



A Message from the President



Michael George, CHE
President-Elect

As the New Year begins, many of us think of resolutions -- things we might try to do differently or perhaps better than we have in the past.

Resolutions are often physical, such as quitting smoking or losing weight. A suggestion for a resolution for executives, managers and other professionals in the ever-changing healthcare arena is to focus on our professional development in the New Year. Healthcare Leadership Network of the Delaware Valley (HLNDV)

offers many professional development opportunities for our members, such as:

- Attending an educational program;
- Meeting colleagues, potential employers or new contacts at a networking event;
- Serving as a mentor as a way of giving something back to the healthcare community; or...
- Participating in a Diplomate study group or Fellowship support group for ACHE advancement.

HLNDV has planned several events for the coming year that can contribute to your professional development in a number of ways. The educational program planned for January will offer several different perspectives on health care during President Bush's second term, including patient/consumer, employer, and payer perspectives. The Martin Luther King Day of Service, which is also planned for January, will provide an opportunity to provide community service at a local social services facility. The annual ACHE Breakfast with the Regents will include a presentation entitled "Leadership for Life" by ACHE's Chair-Elect, Sam Odle, FACHE, as well as an opportunity

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Career Positioning- Proactively Managing Your Professional Development

Career Development Program held on October 28, 2004

Faith Pathak BSN RN
Ambulatory Quality Coordinator Clinical Care Associates
University of Pennsylvania Health System

On October 28, 2004, the HLNDV Events and Education Committee sponsored a panel discussion focusing on Career Development at Albert Einstein Medical Center's Braemer Auditorium. Approximately 50 attendees were there to listen to strategies to improve career positioning and future development. The panelists provided an informative discussion that was followed by questions from audience members. Samuel Steinberg, Kay Ford and Nancy Matheny each presented their perspectives. The program moderator was Sandra Myerson, former Associate Vice President of Healthcare Services at Albert Einstein Medical Center.

Samuel Steinberg, MBA, PhD, FACHE, Deputy Chair for Planning and Development, Department of Medicine, Temple University, began the discussions by reviewing basic skills essential to career development. For those that are job seeking, it is vital to have an up to date accurate resume, a detailed cover letter and outstanding references. Value added activities that include networking, volunteering, and political organizations are often over-looked and they are essential to broadening job opportunities.

Social events provide a venue to meet and discuss career pathways in a relaxed atmosphere. Dr. Steinberg emphasized flexibility by taking interim contract jobs

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January 17, 2005

Martin Luther King Day of Service

In keeping with our tradition of community service, we invite you to participate with us in the annual Martin Luther King Day of Service. We will be volunteering at an affiliate of the Philadelphia Health Management Corporation and will most likely be assisting with painting and performing minor repairs at Interim House in Mt. Airy at 9:30am. If you would like to volunteer, please contact Jonathan Bandel at jbandel@katzconsulting.com.

January 24, 2005

"Inauguration Day: What President Bush's Second Term Means for Health Care"

Presented in conjunction with the Southern New Jersey Regent's Advisory Council, this program will include a networking reception followed by a moderated discussion with panelists representing different healthcare perspectives, including policy, insurance, provider, consumer and industry.

5:30 - 7:00pm Networking Reception
7:00 - 9:00pm Panel Discussion/ Q & A

Location: Barry D. Brown Conference Center · Virtua Hospital, Voorhees 106 Carnie Boulevard · Voorhees, NJ
Register online at www.hlndv.org

February 10, 2005

ACHE Annual Breakfast with the Regents



Samuel L. Odle, FACHE,
Chairman-Elect for ACHE

Featuring Samuel L. Odle, FACHE, Chairman-Elect for ACHE, who will be presenting "Leadership For Life." - Mentoring and Giving Back from the CEO Perspective

Senior level and Early Career Healthcare Executive Awards will be presented.

Informational sessions on advancement to ACHE Fellowship and Diplomat will be held immediately following the program.

7:30 am to 9:30 am

Location:
XPN World Cafe Live
3025 Walnut Street
Philadelphia PA

Register online at www.hlndv.org

March 2-3, 2005

MGMA Program: "Leading the Successful Practice"

Don't miss this exciting two-day educational session at the fabulous Trump Taj Mahal in Atlantic City, NJ. Co-sponsored by the New Jersey Medical Group Management Association and the Practice Management Section of the Medical Society of New Jersey.

Featuring Nationally Known Speakers:
Sara M. Larch, MS, FACMPE
Elizabeth Woodcock, MBA, FACMPE, CPC

March 14-17 in Chicago

2005 Congress on Healthcare Management Today's Leaders Addressing Tomorrow's Challenges

This year's Congress will once again be an unparalleled professional development opportunity. Whether you are struggling to find ways to increase revenue, looking for best practices for expanding or renovating your facility, or striving for better ways to develop effective management teams, Congress has a session for you.

A Message from the President

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To network with the ACHE Regents and many of your colleagues in HLNDV.

As you think about your own professional development, I encourage you to think about getting involved on one of our Committees. Each provides unique opportunities depending on your needs and interests. I also encourage you to contact me or one of our Board members if you have any other ideas about how HLNDV might help to meet your professional development needs or if you would like to get involved in the organization in another way. We welcome your participation.

