



**Upper Midwest
Health Expo**
*11th Annual
Fall Conference*

**October 2-3
2008**

**The Mermaid Entertainment
& Event Center**
AmericInn Hotel & Suites
2200 Highway 10
Mounds View, Minnesota
763-786-2000



Upper Midwest Health Expo
Presents

The 11th Annual Fall Conference

Thursday, October 2, 2008
&
Friday, October 3, 2008

Registration Fees:

- Fees include all breaks, Thursday lunch, and the Vendor Fair
- Registration form & payment due by Friday, September 19, 2008

Both Days
\$80.00

One Day Only
\$60.00

Accommodations:

The Mermaid Entertainment & Event Center
AmericInn Hotel & Suites
2200 Highway 10
Mounds View, MN 55112
Phone: 763-786-2000

- Registrants are required to make their own overnight accommodations.
- Reservations should be made by September 1, 2008 to ensure the group rate of \$78.00 per night.
- Be sure to identify yourself with the “Upper Midwest Health Expo” Conference when making reservations.

11th Annual Upper Midwest Health Expo Registration Form

(Complete this form and return with remittance. You may copy this form if more are needed.)

Name:		Title:
Employer:		Phone:
Address:		City:
State:	Zip:	E-Mail:

Indicate Discipline: Materials Management or Central Service

Both Days (Thursday and Friday) \$ 80.00
 Both Days After September 19, 2008 \$100.00
 Thursday Only \$ 60.00 Friday Only \$ 60.00
 Vendor Fair Only (or Guest/Spouse) \$ 30.00

Thursday, October 2, 2008

Time	Session	Topic
8:30 am - 10:30 am	Opening	It's All About People
10:45 am - 11:45 am	Session A	From Lemons to Lemonade
10:45 am - 11:45 am	Session B	Making Sure Your Capital Needs Do Not Come Back to Bite You In the Budget
11:45 am - 12:45 pm	Lunch Break	
12:45 pm - 1:45 pm	Session C	Update On Sterilization Standards
12:45 pm - 1:45 pm	Session D	A Sustainable Journey – A Minnesota Health Care Example
2:00 pm - 3:00 pm	Session E	Sterile Processing Hot Topics
2:00 pm - 3:00 pm	Session F	Revenue Cycle Management & the Materials Manager's Role
3:15 pm - 4:15 pm	Session G	From Boomers to Millennials: Leading Generations at Work
4:30 pm - 6:30 pm	Vendor Fair	

Friday, October 3, 2008

Time	Session	Topic
8:30 am - 9:30 am	Session H	Water Quality and Its Impact On the Decontamination Process
8:30 am - 9:30 am	Session I	Reforms Open Door To Improved Physician Relations
9:45 am - 11:45 am	Closing	Identity Theft – When Bad Things Happen to Your Good Name

Please check if you are attending the following:

Friday

Lunch 12:00-1:00pm
(MHCSMA & MCAHRMM Members Only)

Make Checks Payable to:
Upper Midwest Health Expo

Mail To: Judy Gubbins, North Memorial
3300 Oakdale Avenue North
Robbinsdale, MN 55422

Address Questions To: Judy Gubbins @ 763-520-5496
Tim Olson @ 651-232-5001

(Note: If you are waiting for a check to be processed, please email Judy Gubbins at judy.gubbins@northmemorial.com or fax to 763-520-1436 with registration information as soon as possible. Mail a copy of your registration with the check.)

