

HEALTH CARE EDUCATION CONFERENCE

The Cutting Edge of Health Care Education



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HEALTH CARE
EDUCATION
ASSOCIATION



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Pritchett & Hull

The Premier Meeting
for Patient, Staff and
Community Educators

September 20-22, 2006 • Atlanta, Georgia

Georgia Tech Hotel & Conference Center • Atlanta, GA

Dear Colleagues,

Please join us in Atlanta, Georgia, September 20 - 22 this year for the 9th Annual Health Care Education Conference. We are looking forward to an outstanding three days of education, networking and fun! While you're in Atlanta, you can take a chance to explore this "peach" of a city. Whether you're in the mood for a shopping trip to Underground Atlanta, a taste of Coca Cola at the World of Coke, or an underwater adventure at the Atlanta Aquarium, there's something there for everyone to enjoy. Take a stroll around the city and find out what southern charm and hospitality are all about!

The mission of the Health Care Education Association is to provide a learning community for professionals committed to improving health care and the organizations they serve through education. Our theme this year is "The Cutting Edge of Health Care Education," and the planning committee has worked very hard throughout the year to prepare a conference for you that focuses on new and innovative concepts and practices. You'll discover how health care education continues to evolve through advances in technology, and you'll also learn how going back to the basics with "low tech" approaches is sometimes what we must do to gain new insights and ideas. Regardless of your role and your setting in healthcare education, you will find that this conference will provide you with a variety of information-packed educational sessions and numerous networking opportunities.

We offer many thanks to the planning committee for their enthusiasm, great ideas, hard work and dedication to making this conference a success. On behalf of the HCEA Board and conference participants, we truly appreciate your efforts to provide an outstanding event.

In closing, we want to encourage you again to join us and make the investment in yourself and HCEA. We hope you will take this opportunity to stand on "The Cutting Edge of Health Care Education." Come find a solution to a current career challenge, share an idea, and meet a new friend. We'll see you in Atlanta!

Sincerely,

Yvonne Brookes
Co-Chair, HCEA Conference 2006
HCEA Immediate Past President

Amy Vega
Co-Chair, HCEA Conference 2006
HCEA Board Member at Large

Health Care Education Association

P.O. Box 388

St. Louis, MO 63032

Phone: 888-298-3861

Fax: 314-869-5811

Web site: www.hcea-info.org



HCEA 2006 Conference Planning Committee

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Overview

Features of the Conference:

- ◆ Pre-conference
- ◆ 3 Intensive Workshops
- ◆ Keynote and Plenary Speakers
- ◆ 18 Concurrent Sessions
- ◆ Poster Presentations
- ◆ Exhibit Hall
- ◆ Networking Events

Contact Hours

An application has been submitted to the Georgia Nurses Association for approval of 17.3 contact hours. Please call Mary Ann Gouveia at Gwinnett Medical Center, Lawrenceville, Georgia for more information. 678-442-4342.

CHES Credits

Application has been made to the National Commission for Health Education Credentialing, Inc. (NCHEC) for CHES Category I continuing education contact hours (CECH). Please call Mary Ann Gouveia at Gwinnett Medical Center, Lawrenceville, Georgia for more information. 678-442-4342

Objectives

1. Identify future trends, such as creativity in teaching, technological innovations, evidence based practice, patient safety and diversity, for health care education professionals.
2. Discuss regulatory processes for accreditation with an emphasis on staff and patient education.
3. Develop and enhance professional skills to optimize the effectiveness and efficiency of healthcare institutions.
4. Explore the latest resources and training methodologies available to patient, staff and community educators.

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Health Care Education Conference

September 20 - 22, 2006

Georgia Tech Hotel & Conference Center - Atlanta, GA

Georgia Tech Hotel & Conference Center - 800 Spring St. NW - Atlanta, GA 30308

www.gatechhotel.com

404-347-9440 or 800-706-2899 - Mention HCEA when making your reservations

Georgia Tech Hotel & Conference Center is our host hotel. The rate is \$149 single/double. Reservations need to be made prior to August 21, 2006. After August 21, 2006 the room block will be released and all reservations will be subject to availability.

The Georgia Tech Hotel and Conference Center is located on the corner of Spring Street and 5th Street in the revitalized midtown Atlanta neighborhood and is an integral part of Technology Square.



