



2008 Summit

Creating Excellence in Healthcare

How do you achieve and maintain excellence in healthcare? Is it through the dedication of your physicians, open and honest communication with your patients, reaching out to the community, or having the best technology? Is it nurses, physicians, administrators, *everybody* working together as a team? Is it through research, or is it through learning and education? Is it through insight, or is it through action? It's all of the above—and more. The Summit 2008 *Creating Excellence in Healthcare* will include exciting keynote speakers and powerful breakout sessions that will help your organization redefine excellence.

Our Summit registration is now open. We are excited about Summit 2008; several features make it particularly unique and important to attend.

- First is the focus of the conference: *Creating Excellence in Healthcare*. From our expanded roster of keynote speakers, customer presentations, and breakout sessions to networking and product input sessions, the entire conference is focused on one thing: how you can help to create excellence in healthcare. When you attend this year's Summit, you will hear from leading innovators and walk away with ideas and action plans of your own.
- Second is the expanded nature of the conference. For the first time, HealthStream is combining its Research and Learning conferences. This means that you will have the option of gathering an entirely new library of resources to support you and your organization in creating excellence in healthcare.
- Third is the unique networking opportunity at the conference. No other conference provides such immediate access to thought leadership across critical healthcare topics, in-depth training and support, and high-impact networking and brainstorming opportunities. You are part of a powerful community that is, collectively, improving the quality of healthcare—and you'll have the opportunity to collaborate at Summit 2008.

We are currently accepting “early bird” registrations, which entitles you to a \$100 immediate discount off of the regular registration fee of \$499 **if you register before June 16, 2008.**

[Register Here](#)

Keynote Speakers



Ross Shafer will open the conference on creating excellence and accountability. Ross is the author of *Nobody Moved Your Cheese!* which encourages you to trust your gut and be accountable for your own success. He has also written *The Customer Shouts Back!* and *Customer Empathy*. He is founder of the Customer Empathy Institute. His presentation is extremely entertaining and will have you laughing out loud as you make your targeted list of things you could be doing today to increase your contributions to excellence in healthcare.



Bobby Frist will provide a state of the union address that outlines HealthStream's bold roadmap for creating excellence in healthcare. He will also address key trends in the healthcare environment that make this an incredibly important time for recharging the ability for research and learning initiatives to inform excellence and align with the highest aspirations of your healthcare organization. Bobby is the co-founder of HealthStream and has served as chief executive officer, president, and chairman of the board of directors since 1990.





Ron McMillan will open day two of the conference with his talk [Silence Kills: The Seven Crucial Conversations in Healthcare](#). Your participation in this presentation ensures your involvement in a movement that is sweeping the nation. "Silence Kills" reviews seven categories of conversations that are especially difficult and, at the same time, appear to be especially essential for people in healthcare to master, including: Broken rules, Mistakes, Lack of support, Incompetence, Poor teamwork, Disrespect, and Micromangement. Ron is the coauthor of seven books, three of which are The New York Times bestsellers—*Influencer: The Power to Change Anything*, *Crucial Conversations: Tools for Talking when Stakes are High* and *Crucial Confrontations: Tools for Resolving Broken Promises, Violated Expectations, and Bad Behavior*. A pioneer in the training industry, Ron cofounded the Covey Leadership Center where he helped to develop numerous training programs including Principle Centered Leadership and The Seven Habits of Highly Effective People. Ron is cofounder of VitalSmarts. With award-winning training products based on thirty years of ongoing research, VitalSmarts has helped more than three hundred of the Fortune 500 realize significant results using a proven method for driving rapid, sustainable and measurable change in behaviors.

Research Breakout Sessions

Where applicable, we have noted the sessions **ACHE** and/or **ANCC** accreditation, as well as noting sessions conducted by **award-winning clients**.

