

Building Better Healthcare Systems

Bringing Together Healthcare Professionals to Build the Knowledge and Skills Required to Successfully Develop and Manage Quality Operations and Complex Healthcare Environments



SHS/ASQ Conference & Expo 2010

Atlanta Marriott Marquis | February 25-28 | Atlanta, Ga.

Early Registration Deadline: December 15, 2009

Pre-Registration Deadline: February 1, 2010

SAVE EVEN MORE! Ask about Team Discounts and Corporate Group Discounts

Presented By:



SOCIETY FOR HEALTH SYSTEMS
LEADING HEALTHCARE IMPROVEMENT



Healthcare
Division



www.shsweb.org/conference



SOCIETY FOR HEALTH SYSTEMS AND ASQ HOST JOINT CONFERENCE

This historic event brings together two prestigious groups of healthcare performance improvement and quality advocates and practitioners:

- The Institute of Industrial Engineers (IIE) Society for Health Systems (SHS)
- The American Society for Quality (ASQ) and the ASQ Healthcare Division

The conference will focus on healthcare quality and process improvement. "This is a tremendous advancement for the industry and a great opportunity for the members of both societies," said Pierce Story, immediate past president of SHS and managing director at Jumbie Inc. "This powerful alliance will foster and strengthen the natural synergies between performance improvement and quality management, thus enabling a more effective and efficient healthcare system."

Expect high quality education sessions, workshops and an opportunity to network with well-respected and knowledgeable process and quality improvement experts from throughout the United States.

WHO SHOULD ATTEND

As the nation focuses on healthcare management, it is now more imperative than ever before that healthcare organizations focus on improving quality, costs and safety. The SHS/ASQ 2010 Conference will bring together the professionals responsible for making this transition a reality. Come and network with your colleagues who face the challenges that you are facing. Share your successes and look for solutions. The best in the industry will be there. Don't miss this chance to be a part of one of the most important healthcare conferences of 2010.

- Management engineers
- Healthcare administrators
- Physician leaders
- Clinical managers
- Information systems professionals
- Nurses
- Nursing administrators
- Operations/process improvement professionals
- Organizational development professionals
- Quality improvement staff
- Quality management and assurance professionals
- Deans, department heads, professors and research scientists
- Students

" This is the best conference for healthcare MEs, IEs and people in process improvement."

*Mary Bracciale, Director,
Management Engineering, MedCath Inc.*

CONFERENCE COMMITTEE

CHAIRS

Dean Athanassiades, Philips Healthcare Informatics
David Eitel, Wellspan Health System

CO-CHAIRS

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Curt Niekamp, OhioHealth

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Ashley Benedict, Purdue University
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Adrienne Dickerson, StatCom
Douglas Dotan, PSO Services Group
Keith Messner, Cape Fear Valley Health System
Amanda Mewborn, StatCom
Mary Ellen Skeens, Philips Healthcare
Lesley Strawderman, Mississippi State University

KEYNOTE SPEAKERS



**President and Chief Executive Officer
Greenville Hospital System University
Medical Center**

Michael C. Riordan is president and CEO of Greenville Hospital System University Medical Center (GHS), one of the largest not-for-profit healthcare providers in the Southeast. The 1,268-bed system is home to 14 medical residency and fellowship programs, South Carolina's first patient simulation center and nearly 600 active clinical research trials. GHS has collaborated with community groups to facilitate innovative initiatives and created programs to help local businesses improve employee health.

Before joining GHS in 2006, Riordan led the University of Chicago Hospitals and Health System and prior to that served as COO and senior associate hospital administrator of Emory University Hospital and Crawford Long Hospital in Atlanta. Riordan also served three years in the U.S. Marine Corps as a lieutenant.

Riordan has a bachelor's degree in liberal arts/English and a master's degree in education/psychology from Columbia University in New York. He earned a master's degree in health systems from the Georgia Institute of Technology in 1986.



**Barry Silbaugh
Chief Executive Officer
The American College of Physician
Executives**

Saturday, February 27

Barry Silbaugh, M.D., is the CEO of the American College of Physician Executives (ACPE), the world's premier organization for life-long growth and support of physician leaders. He is on the Board of Governors of the National Patient Safety Foundation and is a master facilitator of the national Patient Safety Education Project. He was named to *Modern Healthcare's 100 Most Powerful People in Healthcare* list for 2009.

Silbaugh's career has included full-time clinical work as an internist/hematologist, medical director of a Blue Cross Blue Shield plan, vice president of medical operations for a large national health system, chief medical officer of a consumer-focused Internet startup, and consulting focused on patient safety and high reliability.