Upper Midwest Health Expo 2008 Fall Conference Schedule

Thursday, October 2, 2008

Time	Session	Description
7:30 am - 8:30 am	Registration	Includes Continental Breakfast
8:30 am - 10:30 am	Welcome & Opening Session	Its All About People <i>Presented by: Ken Betterton</i>
10:30 am – 10:45 am	Break	
10:45 am – 11:45 am	Session A	From Lemons to Lemonade <i>Presented by: Nancy Chobin</i> Objectives: <ol style="list-style-type: none"> 1. To identify key issues where Sterile Processing personnel can improve their performance and morale. 2. To understand the impact of change in the processing area. 3. To understand the impact of substandard work.
10:45 am – 11:45 am	Session B	Making Sure Your Capital Needs Do Not Come Back To Bite You In the Budget <i>Presented by: Tim Theissen</i> Objectives: <ol style="list-style-type: none"> 1. Exposure to the Capital portfolio. 2. The role of Supply Chain in the construction process. 3. Utilizing software tools to your advantage.
11:45 am – 12:45 pm	Lunch	
12:45 pm – 1:45 pm	Session C	Update on Sterilization Standards <i>Presented by: Martha Young</i> Objectives: <ol style="list-style-type: none"> 1. Discuss new information provided in the AORN and AAMI recommended practices.
12:45 pm – 1:45 pm	Session D	A Sustainable Journey – A Minnesota Health Care Example <i>Presented by: Todd Wilkening</i> Objectives: <ol style="list-style-type: none"> 1. Why go green? 2. Areas to involve sustainable practices. 3. Who is your green team? 4. Steps that should be considered. 5. Myths about sustainability always costing more money. 6. The business case for going green. 7. Means and methods used. 8. How to sell your green program to the C-Suite every time.
1:45 pm – 2:00 pm	Break	
2:00 pm – 3:00 pm	Session E	Sterile Processing Hot Topics <i>Presented by: Martha Young</i> Objectives: <ol style="list-style-type: none"> 1. Discuss the appropriate use of Class 5 integrating indicators, Class 6 emulating indicators and biological indicators. 2. Discuss extended cycles and how to monitor. 3. Discuss how to get control of your loaner instrument process.
2:00 pm – 3:00 pm	Session F	Revenue Cycle Management & the Materials Manager's Role <i>Presented by: Mary Beth Lang</i> Objectives: <ol style="list-style-type: none"> 1. Addressing the interface between supply chain and revenue cycle. 2. Diagnostic tools to support revenue cycle improvements. 3. Benchmarking for performance improvement. 4. How your facility is organized for managing the CDM, and philosophy about patient charges and reimbursement. 5. Metrics used by your facility to measure performance. 6. Tools available to assist in managing activities around revenue cycle.
3:00pm – 3:15 pm	Break	
3:15 pm – 4:15 pm	Session G	From Boomers to Millennials: Leading Generations to Work <i>Presented by: Janet Quinto</i> Objectives: <ol style="list-style-type: none"> 1. Explain the importance to organizational success of learning to work positively with generational differences. 2. Describe the four generations, including major influences, core values, assets

Time	Session	Description
		and liabilities on the job, and message that motivate each cohort. 3. Apply the five principles of trust building to the multi-generational workplace. 4. Assess the "Generational Friendliness" of your workplace.
4:30 pm – 6:30 pm	Vendor Fair & Social Hour	Keep up with the latest products and services available. Be sure to thank our vendors for their support with this conference! Meet and network with colleagues. Hors d'oeuvres will be served and door prizes will be awarded.

Friday, October 3, 2008

Time	Session	Description
7:30 am - 8:30 am	Registration	Includes Continental Breakfast
8:30 am - 9:30 am	Session H	<u>Water Quality and Its Impact on the Decontamination Process</u> <i>Presented by: Scott Lyon</i> Objectives: <ol style="list-style-type: none"> 1. Identify common water impurities and describe their impact on the decontamination process. 2. Describe common water treatment options used in healthcare sterile reprocessing departments. 3. Discuss the water quality recommendations TIR 34:2007 gives for common steps in the decontamination process. 4. Design a quality control process for water treatment systems.
8:30 am - 9:30 am	Session I	<u>Reforms Open Door to Improved Physician Relations</u> <i>Presented by: Karen Barrow</i> Just when you thought OR costs couldn't be reduced, the US Government levied financial sanctions on the largest manufacturers of hip and knee implants. This has influenced orthopedic surgeons on implant selection further opening the door to leverage physician relations. It has also paved the way for hospitals to partner with physicians to establish protocols for better implant contract pricing as well as share in legal and economic incentives. This session will review the changing landscape of physician preference item contracting and how hospitals can improve physician relations by offering legal incentives. It will also cover creating protocols to address direct-to-consumer marketing and using key performance indicators to control and reduce implant costs with evidence-based data.
9:30 am – 9:45 am	Break	
9:45 am – 11:45 am	Closing Session	<u>Identity Theft – When Bad Things Happen to Your Good Name</u> <i>Presented by: Carol and Duane Fredrickson</i> Objectives: <ol style="list-style-type: none"> 1. Why should you care about identify theft? 2. How do you prevent identity theft? 3. Learn to minimize your risk. 4. How and why to get your credit report. 5. 21 must know tips for protecting your identity. 6. Learn what resources are available to you. 7. Step by step actions you can take to clear your name.
12:00 – 1:00pm	Business Meeting & Lunch	<u>MHCSMA & MCAHRMM Members Only</u> Business meeting and lunch for each group will be held at the end of the conference. **PLEASE RSVP ON REGISTRATION FORM**

