



11th Annual  
**NICU Leadership Forum**  
Striving for Excellence  
Marco Island, Florida  
April 11-14, 2010

Leadership in today's NICU requires knowledge, creative thinking and problem solving to confront increasing regulatory, business and personal challenges. The NICU Leadership Forum will provide practical solutions to help you navigate through your daily challenges. This meeting combines a unique blend of didactic presentations, interactive discussions and small breakout sessions on cutting-edge topics. Participants will be invited to share their success stories through individual presentations.

The intimate nature of this conference provides opportunities, at a national level, to build your own network of people and resources. Ongoing communication between participants is also encouraged through printed resources and a listserv, open only to meeting participants, throughout the year.

NICU directors and nurse managers are invited to attend. Space is limited to 60 NICUs. However, to encourage team building, the director/manager is invited to bring an additional leadership team member, as space allows.



**PHILIPS**

Children's  Medical Ventures

## CONFERENCE HIGHLIGHTS

### Accountability in Nursing: Strategies Used to Build and Maintain a Culture of Commitment

Accountability is a vital topic in healthcare and many nurse executives striving to improve their organizations ask themselves, "How can I encourage and hold my staff accountable?" It's easy to become frustrated when there is lack of accountability or when a team or committee fails to do what is expected of them. And, it's often a struggle to creatively bridge the gap between your staff's performance and your expectations. Through her experience as a Chief Nursing Officer and published author, Eileen Dohmann will share strategies that work to hold staff, peers, superiors, and even yourself, accountable for providing excellent patient care and a culture of commitment and strong leadership.

### Saving Face on Facebook: Social Network Etiquette and Legal Risks

Blogging is a growing trend in the new millennium. Some experts predict that by 2012, 77% (or more than 74 billion people) will be reading blogs as part of their daily internet activities. Do you have patients and staff blogging or publicly sharing information about their patient's care or their workday on My Space, Facebook or Twitter? Learn about the potential legal implications resulting from the growing use of blogging and social media by healthcare professionals and patients and how to counsel around delicate situations.

### Going Green in the NICU

Going green is not just for hospitals that are building new units. It isn't about recycling bottles or papers. It also includes personal care products used by staff or patients, the cleaners the house-keeping staff uses, and the type of equipment and supplies utilized in the hospital. Did you know that 500 chemicals have been banned in Europe; and only five have been banned in the US? Find out what it means to 'go green,' what your hospital and staff can do to get started, and how you can impact the long-term health of your staff and patients. We guarantee you will be shocked and inspired at what you will learn in this cutting-edge session.

### Beyond the Physical: The Importance of Spiritual Care to Grieving Families

Each year more than 20,000 babies die in US hospitals and up to 2 million children live with chronic or life-threatening conditions. The goal of a comprehensive palliative care program is "about living and living well, not just about death. We want to add life to the child's years, not simply years to the child's life" (AAP 2000). Dr. Joan Rosenbaum and her team are in the unique position of providing a comprehensive philosophy of care that focuses not only on the physical, but also on the psychological, social and spiritual needs of babies and their families. Her journey as a Kenneth B. Schwartz Fellow in Clinical Pastoral Education

for Healthcare Professionals at the Massachusetts General Hospital, and her subsequent experience designing a palliative care program, will guide and inspire you.

### Talent Mapping and Succession Planning Go Hand in Hand

Hospitals spend considerable time reviewing monthly and quarterly financial performance and other dashboard-driven business data. What is often missing from these same organizations is a similarly focused, formal, and periodic review of organizational talent. Talent mapping is a consistent process for identification, selection, development and retention of employees and provides a venue for candid discussions about employee performance and potential and a basis for differential investment in employees.

### Investing in Your Future

Last year's meeting included a new panel discussion to showcase career development pathways. This year, we will be joined by a new panel of meeting participants and invited guests who will share their career paths and keys to their success. Whether you're happy in your current job, thinking about strategies to move up or 'sideways,' or perhaps looking for new ways to utilize your experience, this panel will give you food for thought and an expanded network of advisors.

## CONFERENCE DETAILS

### MEETING SCHEDULE OVERVIEW

Plan to arrive by 6:00 pm, Sunday, April 11, have a light dinner, see old friends and welcome new attendees at our Opening Reception. The meeting will begin promptly at 7:30 am, Monday, April 12. You can look forward to hearing motivational speakers, participating in discussion groups and learning from your peers. There will also be one afternoon and evening off for networking, sightseeing or just relaxing. The meeting will conclude at noon, Wednesday, April 14. Please respect the speakers and other participants by choosing a departing flight after 2:00 pm.

In order to take full advantage of professional networking and planned activities, we strongly suggest (based on prior participant recommendations) that you extend your stay to accommodate time for friends or family, rather than having them join you at the meeting.

The call for individual presentations and a final agenda will be available once the participant list is finalized.

### CONFERENCE FEES

As part of your conference fee you will receive a continental breakfast each day, lunch and an optional pizza party on Monday, and a buffet dinner with entertainment on Tuesday.

NANN Member	\$450 per person
Before March 11	\$495 per person
Non-NANN member	\$495 per person
After March 11	\$550 per person

Conference fees, travel, meals and lodging may be tax deductible if used to maintain or improve professional skills through continuing education. Please consult your tax advisor for current regulations.