He is certified by the American Board of Internal Medicine and the American Board of Medical Management. He has a B.A. and an M.D. from the University of Iowa and a master's in administrative medicine from the University of Wisconsin-Madison.

SPONSORS



SOCIETY FOR HEALTH SYSTEMS
LEADING HEALTHCARE IMPROVEMENT

Society for Health Systems (SHS)

SHS is a professional association that focuses on the needs and resources of health systems professionals and leaders who are charged with improving healthcare processes. SHS offers the latest in process analytics, tools, techniques and methodologies for performance improvement.

SHS exists to enhance the career development and continuing education of professionals who use industrial and management engineering expertise for productivity and quality improvement in the healthcare industry. Among the members of SHS are management engineers, nurses, CEOs, directors of continuous improvement, administrators, clinicians, physicians and department managers.



HIMSS

The Healthcare Information and Management Systems Society (HIMSS) is the healthcare industry's membership organization exclusively focused on providing global leadership for the optimal use of healthcare information technology (IT) and management systems for the betterment of healthcare. Founded in 1961 with offices in Chicago, Washington, D.C., Brussels, Singapore, and other locations across the United States, HIMSS represents more than 23,000 individual members and over 380 corporate members that collectively represent organizations employing millions of people. HIMSS frames and leads healthcare public policy and industry practices through its advocacy, educational and professional development initiatives designed to promote information and management systems' contributions to ensuring quality patient care.



THURSDAY, FEBRUARY 25, 2010

SESSION ROOM	L404	
8 a.m. – 5 p.m.	<i>Pursing Process Excellence in Healthcare</i> , Kevin McManus, Great Systems!	
SESSION ROOM	L405	L406
8 a.m. – Noon	<p><i>Training Within Industry (TWI) in Healthcare: Beginning of a Resurgence</i></p> <p>Robert Wrona and Patrick Graupp, TWI Institute, Martha Purrier, Virginia Mason Medical Center</p>	<p><i>Word Formulas Uncover the 12 Voices of the Customer</i></p> <p>Robin Lawton, International Management Technologies Inc.</p>
	<p><i>How to Teach Lean Tools Effectively in a Healthcare Setting</i></p> <p>Keith Poole and Jamie Hinton, Sisters of St. Francis Health Services</p>	<p><i>The Advantage of Using Activity Costing in Hospital Process Improvement</i></p> <p>Tom Pryor, TMAC & University of Texas – Arlington, Robin Cooper, Emory University, Theresa Scope</p>
5 p.m. – 6:30 p.m.	Welcome Reception – Pulse Loft – Atrium Level	

Workshop Sessions – “L” = Lobby Level

FRIDAY, FEBRUARY 26, 2010

7 a.m. – 7:45 a.m.	Registration & Continental Breakfast - Imperial Ballroom - Marquis Level					
7:45 a.m. – 7:55 a.m.	Welcome – Imperial Ballroom B - Marquis Level					
TRACK	LEAN SIX SIGMA	QUALITY	LEADERSHIP AND MANAGEMENT	ANALYTICS AND SYSTEMS ENGINEERING	HUMAN FACTORS	POTPOURRI
TRACK CHAIR	Mary Ellen Skeens	Glenn Bodinson	Joyce Siegele	Ashley Benedict		Lesley Strawderman
SESSION ROOM	A704	A703	A707	A708	A701	A702
8 a.m. – 8:50 a.m.	<p><i>Special Cause Analysis: A Leader's Tool for Proactive Patient Safety</i></p> <p>Jonathan Flanders and Mary Beth Edmond, Juran Institute, Beth Shields, Presbyterian Health System</p>	<p><i>Moving Patients Out of the Emergency Department: A Lean Project</i></p> <p>Rachna Priya Khatri and Johnie Leonard, The Methodist Hospital</p>	<p><i>The First Skyscraper and a Strategic Blueprint for High-Value Medicine</i></p> <p>Stephen Swensen, Mayo Clinic</p>	<p><i>Synthesis of a Systems Engineering Lifecycle to Realize Improvements</i></p> <p>Shashank Khandekar and Gaurav Godbole, American Health Care Systems Consulting</p>	<p><i>Human Factors and Ergonomics 101: Their Role in Healthcare Delivery</i></p> <p>Lesley Strawderman, Mississippi State University, Sandra Garrett, Clemson University, Ashley Benedict, Purdue University</p>	<p><i>Understanding Patient Needs: The Key to Improving Patient Satisfaction</i></p> <p>Judith Ann Pauley and Joseph F. Pauley, Process Communications Inc.</p>
9 a.m. – 9:50 a.m.	<p><i>Using Poka-Yoke and Jidoka to Reduce Medical Errors</i></p> <p>John Grout, Berry College</p>	<p><i>Building CQI Project Performance with Financial Tools in Clinical Environments</i></p> <p>Fred Croft and Gregg Martins, PVM Partners LLC</p>	<p><i>Controlling Labor Expense: Strategies for Reducing Cost per Volume Unit</i></p> <p>Douglas Kramer and Kartik Bharat, Premier Inc.</p>	<p><i>A Simulation Study for Patient Flow Improvement Modes</i></p> <p>David Ben-Arieh and John Wu, Kansas State University</p>	<p><i>Human Factors and Ergonomics 101: Their Role in Healthcare Delivery</i></p> <p>Lesley Strawderman, Mississippi State University, Sandra Garrett, Clemson University, Ashley Benedict, Purdue University Part 2 of 2</p>	<p><i>Pharmacy Dispensing Medication Error Reduction</i></p> <p>Nusha Safabakhsh, Providence Little Company of Mary Medical Center</p>