Upper Midwest Health Expo 2008 Fall Conference Presenters

Karen Barrow, RN

Karen Barrow is the Senior Vice President of Business Development at Amerinet. She joined Amerinet in 2002 as director of the medical and surgical division, and immediately set about upgrading the company's Medical Supplies and Surgical Supplies portfolios. Chief among her accomplishments was her work in developing a new data collection system that allows the Amerinet Clinical Advantage team to qualify facility data collection and analysis, benchmark that data, and present the finding to the participating facility. Karen offers more than 25 years of expertise in the health care industry, including experience as a surgical nurse, first assistant and business coordinator for St. John's Mercy Medical Center in St. Louis, MO. She achieved outstanding results as an orthopedic, otolaryngology and radiological equipment sales representative for Dow Corning Wright, Smith & Nephew Richards, and Viatronix, Inc. Karen has been published in several health care industry journals, including *Healthcare Purchasing News*, *OR Manager*, *Montgomery Research Institute's Health Care Technology Project*, and *Healthcare Finance Management*. She was also recognized by the *Journal of Healthcare Contracting* as one of their "Top 15 People to Watch" in 2004.

Ken Betterton

Ken is an accomplished professional speaker, corporate trainer and businessman. Ken has written numerous articles on personal and professional development. Ken is principal and operator of Bet on Leadership, a personal development program focusing on leadership development and training. He believes that individual perceptions spark images that lead to innovation. He helps people learn how to use their imagination to realize their dreams. He believes that when people, or groups of people, learn how to draw on their genuine desires, they can create a forceful momentum that enables them to close the gap between their present condition and future possibilities. Ken counts among his corporate clients several government agencies, including the FBI who recently remarked "we have not seen someone capture our leaders' attention for a full eight hour day, like Ken."

Nancy Chobin, RN, AAS, ACSP, CSPDM

Nancy Chobin is a Corporate Consultant, educator at Saint Barnabas Health Care System, New Jersey. She provides educational seminars, training programs, and consultation services to the healthcare system, (Operating Room and Sterile Processing Departments), dental and physician practices and Ambulatory Surgicenters in the areas of sterilization, infection control, decontamination, preparation and assembly, surgical instrumentation preparation, chemical disinfection, materials management, inventory management, design of Central Service departments, centralization of surgical instrument processing, JCAHO compliance issue, OSHA compliance issue, compliance with state and federal regulations, surgical case carts, sterile processing competencies, supply distribution systems, staffing and productivity and development of policy and procedure manuals. She has been a consultant to several companies in the US including Getinge, USA and Bausch & Lomb.

Carol & Duane Fredrickson

The Fredrickson's have 45 years combined law enforcement experience. Duane is a Command Sergeant Major in the Army Reserve and has recently served overseas in both Operation Iraqi Freedom and in Afghanistan in operation Enduring Freedom. Carol's career includes fifteen years in law enforcement as a 911 Communications Operator, where she is awarded the Police Chief's Commendation for saving the life of a police officer. She also has extensive training in emergency services, hostage negotiation, crisis management, and disaster preparedness.

Mary Beth Lang, RPh, MPM

As President of Diagnostix LLC (an Amerinet subsidiary), Mary Beth Lang leads the company's mission to generate hard-dollar savings for health care providers through state-of-the-art data management and analysis tools. Prior to joining Diagnostix, Lang had served on Amerinet Central's management team since 1998. Most recently, she directed all sales activity in group purchasing, education and meeting management as vice president for market segments and education services for the Amerinet Company. She brings extensive provider-side experience to Diagnostix. Before joining Amerinet Central, she was the manager of pharmacy operations and automation for the University of Pittsburgh Medical Center.