In closing, I would like to extend my best wishes to each of you for a happy, healthy and prosperous new year. I look forward to greeting you personally at one of our upcoming events.

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Career Positioning

Continued from Page 1

and a willingness to relocate. Career goals can be accomplished through planning for the future and anticipating change.

Kay Ford, Vice President, Client Services, Right Management Consultants, distributed an article that discussed ten questions to ask about making a career change. She discussed the principles behind evaluating a decision to change and what motivating factors to prioritize and consider. These include assets to previous employers, realistic expectations of future work experiences and overcoming stereotypes regarding past positions. Additional factors to consider are conviction, preparation and ambition. Salary reductions or elevations must be thought out ahead of time.

Strategic wording and key phrases on resumes are vital to establishing the initial interview. Leadership, problem solving, and technological ability increase that potential. References that are located within the company are helpful to obtain. Networking with possible future employers increases the chances of follow up after submitting a resume. Kay Ford also suggests carrying business cards at all times for distribution on any occasion.

Nancy Matheny, President, MC Communications, offered a formula based approach. She describes outlining an individual program for how each person wishes to move forward. Individual management of morale is a priority. She supports having fun at the workplace or making it an enjoyable experience. Congruent values with the employer may enhance the quality of the work. She emphasized that it is important to ask for what is wanted up front so that later on it is not impossible to obtain.

Regrets, hidden fears or intolerance can inhibit progress or vertical career movement. Risk and assessing the worst that can happen and realistically planning for the best is vital to individual development. Frequent enrichment classes, educational programs and social programs can energize and maintain productivity.

Determining the next move is important to establish early on. Nancy describes how vital it is to look toward the future while at the top of the game. She suggests considering a career change or at least evaluating the potential while the current position is going well.

Establishing a track record of successful changes and sustaining good working relationships with colleagues will consistently benefit a career.

This career development panel was well received by all attendees. The feedback from participants was extremely positive. Most found useful tips to develop their own career planning and strategies. The HLNDV Events and Education Committee offers many educational

and informative programs as well as networking socials. For more information please view the HLNDV calendar at www.hlndv.org or contact Faith Pathak, Co Chair, at faith.pathak@hlndv.org if interested in participation in this group.

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REGIONAL ACHE MEMBERS ADVANCE WITHIN COLLEGE

The following ACHE Members within our Chapter's territory that have advanced recently within the college:

Dana D. Lisicki, CHE, Southern New Jersey Region
 Gregory N. D'Adamo, FACHE, Southern New Jersey Region
 John C. DeMarie, CHE, Delaware Region
 Mary M. Kohler-Pickar, RN, FACHE, Southeastern Pennsylvania Region
 Matthew F. Costello, FACHE, Southeastern Pennsylvania Region
 Patrick A. Grusenmeyer, FACHE, Delaware Region
 Rieke C. Baize, CHE, Southern New Jersey Region

These members will be recognized for their advancement at the upcoming convocation at ACHE Congress in March 2005.

Please join us in congratulating these members on their significant accomplishments.

Connect to ACHE at the Local Level - Join an ACHE Chapter!

Do you want access to networking, education, and career development at the local level? More than 65 ACHE chapters across the country connect our members with other healthcare leaders in their areas to address local and national healthcare management needs. Membership in one of these groups is a convenient way to make new contacts, identify job openings in your area, attend educational programs without incurring hefty travel expenses, and enhance your community involvement.

Because local chapters are independent of ACHE, members of ACHE are not automatically members of the chapter in their area. But joining your local chapter is quick and easy. Just go to www.hlndv.org for more information or to join Healthcare Leadership Network of the Delaware Valley, The ACHE chapter near you!

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ACHE National News Winter 2005

Don't Miss ACHE's 2005 Congress on Healthcare Management Congress maximizes your time by packing educational seminars and numerous career development programs and networking events into a few energy-filled days that can provide you with best practices to last throughout the year. ACHE's 2005 Congress on Healthcare Management [link to <http://www.ache.org/Cong2005/congressintropage.cfm>] will be held March 14-17 in Chicago. Detailed information--including seminar descriptions, a schedule of events, and information about career development activities--is now available online. Follow the link above to access a PDF of the Congress brochure as well as online registration. To request a printed copy of the Congress brochure, contact the Division of Education at (312) 424-9300.

Leader-to-Leader Program Rewards You

Membership is more rewarding when you share the value of ACHE. You will earn one point for each new Member you recruit or each current Member you encourage to become a Diplomat. You can redeem your points at any time, or you can save your points and redeem them later. To learn more about this program, track your current point total, or redeem your points for rewards, visit the Leader-to-Leader area [link to <http://www.ache.org/membership/L2L/2004/L2L2004.cfm>] of [ache.org](http://www.ache.org).

