

ACHE Cluster Seminars



Marco Island, Fla.

Session 1: January 26–27, 2015

Session 2: January 28–29, 2015

ache.org/MarcoIsland

In-depth seminars to meet the challenges
healthcare leaders are facing.



Foundation of the
American College of
Healthcare Executives
for leaders who care®



COME TO MARCO ISLAND, FLA.

Located on the southern tip of the Paradise Coast, Marco Island is the largest barrier island within the Ten Thousand Islands. The city has an affable charm and offers guests plenty of fishing, 6 miles of beach and the freshest seafood. Overlooking the Gulf of Mexico, and situated on a breathtakingly beautiful private beach, the Hilton Marco Island Beach Resort and Spa allows guests to truly relax with its full-service spa and resort pool. Dining options abound both inside and outside the property. For more information about Marco Island, contact the Naples, Marco Island, Everglades Convention & Visitors Bureau at www.paradisecoast.com. To learn more about the Hilton Marco Island Beach Resort and Spa, visit its website at www.hiltonmarcoisland.com or call (239) 394-5000.



The Challenges Facing Today's Healthcare Leaders Are Constantly Evolving. And So Must You.

ACHE's comprehensive cluster programs provide the continuing education you need to stay relevant and effectively lead through change. You can access a wide range of topics in healthcare management, earn up to 24 ACHE Face-to-Face Education credits and network with peers—all at one easily accessible location. Learn from top-rated faculty in small interactive class settings with minimal time away from the office.

Your Satisfaction Is Guaranteed!

ACHE is committed to quality. Before each seminar is offered, it is tested by an audience of your peers—if they aren't satisfied, the seminar isn't presented. And, if a program does not meet your expectations, you may contact ACHE's Customer Service Center within one week of the seminar and we will issue a full tuition refund or credit toward another ACHE program.

Tuition Waiver Assistance

The American College of Healthcare Executives makes a limited number of education tuition waivers available to ACHE Members and Fellows. Tuition waivers are awarded based on financial need. Applications must be submitted at least eight weeks prior to the program date. For more information on the ACHE Tuition Waiver Assistance Program, visit [ache.org/Tuitionwaiver](https://www.ache.org/Tuitionwaiver) or contact ACHE's Customer Service Center at (312) 424-9400.

There's More to Learn From Our Seminar Faculty... Check Out These Health Administration Press Books!

Healthcare Strategic Planning, Third Edition

Alan M. Zuckerman, FACHE, FAAHC
255 pages, order code: 2194
\$85 + shipping

Inspired to Change: Improving Patient Care One Story at a Time

Linda R. Larin, FACHE, FACCA
297 pages, order code: 2255
\$78 + shipping

The Power of Clinical and Financial Metrics: Achieving Success in Your Hospital

Steven Berger, CPA, FACHE, FHFMA
150 pages, order code: 2039
\$81 + shipping

What Top-Performing Healthcare Organizations Know: 7 Proven Steps for Accelerating and Achieving Change

Greg Butler and Chip Caldwell, FACHE
130 pages, order code: 2117
\$81 + shipping

Prices are subject to change.

Receive a 30 percent discount on HAP books purchased at the Marco Island Cluster! For detailed descriptions of these books, visit [ache.org/HAP](https://www.ache.org/HAP). The 30 percent promotional discount applies only to orders completed on-site at the event. Certain exclusions may apply.

Here's Our Marco Island Lineup:

12 ACHE Face-to-Face Education credits each

Expanded seminar descriptions are available at [ache.org/MarcoIsland](https://www.ache.org/MarcoIsland).

All seminars are held from 7 a.m. to 1:30 p.m.

SESSION 1

Date	Seminar	Learning Objectives	Faculty
January 26–27	Achieving a Strategic Partnership With Your Board: Thrive in the Midst of Accountability Guide your board toward new and challenging governance strategies that are necessary to successfully provide oversight, withstand scrutiny and minimize liability.	Avoid typical traps when dealing with your board and learn to positively assess, manage and improve board relationships.	James E. Orlikoff
January 26–27	Advanced Strategic Planning to Transform Your Organization Move beyond the basics of developing a strategic plan to make your ideas more targeted, gain support and facilitate successful implementation through ongoing strategic management.	Realize how to set clear, visionary goals and priorities for your organization and manage the planning process and execution of the strategic plan.	Alan M. Zuckerman, FACHE, FAAHC
January 26–27	Driving Out Waste in Your Healthcare Organization Recognize the role of senior leaders in promoting waste reduction and performance improvement initiatives.	Discover the tools and techniques to assist in the identification and eradication of waste in your organization without sacrificing quality.	Ian R. Lazarus, FACHE Wendy Novicoff, PhD
January 26–27	Improving the Patient Experience to Build Customer Loyalty Explore proven continuous improvement methodologies that result in positive outcomes on patient surveys and, ultimately, in a profitable strategy.	Dissect experiences from the patient's perspective in ways that elevate clinical excellence, patient satisfaction and business results.	Jake M. Poore Renee K. Rountree, FACHE