HealthStream 2008 Summit Creating Excellence in Healthcare September 2-5, 2008, Nashville, Tennessee

- *A continuing education activity sponsored by  HealthStream®*
- *Grant funds provided by  HealthStream®*
- *HealthStream is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.*
- *Please contact HealthStream Customer Services at (800) 521-0574 for additional information about this continuing education activity.*

The Consistent, Exceptional Ascension Health Experience

ACHE
ANCC

Patrick A. Herrmann, Ph.D., FACHE, Manager, Patient Experience Team, Ascension Health

Ascension Health has been working on the development and implementation of a large scale project referred to as the Consistent, Exceptional Ascension Health Experience. HealthStream Research has been an able partner in Ascension Health's broader work around creating the exceptional experience. This Workshop will describe how a system wide metric and goal around patient experience drives change across a large hospital system. Participants will learn about the challenges and value of creating a unifying metric and see how the metric leads to a framework for improvement.

Selecting Talent – Strategy and Tactics to Select and Retain the BEST!



ACHE
ANCC

Chadwick M. Brough, Assistant Vice President, Human Resources, Jewish Hospital & St. Mary's HealthCare

Award-winning Jewish Hospital and St. Mary's Healthcare developed a strategy to address turn over resulting in 3% reduction in turnover and an \$8 million dollar savings to their organization. This dynamic session will describe how the key tactics of using Standard of Behavior to pre-screen candidates, behavioral and peer interviewing and 30- and 90- day questions tackle the issue of overall, 90- day and first year turnover and generate bottom line results!

Be True to Your School – The University of Service Excellence!

ACHE
ANCC

M. Jeffrey Novorr, MHA, VP & Corporate Compliance Officer, Lawrence Memorial Hospital

The University of Service Excellence is an innovative multi-media presentation designed to re-educate and re-energize participants on the organizational values and standards that relate to customer service. The University of Service Excellence program appeals to all levels of associates and volunteers as a mean to educate and reinforce standards and behaviors of excellent customer service. This session will explain the format of the presentation, key learning strategies, as well as the multimedia features that make this a successful learning tool.



Journey to Improved Pain Management

Twila Buckner, RN, BSN, MBA, Chief Nursing Officer
Lillian Buchanan, MSN, APRN, BC, Advanced Practice Nurse
Barbara Hauck, RN, MSN, Education Coordinator
St. Mary's Medical Center

Pain is a subjective experience and is exactly what the patient says it is. There are no objective measures of pain. The goal of effective pain management is to get beyond the barriers and accurately classify pain, which subsequently helps guide treatment. Pain is the most frequently occurring reason for individuals to seek medical care. However, multiple studies demonstrate evidence that inadequate pain controls exists. There are physiological, quality of life, and financial consequences for the under-treatment of pain. These barriers were effectively traversed by St. Mary's nursing, and pain assessment has been accepted as equally important as other vital signs. This presentation will provide insights into how an award winning hospital implemented strategies to improve patient satisfaction scores related to pain management and will share possible action plans your hospital can initiate to improve future pain/palliative care programs.



Transforming the Physician Experience of the Community Hospital

David Fox, President, Advocate Good Samaritan Hospital
Nick Dowd, Senior Consultant, HealthStream Research

Strong physician relationships are often the key to the hospital's financial success, the administrator's longevity at the hospital, and physicians' long term loyalty. Yet, despite the importance of these relationships, many hospital administrators struggle to establish strong, positive ties between their hospital and their physicians. This session is presented by an experienced healthcare executive that has achieved success in establishing solid working relationships with physicians. The presentation is designed for other senior-level healthcare leaders interested in the foundational components for building and sustaining a successful physician relations strategy.