Scott Lyon

Scott Lyon is a Principal Sales Support Specialist for Ecolab's Healthcare Division. He has a Bachelor of Science degree in chemistry and a background in detergent formulation and instrument reprocessing. Through speaking and education he works to demystify chemistry and empower customers to take an active role in developing and optimizing their decontamination process.

Janet Quinto

Janet Quinto's 40-year career has been happily dedicated to teaching...be it special education in public elementary and junior high schools, college instructor, or manager of corporate health care training departments (Johnson & Johnson Health Care, 3M Dental Products Division, 3M Pharmaceutical Division, and 3M Medical Division). She holds her Bachelor of Science Degree, Education, from the University of South Carolina and her graduate studies (Curriculum Design and Educational Psychology) from the University of Virginia and Old Dominion University.

"Someone once said that the job of the teacher is to become obsolete. Boy, I had to think about that one for a while. Then I realized that my greatest joy is when the student tells me that they 'have it' and that they don't need me anymore. What a job! "

Tim Theissen

Tim Theissen is the Director of Capital Services at VHA. He provides direction and support for Supply Chain Services and is responsible for evaluating requests, developing consulting engagement proposals, and scheduling consulting engagements for VHA member health care organizations. His area of focus include managing information technology strategic planning, information systems and technology assessments, and systems selection and implementation.

Tim brings more than 25 years of experience in the health care industry. Prior to joining VHA, Tim served as a System Engineer for AMICAS Inc. His responsibilities included technical sales support and planning and design of PACS solutions for AMICAS clients. Tim's areas of expertise and professional skills include: Account Development / Management, Medical Equipment Planning / Contracting, Customer Service / Networking, and Presenter / Educator.

Todd Wilkening

Todd Wilkening has over 20 years of experience in Health Care Facilities Management. He has been a speaker numerous times at local, state, national and international events to include the Hospitals For Health Environments (H2E), Joint Commission Accreditation of Healthcare Organizations (JCAHO), American Society of Healthcare Engineers (ASHE), Minnesota Office of Environmental Assistance and the International Facility Managers Association(IFMA).

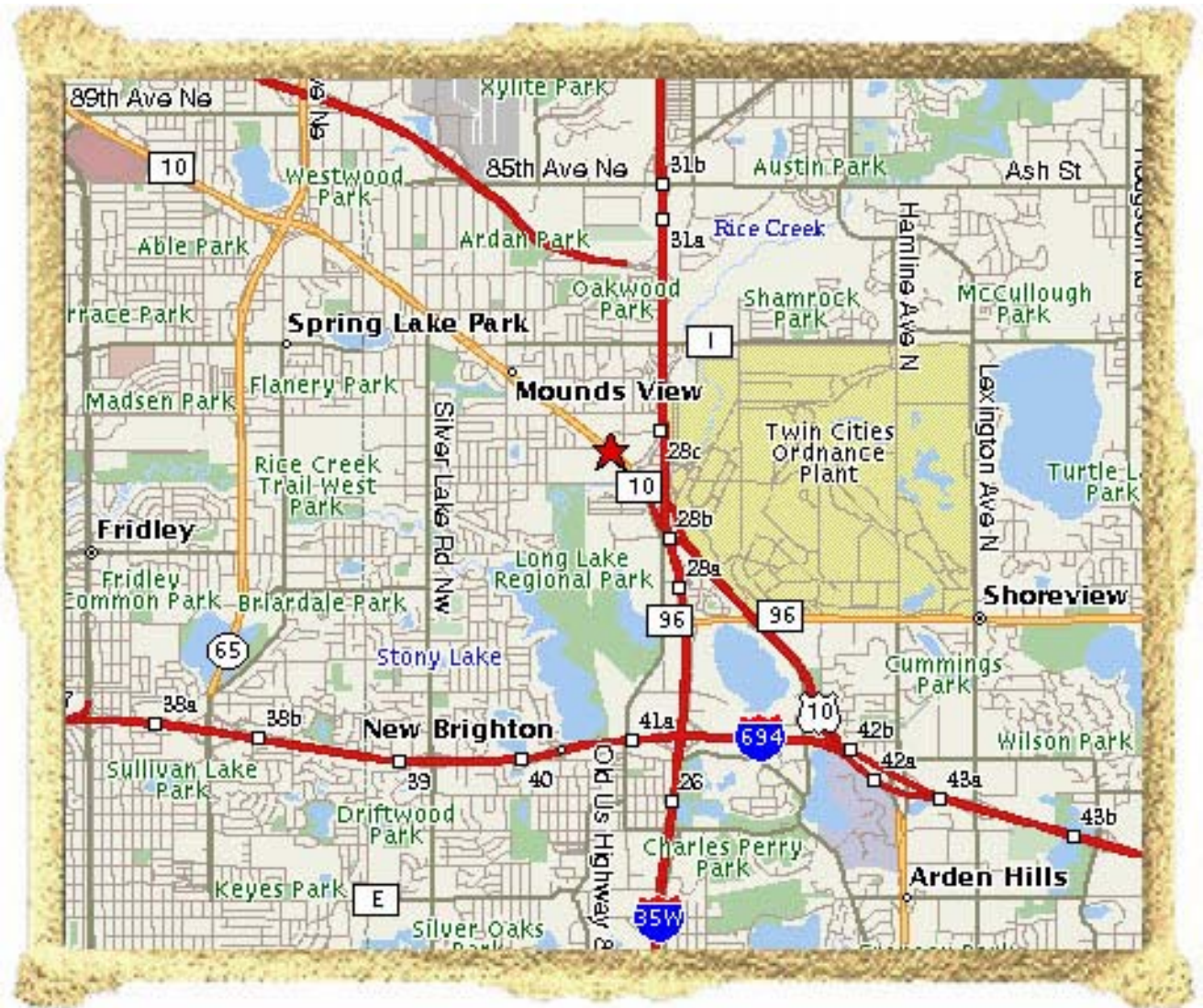
He is a graduate of the University of Wisconsin in Construction Management & the University of St. Thomas in Health Care Business Administration. Todd has lead to way for his current employer, Ridgeview Medical Center to obtaining several awards to include the 2003 H2E "Awards for Partner's for Change" and becoming "Mercury Free", 2003 Minnesota Pollution Control Agency's Green Star Building Award & the 2003 Minnesota Governor's Award for Pollution Prevention and most recently the 2007 Twin City Health Care Engineers (TCHEA) George Burton award for Excellence, 2007 & 2008 H2E Environmental Leadership Award. Todd is currently serving as the Research chair for the International Facility Managers Association Health Care Council (IFMA-HCC).

