



TLC

TRUST | LISTEN | CREATE



**SUNSEEKER RESORT – CHARLOTTE HARBOR, FL
NOVEMBER 10-14, 2024**

At the 2024 Perinatal Leadership Forum, we will:

- Learn to lead with compassion by nurturing trust and connection
- Enhance team engagement through positive culture changes
- Create a safer and more equitable environment by listening to the needs of staff and patients
- Collaborate with other nurse leaders to find solutions to ongoing challenges

PROGRAM DESCRIPTION:

This year's Perinatal Leadership Forum will center on the pivotal role nurse leaders play in shaping healthcare team culture and effectiveness. Excelling in this capacity demands a commitment to trust and active listening to both teams and patients, serving as fundamental principles of leadership. Leading with trust involves creating an environment where team members feel valued, empowered, and encouraged to voice concerns and collaborate openly. By trusting in their team's capabilities, nurse leaders foster ownership, accountability, and innovation in patient care. This demands courage to advocate for what's right and drive change while prioritizing the well-being of patients and staff. Through attentive listening and fostering trust, nurse leaders can inspire creativity and create an environment where new ideas flourish, leading to improved patient outcomes and a more resilient healthcare system.

Captain Sandy Yawn

Captain Maritime Industry

Be the Calm or Be the Storm: Leadership Lessons from a Woman at the Helm

Embark on a transformative journey with Captain Sandy Yawn, esteemed superyacht captain and beloved star of Bravo's Below Deck Mediterranean. In her captivating keynote address, Captain Sandy imparts invaluable leadership wisdom derived from her experiences in leading teams and navigating the high seas with resourcefulness and resilience.

Through compelling anecdotes and real-world examples, Captain Sandy demonstrates the art of finding equilibrium amidst chaos, leading with compassion, and embracing the power of choice in the face of adversity. Attendees will glean actionable strategies for building resilience, fostering teamwork, and weathering even the most daunting challenges with grace and fortitude.



About the speaker

As a renowned superyacht captain with over 30 years of international maritime experience, Captain Sandra Yawn, a.k.a. Captain Sandy, has broken through the proverbial glass ceiling to achieve the highest status in an industry where women at the helm are rare. Not only has her integrity and courage earned her an outstanding reputation in an elite class of captain, she's earned accolades from the International Superyacht Society, which honored her with the prestigious Distinguished Crew Award for her heroism in ensuring the safety of all guests, crew, and the vessel during a catastrophic fire in pirate-infested waters that occurred off the coast of Yemen.

In 2015, she became a series lead on Bravo's hit series Below Deck Mediterranean and is recognized as one of the network's most beloved and respected personalities.

Captain Sandy is also a board member and benefactor for the Jacksonville School for Autism and an active member of the Captain's Advisory Council for the SeaKeepers Society, the International Superyacht Society, the U.S. Superyacht Association, and the Professional Yachting Association.

PERINATAL LEADERSHIP FORUM GENERAL SESSIONS



Cultivating a Healthy Workforce by Addressing Disruptive Behaviors: Strategies for Perinatal Leaders

Renee Thompson, DNP, RN, FAAN, CSP, CEO & Founder, Healthy Workforce Institute

Bullying leaves nasty fingerprints on individuals, healthcare organizations, the nursing profession, and patients. Its mark is damaging and long lasting. Leaders, therefore, have a responsibility to do their part to stop the cycle of bullying and incivility.

In this workshop, you will learn practical tools and strategies you can immediately implement to address workplace violence, bullying, and incivility within the care environment. When leaders are equipped to address disruptive behaviors, employees stay, and patients achieve better outcomes.



Maximizing the Human Margin in Nursing

Katherine A. Meese, PhD, Asst. Professor and Director, Department of Health Services Administration, University of Alabama at Birmingham

In the wake of the pandemic, keeping our nurses and keeping them well has become increasingly more complex. This presentation will give nurse leaders evidence-based tools to increase the odds of maintaining a healthy and flourishing workforce, now and for years to come.



Us vs. Them: Why “We” Always Wins

Luanne Smedley, MHA, BSN, RN, NEA-BC, Executive Director & Associate Chief Nursing Officer, Stanford Medicine Children’s Health

The impulse to choose sides is inherent in our species. Psychologists point to our desire to be safe by joining groups with which we have an affinity, our fear of the unknown, and our vanity; we want to think of ourselves as better or smarter than the other. These traits are ingrained. For better or worse, we are clannish beings, and this has done much to shape our history. This talk will explore the history of Us vs. Them and how WE binds us, is inclusive, and reminds us we are part of a larger circle.