FRIDAY, FEBRUARY 26, 2010

10 a.m. – 11 a.m.	Keynote Presentation - Michael C. Riordan, CEO, Greenville Healthcare System - Imperial B - Marquis Level					
11 a.m. – 12:15 p.m.	Dedicated Exhibits - Imperial Ballroom A - Marquis Level					
12:15 p.m. – 1:30 p.m.	Lunch with reports from the leadership of SHS and ASQ - Imperial Ballroom B - Marquis Level					
TRACK	LEAN SIX SIGMA	QUALITY	LEADERSHIP AND MANAGEMENT	ANALYTICS AND SYSTEMS ENGINEERING	HUMAN FACTORS	POTPOURRI
TRACK CHAIR	Mary Ellen Skeens	Glenn Bodinson	Joyce Siegele	Ashley Benedict	Ashley Benedict	Lesley Strawderman
SESSION ROOM	A704		A707	A708	A701	
1:40 p.m. – 2:30 p.m.	<p><i>Let My People Grow - The TWI Method in Healthcare</i></p> <p>Mark Graban, Lean Enterprise Institute, and Peter Patterson, Yuma Regional Medical Center</p>	<p><i>Data Driven Approach to Enhancing Efficiency and Value in Healthcare</i></p> <p>Kristin Goin, Children's Healthcare of Atlanta</p>	<p><i>Reduce Labor Spend by Optimizing Staffing-Proven Tactics for Labor Management</i></p> <p>Sandy Yanko, HCA - Far West Division</p>	<p><i>Using Web-based Predictive Analytics to Improve Patient Flow</i></p> <p>David Buckler, CACI</p>	<p><i>Driving Healthcare Improvement Using Ergo-based Kaizen Events</i></p> <p>Jeffrey Smagacz, Risk Management Group</p>	<p><i>Fostering Participation in Hospital Quality Outcome Studies Targeting Competitive Markets</i></p> <p>M. Raymond Alvarez, Regency Hospital Co.</p>
2:30 p.m. – 3 p.m.	Refreshment Break in Exhibit Hall - Imperial Ballroom A - Marquis Level					
3:10 p.m. – 4 p.m.	<p><i>White Collar Lean - Streamlining Processes in Clinical Support Operations</i></p> <p>Joshua Bosire, Gozde Karacaoglu and Tejas Gandhi, Virtual Health</p>	<p><i>Better Healthcare Systems: Implementing Baldrige Best Practices</i></p> <p>Glenn Bodinson, BaldrigeCoach Part 1 of 2</p>	<p><i>Strategies for Accelerating and Sustaining Change in Healthcare Organizations</i></p> <p>Junell Scheeres, LS2 Performance Solutions LLC Part 1 of 2</p>	<p><i>Systems Engineering and Management Science for Healthcare: Examples and Principles</i></p> <p>Alexander Kolker, Children's Hospital and Health System</p>	<p><i>Human Factors Principles Applied in Real Healthcare Settings: Case Studies and Lessons Learned</i></p> <p>Sandra Garrett, Clemson University, Lesley Strawderman, Mississippi State University, Ashley Benedict, Purdue University Part 1 of 2</p>	<p><i>Using Clinical Simulations to Inform Process Improvement Interventions</i></p> <p>Jenna Marquard, University of Massachusetts Amherst</p>
4:10 p.m. – 5 p.m.	<p><i>Lean Enterprise Transformation and Enterprise Architecture of Healthcare Systems</i></p> <p>Deborah Nightingale and Jordan Peck, MIT Lean Advancement Initiative</p>	<p><i>Better Healthcare Systems: Implementing Baldrige Best Practices</i></p> <p>Glenn Bodinson, BaldrigeCoach Part 2 of 2</p>	<p><i>Strategies for Accelerating and Sustaining Change in Healthcare Organizations</i></p> <p>Junell Scheeres, LS2 Performance Solutions LLC Part 2 of 2</p>	<p><i>Dynamic Capacity Management: A New Way of Looking at Hospital Management</i></p> <p>Pierce Story, Jumblee Inc.</p>	<p><i>Human Factors Principles Applied in Real Healthcare Settings: Case Studies and Lessons Learned</i></p> <p>Sandra Garrett, Clemson University, Lesley Strawderman, Mississippi State University, Ashley Benedict, Purdue University Part 2 of 2</p>	<p><i>Gambling on Patient Flow? Using Monte Carlo Simulation to Model Delays</i></p> <p>David Bloomquist, Emory Healthcare</p>
5 p.m. – 6:30 p.m.	Networking Reception in Exhibit Hall - Imperial Ballroom A - Marquis Level					

