

The Maryland Association of Health Care Executives cordially invites you to attend its All Day Educational Event on September 2007. We have assembled industry best practices from Gallup, Press Ganey and Professional Research Consultants in addition to local and national healthcare leaders with demonstrated success in implementation. This enriching day of panels will provide takeaways easily able to be implemented to increase employee, patient and physician satisfaction. The day will benefit early-careerists, mid-careerists, seasoned leaders and members of the medical staff community.

Date: Thursday, September 27, 2007

Place: The Conference Center at Sheppard Pratt

6501 North Charles Street

Baltimore, MD 21285

(410) 938-3900

## Time/Agenda

Registration & Networking	Presenters	8:00 a.m. – 8:45 a.m.
Welcome	Sharon Kelley, MS, RN, CNAA,	8:45 a.m. – 9:00 a.m.
Panel Discussion “Managing for Morale – Effective Management Techniques to Retain Your Staff”	Kevn McConville, Regional Managing Partner from Gallup’s DC office  Leah A. Cerkvénik , RN, MHSA, Executive Vice President, Bon Secours Charity Health System	9:00 a.m. – 10:30 a.m.
Break		10:30 a.m. – 10:45 a.m.
Panel Discussion “Reinventing Customer Service in Healthcare: Lessons Learned from the Best”	Matt Davis, Solutions Consultant and Kim Mcafferey, Manager Research and Development both of Press Ganey  Leah A. Cerkvénik , RN, MHSA, Executive Vice President, Bon Secours Charity Health System	10:45 a.m. – 12:15 p.m.
Lunch		12:15 p.m. – 1:30 p.m.
Presentation of Awards - Maryland Association of Healthcare Executives Award	Chris O’ Brien, FACHE, Interim Regent	1:30 p.m. – 1:45 p.m.
Panel Discussion “Medical Staff Relations”	Brian Dameier, Senior Consultant, Professional Research Consultants  Leah A. Cerkvénik , RN, MHSA, Executive Vice President, Bon Secours Charity Health System  Ferdinand Leacock, MD, Interim Chief Medical Officer, Bon Secours Baltimore Health System	1:45 p.m. – 3:15 p.m.
Break		3:15 p.m. – 3:30 p.m.
Networking/ ACHE Advancement Session	Chris O’Brien, Interim Regent	3:30 p.m. – 4:00 p.m.
Additional panelists will be added.		

Please visit our website <http://mahce.ache.org/> to register for the program. On the website, select "events" and then click on "registration page".

Registration Fee:

\* Member and Non-member: \$150.00

\* Student - \$50.00

As an officially designated Healthcare Executive Group of the American College of Healthcare Executives, the Maryland Association of Healthcare Executives is authorized to award 4.5 hours of Category I continuing education credit toward advancement or recertification in ACHE (pending final approval). Participants in this program who wish to have it considered for Category I credit should list their attendance when they apply for ACHE advancement or recertification.

If you have any questions regarding membership, please contact Ivonne Garcia, Membership Chair, at [ivonne101@hotmail.com](mailto:ivonne101@hotmail.com). If you have any questions regarding this program, please contact Randy Komenski, Program Committee Chair at (410) 362-3198 or via e-mail at [randy\\_komenski@bshsi.com](mailto:randy_komenski@bshsi.com).

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