It’s All in the Delivery: Feel First for a Lifetime of Impact

Michelle Rockwood, ACC, Founder, Unscripted Sales Coaching & Training

Do you feel that stomach-churning anxiety when entering a meeting to discuss a critical project with your boss? Unsure how to articulate your request effectively? You’re not alone. Join bestselling author and sales expert Michelle Rockwood as she introduces a communication technique that transforms professional outcomes and personal lives. Learn to apply conference learnings to create life-changing impacts for our teams and patients.



Antenatal Corticosteroids: Timing, Controversy, and Implementation in Practice

Michael Ruma, MD, MPH, Maternal-Fetal Medicine, Perinatal Associates of New Mexico

In 2022, the Society for Maternal-Fetal Medicine (SMFM) issued a Special Statement detailing the need for quality metrics for optimal timing of antenatal corticosteroid administration. This presentation will review the importance of timing antenatal corticosteroids to improve outcomes for the preterm neonate and reduce concerns of any associated adverse effects of this important perinatal therapy. Dr. Ruma will call upon perinatal leaders and institutions to incorporate quality improvement projects to achieve high performance of these newly proposed metrics which incentivize more conservative antenatal corticosteroid use and optimal timing.



Nursing Leadership: Mindfulness, Equity and Resilience

Katrina Johnson, MSN/Ed, RNC-OB, C-EFM, Perinatal Safety Nurse, Huntington Health

Nursing leadership drives the evolution of healthcare from the C-suite to the bedside. Essential traits of an effective nurse leader are communication, collaboration, quality improvement, mentoring and elevation and demonstrating profession practice. Nurse leaders must be mindful, understand the importance of equity and incorporate resiliency in their work and personal life.

PERINATAL LEADERSHIP FORUM FEATURE PANEL & PRE-CONFERENCES



Featured Panel: Budget Restricted and Leadership Savvy

Moderator:

Kendra Coles, DNP, RNC-OB, C-EFM, NEA-BC, Director of Women's & Children Services, UM Baltimore Washington Medical Center

Panelists:



Pam Bowman, RNC-MNN, C-ONQS, Clinical Coordinator, UM Baltimore Washington Medical Center



Karen Hall, MSN, RNC-MNN, C-EFM, Nurse Manager Mother Baby and Special Care Unit, UM Baltimore Washington Medical Center



Jessica Chiappelli, MSN, RN, RNC-OB, RNC-MNN, C-EFM, C-ONQS, Clinical Practice Development Coordinator, UM Baltimore Washington Medical Center



Nancy Richardson, MSN, RNC-OB, C-EFM, Nurse Manager, Labor and Delivery, Center for Advanced Fetal Care, UM Baltimore Washington Medical Center

UM BWMC Women's and Children's Services faced a number of budgetary constraints in the fiscal year. As a result, the leadership team was forced to restructure, eliminate agency, reduce vacancies and modify workflow and operations. The panel will share these challenges and discuss how they overcame them with shared governance, leadership and staff development, and lots of creativity.

PRE-CONFERENCES



New Leader Bootcamp (Full Day)

Bobbie Smith, MSN, RN, NEA-BC, Labor & Delivery/Fetal Surgery Center Manager, Children's Hospital Colorado



Kristi Wilkerson, MS, BSN, RN, NEA-BC, Education Program Manager, Synova Associates

Whether you are new to leadership or just need fresh inspiration on your leadership journey, this course is for you! This dynamic and interactive pre-conference will include practical ways to grow your leadership abilities. We will explore the fundamental elements of leading processes and leading people—because strong leaders must do both! Session topics include budget and finance, regulatory compliance, core measures, leadership presence, emotional intelligence, and managing differences among team members. You don't want to miss this one!



How You Show Up to Coach & Mentor Your Staff (Half Day, PM)

Diane M. Rogers, PCC, CPXP, Founder & CEO, Contagious Change

In this pre-conference, we will explore how you show up to lead through the lens of coaching and mentorship. We will dive into the fundamentals of coaching, equipping participants with mindsets, practices and frameworks to bring a coach-like way of BEING to your leadership. We will explore the importance of mentorship – both in BEING a mentor and in mentoring others. We will link the science of wellBEING to the practice of coaching, offering tangible take-aways to create a psychologically safe environment intentional to cultivate learning and growth through a strengths-based, appreciative, coaching approach that fosters individual flourishing and effective teamwork.