Transportation Tips

The Georgia Tech Hotel and Conference Center is located at 800 Spring Street NW, at the intersection of Spring and 5th Streets.

The city of Atlanta is served by MARTA (Metropolitan Atlanta Rapid Transit Authority). MARTA is a system of trains, buses and shuttles that serve the most popular areas of town.

Airport to the hotel:

(See page 3 for more information about hotel reservations)

MARTA connects into the terminal building at Atlanta Hartsfield International Airport, just follow the signs. Rail cars are equipped with ample baggage space. Trains depart every 8 to 10 minutes.

Georgia Tech's complimentary shuttle, the Tech Trolley, provides guest transportation arriving and departing from the Midtown transit station. The Tech Trolley will run 5:45 am until 11:30 pm, Monday through Friday at 4 minute intervals. Saturday from 10 am – 6 pm, and Sunday from 3 pm to 11:00 pm. For a map of the shuttle's locations and real-time arrival information, go to www.gatechhotel.com/aboutus/mapdirections.cfm



It's a Paperless Conference!

Tired of carrying around those bulky handouts?

Good news...we're going paperless! Beginning September 1, 2006 registered attendees will be able to print all handouts submitted by presenters. The website is www.hcea-info.org. An access code will be emailed to participants upon receipt of registration.

Atlanta - The city of Atlanta has so much to see and do! Be sure to visit the Atlanta Convention & Visitors Bureau website for tons of information on shopping, dining and things to see and do while in town - Visit www.atlanta.net for more details.

CNN Center - One CNN Center - (404) 827-2491 - <http://www.cnn.com/StudioTour>
CNN Center is the global headquarters of the CNN News Group and Turner Broadcasting. Visitors can get a first-hand look at news in the making on the CNN Studio Tour or join CNN's interactive talk show, TalkBack Live.

High Museum of Art - 1280 Peachtree Street NE, (404) 733-4400
The High is the largest museum in the Southeast, with permanent and traveling exhibits.

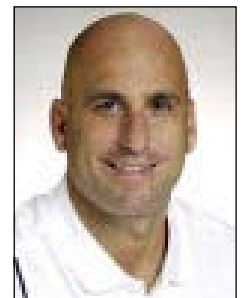
Lenox Square
3393 Peachtree Road, (404) 233-6767
The Southeast's premier super-shopping complex features more than 250 retailers, including Macy's, Rich's and Neiman Marcus, plus nationally known restaurants, services, movie theaters and food court.



World of Coca-Cola™ - 55 Martin Luther King Jr. Drive, (404) 676-5151
Coca-Cola, the world's bestselling soft drink celebrates its history and its future with videos, interactive exhibits and soda fountains of the past and future. Taste beverages from around the world.

Free Mini Personal Trainer Session:

Conference participants are welcome to take advantage of a 5-10 minute session with certified personal trainer, Ken Weisner, from One on One Personal Fitness and Training in Hilton Head, South Carolina. Participants can schedule a session to identify a fitness goal and learn a series of exercises and activities to help move them toward the goal. No special clothing or skills are required.



Appointments will be available on a first-come, first-served basis, so book yours quickly once you arrive at the conference.

HEALTH CARE EDUCATION CONFERENCE

The Cutting Edge of Health Care Education Schedule of Events

Wednesday, September 20

High-Tech Tours

Join us for your choice of one of these "High-Tech Tours" before the HCEA conference actually begins. Both tours are scheduled to leave from the Georgia Tech Hotel and Conference Center lobby on **Tuesday, Sept. 19 at 1:00 p.m.** The cost of the tour is \$25.00. You will return to the hotel by 3:00 p.m.

The Evans Center for Caring Skills is a high-tech clinical skills lab at Emory University's Nell Hodgson Woodruff School of Nursing. High-fidelity human patient simulators (SimMan, SimWoman and SimBaby) are designed to enhance the clinical skill of nursing students before they actually care for patients. Visit their website for more information at http://www.nursing.emory.edu/nursing/research_centers/caringskills/index.shtml

The Georgia Tech Institute for Bioengineering and Bioscience (IBB) will provide demonstrations of several cutting edge, high-tech medical techniques that will transport you into the future of healthcare. The IBB is a joint venture of the Georgia Tech School of Bioengineering and Emory University's School of Medicine. Visit their website for more information at www.ibb.gatech.edu.