Educational Sessions – "A" = Atrium Level

SATURDAY, FEBRUARY 27, 2010

Educational Sessions – “A” = Atrium Level

7:30 a.m. – 8 a.m.	Continental Breakfast - Imperial Ballroom - Marquis Level					
	LEAN SIX SIGMA	QUALITY	LEADERSHIP AND MANAGEMENT	INFORMATION TECHNOLOGY	PATIENT FLOW	POTPOURRI
TRACK CHAIR	Mary Ellen Skeens	Glenn Bodinson	Joyce Siegele	Douglas Dotan	Amanda Mewborn	Lesley Strawderman
SESSION ROOM		A703	A707	A708	A701	A702
8 a.m. – 8:50 a.m.	<p><i>Emergency Department Modified Lean Implementation on a Regional Basis</i></p> <p>Danielle Organ, HCA, Michael Lozano Jr. and Donna N. Biehl, EmCare</p>	<p><i>Developing a High Performance Medical Group</i></p> <p>Robert Matthews, PriMed Physicians & Health First Physicians</p>	<p><i>A Cost Control Model in a Cardiovascular Center</i></p> <p>Alicia Nunez, Liliana Neriz and Francisco J. Ramis, Universidad de Chile</p>	<p><i>Lessons from the Trenches: Implementation of an Automated Patient Safety System</i></p> <p>Mark Montgomery and Susan Moreland, St. Joseph Regional Health Center, Douglas Dotan and Anngail Smith, CRG Medical Inc. Part 1 of 2</p>	<p><i>Establishing Safe Staffing Patterns for Nursing</i></p> <p>Frank Overfelt, Delta Healthcare Consulting Group</p>	<p><i>Improving Radiology Throughput to Increase Patient and Physician Satisfaction</i></p> <p>Keith Poole and Rhonda Bittner, Sisters of St. Francis Health Services</p>
9 a.m. – 9:50 a.m.	<p><i>Redesigning Nursing Care Using Lean</i></p> <p>Sharon Hickman, Premier Inc., and Greg Napps, Bon Secours Health System</p>	<p><i>An Innovative Approach to Performance Improvement and Patient Safety</i></p> <p>Elaine Thompson and Danielle Drummond, Lankenau Hospital</p>	<p><i>Strategies for Leading Through Change: People Matter</i></p> <p>Norka Saldana, ValuMatrix Services-Ortho Clinical Diagnostics, A Johnson & Johnson Company</p>	<p><i>Lessons from the Trenches: Implementation of an Automated Patient Safety System</i></p> <p>Mark Montgomery and Susan Moreland, St. Joseph Regional Health Center, Douglas Dotan and Anngail Smith, CRG Medical Inc. Part 2 of 2</p>	<p><i>Improving the Patient Discharge Process through a Managed System</i></p> <p>Ryan Conklin, Jennifer A. Farris and Timothy I. Matis, Texas Tech University, Alan Snider & Marlene McAllister, Medical Center Hospital</p>	<p><i>Real Time Emergency Department Patient Wait Times on the Web</i></p> <p>Joseph Guarisco, Jason Clement, Les Strikmiller and Denny Juge, Ochsner Health System</p>
10 a.m. – 10:50 a.m.	<p><i>Standardizing Processes within a Community Healthcare Quality System Utilizing Lean and ISO 9000 Principles</i></p> <p>Jim Levett, Physicians' Clinic of Iowa</p>	<p><i>Hospitalists and Residents and Traditionalists! Oh My! - Comparing Three Hospital Primary Care Models</i></p> <p>Pauline Hogan, Franciscan Skemp-Mayo</p>	<p><i>Use of Preference Matrix in Evaluation of Prospective Candidates</i></p> <p>Rusty Hilcken and Lori Montagna, Good Samaritan Hospital Medical Center</p>	<p><i>Models for Solving Emergency Room Crisis</i></p> <p>Jomon Aliyas Paul, Kennesaw State University, Kedar Sambhoos, CUBRC</p>	<p><i>Using Clinical and Operational Data to Unravel the Hospital Throughput Mystery</i></p> <p>Jeanne McGrayne, Premier Inc.</p>	<p><i>Using Cost-Effective Methods to Optimize Clinic Access and Satisfaction</i></p> <p>Anne Myers and Danielle Grimmer, Shands HealthCare</p>