Martha Young, BS, MS, CSPDT

Martha Young is a Senior Technical Service Specialist in 3M Medical Divisions Sterilization Assurance group in St. Paul, Minnesota. She has over twenty five years of experience in the area of sterilization and disinfection. Ms. Young lectures around the world and has numerous publications on infection prevention with an emphasis on improving the performance of the sterilization process. She is a member of IAHCSMM, AORN (Professional/Practice Issues Chair for AORN speciality assembly for Sterile Processing Materials Management) and APIC and a certified Central Sterile Processing and Distribution Technician. She is a member of several AAMI working group committees that are developing recommended practices and the Special Technical Editor for the 3M sponsored in-service in Managing Infection Control. Ms Young was just named in 2007 by HPN as one of the 30 Pros to Know who are the most influential in Healthcare Sterile Processing.

**The Mermaid Entertainment & Event Center
AmericInn Hotel & Suites
2200 Highway 10
Mounds View, MN 55112
763-786-2000**

Located 1 mile North of Highway 694, just off Interstate 35W at County Road H



DRIVING DIRECTIONS

From the Airport (South):

494 West to 35W North; follow all the way north to County Rd. H, which merges onto County Road 10. The Mermaid Entertainment Center and AmericInn Hotel and Suites are located on the left at the stoplight.

From the East or West:

Follow Interstate 94 to I-694 (which meets in either Oakdale or Maple Grove). Follow 694 to 35W North to County Rd. H, which merges onto County Road 10. The Mermaid Entertainment Center and AmericInn Hotel and Suites are located on the left; turn left at the first stoplight.

From the North:

Follow 35W South to the County Highway 10 exit. When you arrive at the first stoplight, go straight, through the intersection. You will now be on County Rd H. The Mermaid Entertainment Center and AmericInn Hotel and Suites are located on the upper right corner of the intersection.

Event parking is located on the far/west side of the building. While on County Road H, go past the Mermaid and AmericInn Hotel and Suites, turn right at sign that says “Event Parking”. This is in the back of the Mermaid.