SESSION 2

January 28–29	Advanced Topics in Hospital Financial Management Delve deeper into what financial benefits a well-managed, nonprofit hospital can receive—even in a down economy—and the approaches that can be used to maximize operational returns.	Dramatically improve your organization's bottom line through effective supply chain and labor management.	Steven H. Berger, CPA, FACHE, FHFMA
January 28–29	Aggressively Improve Cost, Quality and Throughput Using Lean Six Sigma Revolutionize your cost structure and efficiency while enhancing quality through the systematic removal of process waste and delays.	Replicate senior leader approaches found in top-performing organizations.	Greg S. Butler Chip Caldwell Jr., FACHE
January 28–29	Growth in the Reform Era—NEW! Build a structure for managing future growth initiatives and a process for instilling a growth imperative throughout your organization.	Segment and prioritize growth opportunities by venue, service and procedure, creating implementation plans focused in 12- to 18-month increments that allow for midcourse corrections.	Don Seymour Scott A. Mason, DPA, FACHE
January 28–29	Leadership Approaches to Patient-Centered Care Gain practical methods for building a patient-centered-care (PCC) culture and understand the leader's role in successful PCC implementation.	Build the leadership skills and knowledge needed to address patient-centered-care (PCC) initiatives in your organization.	Mary-Ellen Pichè, FACHE Jeanette Michalak

Travel Information

Hilton Marco Island Beach Resort and Spa

560 S. Collier Blvd., Marco Island, FL 34145

Phone: (239) 394-5000

Reservations: (239) 394-5000



Registration Instructions

1 Register online or complete the registration form.

- For your convenience, remember:
- Registrations are accepted in the order received, so act now.
- Payment is required at time of enrollment.

2 Reserve hotel accommodations.

- To receive the reduced **ACHE rate of \$229 single/double**, please inform the hotel that you are attending the ACHE Marco Island Cluster.
- The reduced-rate rooms are available on a first-come, first-served basis **until Thursday, January 1, 2015**.

3 Make travel arrangements.

- **United Airlines:** ACHE has arranged reduced airfares with United Airlines. Go online to **www.united.com** and use the offer code ZTB3448375 to receive a 2 to 10 percent discount. All ticketing and booking fees will be waived with an online reservation. To make a reservation over the phone for a \$25 service fee, call (800) 426-1122 and use the same offer code.
- ACHE reserves the right to substitute faculty and cancel or reschedule programs due to unforeseen events. **For this reason, we advise against purchasing nonrefundable airline tickets.**

- Visit **ache.org/seminars/travel.cfm** for additional travel discounts through ACHE.

Cancellation

To cancel or transfer to another seminar, please notify us **in writing no later than Friday, January 16, 2015**, for full credit or refund, less a \$100 nonrefundable processing fee. After January 16, all fees are forfeited. However, you may send a substitute if you cannot attend.

Additional Information

- To qualify for ACHE Face-to-Face Education credits assigned to a seminar, you must attend the entire seminar.
- Your tuition includes all seminar materials and refreshments. If you have dietary restrictions and require a special meal, please call the Customer Service Center at (312) 424-9400 prior to attending your seminar.
- Dress for all seminar programs is business casual. Room temperatures may vary; we suggest you bring a sweater or jacket.
- ACHE programs are educational in nature. Self-promotion and selling are not permitted.
- If you have special needs we can assist you with, please contact the Customer Service Center prior to the program.

ACHE customer service representatives are available to assist you via Live Chat in the My ACHE area of **ache.org** Monday through Friday, from 8 a.m. to 5 p.m. Central time. **Customer Service Center (312) 424-9400**

In addition to the ACHE Face-to-Face Education credits assigned to these seminars, ACHE is accredited by other organizations to provide continuing education credit.

