

## 2009 Webinar Series – Descriptions and Objectives

FREE Studer Group Webinars:	
<b>Happy Valentine’s Day -- Launch Date: February 11, 2009</b>	
<p><b>Work-Life Blend and Healthcare – Blending Passion and Purpose with your Personal Wellness</b></p> <p>“Work-life blend among female employees in healthcare is a vital issue in this industry,” notes Studer Group founder and CEO, Quint Studer. “It influences job satisfaction and personal gratification. Additionally, it has a direct impact on clinical quality and operational results.” Join Jackie Gaines, Studer Group Coach and former hospital system CEO as she:</p> <ul style="list-style-type: none"> <li>• Presents the results of Studer Group’s Work-Life Balance Study of over 8000 women in healthcare</li> <li>• Provides recommendations for Creating a Culture of work-life blend</li> <li>• Demonstrates how to calculate and communicate return on investment (ROI)</li> </ul>	<p><b>Jackie Gaines, MS, CRMP</b></p> <p><b>February 11, 2009</b></p>
<b>Celebrating Nurses!!! -- Launch Dates: May 6, 2009</b>	
<p><b>Inspired Nurse</b></p> <p>We’re all inspired at the start of our nursing journey, yet the same qualities that often make nursing so rewarding in the beginning can also make it a challenge as time goes by. Do you remember your first few days as a nurse? The excitement, anticipation and sense of purpose that you felt? Join Rich Bluni, RN, Studer Group Coach, National Speaker and Author of the book <i><b>Inspired Nurse</b></i> for an action-oriented session that will help you to maintain and recapture the inspiration you felt at the start of your journey. Participants will:</p> <ul style="list-style-type: none"> <li>• Learn several simple ‘spiritual stretches’ that will help nurses to rekindle their passion for their profession</li> <li>• Discover techniques to start you on your ‘Inspirational Destination’</li> <li>• Be introduced to the value of strengthening the nurse from the heart using humor, gratitude and connection to spirit as ways to grow and nurture inspiration</li> </ul>	<p><b>Rich Bluni, RN</b></p> <p><b>May 6, 2009</b></p>

<b>Track One: The Foundations of Healthcare Leadership</b>	
<p><b>Conducting highmiddlelow® Performer Conversations</b>            Are low performers sucking the life out of your organization? Do you lie awake at night dreading the coaching conversations you need to have with people who aren't meeting expectations? Join Bob Murphy, RN, Esq., FACHE, Studer Group Coach and National Speaker and former hospital CEO for an idea-packed session that will help you move your workforce toward success! Participants will:</p> <ul style="list-style-type: none"> <li>• Learn an evidence-based approach to re-recruit high performers, coach middle performers, and move low performers up or out</li> <li>• Conduct low performer conversations with confidence and clear expectations and outcomes</li> <li>• Increase employee satisfaction and enhance organizational performance</li> </ul>	<p><b>Bob Murphy, RN, Esq. FACHE</b></p> <p><b>February 18, 2009</b></p>
<p><b>Service Recovery – I'm Sorry to Hear That</b>  <i>"I never know what to say when patients or family members have a complaint"</i>            Complaints are difficult to hear and even more difficult to respond to, yet responding to a complaint the right way gives you the opportunity to win a customer for life. Find out how to handle the most difficult of complaints we hear in healthcare. Join Susan Keane Baker, Speaker and Co-Author of <u><a href="#">I'm Sorry to Hear That: Real Life Responses to Patients' 101 Most Common Complaints about Health Care</a></u> for an hour that will change the way you handle complaints. Learn how to:</p> <ul style="list-style-type: none"> <li>• Respond with compassion and empathy</li> <li>• Decrease anxiety and allow better healing</li> <li>• Acknowledge the issue and move to resolution</li> <li>• Compliment and reward the patient, family member or customer</li> <li>• Increase satisfaction of care and the healthcare experience</li> </ul>	<p><b>Susan Keane Baker</b></p> <p><b>April 15, 2009</b></p>
<p><b>Leading Effective Meetings</b>            Leaders report that as much as 33% of their time is spent in meetings and up to 50% of meeting time is unproductive! Develop the skills and use the tools to keep your meetings focused, brief and outcomes oriented. Join Bob Murphy, RN, Esq., FACHE, Studer Group Coach and National Speaker for a productive hour of meeting effectiveness! Learn how to:</p> <ul style="list-style-type: none"> <li>▪ Standardize meeting management to role model Evidence-Based Leadership<sup>sm</sup></li> <li>▪ Improve staff engagement through less hours in re-work or unproductive time</li> <li>▪ Increase revenues and decrease expenses through efficient and effective meetings and accountability of leaders</li> </ul>	<p><b>Bob Murphy, RN, Esq., FACHE</b></p> <p><b>May 20, 2009</b></p>