Dedicated Exhibits - Imperial Ballroom A - Marquis Level						
Noon – 1 p.m.	Lunch with Student Competition Winning Presentations - Imperial Ballroom B - Marquis Level					
1:10 p.m. – 2 p.m.	<p><i>Kaizen Unleashed! Every Aspect, Real World Kaizen, Presented and Taught</i></p> <p>Matt Morrisette, More Effective Consulting LLC., and Patti Burchett, Bronson Healthcare Group Part 1 of 2</p>	<p><i>Triage Reliability in the Emergency Department - Impact on Patient Flow</i></p> <p>Edward Popovich and Dave Eitel, Sterling Academy</p>	<p><i>How To Optimize Quality Improvement Project Selection, Staffing and Training</i></p> <p>Daniel Rand, Winona State University</p>	<p><i>Implementing a Perpetual Inventory Management System in the OR</i></p> <p>Marisa Farabaugh, Maggie Downey and William Brewer, Shands Healthcare</p>	<p><i>Learning from Goldratt: Aligning to the Hospital's Core Process</i></p> <p>J. Timothy Connor, Rodeo! Performance Group</p>	<p><i>Pharmacy Layout Design Based on SIPOC and Functional Handoffs</i></p> <p>Valentine Boving, M.D. Anderson Cancer Center</p>
2:20 p.m. – 3 p.m.	<p><i>Kaizen Unleashed! Every Aspect, Real World Kaizen, Presented and Taught</i></p> <p>Matt Morrisette, More Effective Consulting LLC., and Patti Burchett, Bronson Healthcare Group Part 2 of 2</p>	<p><i>Using Airline Crew Resource Management to Ensure Good Patient Outcomes</i></p> <p>James Benz and Carol Wright, Enterprise Solutions Inc.</p>	<p><i>Central Scheduling: Its Impact on the Outpatient Service Line Transformation</i></p> <p>Airica Steed and Lorraine Saincus, Advocate Health Care</p>	<p><i>Data Mining Medication Administration Incident Data to Improve Patient Safety</i></p> <p>Michael Gray, Auburn University</p>	<p><i>Using Lean Sigma and Simulation to Improve Facility Utilization and Patient Flow</i></p> <p>Travis Lozier, Rose Popovich and Mark Heithoff, Community Health Network</p>	<p><i>Designed to Eliminate Waste: Hospital Design and Layout using Lean and the Toyota Production System</i></p> <p>Brock Husby, University of Michigan College of Engineering & Altarum Institute</p>
3:10 p.m. – 4:30 p.m.	Keynote Presentation - Barry Silbaugh, CEO, American College of Physician Executives - Imperial Ballroom B - Marquis Level					

SUNDAY, FEBRUARY 27, 2010

8 a.m. – 5 p.m.	Executive Dashboards for Process Improvement, Post-Conference Workshop (#201) with HIMSS in the Georgia World Congress Center
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REGISTRATION

TEAM DISCOUNT

- Teams of two to four people can deduct \$50 off each conference registration fee
- Teams of five or more can deduct \$100 each
- Registrations must be received together
- Team members must be from the same company and company location
- Team discounts do not apply to the special rates, student or any other discounted registrations
- Team discounts apply to full conference registrations only

CONFERENCE REGISTRATION FEE INCLUDES:

- Admission to all educational tracks with over 50 presentations
- Keynote presentations
- Luncheon with featured speakers
- Welcome reception
- Admission to exhibit area
- Admission to vendor presentations and networking social
- Continental breakfast on Friday and Saturday
- A CD with conference proceedings
- A conference tote bag
- All the learning, networking and fun you want

STUDENT PAPER COMPETITION

The Society for Health Systems sponsors a student paper competition to recognize outstanding work that demonstrates the use of industrial engineering skills in improving healthcare-related products, processes or services. Submissions may include research projects, theoretical research, case studies, class projects or any type of methodology in which IE skills were used or could be used to improve a healthcare-related service, product or process. The project should not be limited to patients; the process of patient flow can be affected by several aspects beyond the patient, e.g., lab turnaround times, scheduling and so forth.

Judging criteria will be based on originality and soundness, applicability, methodology, organization and quality of the paper. For the participants with the top three scores in the graduate competition, an oral presentation also will be part of the competition.



The Graduate Paper Competition is sponsored by Premier Inc.
Deadline for submittal is **December 16, 2009**.
Winners will be notified by **January 10, 2010**.

SPECIAL CONFERENCE EVENTS

- **Special Project – Creative Outlet and Chance to Mingle**
Create an art happening in the Exhibit Hall. Join your colleagues to paint sections of wall art that will be grouped and donated to a selected hospital. No special skills or talents required, just a sense of fun. Part of Hospital Art projects.
- **Dutch Treat Dinner**
The SHS Board and Conference Committee invites all attendees to join them on Friday, February 26 for an evening of networking and meeting new friends. Advance registration is required and involves a separate fee.
- **SHS Scholarship**
The Society for Health Systems Scholarship recognizes and rewards an undergraduate industrial engineering student who possesses academic excellence and a demonstrated interest in healthcare. It is open to active SHS student members who are enrolled full-time in an undergraduate industrial engineering, operations research or course of study related to improvement in healthcare operations programs. The conference registration form has a place for a contribution to the scholarship fund.
- **Poster Session**
View the latest in operational and quality improvement tools, methodologies and concepts such as lean, Six Sigma, productivity, benchmarking, simulation and project management in a visual form. Posters will be on display in the Imperial Ballroom Foyer.
- Be sure to visit the ASQ Bookstore in the Exhibit Hall



By special arrangement with ASQ, the SHS/ASQ Conference is able to offer, on-site, the ASQ Certified Quality Engineer (CQE), Certified Six Sigma Black Belt (CSSBB) and Certified Six Sigma Green Belt (CSSGB) examinations on Sunday, February 28, 2010. Please check the conference Web site for details.

SHS/ASQ CONFERENCE AND EXPO 2010 REGISTRATION FORM

	EARLY BIRD BEFORE DEC 15	STANDARD DEC 15 – FEB 1	ON-SITE AFTER FEB 1
<input type="checkbox"/> SHS/ASQ/HIMSS MEMBER	\$555	\$655	\$755
<input type="checkbox"/> NON-MEMBER	\$715	\$815	\$915
<input type="checkbox"/> STUDENT	\$135	\$165	\$195

After February 12, online registration will be closed. Please bring completed application to the conference registration desk.

*Student Registration (See the conference Web site for requirements.)

Team Discount - Save up to \$100 off each registration. Two to four people from the same company who register at the same time can deduct \$50 off each conference registration fee. Five or more can deduct \$100 each. Does not apply to the early-bird member, student or speaker rates.

DUTCH TREAT DINNER – LIMITED SPACE AVAILABLE – \$40

Pre-Conference Workshops Thursday, February 25

Select one full-day session:

EARLY BIRD BEFORE DEC 15 MEMBER/ NON-MEMBER \$295 / \$315	STANDARD DEC 15 – FEB 1 MEMBER/ NON-MEMBER \$295 / \$315	ON-SITE AFTER FEB 1 MEMBER/ NON-MEMBER \$335 / \$355
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8 a.m. – 5 p.m. **PURSUING PROCESS EXCELLENCE
IN HEALTHCARE**

EARLY BIRD BEFORE DEC 15 MEMBER/ NON-MEMBER \$195/\$215	ON-SITE DEC 15 – FEB 1 MEMBER/ NON-MEMBER \$195/215	ON-SITE AFTER FEB 1 MEMBER/ NON-MEMBER \$235 / \$255
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8 a.m. – Noon **TRAINING WITHIN INDUSTRY (TWI) IN
HEALTHCARE: BEGINNING OF A RESURGENCE**

