



Establishing & Achieving
**Standards of
Excellence with
an Advanced
Neuroscience
Service Line**

**April 9-10, 2009
Columbia, South Carolina**

"At least 1 of every 4 Americans are living with some sort of a neuroscience disease or disorder*" while hospitals and physicians are increasingly reaching for innovative ways to develop and expand their neuroscience department.

(*US News and World Report September 2008)

Contact hours have been applied for through the Wisconsin Nurses Association Continuing Education Approval Program Committee, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation



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April 9-10, 2009
Columbia, South Carolina

RENOWNED KEYNOTE SPEAKERS

Geraldine (Gerri) Berg, MBA
Neuroscience Service Line Director
Jane Czech, MBA, MS Co-Presenter
Associate Chair for Administration for the Department of Neurology
UNIVERSITY OF CALIFORNIA SAN FRANCISCO MEDICAL CENTER* -San Francisco, CA
Using Dashboards for Quality Improvement in Neurosciences
***Ranked 4th by US News & World Report for Neurology**



Deborah Ista, R.N., M.A.
Executive Director, Neurological Sciences Service Line
THE NEBRASKA MEDICAL CENTER -Omaha, NE
Achieving Success in the Development of Neuroscience Service Lines
***Ranked 41st by US News & World Report for Neurology**



Elizabeth Cianfrani, RN, BSN, MBA
Administrative Director Surgical Services
SHORE MEMORIAL HOSPITAL -Somers Point, NJ
Attaining JC Cervical and Lumbar Spine Surgery Certification in a Community Hospital Setting

Ellen Barker, MSN, APN, CNRN, CLCP, ABDA
Founder and President
NEUROSCIENCE NURSING CONSULTANTS -Greenville, DE
The Role of Neuroscience Nursing Education and Training for a Neuroscience Center of Excellence

Joe Claypool
Associate VP for Clinical Network Development
UNIVERSITY OF KENTUCKY MEDICAL CENTER
Lexington, KY
A Collaborative Effort for Better Stroke Treatment

Warren Goldman, MD, PHD
Chief over Department of Neurosurgery
Louis A. Evangelista, MBA, MA Co-Presenter
Assistant Vice President Department of Neurosurgery
COOPER NEUROLOGICAL INSTITUTE -Camden, NJ
Developing and Implementing an Integrated Neurological Institute

Larry Spratling MD, FCCP
Chief Medical Officer
BANNER BAYWOOD MEDICAL CENTER -Mesa, AZ
Comprehensive Neuro Program in a Community Hospital setting

WHY PARTICIPATE

"Neurological disorders and Neurotrauma are prevalent in all ages of society. The number of individuals suffering from head and spine disorders along with other neurological conditions are a major public health concern. The numbers are increasing, to include Parkinson's Disease, Multiple Sclerosis, Ischemic and Hemorrhagic Stroke, Dementia and Alzheimer's Disease, Brain tumors, Severe Headaches and Migraine, and Epilepsy.

Neuroscience Centers offer services in their communities while recognizing the complexity and cost of treating these individuals. With the potential of treating an increasing patient population, which includes over 78 million aging Baby Boomers. It is imperative to plan now for **Establishing and Achieving Standards of Excellence with an Advanced Neuroscience Service Line**. Learn from the experts how to offer the best care using practice guidelines, state-of-the-art technology to build referrals, and increase bed turnover with clinical sophistication. This will help you meet the current and long-term needs of the region that your hospital's healthcare system, academic, free-standing facility or private practice serves.

This seminar will offer practical implications and necessary tools to establish or improve your **Neuroscience Center** or program through sessions with hospital case studies and examples, in-depth panel discussions, interactive Q&A, breakout networking sessions with uncensored personal time with speakers/sponsors. Also, included will be an emphasis on emerging technologies, future trends, strategic opportunities and current challenges in today's cost conscious financial environment.