<p><b>Selecting Talent – Peer Interviewing Works!</b></p> <p>The only thing worse than a good hire that leaves, is a bad hire that stays. Learn how to avoid disastrous hires that drag down performance. Join Beth Keane, a nationally known speaker on selection and retention, as she discusses how to interview and retain people who fit your culture of excellence. Find out how to:</p> <ul style="list-style-type: none"> <li>• Implement proven strategies to identify the best person to match your organization and how to keep them on as staff</li> <li>• Use behavioral-based interviewing and 30/90 day questions to reduce turnover by two thirds and improve clinical outcomes, financial returns and employee morale</li> <li>• Involve high performing staff in the selection process through peer interviewing and increase the effectiveness of your hiring process</li> </ul>	<p><b>Beth Keane</b></p> <p><b>July 15, 2009</b></p>
<p><b>Working with your Leader - The Power of Aligned Messages</b></p> <p>How do leaders deliver consistent messages to difficult questions and eliminate ‘we/they’ language in the organization? How can words help to inspire trust and increase compliance in your patients? What can you do to eliminate misunderstandings with your supervisor and maximize your ability to work together to achieve great results? Find out how to the use the proven tactic of “<i>Managing Up!</i>” to achieve these positive outcomes and more! Join Beth Keane, nationally known Studer Group speaker who specializes in evidence based techniques for communicating effectively, and learn how to:</p> <ul style="list-style-type: none"> <li>• Position yourself positively with patients, peers and leaders to eliminate anxiety and create trust</li> <li>• Assure that your goals and the goals of your leader and the organization are aligned</li> <li>• Reduce misunderstandings that often follow group communication</li> <li>• Strengthen your team and the perception of organizational quality to patients and families</li> </ul>	<p><b>Beth Keane</b></p> <p><b>October 7, 2009</b></p>

<b>Track Two: Work- Life Blend</b>	
<p><b>Employee Engagement – Actions to Create Work-Life Blend in Healthcare</b></p> <p>How do you create a culture that blends both the organization’s goals and the work-life goals of the individual? Join Tina Bendock, RN, Studer Group Coach and HR Executive as she connects how the key tactics in <i>Hardwiring Excellence</i> can be used to :</p> <ul style="list-style-type: none"> <li>• Tie work-life blend recommendations to Studer Group’s aligned behaviors</li> <li>• Provide specific strategies to align Must Haves® with work-life blend recommendations</li> <li>• Develop an action plan to ensure success</li> </ul>	<p><b>Tina Bendock, RN</b></p> <p><b>March 18, 2009</b></p>
<p><b>Time and Energy Management</b></p> <p>Organizations that support work-life blend will have happier healthier staff when they provide the tools employees need to take control of their personal goals for work-life blend. Join Beth Keane, Studer Group Coach and National Speaker as she lays out a foundation of ‘life pillars’ and key tactics to:</p> <ul style="list-style-type: none"> <li>• Address time and energy management</li> <li>• Create and maintain blend among all Life Pillars</li> <li>• Understand that the blend among your Life Pillars will change as your circumstances change</li> </ul>	<p><b>Beth Keane</b></p> <p><b>June 2, 2009</b></p>
<p><b>Using your Employee Engagement Survey to Drive Work-Life Blend and Organizational Performance</b></p> <p>What do you already know that you could be doing better? Join Judy Kees, Studer Group Coach, HR Executive and Health System Administrator, to learn how to maximize your employee survey to create a culture that supports both the organization and the employee. Find out how to:</p> <ul style="list-style-type: none"> <li>• Design your employee engagement survey to support work-life blend objectives</li> <li>• Enhance employee engagement while rolling out your employee survey results</li> <li>• Use employee survey results to drive organizational performance</li> <li>• Benefit from participating in Studer Group’s national work-life blend data base</li> </ul>	<p><b>Judy Kees</b></p> <p><b>September 9, 2009</b></p>