8 a.m. – Noon **WORD FORMULAS UNCOVER THE 12 VOICES
OF THE CUSTOMER**

1 p.m. – 5 p.m. **HOW TO TEACH LEAN TOOLS EFFECTIVELY IN A
HEALTHCARE SETTING**

1 p.m. – 5 p.m. **THE ROLE OF ACTIVITY-BASED COST
MANAGEMENT IN HOSPITAL CAPACITY
PLANNING AND PROCESS IMPROVEMENT**

**SIGN UP FOR BOTH THE MORNING AND AFTERNOON WORKSHOPS
FOR ONLY \$295–MEMBER /\$315–NON-MEMBER**

8 a.m. – 5 p.m. **EXECUTIVE DASHBOARDS FOR
PROCESS IMPROVEMENT**
Post-conference workshop in conjunction with HIMSS, to be held at the Georgia World Congress Center (HIMSS workshop #201) \$275

Continuing Education Units (CEUs)
(Forms will be at the conference registration desk)

REGISTER ONLINE AND SAVE TIME www.shsweb.org/conference

Register for hotel at www.himss.org site. If you are going to attend both the SHS/ASQ and the HIMSS conferences, register at the HIMSS 2010 Conference site to get conference savings of \$100.

Conference registration fee includes:

- Welcome Reception
- Admission to all educational tracks with over 50 presentations
- Keynote presentations
- Luncheon with featured speaker
- Admission to Exhibit Hall
- Admission to vendor presentations and networking social
- Continental breakfast
- A CD with conference proceedings
- A conference tote bag

Pre- and post-conference workshops, hotel room fees and Dutch Treat Dinner are separate fees and are not included in registration fee.

Please complete:

Mr. Mrs. Ms. Dr.

Last/Surname First: _____

Preferred first name on badge: _____

Title: _____

Company: _____

Address: _____

City: _____ State/Prov Zip: _____

Country: _____

Please check one: Company address Home address

Phone: _____ Fax: _____

E-mail: _____

Check all that apply:

- E-mail used strictly for conference-related updates.
- Okay to share with exhibitors for one notification.
- Do not use except related to conference registration questions.
- Yes, I require special assistance services. E-mail your request to cs@iienet.org.

Method of Payment: (Conference fees are due in full at registration in U.S. currency only.)

Check – made payable to IIE

A check for \$ _____ is enclosed. Check # _____

Credit card – Please charge \$ _____ to my:

Visa MasterCard American Express

Credit card # _____ Exp. Date: _____

Signature: _____

Name of cardholder (print): _____

Cancellations and Substitutions:

Cancellations must be made in writing and faxed to (770) 263-8532 or mailed to IIE, 3577 Parkway Lane, Suite 200, Norcross, GA 30092. See Web site for deadline for refund. Contact customer service at cs@iienet.org or (770) 449-0460x102 or (800) 494-0460.



HOTEL AND TRAVEL INFORMATION

Atlanta Marriott Marquis
265 Peachtree Center Ave. | Atlanta, GA 30303
Telephone: (404) 521-0000 | Fax: (404) 586-6299

Discover the sophisticated Atlanta Marriott Marquis, a destination downtown Atlanta hotel conveniently located in Peachtree Center, offering an indoor connection to MARTA and a short 15-minute ride to Hartsfield-Jackson International Airport. This contemporary hotel is steps from the Georgia Aquarium and World of Coca-Cola and a few blocks from Georgia World Congress Center, CNN Center, Philips Arena and Georgia Dome. The breathtaking atrium is marked by the 50-foot color changing sail of Pulse, a classically cool cocktail lounge and the new iconic symbol of this downtown hotel. Take pleasure in freshly renovated guestrooms, including 1,663 luxurious rooms, boasting lavish conveniences and amazing skyline views.



A limited number of rooms are available at the conference rate of \$219; all sleeping room rates are subject to 15 percent tax, subject to change. The discounted room rate expires on Friday, February 5, 2010, or when the room block is full.

Hotel reservations must be made through the HIMSS 2010 conference site. Use SHSASQ as the password.

This 3 Diamond smoke-free hotel completed a full renovation in fall 2008. Guest rooms feature plush bedding and great views.

Visit www.atlanta.net for detailed travel and city information.

AIRFARE



DELTA AIRLINES IS OFFERING DISCOUNTED TRAVEL TO ATLANTA!

For reservations and ticketing assistance call the Delta Meeting Network at (800) 328-1111. Refer to the Meeting Ticket Designator/File Number: **NY28D** to receive your discount.