More than a Doorstop: Turning Consumer Research into More Effective Marketing

Patti Bridge, Director of Healthcare Practice, Laughlin/Constable
Allan Acton, Senior Consultant, HealthStream Research
Brian Griffin, Marketing & Public Relations, Delnor Hospital

As marketers we have questions — *lots* of questions. We want to know more about consumers, what they think about our services, what would make them choose us for healthcare and what tools are most likely to impact them. To get answers we turn to research. But often the results come in, get presented, and sit on a shelf gathering dust, or on the floor propping open our office door. Research should be a dynamic, organic tool that is used and referenced regularly to identify opportunities, correct courses, protect against threats, and elevate our communications efforts. Delnor Hospital has done just that. Recent off-the-chart attitude and perception scores are in sharp contrast to initial scores obtained just 5 years ago, when the hospital was recognized for good but not always great care. Today, Delnor can boast of research scores reflecting significant increases in all quality measures. This presentation will share how a commitment to research and measurement changed image and perceptions from “also ran” to “winner”.

Employee Engagement – Best Practices and Beyond



Brian Jones, Baptist Leadership Institute

The Baptist Leadership Institute has learned from multiple surveys and research that full employee engagement continues to elude most health care providers. In this time of public reporting of patient satisfaction results, tightening economic conditions, and shrinking reimbursements, achieving full employee engagement will continue to be top-of-mind for leaders in health care. Participants in this seminar will be exposed to a mixture of research, real-life best practices from both Baptist Health Care and its clients and proven strategies and tactics that lead to full employee engagement.

HCAHPS: The Patient Experience and the Impact of Value-Based Purchasing on Healthcare Providers



Bonnie Lowry, Senior Consultant, HealthStream Research

Gwen Faust, RN, MS, Consultant, HealthStream Research

Within hospital and Nursing leadership, there is a critical need to understand HCAHPS as an indicator of the patient experience, its relationship to patient satisfaction and the impact that HCAHPS has on their organization. At the same time HCAHPS is in its infancy stage, highly regulated by CMS and many organizations are finding it difficult to access the information they need about HCAHPS process. The goal of this session is to give attendees up-to-date information on HCAHPS processes, changes, proposed Value Based Purchasing related to HCAHPS and present research correlating Patient Satisfaction and Patient Experience.

How to Leverage your HCAHPS Performance to Increase your Hospital's Reimbursement



Kathleen E. Masiulis, RN, MS, FACHE, Senior Vice President, Clinical Resource Management

Long Island Health Network

Margaret Ochotorena, Director of Patient Relations, St. Francis Hospital

St Francis Hospital – The Heart Center, the 2008 recipient of HealthStream's Excellence through Insight Award for Overall HCAHPS ratings, will share their "best practices". This session will explore how new healthcare challenges will require hospitals to proactively implement tough initiatives, including how outcomes are achievable through the use of incentives, the role that HCAHPS play in today's healthcare market, the multi-faceted approach used for HCAHPS in a ten hospital Network, how to get hospital executives' attention and changing their behavior for the long term.

Under Construction! Safe and Error-Free Care in the Midst of Major Physical Plant Expansions



Dennis Phillips, Executive Vice-President, Carolinas HealthCare System

Chris Hummer, Administrator and Vice-President, Carolinas Medical Center-Pineville

As hospitals expand service lines and outreach to the community, physical plant changes and expansions are inevitable. In the midst of major construction projects which disrupt workflow and displace equipment and supplies, it is critical that the mission of the hospital — a quality patient experience — is kept at the forefront jointly by administration, nursing and medical staff. Proactive communication and problem-solving strategies among nurses, administration and physicians must be integrated into day-to-day function before the project is undertaken, and maintained throughout the process. These include communication strategies such as office visits, kitchen cabinet type meetings, and team building. In addition, a system-wide commitment has been made to develop physicians in leadership positions utilizing retreats and service excellence training. Join us to gain insight into the specific actions Carolinas Medical Center-Pineville has initiated to maintain and sustain enhanced error-free care, a secure patient environment, quality improvement and overall medical staff satisfaction during a time of protracted disruption.