<p><b>Best Practices in Work-Life Blend</b></p> <p>Benchmark with the best without leaving your office! Find out how others are creating a culture of work-life blend in their healthcare organizations. Join Studer Group coaches who work daily with healthcare organizations throughout the country as they present:</p> <ul style="list-style-type: none"> <li>• Best practices from Studer Group partners who are striving to achieve Work-Life Blend for all employees</li> <li>• Results and return on investment (ROI) from work-life blend initiatives</li> </ul>	<p><b>Studer Group Coaches</b></p> <p><b>November 4, 2009</b></p>
<p><b>Track Three: Physician Track</b></p>	
<p><b>HCAHPS/CAHPS – Preparing your Practice for Transparency in Patient Perception of Care</b></p> <p>The pay for performance initiative will have a significant impact on medical practice and hospital reimbursement, growth, and market share. Join Dr. Wolf Schynoll, Studer Group Medical Director and Physician Coach, for a one-hour learning session that will teach organizations and medical practices how to best prepare and implement a successful strategy for adapting to this initiative. Key takeaways from this Webinar will be:</p> <ul style="list-style-type: none"> <li>• What is the HCAHPS patient survey?</li> <li>• What impact will the transparency of HCAHPS have on medical practices?</li> <li>• How will the pay for performance initiative impact reimbursement and financials?</li> <li>• What strategies can I implement to best prepare for this initiative?</li> </ul>	<p><b>Wolf Schynoll, MD, FACEP</b></p> <p><b>February 25, 2009</b></p>
<p><b>Dealing with ‘Special’ Colleagues: Discouraging Disruptive Behavior</b></p> <p><b>Featured Speaker Gerald Hickson, MD, Faculty, Vanderbilt University Medical Center</b></p> <p>Disruptive behavior by healthcare professionals is first and foremost a threat to quality of care and patient safety, while also affecting staff morale and increasing cost burdens to a healthcare organization. This webinar gives healthcare professionals the needed tools and strategies to address disruptive conduct, providing a comprehensive plan adaptable to all healthcare organizations. The methods and tactics presented are an essential component of a plan to address The Joint Commission’s July 2008 Alert entitled “Behaviors that undermine a culture of safety” . Webinar Participants will be able to:</p> <ul style="list-style-type: none"> <li>• Describe and discuss the relationship between disruptive professional behavior and suboptimal outcomes</li> <li>• Identify a range of disruptive professional behaviors</li> <li>• Articulate eight essential elements for addressing disruptive professional behavior</li> <li>• Describe methods that may be used to help identify when a pattern of disruptive conduct exists</li> </ul>	<p><b>Gerald Hickson, MD</b></p> <p><b>May 13, 2009</b></p>

