncheon roundtable discussions
- Small group luncheons by job function
- Dinner and entertainment on Thursday night

REGISTRATION INFORMATION

Tuesday, Sept. 15th:	8:30 AM – 4:30 PM: Pre-conference 6:00 PM: Opening Reception
Wednesday, Sept. 16th:	8:00 AM – 4:30 PM: General Session & Poster Session
Thursday, Sept. 17th:	8:00 AM – 2:30 PM: General Session & Facilitated Luncheon 2:30 PM – 4:45 PM: Exhibit Hall 6:30 PM: Dinner & Entertainment
Friday, Sept. 18th:	7:15 AM – 3:30 PM: Track Sessions, General Session and Exhibit Hall

To register, visit: <https://www.synovaassociates.com/nicu-leadership-forum/>

Registration will not be complete until we have received the following:

- Registration form, submitted electronically
- Full payment by credit card or hospital check. Registration fees must be paid by registration deadlines to receive discounted rates
- Completed online Attendee Directory information, including an uploaded professional picture

Registration Fees	Early: Before February 1 st	Open Registration: February 1 st – August 15 th	Late: After August 15 th (if available)
Conference Registration:	\$799	\$849	\$899
Pre-Conferences:			
New Leader Bootcamp <i>(Full day with lunch)</i>	\$299	\$299	\$315
NICU Scheduling, Staffing and FTE Budget Management <i>(Half day, AM)</i>	\$175	\$175	\$199
The Art of Tough Conversations <i>(Half day, PM)</i>	\$175	\$175	\$199
Both half days <i>(Includes lunch)</i>	\$299	\$299	\$315

Since conference registration and hotel rooms are limited, early registration is advised. Registrations sent without payment or purchase order will not be complete.

- Out of consideration to registrants, children of any age and spouses/guests may not attend the sessions. Spouses/guests may attend designated social events for additional social fee
- Tuition includes continuing education hours and most meals

Scholarships

There are 8 tuition scholarships available for the 2020 NICU Leadership Forum thanks to generous support from our Professional Education Partner, National Association of Neonatal Nurses, and our generous sponsors. In addition, the March of Dimes gives one full scholarship (tuition, hotel and travel) to the winner of the March of Dimes Excellence in NICU Leadership Award winner.

Accreditation

The NICU Leadership Forum is approved for approximately 18 contact hours through Abbott Nutrition Health Institute. The pre-conferences will be awarded contact hours depending on the length of the program.

Method of Payment

Payment may be made online using Visa, Master Card or American Express. Hospital checks will be accepted if received by August 21, 2020. Registration fees must be received by the registration deadlines in order to receive the discounted rates. Payment should be made to Synova Associates, 9418 Harding Blvd, Milwaukee, WI 53226. Tax ID: 27-3903686.

Cancellation and Substitution Policy

All cancellations, requests for refunds and substitutions must be made in writing to mgehl@synovaassociates.com. Those not related to COVID-19 will be based on the following criteria:

Cancellations requesting a refund: Must be received in writing 30 days prior to the first day of the conference. A processing fee of \$100 will be deducted from each refunded registration. No refunds will be granted within 30 days prior to the first day of the conference.

Cancellations requesting a transfer credit: Must be received in writing by 14 days prior to the first day of the conference. A transfer credit for the amount of the registration cost will be granted to the individual/organization for the 2021 NICU Leadership Forum. No credit transfers will be granted within 14 days prior to the first day of the conference.

Attendee substitutions: Must be received in writing at any point before the conference begins.

Program Changes

Synova reserves the right to make necessary changes in speakers, topics or schedule. Please see <http://www.synovaassociates.com/> for the most up-to-date agenda.

Questions?

Please contact Melissa Gehl at mgehl@synovaassociates.com or 414-394-3675.

REGISTRATION INFORMATION *(cont.)*

Hotel Accommodations

The 2020 NICU Leadership Forum will be held at the Naples Grande:

Naples Grande

475 Seagate Drive

Naples, FL 34103

Toll-Free (844) 993-9576

info@naplesgrande.com

www.naplesgrande.com

Set on 23 waterfront acres, the resort promises to be a sanctuary of beachfront sophistication complemented by spectacular ocean views and a portfolio of world-class amenities, including a luxurious spa, an 18-hole championship golf course, 15 tournament grade tennis courts as well as a beautiful beach and a vibrant swimming pool deck at the heart of the resort experience.

A limited block of rooms is being held at a special group rate of \$229 per night (plus tax). Reservations must be made prior to August 21, 2020; rooms will be available as space allows.

Reservations can be made at <https://book.passkey.com/go/NICUALF> or 844-210-5931.

Air and Ground Transportation

Most major airlines offer flights to Fort Myers/Southwest Florida International Airport (RSW) as well as charter/executive air service available to Naples Municipal Airport (APF). Super Shuttle, rental cars, taxis and Ubers are available.