Register for the High-Tech Tours on the conference registration form.

Pre-Conference

\$85.00 Fee
for Pre-Conference

8 am – 12 noon



Memory Power: You Can Develop A Great Memory
Scott Hagwood, BS
Author of "Memory Power: You Can Develop A Great Memory"

As a proactive response to thyroid cancer, Scott learned extensive memory techniques to fight the effects of his medical treatment. His astonishing transformation from mediocre student to international memory champion led some of America's leading medical centers to reveal amazing facts about his memory in documentaries on The Discovery Channel and The Learning Channel. Share his award winning strategies that

unleash the inner genius within us all. Learners who encounter endless facts to memorize, educators who make presentations and leaders who need to put names to faces – all need the assets of a strong memory. You will discover the truth that an astonishing memory can be learned, and is not reserved for the gifted few at birth.

General Conference

7:30 am – 4 pm

Registration

1 – 1:15 pm

Conference Opening and Welcome

Kim Crosby, MSN, RN
HCEA President

1:15 – 2:15 pm

Keynote - The Seven Fundamentals of Memory – Accelerating the Art and Science of Education and Learning

Scott Hagwood, BS

Learn principles right away that you can apply to any area of your professional or personal life where retention and recall of information is paramount to success. This highly interactive and energetic keynote session raises the awareness of the extraordinary power of your mind and provides effective strategies that instantly develop phenomenal results.

Wednesday, September 20

2:15 – 2:45 pm **New Member Meet-n-Greet**

2:45 – 3:00 pm **Refreshment Break with Exhibitors**

3:00 – 3:45 pm **Vendor Panel**

This is your chance to meet representatives from exhibiting companies. Participating vendors will have the opportunity to introduce themselves and give a brief description of their products/services.

3:50 – 5:05 pm **Concurrent Sessions**

CC1. Fitness on the Run

Ken Weisner, CPT

Fitness on the Run is an educational session that encourages individuals to think about how they can improve fitness through nutrition and physical activity by incorporating simple and practical changes into a busy life-style. Designed for working professionals, this session will get participants out of their seats and actively involved in simple activities that they can repeat in their workplaces, and will engage all in a though-provoking discussion about health and wellness.

CC2. Advance Medical Directives: Making the Form Understandable for All

Zeena Kies Engelke, RN, MS

The high readability level of our state's Durable Power of Attorney for Health Care (POA-HC) form limits patient understanding and successful completion of the document. In complex medical situations, where patients are not able to speak for themselves, lack of a completed POA-HC form results in significant delays in decision-making, undue family stress and costly legal interventions. This presentation highlights how clinicians implemented its use across all inpatient and outpatient settings. Key elements to be discussed include ease of use of the form as perceived by both patients and clinicians, overall understanding of the document, time required to complete the form, incidence of completion, particularly in critical situations which require a written plan for continued care, and timely completion of the POA-HC in an outpatient setting whenever possible.

CC3. Providing Staffing Solutions & Setting the Tone for Excellence

Joy Rivers, MSN, RN

The Preceptor Program at Beaufort Memorial Hospital (BMH) is a uniquely designed multidisciplinary tool that promotes organizational excellence, as well as recruits and retains employees. In the initial phase of this process, the departmental leaders identify key employees that exemplify strong leadership and mentoring abilities within their discipline. In addition, these employees consistently maintain and model the integrity of the hospital's mission, vision, and values. In turn, these individuals are selected to serve as preceptors and given the elite charge to lead the way to organizational excellence for new employees. This session will cover key elements for identifying and developing preceptors, key elements of program structure as well as key elements to measure success of the program. At the end of this session, participants will be able to apply proven strategies to recruit and retain staff within multiple disciplines in any healthcare organization.

CC4. From Managing to Leading: A Learning Continuum

Joyce Dittmer, MSN, RN, BC

No one management development program can meet the needs of all leaders within an organization. This session will explore the development of a tiered management and leadership curriculum to address the needs of all levels of management in a health care organization.

5:05 – 6:00 pm **Reception with Exhibitors**

7:00 pm **Dine-Around**

Atlanta is filled with many great restaurants. The hard part will be choosing just one! Join your colleagues for an evening filled with great food and conversation. Once you arrive at the conference look for the Dine-Around Sign-up sheets. They will be located near the conference registration desk. A variety of local restaurants along with the type of food, price range and time of the reservation will be listed on the sheets. Pick your favorite and sign-up. Be sure to sign up early to get your ideal choice.