Valid travel dates are from February 21–March 4, 2010.

GROUND TRANSPORTATION

CAR RENTAL

Hertz is the preferred car rental company for the conference. Reserve online at www.hertz.com or call Hertz at (800) 654-2210 and use **CDP #1641833** and Promotional Code **(PC) #132871**.

MARTA

Metropolitan Atlanta Rapid Transit Authority or MARTA is the principal rapid-transit system in the Atlanta metropolitan area and the ninth-largest rapid-transit system in the United States.

For Information About.....

- Cancellations and Substitutions
- Continuing Education Units
- Special Needs
- Atlanta Attractions

...please go to the Conference Web site: www.shsweb.org/conference



SPONSORSHIP OPPORTUNITIES

CONFERENCE WELCOME RECEPTION:

Exclusive sponsor package..... **\$3,000**

ATTENDEE THANK YOU/CHECK-IN:

Phone message from you to remind them to visit your booth..... **\$1,000**

AFTERNOON BEVERAGE BREAK: (all days)

Give the attendees a chance to relax with a service provided only by you. Includes signage and promotion and the on-site directory gives you the extra credit..... **\$2,000**

ATTENDEE BADGE LANYARDS: Everywhere you look, your company name and logo is hanging around attendees' necks..... **\$1,800**

ATTENDEE CONFERENCE BAGS: You have the exclusive chance to make a big impact with a bag everyone carries around the conference and takes home to use the rest of the year..... **\$2,500**

ATTENDEE CONFERENCE NOTEPAD AND PEN: With so many sessions for note taking, every attendee will be thankful to have one place to keep it all organized..... **\$1,500**

ATTENDEE CONTINENTAL BREAKFAST: Wake up to hot coffee, rolls and a smile from attendees who appreciate you for providing a morning bite. Includes signage and credit in the on-site directory..... **\$2,000 per day**

ATTENDEE CYBER CAFE: Give the attendees a chance to check e-mail or, better yet, send a note about your product/service back to the home office. Signage and on-site credit included..... **\$2,500**

BANNER ADVERTISING IN DAILY CONFERENCE E-NEWSLETTER:

Every afternoon during and after the show, we send attendees (and those unable to attend) an update about conference schedules and events as well as updates from the show floor. **Banner ads are placed on both the right and left sides of the content for maximum attention!**

Banner Ad..... **\$595**

BRANDED BOTTLED WATER: Your name on each bottle secures a brand and booth reminder with every sip..... **\$1,500 per 500 bottles**

CONFERENCE SESSION PROCEEDINGS CD: At the show, everyone receives a Conference Session Proceedings CD. Be the one to have your name and contact info on the CD cover when we send it out!..... **\$1,500**

LITERATURE INSERT: Have your company's literature or postcard inserted in the conference bag before the attendee registers. This is the best way to guarantee they see your message! **\$400 per unique insert, shipped to the hotel five days prior to the show.**

LUNCH SPONSORSHIP: Exclusive sponsorship of a daily sit down lunch for attendees. Signage and reference in the on-site directory will have everyone in their seats ready to go!..... **\$4,000 per day**

PRE- AND POST-SHOW E-MARKETING: We'll send your message out via e-mail to all the registered attendees and those that have attended in the past. This is a great way to have them click to register for that special giveaway or demonstration at the show or take advantage after the show with your product savings offer for attending the show.

Pre-show..... **\$750**
Post-show..... **\$900**

SHOW MAGAZINE, INDUSTRIAL ENGINEER: Reserve your spot by January 4, 2010 for the publication that gets read by every member. Reach attendees and those that might not be attending the show..... **\$1,800 (exhibitor rate)**

UNDERGRADUATE PAPER COMPETITION: Exclusive opportunity to sponsor this highlight event of the conference. Signage and on-site credit included..... **\$2,400**

GRADUATE PAPER COMPETITION.....(sold)

**SPONSORSHIPS
OF SELECTED ON-SITE EVENTS
ALSO AVAILABLE!**

For Additional Information,
Contact **Michelle Lorusso** at (770) 349-1127 or
mlorusso@iienet.org

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Advocate HealthCare

Alegent Health

Banner Health

Baycare Health System

Boston Scientific Corp.

Capital Health

Catholic Health Initiatives

Center for Health Services Education & Research

Center for Quality & Productivity Improvement

Children's Healthcare of Atlanta

Cincinnati Children's Hospital

Clemson University

Delta Healthcare Consulting Group

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