TOPICS TO BE DISCUSSED

- Recruitment and Retention of Qualified Residency Staff & Advanced Clinical Programs
- Importance of an Accredited Multidisciplinary Team and Defining Their Roles to Increase Efficiency
- Creating a Cohesive Environment between Neuroscience Nurses and Neurosurgeons
- Obtaining Funding & State Approval to Build a New Tower or Hospital
- Increase Efficiency and Profitability with Emerging Technologies
- Steps to Becoming a Center of Excellence and Establishing a Comprehensive Neuroscience Program
- Panel Discussion on the Cooperative Competition Between Physician Owned Freestanding Neuroscience Centers and Hospitals
- Developing the Participation Standards of becoming a JCAHO Accredited Neuroscience Program
- Increase Profitability & Maximize Patient Reimbursement
- Creating a Brand Image and Nationally Recognized Neuroscience Service Line
- Optimize Patient Care and Safety through a Multidisciplinary Healthcare Design
- Streamline Specialty Centers (Ortho/Rehab/Stroke/Spine) to Effectively Manage Patient Flow and Increase Profitability



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*****Extra Perk*****

Opportunity to attend the 2009 Masters Golf Tournament

(INQUIRE WITHIN)

PRIORITY INVITATIONS INCLUDE:

ABBOTT NORTHEWESTERN HOSPITAL
BAPTIST HOSPITAL OF MIAMI
BARNES-JEWISH HOSPITAL
BARROW NEUROLOGICAL HOSPITAL
BERKSHIRE MEDICAL CENTER
BETH ISRAEL MEDICAL CENTER
BRIGHAM AND WOMEN'S HOSPITAL
BORGESS HEALTHCARE
CAROLINAS MEDICAL CENTER
CEDARS-SINAL MEDICAL CENTER
CLARIAN HEALTH PARTNERS
CLEVELAND CLINIC FOUNDATION
COLORADO NEUROLOGICAL INSTITUTE
DENVER HEALTH AND HOSPITALS
DUKE UNIVERSITY MEDICAL CENTER
EMORY UNIVERSITY HOSPITAL
FAIRVIEW UNIVERSITY MEDICAL CENTER
GEORGETOWN UNIVERSITY HOSPITAL
HAMOT MEDICAL CENTER
HENRY FORD HOSPITAL
JOHNS HOPKINS HOSPITAL
MASSACHUSETTS GENERAL HOSPITAL
MAYO CLINIC
THE METHODIST HOSPITAL
MONTREAL NEUROLOGICAL INSTITUTE
MORTON PLANT HOSPITAL
NEW YORK PRESBYTERIAN HOSPITAL
INDIANA STROKE CENTER
NATIONAL STROKE ASSOCIATION
NEUROSOURCE
NORTHWESTERN MEMORIAL HOSPITAL
NYU MEDICAL CENTER
ST. JOSEPH HOSPITAL AND MEDICAL CENTER, PHOENIX
ST. LUKE'S EPISCOPAL HOSPITAL, HOUSTON
STANFORD UNIVERSITY HOSPITAL AND CLINICS
UC DAVIS MEDICAL CENTER
UCSF MEDICAL CENTER
UNIVERSITY HOSPITAL OF CLEVELAND
UNIVERSITY MEDICAL CENTER, TUCSON
UNIVERSITY OF CHICAGO MEDICAL CENTER
UNIVERSITY OF IOWA HOSPITALS & CLINICS
UNIVERSITY OF PITTSBURGH MEDICAL CENTER
UT M.D. ANDERSON CANCER CENTER
WALLACE-KETTERING NEUROSCIENCE INSTITUTE
WILLIAM BEAUMONT HOSPITAL
YALE NEW HAVEN MEDICAL CENTER

WHO WILL ATTEND

- Chief Administrative Staff
- Chief of Neurology
- VP & Director of Neuroscience/Stroke/
Spine/Ortho/Rehab
- Director Neuro-Critical Care
- Neurosurgeons
- Neurologists
- VP of Business Development
- VP of Marketing

REGISTRATION INFO

Registration includes live case studies and presentations from our renowned speaking faculty along with a full documentation package that covers the presentations in detail. Continental breakfast and catered luncheons are also provided for the full 2 days.

Regular Registration Price: \$1,395
Discounted Government Price: \$1,050

For further info please contact
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****Group Rates are Available****



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