You may also want to check out the Atlanta Convention & Visitors Bureau website at www.atlanta.net for more information. We have also included information on the HCEA website at www.hcea-info.org.

7:30 – 8:30 am Continental Breakfast & Exhibit Hall / Posters

The Intensive Workshop and Concurrent Sessions run simultaneously.
Please choose from either the Intensive Workshop or Concurrent Sessions.

8:30 – 11:15 am Intensive Workshop (Break from 9:45 – 10 am)

IW 1. Teaching Customer Service Programs That Really Make a Difference: It's About More Than Just Being Nice!

Iwana Ridgill, PhD, MEd

In this session, participants will collectively brainstorm and discuss the challenges of teaching short-term, mandated customer service classes in the healthcare industry. Attendees will then explore program content that moves beyond teaching just plain “common courtesy” and delves into the heart of quality customer service. Teaching strategies and ideas presented in this session will help educators make the most of training diverse groups of employees in short-term classroom workshops.

8:30 – 9:45 am Concurrent Sessions

CC5. The Quickest Way to Individualize Patient Education to Any Culture: The Kleinman Questions

Fran London, MS, RN

This is a highly interactive session on how to use the 8 Kleinman Questions to individualize patient education to a learner of any culture. Together we will define culture and its relationship to effective patient teaching, discuss and apply the Kleinman Questions, and learn how to respond when frustrated by resistance.

CC6. Preceptor and Competency Development for the 21st Century

Susan Boyer, M.Ed., RN

This presentation will outline the evidence-based frameworks used to develop resources and systems to support both intern and preceptor program delivery. A research and theory-based educational model for preceptor development will be detailed, which has resulted in positive outcomes in recruitment, retention and transition of the workplace culture towards one of respect, nurture and competence development. Core program components include updated preceptor development, clearly defined expectations, and clinical coaching plans.

9:45 – 10:00 am Break with Exhibitors

10:00 – 11:15 am Concurrent Sessions

CC7. Implementation and Training of a Rapid Response Team Across a 5 Hospital System

Alexander Martinez, RN, BSN

It is unclear if overall survival rates have changed significantly since CPR was first identified 40 years ago. On TV, survival rates range from 70 to 80%. According to the National Registry of Cardiopulmonary Resuscitation, the survival rate is approximately 18 to 20%. Unlike out of hospital arrests which are cardiac in origin, most in hospital arrests are precipitated by the patient's co-morbidities and clinical deterioration before the arrest. Theoretically, there should be few if any paroxysmal cardiac arrests in hospital and early identification of patients in crisis should lead to a decrease in cardiac arrests. But are these outcomes too dismal, leading to disillusionment among staff? This session will explore how to use objective data about resuscitation outcomes and causes of in hospital arrest to train members of a rapid response team (Code Rescue) and encourage staff utilization.

CC8. Using Technology to Reach and Teach Patients and Families

Maureen Misinski, RN, MSN, ACNP; Jean Neiner

This session will identify a process for implementing and evaluating new technologies that provide health care information across the care continuum to patients and families. Topics to be covered include:

- Types of Technology to Provide Health Information such as Internet, email, DVD, software programs, etc.
- Process for implementing new technologies when opening a new hospital.
- Key elements to be considered when selecting new technologies for patients, families, and staff.
- Implementation of electronic systems to provide health information
- Evaluation parameters to assess the effectiveness of technology to educate patients and families

Thursday, September 21 - Continued

11:15 am – 12:15 pm Lunch with Exhibitors

The Intensive Workshop and Concurrent Sessions run simultaneously.
Please choose from either the Intensive Workshop or Concurrent Sessions.

12:15 – 3:00 pm Intensive Workshop

IW. 2 Engaging Clinical Leaders Through Education and Coaching to Improve Professional Practice: A Multi-Hospital System Cultural Change

Kimberly McNally, MN, RN; Ruth Hansten RN PhD, FACHE

Engaging clinical leaders to improve the delivery of relationship-centered, results-oriented care is on every hospital's strategic agenda. Presenters will share how one multi-hospital system improved professional practice through targeted, multilevel staff education and leadership coaching. Through the application of a set of principles and methods that combine patient- and family-centered communication with high impact team practices, significant positive outcomes were realized in patient, staff and physician satisfaction and leader retention. Strategies, design, content and tools used for the education and leadership coaching programs will be shared, as well as, lessons learned about transforming the practice environment.

