

LEADING BY EXAMPLE

CREATING A COHESIVE CULTURE

2023 Perinatal Leadership Forum
November 12-15, 2023
Westin La Paloma | Tucson, Arizona



PROGRAM DESCRIPTION:

Modeling leadership excellence through behavior is not an easy feat, but an important skill that takes time to develop. Leading by example requires consistency and authenticity, as well as a willingness to admit mistakes and take responsibility for your actions. When you lead by example, you become a role model for those around you and create a culture of accountability, trust, and respect. Demonstrating and advancing skills in priority areas such as communication, self-care, and a focus on quality and equity, will help to cultivate a cohesive culture and will motivate team members to follow suit and find their own path to excellence.

At the 2023 Perinatal Leadership Forum, we will:

- Learn to set boundaries and take better control over our time
- Find new ways to engage our teams through infusing joy and laughter into everyday work
- Focus on the future with a goal of creating a safer and more equitable culture
- Collaborate with other nurse leaders to find solutions to ongoing challenges



Opening Keynote:

Sasha K. Shillcutt, MD, MS, FASE
Professor and Vice Chair at
University of Nebraska Medical Center
and Founder of Brave Enough

Brave Boundaries: Radical Strategies to Take Back Your Time

Dr. Shillcutt highlights her recent book, *Brave Boundaries*, and reviews the importance of having personal and professional boundaries in place to stay well. She explains what boundaries are, how to identify what boundaries are needed in our lives, and how to implement boundaries by communicating them to others.

Sasha K. Shillcutt, MD, MS, FASE is a tenured and endowed Professor in the Department of Anesthesiology at the University of Nebraska Medical Center in Omaha, Nebraska. Sasha is CEO & Founder of Brave Enough, a well-published researcher in cardiac anesthesiology and gender equity, author, and international speaker. Sasha has taught thousands of women to achieve work-life control through her courses and conferences. She speaks frequently to executives and leaders on the topics of professional resilience and gender equity and is a best-selling author.

"My cup is full! I feel empowered to share what I have learned, break barriers, and make care safer for moms and babies. Thank you for the opportunity to re-charge and re-set!"

– STACIE WOOD, RN, BSN, TUCSON MEDICAL CENTER

PERINATAL LEADERSHIP FORUM GENERAL SESSIONS



Laughter: Not the BEST Medicine, But Too Often, the ONLY Medicine Available

Tim Cunningham, DrPH, RN, FAAN, Co-Chief Well-Being Officer, Woodruff Health Sciences Center/Emory Healthcare

This interactive presentation will help us explore the ways we can find, and then amplify, those small moments of joy, laughter, and connectivity that we all need as humans. In the face of challenging workforce issues, so long as we're breathing, we can laugh. So long as we can laugh, we can find innovative solutions to leadership and provide the best quality of care to all whom we serve.



Ten Winning Strategies for a Successful Deposition

Elizabeth Rudolph, JD, MSN, RN, PLNC, Attorney and CEO, JurexNurse.com

Testifying at a deposition in a perinatal nursing case is no longer the exception. Ten key testimony techniques are presented, and mock questions and answers are provided. An important preparatory exercise whether or not you actually testify.



R-E-S-P-E-C-T: Find Out What It Means to EVERYONE

Shawana Burnette, DNP, RNC-OB, NEA-BC, CLNC, FAWHONN, Nursing Practice Specialist, Atrium Health

This presentation will be a thought-provoking experience. You will leave this experience thinking differently about what respect means and how you can be a part of the change necessary to impact inclusive cultures and equitable care outcomes. Through experience sharing and creative connections this speaker will challenge you to address care disparities in maternity from a leadership perspective and discuss ways to lead change that impact culture changes that are respectful for all.

Panel: It's All My Fault – Lessons in Accountability

Through the course of many nurse leaders career journeys, its likely that events will occur that cause one to rethink their future path. When faced with adversity, how can leadership teams support one another and come out stronger? In this panel, you will hear from a leadership team on their strategies to create a culture of accountability to ensure safety, quality and a supportive environment.



*Heidi Brown, MSN, RN, NE-BC, C-EFM,
Nurse Manager – Labor and Delivery/OB, ED,
Novant Health – Forsyth Medical Center*



*Jessica Anderson, BSN, RNC-OB, C-EFM,
Assistant Nurse Manager, Novant Health –
Forsyth Medical Center*



*Meredith Dishman, BSN, RNC-OB, C-EFM,
Assistant Nurse Manager, Novant Health –
Forsyth Medical Center*



*Kim Henson, BSN, RNC-OB, C-EFM, Assistant
Nurse Manager, Novant Health – Forsyth
Medical Center*



*Missy Halliday, BSN, RNC-OB, C-EFM,
Assistant Nurse Manager, Novant Health –
Forsyth Medical Center*



PRE-CONFERENCES



Learn to Operate: Strategies for Perinatal Nurse Leaders to Maximize Unit, Team, and Patient Outcomes (Full Day)

Bobbie Smith, MSN, Clinical Manager, Children's Hospital of Colorado

Pattie Bondurant, DNP, RN, Consultant, TransForm Healthcare Consulting LLC



Join this engaging pre-conference session focused on the intricate relationship between quality, safety, and Perinatal Core measures. We'll explore the integration of creative staffing models, showcasing how these strategies directly enhance unit quality and safety. Nurse leaders will also gain valuable insights into measuring data to evaluate the impact of the staffing crisis on patient outcomes. Don't miss this opportunity to delve into real-world examples, participate in thought-provoking discussions, and find innovative solutions. In this transformative learning experience, you will elevate your understanding of perinatal care and drive positive change in your organization.