### HOTEL RESERVATIONS

Make reservations at the Marco Island Marriott Beach Resort ([www.marcoislandmarriott.com/](http://www.marcoislandmarriott.com/)) directly by calling 1-800-GET-HERE or log on to [www.marriott.com/hotels/travel/mrklf-marco-island-marriott-beach-resort-golf-club-and-spa/](http://www.marriott.com/hotels/travel/mrklf-marco-island-marriott-beach-resort-golf-club-and-spa/) =4/14/10&groupCode=nicnice&fromDate=4/11/10&app=resvlnki. All resort fees have been waived and specially priced guest accommodations have been arranged for meeting participants. To receive this group rate, mention that you are with the NICU Leadership Forum. Deadline for hotel reservations is March 11, 2010. After that date, rooms will be a space available basis only and a new room rate may be assessed.

Meeting rates will apply three days prior and three days post meeting, based on availability. Book early as rooms are limited and a higher room rate will be assessed once specially priced rooms are no longer available. If you choose to arrive early or extend your stay, all hotel fees will be your sole responsibility.

### HOTEL ROOM RATES

Single occupancy \$210 + tax

Double occupancy \$105 + tax

Note: The roommate will pay the additional \$105 plus estimated 10% room tax. The total room price per night for double occupancy is also \$210 per night.

Double occupancy requires sharing with a meeting participant. Please advise the reservationist if you want a shared room and we will be glad to arrange a roommate.

### HOTEL CANCELLATION POLICY

All hotel reservations are guaranteed for late arrival. Reservations must be cancelled seven days prior to arrival date in order to avoid a penalty fee of one night's room and tax.

### GROUND TRANSPORTATION

Shuttle service is available through NT&T Destination Services located outside baggage claim. Reservations can be made by calling 800-592-0848 or at [www.nttep.com](http://www.nttep.com). Taxis from the airport cost approximately \$90 each way.

### CONTINUING EDUCATION

Philips Children's Medical Ventures, a continuing education provider through California BRN Provider CEP-13514, offers NICU Leadership Forum attendees approximately 15 contact hours.

### REFUND POLICY

Registration refunds will be made only upon fax or email request. Please fax any requests to Deborah Hughes at 781-871-2928 or by email to [Deborah.Hughes@philips.com](mailto:Deborah.Hughes@philips.com). All cancellation requests must be received on or before March 11, 2010. After this date, no tuition refunds for the conference will be issued.

### CANCELLATION POLICY

In the event that Philips Children's Medical Ventures should find it necessary to cancel or postpone this educational offering for any reason, including but not limited to low registration, strikes or acts of God, Philips Children's Medical Ventures will refund any tuition payments, but will not be responsible for the registrant's expenses. Until the cancellation/postponement is resolved, Philips Children's Medical Ventures will make every effort to responsibly protect the investment of members and registrants in this educational offering.

### ENDORSEMENT POLICY

Products and specific philosophies presented at individual sessions or exhibits do not necessarily reflect the mission, vision, goals or beliefs of Philips Children's Medical Ventures, the NICU Leadership Forum or the National Association of Neonatal Nurses and are solely the opinion and/or beliefs of those individuals and/or representatives.

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Please complete the registration information below and fax to 781.871.2928 or email to Deborah.Hughes@philips.com. You may also register on line at [www.niculeadershipforum.com](http://www.niculeadershipforum.com). If you are sending a check, please send it as soon as possible with a copy of the registration form. If more than one person per hospital is attending, a separate registration form is required for each attendee.

Name: \_\_\_\_\_

Title/Credentials: \_\_\_\_\_

Hospital: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Tuition:             NANN Member: \$450     Before March 11: \$495    NANN membership #: \_\_\_\_\_

Non-member: \$495     After March 11: \$550

Payment Options:     Visa         Mastercard     American Express     Personal Check         Hospital Check

Make checks payable to: Philips Children's Medical Ventures (Federal Tax ID: 25-1304989) and reference NICU Leadership Forum.  
Mail to: Philips Children's Medical Ventures, 275 Longwater Drive, Norwell, MA 02061.

Account number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Cardholder name: \_\_\_\_\_

Billing address: \_\_\_\_\_

Hotel reservations should be made by individual attendees directly by calling the Marriott at 1-800-GET-HERE and referencing the "NICU Leadership Forum 2010" or by logging on to the hotel reservations page and entering "nicnice" in the group code (see conference details for more information). All reservations must be guaranteed with a major credit card. Reservations by attendees must be received on or before Thursday, March 11, 2010. After that date, rooms will be on a space available basis and regular hotel rates will apply.

Would you like assistance finding another meeting participant to share a room?  Yes  No

If you're planning to share a room with a friend/colleague, please provide name: \_\_\_\_\_

Once your registration information and payment are received, you will receive an email confirmation. Please note that your space at this meeting is not confirmed until full payment is received.

Please call Deborah Hughes at Philips Children's Medical Ventures, 866.866.6750, with any questions.



275 Longwater Drive  
Norwell, MA 02061

**FACULTY**

**Planning Committee**

Christine Burke  
Whitney Bouma  
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**Jane H. Peters, AIA, ACHA, LEED AP**  
Vice President, Senior Architectural Designer  
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**Linda S. Franck, PhD, RN, RGN, RSCN, FRCPCH, FAAN**  
Professor and Chair of Children's Nursing  
Research, UCL Institute of Child Health and  
Great Ormond Street Hospital for Children  
London, UK

And effective May 2010

Professor and Chair  
Department of Family Health Care Nursing  
University of California  
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