12:15 – 1:30 pm Concurrent Sessions

CC9. Just a Click Away! Using the Computer to Reach and Teach Staff and Patients and Families

Patsy Rann, CRTT, RCP, CHIS; Vandie Enloe M.Ed, CPST-I.; Kathy Ordelt RN CPN CRRN

As more and more clinical staff turn to the computer for assistance with their educational efforts, the myriad of databases and websites can create a formidable challenge to those not familiar with them. This presentation will focus on unraveling some of the myths by exploring the pros, cons, costs, languages, and other pertinent facts about various sources of healthcare information on the computer.

CC10. Project M.O.O.S.E.: A Case Study of a Morale Initiative that REALLY Worked (And Still Does)

Amy Vega, MBA, MHA, RHEd

Participants will be introduced to Project MOOSE (Morale Officer: An Organizational Secret Experiment). Project MOOSE is the brainchild of two educators who believed that a morale boost was desperately needed during a difficult time in the workplace. Learn how to implement Project MOOSE in your workplace and renew the spirit of the entire organization!

1:45 – 3:00 pm Concurrent Sessions

CC11. Music Inspires Health Initiative – Multimedia Strategies and Health Education

Benjamin H. Levy III

This session will discuss ways that music can be utilized to enhance health education and health promotion. Discussion will center on the Music Inspires Health Initiative and its pioneering health education efforts. Learn the advantages and obstacles of organizing health education concerts and multimedia websites. Explore marketing strategies for health education and promotion efforts and how celebrity/musician endorsement raises visibility, interest and awareness.

CC12. Five Year History of Successful Intern Program

Ann Pedersen, RN, MSN

The myriad of challenges faced by graduate nurses as they enter their first year of professional practice are well documented. A well-developed extern program has the potential to better prepare nursing students for their first professional experience. This session focuses on one highly successful program that has been shaped over five years of summer externships. This session will provide historical analysis, retention statistics, financial information and a review of components which has made the program successful. Qualitative and quantitative data will be presented.

3:00 – 3:15 pm Break with Exhibitors

Thursday, September 21 - Continued

3:15 – 4:15 pm

Plenary

Health Literacy – Helping Your Patients Understand

Mark Williams, MD

Health literacy is the ability to read and comprehend prescription bottles, appointment slips, and other essential health-related materials required to function successfully as a patient in the health care setting. With the increasing emphasis on disease self-management, many patients with inadequate or marginal health literacy (up to a third of English-speaking patients over age 65) may not have the skills necessary to properly understand health messages and care for themselves. Given the magnitude of this costly issue, health care providers need to consider patients' health literacy when counseling, diagnosing, and treating them.

4:15 pm

Do-Around

Take advantage of the opportunity to explore and see all there is to “do” in Atlanta. The HCEA registration desk has plenty of brochures and information available for you. You may also want to check out the Atlanta Convention & Visitors Bureau website at www.atlanta.net for more information. We have also included information on the HCEA website at www.hcea-info.org.

Friday, September 22

8:00 – 8:45 am

Breakfast/Networking Tables

The Breakfast and Networking Tables are another great opportunity to network with fellow attendees. Catch up with long-time friends, meet new attendees, and exchange ideas while you enjoy breakfast.

The Intensive Workshop and Concurrent Sessions run simultaneously.
Please choose from either the Intensive Workshop or Concurrent Sessions.

8:45 – 11:45 am

Intensive Workshop (Break from 10 – 10:15 am)

IW3.

INTENSIVE

8:45 – 10:00

Part 1. Patient Learning Center: Development and Growth

Nancy Goldstein, MPH

There are various ways of structuring the delivery of patient education programs—they can be integrated as a part of routinely scheduled health care encounters or provided as a separate service. This session will focus on a model for a separate service that provides hands-on learning experiences, allows more time to meet individual needs, and facilitates quality improvement. The University of Minnesota Medical Center, Fairview was the first institution to open a Patient Learning Center in December 1987. Information on how the center was developed and how it evolved over the years will be covered in this session. Lessons we learned along the way will be shared. Research conducted at our Patient Learning Center that demonstrates how this program has contributed to a reduction in hospital readmission rates and increased compliance with home monitoring programs will be presented. We will also have a discussion regarding strategies for handling issues that have come up over the years. The Patient Learning Center has been a successful model for meeting increasingly complex patient education needs in our ever-changing health care environment.