Beyond the Bricks: Improving Patient Satisfaction



Vincent Oliver, CEO, Island Hospital

Barb Ringhouse, RN, MN, Assistant Administrator for Patient Services, Island Hospital



As hospitals work to provide both high quality technical care and a high level of patient satisfaction with the hospital experience, it is important to share efforts that have contributed to an increase in patient satisfaction. The goal of this presentation is to share strategies that have been implemented at Award Winning Island Hospital to continue to improve the level of patient satisfaction with the hospital experience. Through this case study, you will learn steps taken to overcome times of challenge in providing patient care, such as planning and building a new hospital while continuing to provide care in an old hospital, assuring staff stress levels do not have a negative impact on patient care, addressing budgetary constraints that come along with the costs of having a new building, and dealing with confusion for patients, families, staff and physicians when trying to locate things or places in a new hospital building.

Making Bricks Without Straw: Improving Patient Satisfaction in a Time of Scarce Resources



Joann Paul, RN, MSN, Manager, Inpatient Nursing Services, Miami County Medical Center

In ancient times, a Pharaoh assigned a people the seemingly impossible task of making an increasing number of bricks with no straw. The integrity of the brick demanded straw which then translated to the integrity of the structure. Similarly, today's health care environment increasingly requires higher quality results with fewer resources. Session participants will come away with an understanding of how a small award winning facility has developed best practices to address regulatory, fiscal, personnel, environmental and infrastructure challenges, which act as barriers to patient satisfaction. Implementation of these strategies can yield success no matter the size of the facility!

A Journey to Excellence



Robin Gadd, RN, MSHCA, Vice President Patient Care, St. Mary's Healthcare Center, Catholic Health Initiatives

St. Mary's Healthcare Center emergency department currently experiences approximately 7,000 ED visits annually. As a 7 bay, Level 3 trauma center, they began their journey to emergency department patient satisfaction improvement July 1, 2004. St. Mary's Healthcare Center is the proud recipient of the HealthStream Research, Emergency Department – 2007 Most Improved Award. This session will cover where St. Mary's Healthcare Center was in July 2004 and where they are today, by sharing with workshop participants the necessary steps they took to make this truly a journey of excellence.

Revamping Your Approach to Physician Satisfaction



*Sandra Podley, CEO
Los Alamos Medical Center*

The successful relationship between hospitals and physicians is a shared responsibility among senior leaders. This workshop will demonstrate how Award Winning Los Alamos Medical Center significantly increased the satisfaction of their physicians by listening to their concerns and needs and then implementing changes based on this information. Los Alamos Medical Center is an example of how an atmosphere of openness and trust between administration and medical staff can be a primary contributor to physician satisfaction.

LifePoint's Performance Excellence Program (PEP)



*Carrie Johnson, CNO, Georgetown Hospital
Hannah Dreher, Director of Special Projects & Physician Relations, Bolivar Medical Center*

The Performance Excellence Program was initiated at LifePoint's Georgetown Community Hospital approximately 8 years ago with the intent of improving patient satisfaction. A model of interdisciplinary team was developed in an effort to use patient satisfaction data to drive rapid yet sustainable results. Over the years, this process has been refined and shared within the LifePoint family, creating multiple LifePoint award winning facilities. This session will share how using patient satisfaction data can help administration, clinical staff and employees become a patient-centered hospital.

From Better-than-Average to Better and Better: Using Research, Marketing, and Public Relations to Increase Quality Ratings



*Dianne Cutillo, Marketing and Public Relations Manager, Southwestern Vermont Health Care
Bonnie Lowry, Senior Consultant, HealthStream Research*

Southwestern Vermont Medical Center (SVMC) earned a better-than-average quality rating in its first consumer survey conducted by HealthStream Research. It was not a surprise, given the hospital's strong clinical staff and high patient satisfaction ratings. But striving for even better results is part of the culture at the rural Vermont hospital and the Marketing staff set a goal to improve the rating. This workshop will help other healthcare organizations with strong quality performance devise and implement a communication plan that can result in increasing the perception of quality held by community members in the region served by the organization.