ACCME

The American College of Healthcare Executives is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. ACHE designates this educational activity for a maximum of 24 *AMA PRA Category 1 Credit(s)*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

NAB

ACHE is a registered sponsor of professional continuing education with the National Association of Boards of Examiners of Long Term Care Administrators (NAB) and has approved some of the seminars in this program for the number of clock hours listed under their sponsor agreement with NAB/NCERS. State licensure boards, however, have final authority on the acceptance of individual courses. Comments regarding

registered sponsors may be addressed to NAB, 1444 I St. NW, Ste. 700, Washington, D.C. 20005-2210. For a current list of the approved ACHE seminars, please visit **ache.org/NAB**.

NASBA

The Foundation of ACHE is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

Only some seminars are eligible for CPE credit. For a current list, please visit **ache.org/NASBA**.

Marco Island Cluster Registration Form

Personal Information *(please print)*

NAME (FIRST/MIDDLE/LAST)		NICKNAME (FOR NAME BADGE)
TITLE		
ORGANIZATION		
ADDRESS		CITY/STATE/ZIP
PHONE	FAX	EMAIL
YOUR SIX-CHARACTER ID NUMBER (SEE UPPER LEFT-HAND CORNER OF YOUR MAILING LABEL.)		

Membership Status *(check one)*

☐ ACHE member

☐ Board member or medical staff leader attending with ACHE member (qualifies for the member rate)

☐ Nonmember

☐ Membership application attached (qualifies for the member rate)

Call ACHE's Customer Service Center for information, or visit **[ache.org/Membership](#)**.

Please enroll me in:

(check box and add on bottom line)

	January Dates	Member Rate	Nonmember Rate
☐ Achieving a Strategic Partnership With Your Board: Thrive in the Midst of Accountability (BOARD)	26–27	☐ \$1,425	☐ \$1,625
☐ Advanced Strategic Planning to Transform Your Organization (ADPLN)	26–27	☐ \$1,425	☐ \$1,625
☐ Driving Out Waste in Your Healthcare Organization (WASTE)	26–27	☐ \$1,425	☐ \$1,625
☐ Improving the Patient Experience to Build Customer Loyalty (PATEX)	26–27	☐ \$1,425	☐ \$1,625
☐ Advanced Topics in Hospital Financial Management (ADFIN)	28–29	☐ \$1,425	☐ \$1,625
☐ Aggressively Improve Cost, Quality and Throughput Using Lean Six Sigma (COSTR)	28–29	☐ \$1,425	☐ \$1,625
☐ Growth in the Reform Era (GRWTH)	28–29	☐ \$1,425	☐ \$1,625
☐ Leadership Approaches to Patient-Centered Care (CENTR)	28–29	☐ \$1,425	☐ \$1,625
Total		\$ _____	\$ _____

Register online at [ache.org/MarcoIsland](#).

Phone and fax registrations are accepted on Visa, MasterCard, American Express and Discover card accounts only. **Call** (312) 424-9400 **Fax** to (312) 424-9405

Mail this registration form with payment to:

Foundation of the American College of Healthcare Executives
3376 Eagle Way, Chicago, IL 60678-1033

Method of Payment

Purchase orders are accepted from the Department of Veterans Affairs/uniformed services only.

☐ Check enclosed

☐ Visa

☐ American Express

☐ MasterCard

☐ Discover

(include attendee's name

☐ I am associated with the Department of Veterans Affairs/uniformed services

and make payable to

and will pay on-site.

Foundation of ACHE)

\$

AMOUNT CHARGED	ACCOUNT NUMBER	EXP. DATE
CARDHOLDER'S SIGNATURE		

By registering, you agree to permit audio, video and photographic recording of your participation in ACHE programming, and you authorize ACHE to use any audio, video and photographic recordings of you at the event(s) in any format and for any lawful purpose, including such purposes as editorial, publicity, illustration, advertising and Web content. You hereby waive your right to inspect and/or approve any finished product.



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Additional information is available at ache.org/MarcoIsland or call (312) 424-9400.

Can't Make This Program?

Then plan to attend one of the following:

February 9–12, 2015	Steamboat Springs, Colo.	Sheraton Steamboat Resort
April 20–23, 2015	Baltimore	Hilton Baltimore
May 18–21, 2015	Scottsdale, Ariz.	FireSky Resort & Spa



Printed on paper from well-managed forests
with post-consumer waste content.

Cluster