10:15 - 11:30 **Part 2. What if They Don't Like Green Eggs and Ham?**

Kimberly A. Crosby MSN, RN

Family Resource Centers and Family Libraries strive to bring additional patrons through their doors. Yet most of us running the centers do not have a degree in marketing and we are not sure how to “sell” our business or determine if we have had an effective advertising campaign. In this session, participants will explore new and innovative ways to market their Family Library in order to drive business and increase traffic. We will also discuss the importance of ROI when promoting your library. Come join us for a Dr. Seuss approach to marketing!

8:45 – 10:00 am Concurrent Sessions

CC13. Building Resilience to Thrive in Hyper-Change Environments

Kimberly McNally, MN, RN

This session will describe the concept of resilience and apply it to the challenges and opportunities faced by educators, both staff development and patient education professionals. Practical strategies and tips will be offered for on-the-job application.

CC14. Present? Say "YES"

Leslie Catron, RN

The goal of this session is for the participants to discover they can find and develop quick and simple outlines for any content and then complete a presentation for 5 minutes to 5 hours using that outline. Presenting is a skill that can be taught and the secondary goal is that the attendees will see ways they can develop their personal presentation styles so their learners will participate, interact and engage in the learning activities the educator has developed. This session will also cover how P.I.E.R., Power Point and other props/tools are used.

CC15. Outside the Walls, A School Nurse Liaison/Consultant Program

Joyce Allers RN

This session details a unique hospital based program that leverages pediatric nursing knowledge and hospital expertise. Using the talents of experienced pediatric nurses to support school based nurses increases access to care for hundreds of children across the state.

9:45 – 10:15 am Break

10:15 – 11:30 am Concurrent Sessions

CC16. The Ultimate Charge Nurse: Teaching Delegation using a Critical Thinking Approach

Ruth Hansten RN, BSN, MBA, PhD, FACHE

Team leadership is a complex and expert skill that requires a multifaceted approach, engagement of the professionals, and ongoing practical application to be successful. In this session, experiential learning will be combined with tips based on experience with working with thousands of nurses and over 150 hospitals across the country. The speaker will explore why our past efforts to teach delegation and supervision skills have stalled, and how to incorporate critical thinking concepts and a step by step shift process into the nurses day.

CC17. Forming a Solid Foundation for Patient Education Through Collaboration

Cindy Westley RN-BC, MSN, ANP-C

This session will describe the process of developing a collaborative approach to patient and family education at an academic medical center. We will review the two-year dynamic, collaborative process among nursing, marketing, community relations, health sciences library, consumer resource center, web development center, language assistance services and patient and guest services. Issues to be explored include definitions of "information" and "education," translation, informed consent, culture and literacy, consistency throughout the health system and out to the community, role of various disciplines in patient and family education as well as staff education and documentation. Outcomes, materials, resources and forms will be demonstrated.

CC18. Building Management Competencies in Novice First Line Leaders

Betty Noyes, RN, MA

The goal of this session is to provide information to address middle management skills based educational programming. Items to be covered include an assessment of management learning needs and creating a curriculum to address practical skills. In addition, discussion will also cover the rational and structure of a Mentorship Program to support participants in a Core Program as well as rational and structure of the immediate application of skills to the worksite. Evaluation methods will also be covered.

11:45 – 1:15 pm Celebration of Excellence Luncheon

1:15 – 2:30 pm General Session (Membership and Business Meeting)

FREE Post Conference Session

Family Libraries and Family Resource Centers

Friday, Sept. 22 from 4:00 - 9:00 pm and Saturday, Sept. 23 from 9:00 am - 12:00 pm

A new special interest group is forming just for YOU! Come to the first official meeting and help us get started. Join us and share best practices, forms, policies and learn from your peers. Here about the latest in technology with "Geeks Bearing Gifts" by Dale Prince from the National Library of Medicine. Just check the box on your registration form indicating that you will be joining us for the Post Conference. For more information on the post conference, please contact Vandie Enloe at vandie.enloe@choa.org.

