



**MindStream**  
Streamline Your Healthcare Education

## STREAMLINING YOUR REVENUE GENERATING SERVICE LINES

For Neuroscience, Orthopedic & Spine Programs

JANUARY 21 – 22, 2010 – PHOENIX, AZ – BARROW NEUROLOGICAL INSTITUTE

Highlighting the modern trends, pioneering strategies, and best case studies from leading healthcare organizations that have implemented successful revenue generating service lines geared to improve organizational outcome, gain competitive edge and meet the increasing patient demand.

**Featuring an Exclusive Site Tour of the BARROW NEUROLOGICAL INSTITUTE and a Sneak Peak of the Barrow Neurosurgical Associates Newly Designed Building**

**Jane Rubin**

Director, Atlantic Neuroscience Institute  
Atlantic Health System

**Beau Pollard** (Tentative)

Director, Orthopedic Service Line  
Baptist Health Care

**Leanna Krukowski**

Clinical Services Director, Orthopedic &  
Neuroscience Service Line  
Saint Mary's Health Care

**Nicola Hawkinson, RN, RNFA, NP**

Chief Executive Officer  
Spine-Search

**Eric Sipos, MD, FACS**

Medical Director  
Carondelet Neuroscience Institute

\*\*\*More Speakers To Be Announced\*\*\*

### KEYNOTE SPEAKERS

**Patty Vogel**

Chief Executive Officer  
Barrow Neurosurgical Associates

**Laurie Baker, RN, NP Spine Care**

Comprehensive Spine Program  
Barrow Neurosurgical Associates

### INTERACTIVE PANEL DISCUSSION

- Service Line & Practice Development
- Future Industry Challenges & Trends
- Patient-Matched Technologies
- "Tele-Medicinize" Your Service Line
- Benefits of Electronic Health Records

### SPECIAL THINK-TANK SESSION

- Share Best Vendor Companies
- Benefits of Sustainable Healthcare
- Benefits of Gain-Sharing
- Next Critical Steps For Your Program

**Wende Fedder**

Clinical Director, Neuroscience Institute  
Alexian Brothers Hospital Network

**Susan Owens, RN**

Joint Care Coordinator  
Thomas Memorial Hospital

**Liz Hogan, MPA, FACHE**

Manager, Outpatient Neuroscience &  
Pain Management Center  
Atlantic Health System

**Andrew Cosentino, FACHE**

Neuroscience Service Line Executive  
Carondelet Neuroscience Institute

**Teri L. Holwerda RN, MSN**

Nurse Practitioner, Spine &  
Neurosciences  
Saint Mary's Health Care

### MEDIA PARTNERS:



### SPONSORS:





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### CONFERENCE THEME:

Brain, spine and orthopedic surgical procedures represent more than \$20 billion in U.S. healthcare expenditures. As our population grows and ages, the incidence of neurological, spine and orthopedic related disorders and diseases will continue to rise. Under the irons of declining revenues, payor reimbursements and advances in minimally invasive surgical procedures, hospitals, health systems and physicians are starting to understand the major importance of defining themselves by niche programs – Centers of Excellence.

### TOPICS OF DISCUSSION INCLUDE:

- The Future of Neuro, Ortho and Spine – Emerging trends, Forecasting and Strategic Opportunities
- Achieving Operational Excellence, Optimized Patient Care and Revenue Generating Service Lines
- Building a Strong Brand Image Utilizing Innovative Marketing Strategies and Techniques
- Organizational Structure, Joint Planning, Clinical Programs and Core Competencies
- Establishing a Comprehensive Stroke and/or Spine Center of Excellence (COE)
- Incorporating Pediatric Care Within Your Neurosciences, Orthopedic and/or Spine Program
- Establishing a Clear and Concise Strategic and Implementation Plan
- Recent Advances in Spine Surgery and Spinal Techniques
- Establishing a Neuroscience, Stroke and/or Spine Center of Excellence (COE)
- Utilizing an Internal System for Allocating Resources and Finances
- Jumpstart Your Program to Gain Competitive Advantage – Paving the Way to Joint Care Accreditation
- Bridging The Neuro-Ortho-Spine Gap – Centralizing Your Service Lines
- Physician and Inter-Network Hospital Alignment
- Optimizing Profitability and Maximize Reimbursement Within Your Centers of Excellence (COE)
- The Impact of Advanced Technology – Incorporating Emerging Technologies Within Your Service Line
- Recruitment/Retention: How to Successfully Recruit and Retain Physicians and Top Nurses To Your Program
- Best Practices to Improve Patient Navigation and Customer Satisfaction
- Joint Ventures Involving Shared Equipment, Technology, Clinical Services and Medical Facilities
- A Tele-Neuro Approach – Maximize Revenue and Manpower By Utilizing Telemedicine
- Implementing Six Sigma Certification to Enhance Performance Improvements



