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Robert Hill, FACHE
President

PRESIDENT'S MESSAGE

This HLNDV end-of-year newsletter is intended as a resource guide, with a listing of upcoming HLNDV events; a roster of our Board and committee members; and a listing of our generous sponsors. I encourage all HLNDV members to attend our programs and events and take a leadership role by participating on one or more of our committees. All volunteers are welcome and your assistance can certainly be used. Please contact any of our Board or committee members to discuss how you can get more involved. I hope that everyone has had a great 2007 and best wishes for a healthy and prosperous 2008.

Happy Holidays, Robert Hill, FACHE
HLNDV President

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HLNDV SPONSOR RECOGNITION

2007 Corporate Sponsors -- Thank You!

As leaders in healthcare strive to make high-quality care more accessible and efficient, they need both exceptional management skills and a new vision. We rely on the support of our Corporate Sponsors to offer our members an array of educational programs, networking events and career development programs.

All of the contributions of our sponsors support the Healthcare Leadership Network of the Delaware Valley's many programs as we devote increasing resources to provide lifelong opportunities for our members.

We would like to thank the following organizations for their support as Annual Sponsors during 2007.

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SNOOK FUND KICKOFF RAISES \$25,000 TO BENEFIT STUDENTS

On November 13, 2007, the Healthcare Leadership Network of the Delaware Valley hosted a benefit event at the Crystal Tea Room in Philadelphia to kick off the establishment of the I. Donald Snook Education Fund. The event raised over \$25,000 in support of the Fund. Nearly 120 members and guests were in attendance to mark the occasion and hear from the evening's keynote speaker, healthcare futurist Jeff Goldsmith.

After the welcome from President Bob Hill, Kate Flynn, co-chair of the Academic Relations Committee and a member of the event planning committee, described how HLNDV has honored Don's legacy by establishing a memorial fund in his name, dedicated to funding "real world" work opportunities for students in our area. Many such positions have been reduced or eliminated in recent years due to industry budget pressures. Grants will be used by local not for profit healthcare organizations for paid internships and residencies for graduate and undergraduate students. The funding will benefit the organizations, in providing additional resources for management support, and also benefits the students, who will gain valuable work experience. Relationships between local university-based programs and professionals in the field will also be enhanced by addressing the expressed need for increased financial support for students. It is expected that the first grants will be awarded for the 2008-09 academic year.

Three former colleagues of Don Snook – Jan Dreachlin, Ph.D., of Penn State-Great Valley, Leo D'Orazio of Withum, Smith & Brown (and co-chair of the kickoff event) and Joseph Saunders, President of Crozer-Chester Medical Center, each spoke in tribute to Don Snook and his personal impact on their careers. Donald Snook, Ph.D., FACHE was a leading healthcare executive in the Philadelphia area for three decades, serving as a hospital CEO and industry leader before his untimely death in 2002. An ACHE Fellow, Don served on the faculty of several graduate programs in healthcare management and was a popular author and speaker for ACHE. The course he developed - "Getting the Job You Want in Healthcare Administration" - has the longest tenure among ACHE seminars. He was a valued preceptor and mentor to several generations of students and early careerists, and demonstrated legendary passion and enthusiasm for the profession of healthcare management.

The tribute was followed by keynote speaker Jeff Goldsmith, Ph.D., who delivered a stimulating and provocative analysis of the opportunity for true health reform in the United States. Jeff Goldsmith is America's premier healthcare futurist. He is President of Health Futures, Inc. (www.healthfutures.net) a firm specializing in cor-

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U P C O M I N G E V E N T S

Monday, January 21, 2008

Martin Luther King, Jr. Community Service Day

9:00am - 12:30pm

1526 Fairmount Avenue, Philadelphia,

Wednesday, January 23, 2008

Networking Event

5:00pm - 8:00pm - Cash bar with appetizers

Great American Pub in Conshohocken

Friday, February 7, 2008

Breakfast with the Regents

Medical Sciences Building at Lankenau Hospital

Wynnewood, PA

For further information please visit the Healthcare Leadership Network of the Delaware Valley web page: www.hlndv.org Or contact the Events and Education Committee Co-Chairs, Gail Malcolm (gail.malcolm@siemens.com) or April Taylor (amtaylor@alumni.gwu.edu)