Using the Employee Satisfaction Survey as a Strategic Partner

Judy Mead, Human Resources Manager, Columbus Regional Hospital



Columbus Regional Hospital will present how to analyze data to identify opportunities to enhance employee satisfaction across all demographic segments of the employee population. Columbus Regional Hospital has developed a systematic approach to analyze survey results, develop and deploy a strategic action plan that assists the organization in meeting the Corporate Scorecard. Participants will learn how the Employee Satisfaction Survey is viewed as a strategic partner in meeting Pillar and Scorecard objectives, how to analyze survey data into meaningful demographics and work groups, assess the impact of policy and program changes on staff behavior, and develop action plans to modify behavior(s) that will improve employee satisfaction.

Listen, Acknowledge, & Respond: The Art of Caring in the ED

Julia Murphy, RN, CNO, Logan Memorial Hospital



To implement change, it is important that leaders throughout the hospital share a common vision and goal. This session will demonstrate how one hospital significantly increased the satisfaction of their ED patients by asking hospital leaders to jointly define “patient perception” and then, together, use the feedback from their ED patients to positively impact patient perception as a team. Award-winning Logan Memorial Hospital is an example of how an atmosphere of teamwork between administration and key department leaders can positively impact the patient’s perception and, ultimately, improve patient care.

Leveraging Community Surveys to Drive Business Strategies for Hospitals and Hospital Systems

Scott Johnson, Regional Marketing Director – Division 1, Community Health Systems

Maryann Hodge, Regional Marketing Director – Division 3, Community Health Systems



Community surveys provide exceptional information regarding perceptions of individual hospitals. While insights gained from these surveys can be interesting and confirm or repudiate assumed perceptions, unless they are acted upon in a strategic and purposeful manner, they will have no effect on patient volumes. This session will provide tangible concrete methods that can help users successfully analyze and interpret community surveys to improve individual hospital performances, as well as develop an integrated approach that allows for global benchmarks that benefit an entire system of hospitals.

Pediatric Fast Track Program

Shery Syby, RN, Clinical Coordinator of Pediatrics, Holy Name Hospital



Located within a five mile radius of each other, Holy Name Hospital is one of four hospitals that compete for business in Bergen County, New Jersey. Each hospital faces extreme pressure to identify their own niche which would afford them the advantage to attract new physician and patients. Join us for a session packed with strategies this Award-winning community hospital used to expand their pediatric census, enhance family and physician satisfaction, and provide additional opportunities to strengthen and grow the skill of the nursing staff.



Who Are These People?? Generations at Work

Jan Zimmer, RN, MSN, Chief Nursing Officer, Regional Hospital of Jackson

Today's workforce is unique in that this is the first time in our nation's history that we have had four generations working together...and never before have we experienced so much diversity. No other country today has quite the same dilemma. Understanding unique characteristics of each generation, conflicts that exist (and why), and strategies for achieving successful co-existence will provide leaders at any level with valuable insight into employee motivation and satisfaction. This session will present a discussion of the four generations present in today's work force and will focus on strategies to bridge the generations in order to achieve team unity and employee satisfaction.

Key Principles of Physician Alignment: Lessons Learned from America's Largest Physician Satisfaction Database



Dr. Randy Carden, Senior Research Consultant, HealthStream Research

Allan H. Acton, MBA, Senior Consultant, HealthStream Research

Measuring and maintaining physician satisfaction is more vital than ever to a hospital's success. Working with physicians regularly to determine their needs and concerns and then aligning your hospital to meet them can help you retain loyal physicians as well as recruit new physicians. Join us as we define the concept of physician and hospital alignment through both a review of recent literature and by an in-depth review of HealthStream's 2007 physician database. Physician demographic characteristics, such as specialty and practice patterns will also be evaluated for their relationship to alignment. Operational characteristics of the physician-aligned hospital are identified and will be discussed.