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**WHO WILL BE THERE:** This conference is designed for Senior Level Executives, Vice Presidents, Administrators, Directors and Managers within hospitals, health systems, federal and state agencies, as well as healthcare consultants. Academic Medical Centers, Teaching Hospitals, and Community Hospitals are also encouraged to attend.

### KEY TITLE(S):

- Vice President/Director, Neuroscience Service Line
- Vice President/Director, Neuroscience(s)/Neurology
- Vice President/Director, Perioperative Services
- Vice President/Director, Surgical Services
- Vice President/Director, Neuro Critical Care
- Vice President/Director, Spine Services/Spine Service Line
- Vice President/Director, Rehabilitation Services
- Vice President/Director, Physical Medicine
- Vice President/Director, Pain Management
- Administrative Director, Stroke Services
- Medical Director
- Chief Nursing Officer
- Vice President/Director, Pain Management Services
- Neuroscience Service Line Director
- Vice President/Director, Business Development
- Vice President/Director, Strategic Planning
- Ortho/Spine/Neuro Coordinator
- Director, Acute Care Services/ICU
- CEO and COO
- Vice President/Director, Clinical Services
- Vice President/Director, Orthopedics
- Stroke Coordinator
- Vice President/Director of Rehabilitation
- Vice President/Director of Stroke



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### CONFERENCE DAY 1:

7:30 AM – 8:15 AM Registration & Continental Breakfast & Exhibits  
8:15 AM – 8:30 AM Chairperson's Welcoming Remarks  
8:30 AM – 10:00 AM \*\*\*KEYNOTE\*\*\* BRIDGING THE GAP BETWEEN SURGICAL AND NON-SURGICAL CARE

**Patty Vogel, CEO, BARROW NEUROSURGICAL ASSOCIATES AND Laurie Baker, RN, NP, Spine Care, Manager Outpatient Neuroscience & Pain Management Center at Overlook Hospital, BARROW NEUROSURGICAL ASSOCIATES**

#### (Case-Study Focused)

Patty and Laurie will discuss the opportunity to create a truly world class Comprehensive Care Center. They will cover what is required to move patients toward recovery and improve out the door times and patient satisfaction. They will cover the road to establishing and developing Barrow Neurosurgical Associates (BNA). Utilization of the latest treatment techniques and mechanical innovations will be covered and thoroughly discussed.

- Forming Strategic Partnerships and Joint Ventures Alliances
- Establishing a Niche Program – “Specialize Your Program”
- Financial Implications, ROI, Reimbursement
- Developing a Comprehensive NeuroSpine and Rehab Care Center

10:00 AM – 10:30 AM Mid-Morning Refreshments and Exhibits  
10:30 AM – 11:15 AM LINKING YOUR MARKETING PLAN TO YOUR ORGANIZATIONAL STRATEGY

**Jane Rubin, Director of Neuroscience Institute, OVERLOOK HOSPITAL, ATLANTIC NEUROSCIENCE INSTITUTE**

#### (Case-Study Focused)

Jane will discuss how to successfully market your Neuroscience service line. Successful integration of your marketing and strategic plan is a crucial component needed to ensure the growth of any revenue generating service line. Jane will cover the best practices in Neuroscience marketing and the benefits of constructing a sound Neuroscience marketing plan. She will also touch on the benefits of understanding Six Sigma Black Belt Certification.