Invited Posters:

1. Creative Developments in Culturally-Competent Health Care
Natalie Wilner, RN, BSN, MSM, BC
2. Get Fit Maryland - Teaching the Community One Step at a Time
Anne Dearth Williams, RN, MS
3. Multidisciplinary Approach to Competent Care in the Hospital Setting:
Delirium Case Study
Shimon Waldfogel, MD; Kim Shields, RN
4. Pediatric Nurse Extern Program (PNE) - "Sooner - Smarter - Safer"
Leslie Catron, RN
5. Balancing the Needs of the Organization with the Demands of a Multi-Generational Workforce
Marianne Frederick, RPT, MHSA
6. The ABC's of Culturally Competent Healthcare
Marianne Frederick, RPT, MHSA
7. Essentials of Behavior Based Interviewing
Gerry Roberts; Sandra Gubrud
8. Evaluating Clinical Competency Using Performance Based Development Systems (PBDS): The Impact on Orientation and Preceptors
Betsy Brakovich, RN, CNN, MSN; Nancy Smith
9. The Amazing Race Towards JCAHO
Rena Battenfield, RN; Sharon Brewer, RN
10. Collaboration Creates a Learning Environment for Families
Robin Moushey, MSN, RN
11. Selecting Content for a Patient Education Video On-Demand System: the Interdisciplinary Team Approach
Michelle Burda, MLS
12. Librarians: Linking Quality Information to Veterans and Staff
Janet Schneider, MA, AHIP
13. Disability Access Center within a Consumer Health Library Setting
Kristen Samatis, BS, CHES
14. But I Hate to Exercise
Tammy Adams
15. "Safety First": A Hospital Patient/Family Safety Education Program
Debra Phillips, RN, MSN
16. Athlete Mindset: Responding Like a Champion to High Pressure Situations
Mark Kovacs, M.ED, CSCS
17. Creating and Implementing a Multi-Year Education Plan aligned with our Career Advancement for Nursing Program (CAN)
Gail Klein, RN, BSN; Nancy Lloyd, RN, BSN, PCPNP, BC
18. C³: Creating Clinical Competencies
Dawna Martich, RN, MSN

PIPE

A special interest group has developed within the HCEA membership. It's the Partners in Pediatric Education or PIPE group. PIPE is made up of HCEA members who have an interest or are responsible for pediatric education. Membership is only \$35, and you must be an HCEA member prior to joining.

You can join HCEA and PIPE for \$130. The PIPE group will be hosting several events prior to the start of this year's HCEA Conference at the Georgia Tech Hotel and Conference Center.

Registration for members is free; cost for non-members is \$50.00

**Tuesday, September 19, 2006
4:00 - 8:00 pm
Business meeting and dinner**

**Wednesday, September 20, 2006
8:00 - 10:00 am
Tour of Children's Healthcare
of Atlanta**

**Wednesday, September 20, 2006
10:00 am - 12 noon
Creating an environment
in the organization that supports
patient education
Fran London, MS, RN and Penny
Overgaard, BA, RN from Phoenix
Children's Hospital
CEUs are available for this session**

Please register for the PIPE sessions on the conference registration form.

2006 Health Care Education Association Board of Directors

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Manager, The Resource Center
St. Louis Children's Hospital
St. Louis, MO

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Carol Buchdahl, RN, MS
Manager: Organizational Learning and
Leadership Development
Vermont Tech - Technology Extension
Division

Website Liaison

Fran London, RN, MS
Health Education Specialist
Phoenix Children's Hospital
Phoenix, AZ

PIPE Liaison

Kathy Ordelt, RN, CPN, CRRN
Patient and Family Education Coordinator
Children's Healthcare of Atlanta
Atlanta, GA

Newsletter Liaison

Penny Morgan Overgaard, BA, RN
Phoenix Children's Hospital
Trach & Airway Program
Phoenix, AZ

2006 Conference Planning Chairperson

Amy Vega, MBA, MHA, RHED
Director of Conference Management and
Interdisciplinary Education
Southern Regional AHEC
Fayetteville, NC

Immediate Past President/Nomination and Member Liaison

Yvonne Brookes, RN
Manager, Clinical Learning
Baptist Health, South Florida
Miami, FL

An Invitation to Join



HEALTH CARE EDUCATION ASSOCIATION

The Health Care Education Association (HCEA) is the premier organization for health care staff and patient educators in North America. We support and mentor health care educators for small and large staffs, and in rural and metropolitan settings. Our mission is to provide a learning community for professionals committed to improving health care and the organizations they serve through education.