SCHEDULE & CONFERENCE INFORMATION

GENERAL SCHEDULE

(Subject to change, visit synovaassociates.com for the up to date agenda).

Sunday, November 10th:

9:00 AM – 4:30 PM: Pre-conferences
6:00 PM: First Time Attendee Reception
6:30 PM: Opening Reception

Monday, November 11th:

8:30 AM – 3:30 PM: General Sessions
3:30 PM – 6:15 PM: Exhibit Hall

Tuesday, November 12th:

7:30 AM – 8:30 AM: Breakfast Symposium
8:30 AM – 1:00 PM: Exhibit Hall and General Sessions
1:15 PM – 3:15 PM: Facilitated Networking Lunches
6:00 PM: Dinner and Entertainment

Wednesday, November 13th:

7:30 AM – 8:30 AM: Breakfast Symposium
8:45 AM – 1:15 PM: Track Sessions and Poster Session

Thursday, November 14th:

8:00 AM – 12:00 PM: General Sessions

REGISTRATION

To register, visit: synovaassociates.com/perinatal-forum-registration-form.com

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

REGISTRATION FEES

MAIN CONFERENCE REGISTRATION

- \$799 USD Early Bird Registration (ending July 26, 2024)
- \$899 USD Regular Registration
- \$949 USD Late Registration (after September 27, 2024, if available)

Discount available for teams of 5 or more from the same hospital.

Contact mgehl@synovaassociates.com for details.

PRE-CONFERENCE

- \$299 USD – New Leader Bootcamp (Full Day, includes lunch)
- \$175 USD – How You Show Up to Coach & Mentor Your Staff (Half Day, PM)

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. Guests 21 and older may attend the social event on Tuesday, November 12 for a fee
- Tuition includes continuing education hours and most meals

WHO SHOULD ATTEND?

- Perinatal/Labor and Delivery/Mom and Baby Directors, Managers, Supervisors and members of their leadership teams
- Certified Nurse Midwives
- Executive Directors of Women's Services



CONFERENCE INFORMATION

SCHOLARSHIPS

Synova Associates and conference sponsors will be granting tuition scholarships for nurse leaders to attend the Perinatal Leadership Forum. The scholarship application deadline is June 7, 2024. If accepted, you commit to attend the event.

ACCREDITATION

The 2024 Perinatal Leadership Forum is approved for approximately 17 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 September 27, 2024. Registration fees must be received by the registration deadlines in order to receive the discounted rates. Payment should be made to Synova Associates, 13425 Marquette Ave, Elm Grove, WI 53122. Tax ID: 27-3903686.

CANCELLATION AND SUBSTITUTION POLICY

All cancellations, requests for refunds and substitutions must be made in writing to mgehl@synovaassociates.com, based on the following criteria:

- Cancellations requesting a refund or transfer credit: Must be received in writing by September 27, 2024. A processing fee of \$100 will be deducted from each refunded registration. No refunds will be granted after September 27, 2024.
- 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 synovaassociates.com for the most up-to-date agenda.

QUESTIONS?

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



Sunseeker Resort

5500 Sunseeker Way | Charlotte Harbor, FL

HOTEL ACCOMMODATIONS

The 2024 Perinatal Leadership Forum will be held at the Sunseeker Resort.

Book now at book.passkey.com/go/SYNOVAPerinatal24

At Sunseeker Resort Charlotte Harbor, escape to an endlessly entertaining, totally relaxing waterfront destination where life is so simple—and simply amazing. Stay and play here. Eat and drink here. Meet and greet here. Feel like a pampered guest whether you stay at our hotel or in one of our signature Sunsuites.™

Room rates (plus tax, resort fee is waived):

- Standard room: \$229
- One bedroom/one bath suite: \$259
- Two bedroom/two bath suite: \$289
- Three bedroom/two bath suite: \$339

Reservations must be made prior to October 26, 2024; rooms will be available as space allows. The normal daily resort service charge is complimentary for this event. Should you need to cancel your reservation, please ensure that you do so at least 72 hours prior to arrival to prevent a cancellation fee of one night's room and tax.

AIR AND GROUND TRANSPORTATION

Punta Gorda Airport and Fort Myers Airport (RSW) are the closest airports to the conference center. Rental cars, taxis and Ubers are available.