- Benefits of Bridging the Neuro-Spine Marketing Gap
- Best Practices and Strategies in Marketing Your Service Line
- Operational Excellence, Service Line Branding and Awareness, Increasing Market Share
- Strategies to Promote Physician Involvement and Program Execution

**11:15 AM – 12:00 PM THE ROAD TO ESTABLISHING A COMPREHENSIVE STROKE CENTER OF EXCELLENCE (COE)**

**12:00 PM – 1:00 PM Networking Luncheon and Exhibits**

**Liz Hogan, MPH, FACHE, Manager Outpatient Neuroscience & Pain Management Center, OVERLOOK HOSPITAL, ATLANTIC NEUROSCIENCE INSTITUTE**

**(Case-Study Focused)**

Liz will offer a strategic perspective through the eyes of Overlook's Comprehensive Stroke Center. She will discuss how Overlook has improved out the door times, the utilization of new innovative stroke care techniques as well as successful recruiting and retention techniques. Overlook's Stroke Center was awarded the Gold Seal of Approval™ from The Joint Commission for Primary Stroke Centers and designated the first Comprehensive Stroke Center in the state by the New Jersey Department of Health and Senior Services; the Stroke Center at Overlook Hospital is a core component of the Atlantic Neuroscience Institute. Served by the Inpatient Neuroscience Unit at Overlook, the Stroke Center provides diagnosis and treatment, plus an array of outpatient services, including a highly successful community education program.

- The Establishing a Stroke Center of Excellence and its Financial Implications
- Improving Out The Door Times, Patient Navigation, Reimbursement Techniques
- Innovative Stroke Techniques, Strategies, and Technologies
- Physician and Inter-Network Hospital Alignment

**1:00 PM – 2:00 PM THE MAKING OF THE HAUENSTEIN CENTER – OUR HURDLES AND HIGHLIGHTS (Extended Segment)**

**Leanna Krukowski, Clinical Services Director, Orthopedic & Neuroscience Service Line, SAINT MARY'S HEALTH CARE AND Teri L. Holwerda, RN, Nurse Practitioner, Spine and Neurosciences, SAINT MARY'S HEALTH CARE**

**(Case-Study Focused)**

Leanna & Teri will discuss "The Making of The Hauenstein Center". Why it was developed? The vision and future goals of the center will be discussed in detail. The duo will discuss the process of working with their patients, physicians, families, and others in the community to develop the center. Developing an upscale Service Line Center is another way of "thinking outside the box". Making the environment comfortable for your patients and their families only leads to one conclusion – Patient Satisfaction. In addition, they will cover the recruitment and retention strategies they have implemented to recruit and retain top nurses, physicians, and administrators.

- Financing Large-Scale Projects – Partners, Philanthropy, Funding, Etc.
- Developing an Upscale Specialized Care Unit – Neuroscience, Orthopedic and/or Spine Center
- Bridging the Neuroscience Gap – Bringing Together Our 7 Neuroscience Specialty Programs
- Financial implications – What are the Financial Benefits? ROI?
- Joint partnerships – Saint Mary's and the [Van Andel Research Institute](#) and [Michigan State University College of Human Medicine](#)

**2:00 PM – 2:30 PM Afternoon Break and Exhibits**

**2:30 PM – 3:15 PM STRATEGIC RECRUITMENT AND RETENTION BENCHMARKING TECHNIQUES – ACCELERATE YOUR SPINE PROGRAM**

**TO REGISTER: Please call (888) 711-2552 or Visit our Registration Page – [www.mindstreamedu.com](http://www.mindstreamedu.com)**



Nicola will provide a unique approach to the recruitment and educational services for your Spine program. She will offer to our participants, insight on a high-quality alternative to the current bulge bracket recruitment firms now available. She will discuss what is needed to recruit and retain top specialized professionals, physicians, and nurses.