HCEA Membership Benefits Include:

- Representation by a professional association
- Significant discounts to the Annual Health Care Education Conference (Continuing Education Credits Available)
- Opportunities to network with other professionals
- A timely and topical newsletter with up-to-date information on important issues such as JCAHO and HIPAA, and the latest trends and products in patient and staff education (open to member submissions)
- Complimentary materials for National Health Care Education Week
- An informative website with a Members Only Directory
- Access to Listservers and The Best Practices Network
- Discounts on HCEA products and services

Who Are the Members of HCEA?

- Staff Development Educators
- Patient and Community Educators
- Education Department Directors
- Training/Organization Development Professionals
- Quality Improvement Professionals
- Managed Care Professionals
- Medical Librarians and Resource Center Professionals
- Consultants and Vendors Serving Education Professionals

They are Health Care Educators who work in every health care setting.

HCEA Corporate Membership Program

HCEA's Corporate Membership Program provides your company/institution with the opportunity to forge a mutually beneficial relationship with this important group of professionals. For a full description of all the benefits included in the program, please contact the HCEA Office.

For More Information:

Health Care Education Association

PO Box 388 - St. Louis, MO 63032

Phone: 888-298-3861

Fax: (314) 869-5811

Email: hcea03@cox.net

Web: www.hcea-info.org

Registration Form _____

Name: _____
Degrees: _____ Title: _____
Use my: Home Address Work Address
Employer: _____
Address: _____
City: _____ State: _____ Zip: _____
Country if other than USA: _____
E-mail (to send confirmation): _____
Phone: (____) _____ Fax: (____) _____
 Current Member New Member Non-Member
 Speaker Poster Presenter
 Add me to the Roommate Search List

Register me today!

EARLY REGISTRATION FEE

(by 8/18/06)

Pre-Conference \$85

The pre-conference session is not included with registration. You must pre-register and pay the additional fee.

HCEA Members \$395

Non-Members (See Below) \$465

One Day Registration \$240

Wed Thurs Fri

REGULAR REGISTRATION FEE

(after 8/18/06)

Pre-Conference \$85

The pre-conference session is not included with registration. You must pre-register and pay the additional fee.

HCEA Members \$445

Non-Members (See Below) \$515

One Day Registration \$260

Wed Thurs Fri

Discounts for Speakers & Poster Presenters

Intensive Workshop- \$225 Concurrent - \$125 Poster - \$75

Discounts apply to one presenter per presentation and one per person. Discount amount is subtracted from registration fee.

Attention Non-Members!

Yes! I want to become a member of HCEA for an additional \$25.

*(Add to Full Non-Member Registration Rate. New members only, **not valid** for 1-day Registration)*

PIPE Session

Yes! I want to attend the Pipe Session - \$50 for non PIPE Members

Yes! I want to attend - Complimentary for members of PIPE

High Tech Tours - Tuesday, September 19 - 1:00 p.m.

Emory University - \$25 Georgia Tech - \$25

Family Library and Family Resource Center Post Conference - No Charge

Fri., Sept. 22 4:00 - 9:00 pm Sat., Sept. 23 9:00 am - 12:00 pm

Total Payment: _____

Payment Information: HCEA's Federal Tax ID #: 23-2956629

Check Enclosed (Made payable to HCEA)

Charge my credit card - Visa Mastercard

Card Number: _____ Exp. Date: _____

Name on Card: _____

Signature: _____

The Cutting Edge of Health Care Education

September 20-22, 2006
Georgia Tech Hotel &
Conference Center
Atlanta, Georgia

Cancellations:

Phone cancellations must be confirmed in writing within 7 days. Cancellations received on or after August 18, 2006 and before September 5, 2006 will be assessed a \$100 processing fee. No refunds will be given after September 5.

Tax Deductible Expense:

Expenses of training: tuition, travel, lodging and meals incurred to improve or maintain skills in your profession may be tax deductible. Consult your tax advisor. TAX ID#: 23-2956629.

Register Now and Save!

Take Advantage of Our Special Rate for Early Registration.

For More Information contact the
HCEA office at 888-298-3861
or via email at hcea03@cox.net.

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