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Snook Fund

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porate strategic planning and forecasting future health care trends. He discussed the rising importance of the cost and access of healthcare as a political issue, while underscoring the powerful forces that keep our system fragmented and pluralistic. In his view, some form of universal health coverage within the public/private mix will likely be enacted, but may not provide reforms that are truly needed.

Great leadership was provided by event co-chairs Leo D’Orazio and Ray Lamorgese, and the hardworking committee members included Carl Adkins, Rieke Baize, Kate Flynn, Michael George, Patricia Haynor, Dennis Hovanec, Mark Lari, Gail Malcolm, Thomas Skrup, and April Taylor. Special thanks go to ECRI Institute staff Tara Kolb (Graphics) John Hall (Printing) and Laura Baj (Biography Writer). A special thanks to the Media Services Team at ECRI Institute for their tireless efforts on the invitation, program book and other materials

HLNDV is grateful to the many sponsors of the event listed below:

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Continued donations to the Fund are needed and encouraged. Your donations are tax-deductible and can be sent to:

HLNDV, Attn: I. Donald Snook Education Fund

4514 Chester Avenue, Philadelphia, PA 19143

Please make checks payable to HLNDV. Contribute by credit card via our secure website: www.hlndv.org

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HLNDV Sponsor Recognition

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***2nd year sponsors**

For more information on becoming an annual or event sponsor, please contact April Taylor at 610-355-2158

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Articles of Interest

Survival Tips for Stressful Times

Uncertainty and stress often echo throughout an organization. If you feel under pressure, your staff probably does too. Apply these stress solutions:

- Provide an end date. When you ask your staff to complete additional tasks or to take on a more challenging workload, let them know how long their new responsibilities will last. If you can't give them a definite end point, explain what needs to happen to put an end to the extra workload.
- Reward results. Offer incentives for meeting productivity goals and cost savings. By sharing even a small percentage of the gains, you give your staff a stake in success, which makes the stress more manageable.
- Train them. Sometimes stress results not from the workload itself but from staff's inability to do that work. Taking time out to train them may seem counterintuitive when everyone is overworked and behind schedule. But the payoff in increased productivity is motivation to do so.
- Ask for input. Workers may offer some simple suggestions that create extra time or cost savings that reduce stress. And the act of listening to their ideas and complaints lets staff members know you value their opinions. That will boost morale and lower stress.

Adapted from Communication Briefings, October 2007; (703) 518-2343; www.briefings.com.

Ways to Keep Your Staff Informed

Often results from an employee opinion survey may indicate that half of respondents feel they do not receive the information they need to do their job well. As a result, they feel frustrated and the quality of the organization's products and services suffer. Some reasons why information may seem to be lacking include unnecessary secrecy, ineffective supervision, lack of a cooperative spirit or the information is just not available. Below are some proactive measures to help keep your staff members informed:

- Conduct an "Information-Needs" Analysis. An organized study should be conducted for each job in the organization that outlines what information is needed, from whom and by when. The results should be full integrated in the organization's daily procedures.
- Avoid secrets. Encourage openness, not secrecy. Without a good ethical, privacy or legal rationale, secrecy within an organization makes no sense and should be eliminated.
- Provide Customer Satisfaction Information. Customer satisfaction surveys should be conducted on an ongoing basis. The information obtained from these studies should be communicated to all employees, especially those with customer contact.
- Conduct the "JFK Exercise." Employees should develop a list "not of what information they need from others in the organization, but of what information they can provide for others."