- Coaching, Development, Recruitment, Retention, and Strategic Team Building Techniques
- Developing a Strategic Approach to Drive Training Excellence Within Your Spine Program
- Recruit and Retain Specialized Spine Professionals – Top Physicians and Nurses
- The Mistakes and Consequences of Hiring The Wrong Employees

**3:15 PM – 4:45 PM**      **SPECIAL THINK-TANK SESSION – THE NEXT STEPS FOR YOUR PROGRAM**  
**4:45 PM – 5:00 PM**      **Chairperson's Closing Remarks**

**Eric Sipos, MD, FACS** – Session Moderator

This session will discuss what the next steps for your program should be. It will cover unique ways to increase and sustain revenue within your service line. Meet and merge your minds to determine best practices within your program. Discover new and distinctive ways to market, grow and sustain your program. Think outside the box and bring your ideas, suggestions and comments to this session. Audience Participation Encouraged

- Share Top Vendors Companies and Experiences – Rate Your Vendor Company
- Neuro and OR Center Design – Working With the Architect and Vendors
- Forming Strategic Partnerships - Benefits of Gain-Sharing
- Benefits of Sustainable Healthcare Practices – Greening Our Service Lines
- Utilizing a Social Media Marketing Plan Within Your Service Line

**5:00 PM – 6:00 PM**      **SNEAK PEAK – THE BARROW NEUROSURGICAL ASSOCIATES NEWLY DESIGNED BUILDING**

Patty Vogel will happily lead us on a tour of the newly designed and established Barrow Neurosurgical Associates (BNA) building right across the street from the Barrow Neurological Institute (BNI). She will discuss the inter-workings of the building and the importance of understanding the layout and why it was designed the way it was. \*\*\*The tour will take approximately 1 hour to complete depending on questions.

**7:00 PM – 9:00 PM**      **SPONSORED NETWORKING RECEPTION – SPONSOR TO BE CONFIRMED**

**SPONSOR TO BE CONFIRMED**

**----END OF DAY 1----**

**CONFERENCE DAY 2:**

**7:30 AM – 8:00 AM**      **Registration, Continental Breakfast & Exhibits**  
**8:00 AM – 10:00 AM**      **EXCLUSIVE IN-DEPTH SITE TOURS OF THE BARROW NEUROLOGICAL INSTITUTE**

Barrow Neurological Institute of St. Joseph's Hospital and Medical Center in Phoenix, Arizona, is internationally recognized as a leader in neurological research and patient care. *U.S. News and World Report's* 2009 "Best Hospitals" ranking once again includes St. Joseph's Hospital and Medical Center as a top facility. \*\*\*The tour will take approximately 1 hour to complete depending on questions. We will have 2 groups depending on the interest level of the participants. This tour is restricted to a limited amount of viewers. Please register early to grab your spot.

**10:00 AM – 10:30 AM**      **Mid-Morning Break and Exhibits**  
**10:30 AM – 12:00 PM**      **STRATEGIC INTERACTIVE PANEL DISCUSSION**  
**12:00 PM – 1:00 PM**      **Networking Luncheon and Exhibits**

This interactive panel discussion will offer an intimate and strategic platform for all participants to brainstorm, share ideas and decipher what is needed to accomplish the next step towards excellence within your service line and organization. Openly discuss business models, technological innovations, policy activities and other factors that have the greatest impact on the development and excellence of your programs. \*\*\*Audience participation is highly encouraged.

### Panel Members & Topics of Discussion:

**Patty Vogel**, Panel Moderator

**Leanna Krukowski**, Panel Member

**Nicola Hawkinson**, Panel Member

**Jane Rubin**, Panel Member

- Incorporating Telemedicine Within Your Service Line
- Service Line & Practice Development
- Future Challenges & Highlights in The Neuroscience, Orthopedic and Spine World
- The Future of Patient Matched Technologies & Advancements

### 1:00 PM – 2:00 PM THE CARONDELET STORY – NEUROLOGICAL INSTITUTE OF EXCELLENCE (Extended Segment)

**Eric Sipos, MD, FACS**, *Medical Director, CARONDELET NEUROLOGICAL INSTITUTE* AND **Andrew Cosentino, FACHE**, *Neuroscience Service Line Executive, CARONDELET NEUROLOGICAL INSTITUTE*

Dr. Sipos and Andrew will discuss the development and future of the Carondelet Neurological Institute. They will cover crucial aspects such as their vision, ROI, clinical strategy as well as Neuro and Orthopedic design. They will divulge the step-by-step processes the Institute incorporated to ensure its success. The **Carondelet Neurological Institute** is the largest and most comprehensive program in Southern Arizona dedicated to the treatment of **neurological** disorders and injuries. The Institute is designed for the delivery of complete, personalized care in a comfortable environment.