Transforming Data into Decisions

Lee Anne Denney, CEO, Health Infotechnics

Robin Rose, Senior Vice President, HealthStream Research

As hospital management teams develop strategic plans that include expanding or divesting facilities and service lines, embarking on dialogues with physicians about market share, and ensuring that marketing initiatives are on target, it is imperative that they have the right data to make the right decisions. However, simply having the data is not enough. It is also crucial that this data be analyzed and interpreted so that appropriate actions can be taken by administration, employees and medical staff. Additionally, it is important that this information be shared with board members and other key influencers so that they are not only aware of the short- and long-term goals, but also of the steps that will be taken to achieve these goals.

Learning Breakout Sessions

Summit 2008 *Creating Excellence in Healthcare* will also provide a powerful collection of **learning** breakout sessions! While geared more towards our customers of the HealthStream Learning Center, they are open to all registrants.

Below you will find the **sixteen critical outcomes-focused topics** that will be featured at Summit this year. Learn from actual customers who are solving problems, improving outcomes, and already creating excellence, as well as panel discussions that provide ideas, roadmaps, and input. Each of the themes below will have one or more presentations where customers explain in plain language exactly how they have accomplished a positive outcome. We will also have clinical executives, product managers, account managers, and other technical experts from HealthStream who can respond to your questions and recommend best practices from our 1,600+ hospital customer base.

Improve Team and Patient Communication

Safe, effective clinical care depends on reliable communication between caregivers. Communication breakdowns between healthcare providers are a central feature in avoiding patient harm. Learn how SBAR+R training has improved patient outcomes in both medical-surgical and delivery units. Also, discover how cultural competence training enables health care professionals to provide high quality care to patients with diverse values, beliefs and behaviors, including tailoring delivery to meet patients' social, cultural and linguistic needs.

Improve Patient Safety

Identifying the nature and causes of loss and harm at all levels in the system of care is at the core of improving patient safety. Case studies showing how HealthStream's Perinatal Patient Safety Library improved the care delivered during the perinatal period and reduced claims loss exposure will be discussed. Also, learn how BlueCross BlueShield of Illinois recognizes and rewards physicians for completing the ABMS Patient Safety Improvement Program.

Make Compliance Training More Effective and Efficient

Regulatory compliance has shifted from survey preparedness to continuous compliance with an emphasis on self-assessment. Learn how HealthStream helps the healthcare community meet current compliance training demands and plan for future compliance requirements. Faced with the daunting task of training over 1000 clinical and non-clinical, licensed and unlicensed employees on its restraint policy, discover how Centennial Medical Center used HealthStream to reduce training time and increase its effectiveness. Learn how Centura Health streamlined its compliance program and quickly trained over 13,000 staff members on its corporate integrity and confidentiality agreements.

Develop New Nurses and Specialty Nurses Faster

Creating an effective orientation program is one of the biggest challenges for educators. As the first experience for a new employee, orientation has to be engaging and set the right expectations for a career at your facility. It also has to be well-organized, cost effective, and standardized for all new hires. In this session, you will learn how educators use HealthStream to improve their new hire orientation processes by increasing standardization, flexibility, and effectiveness.

Improve Your HCAHPS Scores

Patients may soon choose their hospital based on your HCAHPS scores. The Centers for Medicare and Medicaid Services (CMS) have made HCAHPS patient survey scores available to the public and may possibly even tie the amounts of your Medicare reimbursement to your scores. In this session, learn from the experts at HealthStream Research about the importance of the HCAHPS survey and the initial trends we are seeing across organizations. We will also introduce HealthStream's new HCAHPS Preparation and Improvement Library, a series of courses specifically designed to help improve patients' responses to the HCAHPS survey.

Improve BLS and ACLS Training While Saving Money

Research shows that the quality of CPR has a direct effect on patient outcomes from cardiac arrest and that many caregivers do not perform CPR within the guidelines established by the American Heart Association (AHA). With HeartCode BLS, your facility will not only benefit from improved CPR competency but it will also save you time and money compared to traditional CPR classes. In this session, you will hear from a panel of HeartCode customers how they have achieved successful outcomes with this program, including significant time and cost savings.