At a Loss? Supporting Staff during Crisis and Grief on the Unit (Half Day, PM)

Catherine Hill, DNP, MSN, APRN, FNP-BC, Senior Director Nursing Education, Research, and Practice, AWHONN

Sarah Copple, MSN, RNC-MNN, C-ONQS, Manager Clinical Program Development, AWHONN



Perinatal loss presents a substantial risk to the well-being of nursing staff and other caregivers, both personally and professionally. It is crucial for healthcare leaders to adopt a dynamic and responsive approach in supporting their staff through the grieving process. By incorporating trauma-informed practices, acknowledging the profound loss, and validating their emotional reactions, leaders can play a vital role in minimizing the trauma experienced by their team members. To facilitate this support, a range of interactive resources such as videos, case scenarios, and facilitated break-out groups will be utilized. These dynamic tools aim to empower healthcare leaders in providing comprehensive assistance to their staff and fostering a healing environment in the perinatal setting.

CONFERENCE INFORMATION

GENERAL SCHEDULE *(subject to change, visit synovaassociates.com for the up to date agenda)*

- Sunday, November 12th:** 8:30 AM – 4:30 PM: Pre-conferences
6:00 PM: First Time Attendee Reception
6:00 PM: Opening Reception
- Monday, November 13th:** 8:00 AM – 3:30 PM: General Session
3:45 PM – 6:15 PM: Exhibit Hall
- Tuesday, November 14th:** 8:30 AM – 1:30 PM: Poster Session, Exhibit Hall and Track Session
1:30 PM – 3:30 PM: Facilitated Networking Lunches
6:00 PM: Dinner and Entertainment
- Wednesday, November 15th:** 7:30 AM – 8:30 PM: Breakfast Symposium
8:45 AM – 12:00 PM: General Session

REGISTRATION

To register, visit: <http://www.synovaassociates.com/perinatal-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

REGISTRATION FEES

MAIN CONFERENCE REGISTRATION

- \$647 USD Early Bird Registration (ending August 4, 2023)
- \$697 USD Regular Registration
- \$797 USD Late Registration (after September 29, 2023, if available)

Discount available for teams of 5 or more from the same hospital. Contact mgehl@synovaassociates.com for details.

PRE-CONFERENCE

- \$175 USD – At a Loss? Supporting Staff during Crisis and Grief on the Unit (Half Day, PM)
- \$315 USD – Learn to Operate: Strategies for Perinatal Nurse Leaders to Maximize Unit, Team, and Patient Outcomes (Full Day, includes lunch)

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 14 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

SCHOLARSHIPS

Synova Associates and conference sponsors will be granting tuition scholarships for nurse leaders to attend Perinatal Leadership Forum. The scholarship application deadline is July 14, 2023. If accepted, you commit to attend the event.

ACCREDITATION

The 2023 Perinatal Leadership Forum is approved for approximately 14 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 29, 2023. 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 29, 2023. A processing fee of \$100 will be deducted from each refunded registration. No refunds will be granted after September 29, 2023.
- **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.



HOTEL AND TRAVEL

HOTEL ACCOMMODATIONS

The 2023 Perinatal Leadership Forum will be held at the Westin La Paloma.

Westin La Paloma Resort
3800 East Sunrise Drive
Tucson, AZ 85718

Book now at <https://bit.ly/2023PLFWestin>



The Westin La Paloma Resort & Spa is a AAA Four-Diamond hotel in the middle of the Sonoran Desert that was voted a Top Resort by Condé Nast Traveler readers. With staggering views of the Santa Catalina Mountains, activate your sense of adventure with a stroll through Sabino Canyon. The resort balances activity with leisure, offering dynamic work spaces at our full-service business center and five outdoor pools with cabanas, chaise lounge chairs and shimmering waterfalls. The Westin La Paloma completed a \$15 million dollar renovation in February 2023.

A limited block of rooms is being held at a special group rate of \$209 per night (plus tax). Reservations must be made prior to October 26, 2023; rooms will be available as space allows. The normal daily resort service charge of \$29 is complimentary for this event. Please note that it will show as \$29 on your confirmation letter as well as on the total as you are finishing your reservation. This will be corrected on your final bill. Should you need to cancel your reservation, please ensure that you do so at least 7 days prior to arrival to prevent a cancellation fee of one night's room and tax.

AIR AND GROUND TRANSPORTATION

Tucson International Airport is the closest airport to the conference center. Super shuttle, rental cars, taxis and Ubers are available.