<p><b>Engaging Physicians</b></p> <p>Getting physicians on board and improving physician relations consistently ranks as one of the top concerns of health care system leaders. What physicians want to transition to system-based care, supportive of quality, safety and service initiatives is specific and predictable. Join Stephen Beeson, MD and Author of <i>Practicing Excellence</i> as he discusses the key drivers to get physicians to say "I'm in" and learn the specific tactics of how to:</p> <ul style="list-style-type: none"> <li>• Convey and communicate an Organizational Vision and Strategy to enroll physicians</li> <li>• Build confidence and trust of the medical staff in the leadership team</li> </ul>	<p><b>Stephen Beeson, MD</b></p> <p><b>August 12, 2009</b></p>
<p><b>Physician Accountability – Aligning Physician Performance with Organizational Goals to Drive Clinical and Financial Outcomes</b></p> <p>Learn how to align physician performance to your organization’s strategic plan! Creating physician accountability is a critical step towards successfully achieving organizational service excellence. Dr. Wolf Schynoll, Studer Medical Director and Physician Coach, presents a one-hour Webinar on how to hardwire strategies that create physician accountability. Key takeaways from this Webinar include:</p> <ul style="list-style-type: none"> <li>• Identify what to measure and how to recognize individual physician performance</li> <li>• How to create physician accountability</li> <li>• Learn tools and strategies that help align physician performance</li> <li>• How to effectively deal with the low performing physician</li> </ul>	<p><b>Wolf Schynoll, MD, FACEP</b></p> <p><b>October 21, 2009</b></p>
<p><b>Track Four: Never Events and Safety</b></p>	
<p><b>Never Events Prevention – Communication Tools Every Organization Should Use</b></p> <p>Root Cause Analyses often reveal that “failure to communicate” is a major factor in causing Never Events. Join Rich Bluni, RN, Coach and National Speaker to learn the key tactics to:</p> <ul style="list-style-type: none"> <li>• Implement communication strategies that minimize the risk and reality of Never Events happening in your hospital</li> <li>• Use patient safety rounding and key words at key times to help you and your teams prevent Never Events</li> </ul>	<p><b>Rich Bluni, RN</b></p> <p><b>March 4, 2009</b></p>

<p><b>Never Events – Accountability Tools That Make a Difference</b></p> <p>When a Never Event happens, we often learn after the fact that evidence-based policies and procedures were in place, but they were not implemented for the particular patient who experienced the event. Join Studer Group Coach Julie O’Shaughnessy to learn how:</p> <ul style="list-style-type: none"> <li>• Leaders and staff can hold themselves and others accountable for ensuring that key evidence-based practices are followed for every patient every time</li> <li>• Accountability tools can help you and your organization create a culture of always</li> </ul>	<p><b>Julie O’Shaughnessy</b></p> <p><b>June 17, 2009</b></p>
<p><b>Creating a Culture of Execution for Safe Care</b></p> <p>Creating an environment where the right thing always happens for every patient every time is easier said than done. Join Rich Bluni, RN, Studer Group Coach and National Speaker as he demonstrates the key tactics to:</p> <ul style="list-style-type: none"> <li>• Create a culture of always where individuals consistently do the right thing for every patient every time</li> <li>• Implement leadership practices needed to hardwire individual behaviors that never do harm</li> </ul>	<p><b>Rich Bluni, RN</b></p> <p><b>September, 23, 2009</b></p>
<p><b>Hourly Rounding – Proven tactics that prevent Never Events</b></p> <p>Now more than ever, <i>hourly rounding</i> is the evidenced- based tactic vital to your organizations health. Research supports a reduction in falls by 50% and pressure ulcers by 14% through hourly rounding. If you have struggled to hardwire this important tactic in your organization, this webinar will help you to:</p> <ul style="list-style-type: none"> <li>• Ensure hourly rounding happens consistently</li> <li>• Coach hourly rounding skills and behaviors in your organization</li> </ul> <p>Join Lyn Ketelsen, RN, MBA and Studer Group Coach to find out why the Institute for Healthcare Improvement recommended hourly rounding for “restoring sanity and joy to the nursing work force.</p>	<p><b>Lyn Ketelsen, RN, MBA</b></p> <p><b>November 18, 2009</b></p>