Improve Emergency Department Processes and Outcomes

Emergency department personnel often face the greatest clinical demands drawing upon the broadest knowledge base. HealthStream has developed a comprehensive program specifically designed to address the unique educational needs of emergency nurses, physicians, and technicians. In this session, you will learn how HealthStream helps customers implement an effective emergency training program including nurse orientation, triage and acuity, ECG recognition, and advanced cardiac life support (ACLS) courses.

Identify and Develop Leaders

It has often been said that people leave managers, not companies. Poorly skilled and trained healthcare leaders are a leading contributor to employee dissatisfaction and turnover. Learn how organizations are using industry leading training programs from The American Association of Critical-Care Nurses (AACN), The American Organization of Nurse Executives (AONE), and SkillSoft to create proven leaders from front line managers and supervisors to senior level nurse managers and executives.

Increase Employee Satisfaction and Retain Top Talent

Retaining top talent is increasingly a challenge in today's competitive staffing environment. Learn how leading organizations are leveraging the comprehensive 400 plus course DigitalMed library to support magnet philosophies and increase employee satisfaction by providing training for staff seeking department transitions and providing convenient CE as an attractive benefit for nurses who need continuing education credits to satisfy state nursing licensure requirements.

Adopt New Technologies Faster

Hospitals spend millions of dollars annually on cutting edge technology and new equipment with the intention of increasing efficiency and delivering improved patient care. Increasingly, medical device manufacturers and software vendors are offering customers multi-modal training programs to ensure rapid adoption and increased competency with new equipment and applications. Learn how leading providers are structuring their training programs during this interactive panel discussion where you will have an opportunity to provide input and feedback.

Author More Engaging and Effective Courses with Better Tools and Approaches

Many organizations take advantage of HealthStream's Authoring solutions to build custom courses to address their specific needs. Some of the best ways to engage learners, including video and animation, come with pitfalls that take away from the user experience. This session will help you learn about some of the newer technologies to better engage learners as well as how to avoid common mistakes.

How to Increase Utilization and Performance

HealthStream customers are using the HLC to address organization initiatives beyond typical employee training and education. Others have learned that routinely maintaining their HealthStream database improves performance and satisfaction. This session will provide examples of how customers go "beyond the norm" to get the most from HealthStream solutions.

How to Integrate within a Broader Technology Ecosystem

Most organizations want to have a central employee record for more efficient employee performance reviews. HRIS systems such as Lawson, PeopleSoft, and Meditech are best able to be the central data collection repository. Discover how HealthStream is connecting to your existing systems, both today and tomorrow.

Evolve Your Course Development and Content Mix

E-learning organizations today have more flexibility than ever in choosing content solutions to best meet their objectives. When it comes to finding just the right content mix, customers can purchase courses from HealthStream, acquire shared courses through the Authoring Exchange, author their own courses, annotate their regulatory courses, and even implement free courses from Hospital Direct. When self-authoring, designers can choose to blend different types of learning activities together into one course. Learn how your peers are "stirring up the mix" to provide the best learning stew!

Engage Physicians in Critical Quality Initiatives

It is imperative that facilities recognize the leadership role played by their physicians in patient safety initiatives by incorporating physicians into learning culture and, a team-based systems approach. Dr. William E. Jacott, M.D., Special Advisor for Professional Relations to The Joint Commission, states "Physician leadership and involvement are critically important to the success of patient care and patient safety improvement efforts." Learn how your organization can incorporate and measure physician quality initiatives in your organization. In this interactive panel discussion you will hear from others on how they have approached physicians and what HealthStream is doing to align research and learning solutions.

Implement Critical Quality Initiatives

Clinical quality initiatives are at the top of nearly everyone's agenda. Whether it's IHI's 5 Million Lives Campaign, the Society of Chest Pain Centers' accreditation, or unique internal quality improvement programs, HealthStream has solutions to make you more successful. In this session, you will hear directly from customers who have incorporated HealthStream's content as part of a clinical quality initiative and the outcomes they achieved.