Source: Bruce L. Katcher, PhD, president, Discovery Surveys Inc. Visit www.discoverysurveys.com for more information.

Don't Miss ACHE's Congress on Healthcare Leadership

Join us in Chicago for the Congress on Healthcare Leadership, as ACHE continues its tradition of providing an unparalleled professional development event. The March 10-13 program offers sessions on the hottest topics, access to the top leaders in the field and opportunities to meet and learn from colleagues—while offering cutting-edge information and innovative strategies to overcome your greatest managerial challenges. If you are looking for ways to improve quality, increase operational efficiency and strengthen physician relations, Congress is for you.

Congress will be held at the Hyatt Regency Chicago. Access the Congress brochure and online registration at ache.org. If you need to request a printed copy of the Congress brochure, contact the Division of Education at (312) 424-9300.

ACHE Call for Nominations for the 2009 Slate

ACHE's 2008-2009 Nominating Committee is calling for applications to serve for 2009. All affiliates are encouraged to participate in the nominating process. ACHE Fellows are eligible for any of the Governor and Chairman-Elect vacancies and for the Nominating Committee and Regent-at-Large vacancies within their district. Open positions on the slate include:

- Nominating Committee Member, District 2 (two-year term ending in 2011)
- Nominating Committee Member, District 3 (two-year term ending in 2011)
- Nominating Committee Member, District 6 (two-year term ending in 2011)
- Regent-at-Large, District 2 (three-year term ending in 2012)
- Regent-at-Large, District 4 (three-year term ending in 2012)
- Regent-at-Large, District 5 (three-year term ending in 2012)
- Governor (three-year term ending in 2012)
- Governor (three-year term ending in 2012)
- Governor (three-year term ending in 2012)
- Governor (three-year term ending in 2012)
- Chairman-Elect

Please refer to the following district designations for the open positions:

- District 2: District of Columbia, Florida, Georgia, Maryland, North Carolina, Puerto Rico, South Carolina, Virginia and West Virginia.
- District 3: Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.
- District 4: Alabama, Arkansas, Kansas, Louisiana, Mississippi, Missouri, New Mexico, Oklahoma, Tennessee and Texas.
- District 5: Alaska, Arizona, California, Colorado, Hawaii/Pacific, Idaho, Montana, Nevada, Oregon, Utah, Washington and Wyoming.
- District 6: Air Force, Army, Navy (including the Coast Guard and Uniformed Members of the Public Health Service) and Veterans Affairs.

Candidates for Chairman-Elect and Governor should submit an application to serve, a copy of their resume and up to 10 letters of support. Candidates for Regent-at-Large and the Nominating Committee should only submit a letter of self-nomination and copy of their resume. Applications to serve and self-nominations are to be submitted by letter and postmarked between January 1 and July 15.

The first meeting of ACHE's 2008-2009 Nominating Committee will be held on Tuesday, March 11, 2008, during the Congress on Healthcare Leadership in Chicago. The committee will be in open session at 2:45 p.m.

During this time, there will be an orientation session conducted for potential candidates, giving them the opportunity to ask questions regarding the nominating process. Immediately following the orientation, an open forum will be provided for ACHE affiliates to present and discuss their views of ACHE leadership needs.

If needed, the committee will meet again on September 11, 2008, to determine which candidates for Chairman-Elect and Governor will be interviewed in person on Thursday, October 30, 2008. All candidates will be notified in writing of the committee's decision by September 30, 2008.

Please review the Candidate Guidelines. If you have any questions, please contact Julie Nolan at (312) 424-9367 or jnolan@ache.org.

Mail applications to serve to: William C. Schoenhard, FACHE, Chairman, Nominating Committee, c/o Julie Nolan, American College of Healthcare Executives, 1 N. Franklin St., Ste. 1700, Chicago, IL 60606-3424.

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UPDATE

We gratefully acknowledge our Annual-level leaders in corporate support for the Healthcare Leadership Network of the Delaware Valley.



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