- Developing a Neuroscience Center of Excellence
- Clinical Strategy and Program Development
- Obtaining Gold Seal Approval from The Joint Commission as a Primary Stroke Center
- Enhancing and Transforming Your Program through Innovative and Advanced Technologies
- Best Practices in Operational Excellence

### 2:00 PM – 2:30 PM Afternoon Break and Exhibits 2:30 PM – 3:15 PM HOW-TO-CLINIC: QUALITY OF CARE, OPERATIONAL EXCELLENCE, EMERGING TRENDS AND STRATEGIC OPPORTUNITIES

**Wende Fedder, RN, MBA, FAHA**, *Clinical Director, Neuroscience Institute, ALEXIAN BROTHERS HOSPITAL NETWORK*

Wende will discuss the steps needed to integrate a quality of care plan within your stroke service line. She will cover what steps to follow to ensure Joint Commission Certification achievement and why it is an important milestone to accomplish. She will stress why one of the most critical steps required for creating a Center of Excellence (COE) is to establish a strong networking system.

- Integrating a Quality of Care Plan Within Your Stroke Service Line – Improve Delivery of Treatment and Care
- Joint Commission Certification – The Do's and Don'ts
- ARRA – What to Expect?
- Establishing a Strong Stroke Center Network – Key Marketing and Branding Strategies

### 3:15 PM – 4:00 PM TELENEUROLOGY – INNOVATIVE TECHNOLOGY IMPLEMENTATION

SPEAKER TBA

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The rationale for Teleneurology is twofold: first, to provide services that cannot easily be provided face-to-face; and second, to improve the efficiency or effectiveness of existing services. Even though Telemedicine has been around for over 20 years, implementation may be another long battle ahead of us. How can we expedite the adoption of this offering? What would health care look like if Teleneurology was widely used? This session will cover the strategic design and implementation of a Teleneurology program and the benefits of doing so.

- Incorporating TeleNeurology Within Your Comprehensive Service Line
- Unique Service Line Recognition & Branding
- How Can Teleneurology Improve Patient Care
- Evidence-Based Approach Strategies
- State-of-the-Art Technologies

**4:00 PM – 4:45 PM      PAVING THE WAY TO JOINT CARE ACCREDITATION**

**Susan Owens, RN, *Joint Care Coordinator*, THOMAS MEMORIAL HOSPITAL**

Susan will discuss the processes and benefits of establishing a successful Joint Care Program. The Road to Joint Care Accreditation – The Hurdles and Highlights. She will touch on the financial implications and how the program paid for itself within 6 months; how they have improved out the door times and patient satisfaction as well as the branding and marketing strategies in place to increase patient flow.

- Establishing a Successful Joint Care Program
- Implementing a Profitable Revenue Generating Service Line
- Joint Program Branding & Marketing Techniques
- Improving Patient Satisfaction and Meeting Patient Demand, Improving Outcomes

**4:45 PM – 5:00 PM      Chairpersons Conference Closing Remarks**

## **CLOSE OF CONFERENCE**

\*\*\*Please remember to complete your conference evaluation forms. This is the only way we can ensure that we are creating the best educational platforms for you. See you next time --- MindStream Education!



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### CONFERENCE VENUE:



**Barrow Neurological Institute – Goldman Auditorium**  
350 West Thomas Road  
Phoenix, AZ 85013  
(602) 406-3067

Barrow Neurological Institute of St. Joseph's Hospital and Medical Center in Phoenix, Arizona, is internationally recognized as a leader in neurological research and patient care. *U.S. News and World Report's* 2009 "Best Hospitals" ranking once again includes St. Joseph's Hospital and Medical Center as a top facility.

**Please Call For More Information!!!**

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