Learn Best Practices at ACHE's Seminars

Get the information you need to survive and thrive in today's healthcare environment. Covering a broad range of topics, ACHE's two-day seminars are conducted in small-group settings that foster peer-to-peer learning. Focusing on such topics as patient safety, metrics-based management, physician relations, revenue growth, and productivity, seminars provide operational tools you can implement in your organization. Seminars are offered at locations across the country; click on the links below for information about the seminars at each site:

- New Orleans, LA April 11-14 [link to <http://www.ache.org/seminars/eventsbydate.cfm#neworleans05>]
- Marco Island, FL April 18-21 [link to <http://www.ache.org/seminars/eventsbydate.cfm#marcoisland05>]
- Santa Fe, NM June 13-16 [link to <http://www.ache.org/seminars/eventsbydate.cfm#santafe05>]
- Cape Cod, MA June 20-23 [link to <http://www.ache.org/seminars/eventsbydate.cfm#capecod05>]

New from Health Administration Press

Your organization can have a top-notch customer service plan fully supported by management, but if bedside staff do not embrace the approach, it may as well not exist. Explore expert strategies for connecting with your staff on their level with *Leadership for Great Customer Service: Satisfied Patients, Satisfied Employees*, [link to <http://www.ache.org/pubs/mayer.cfm>] by Thom A. Mayer, M.D., FACEP, FAAP, and Robert J. Cates, M.D. This book also features stories, quotations, and training exercises that you can use to build a fully supported customer service program. (order code REGT-2019, \$52 + shipping)

Are your quality and patient safety initiatives stalled? Have you tried the latest quality improvement trend and been disappointed in the results? Written by Patrice L. Spath, *Leading Your Healthcare Organization to Excellence: A Guide to Using the Baldrige Criteria* [link to <http://www.ache.org/pubs/spath.cfm>] can help you focus your efforts to achieve real improvement. Rather than touting an ill-defined management fad, this book uses the well-known Baldrige criteria as an efficient road map for quality improvement. (order code REGT-2025, \$65 + shipping)

Leadership is more than having a knack for predicting trends, a head for numbers, or years of experience to draw upon; it is also about judgment, passion, and values. The best leaders know themselves, and they know the people with whom they work. Sharpen your leadership capabilities and learn how to use your insights to lead others with the latest *Executive Essentials* book--*Leading Others, Managing Yourself*, [link to <http://www.ache.org/pubs/mcginn.cfm>] by Peter McGinn, Ph.D. Executive Essentials books provide everything you should know about a topic in a practical, quick-read format. Easy to read on the run, these books feature large type and a straightforward layout. (order code REGT-2028, \$35 + shipping)

Purchase these books online in the Books & Journals area of [ache.org](http://www.ache.org). To order by phone, call the ACHE/HAP Order Fulfillment Center at (301) 362-6905.

Career Development Opportunities in New Orleans

The Healthcare Executive Career Resource Center will offer career management and leadership development workshops at the New Orleans, LA, Cluster, April 11-14, 2005. At this site, HECRC will offer a full slate of programs, including the Personality Type Assessment, Visionary Leadership Assessment, Emotional Intelligent Assessment, and Power/Influence Assessment. Attendees can also earn Category I (ACHE education) credit by attending The Benchmarks Workshop, Benchmarks Plus Emotional Intelligence, and the Executive Job Search Workshop. For a complete list of workshops offered at this site, contact Reed L. Morton, Ph.D., FACHE, at (312) 424-9444 or rmorton@ache.org. Click here for more information on HECRC programs. [link to <http://www.ache.org/CARSVCS/workshop.cfm>]

ACHE Call for Nominations for the 2006 Slate

ACHE's 2005-2006 Nominating Committee is calling for applications to serve for 2006. All affiliates are encouraged to participate in the nominating process. ACHE Fellows are eligible for any of the Governor and Chairman-Elect vacancies. ACHE Diplomates and Fellows are eligible for the Nominating Committee and Regent-at-Large vacancies within their district. Open positions on the slate include:

- Nominating Committee Member, District 1 (two-year term ending in 2008)
- Nominating Committee Member, District 4 (two-year term ending in 2008)
- Nominating Committee Member, District 5 (two-year term ending in 2008)
- Regent-at-Large, District 1 (three-year term ending in 2009)
- Regent-at-Large, District 2 (three-year term ending in 2009)
- Regent-at-Large, District 4 (three-year term ending in 2009)
- Regent-at-Large, District 5 (three-year term ending in 2009)
- Governor (three-year term ending in 2009)
- Governor (three-year term ending in 2009)
- Governor (three-year term ending in 2009)

- Governor (three-year term ending in 2009)
- Chairman-Elect

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

- District 1 consists of Canada, Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.
- District 2 consists of District of Columbia, Florida, Georgia, Maryland, North Carolina, Puerto Rico, South Carolina, Virginia, and West Virginia.
- District 4 consists of Alabama, Arkansas, Kansas, Louisiana, Missouri, Mississippi, New Mexico, Oklahoma, Tennessee, and Texas.
- District 5 consists of Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, and Wyoming.

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 a copy of their resume. Applications to serve and self-nominations are to be submitted by letter and postmarked between January 1 and July 15, 2005.

The first meeting of ACHE's 2005-2006 Nominating Committee will be held on Tuesday, March 15, 2005, during the Congress on Healthcare Management in Chicago. The committee will be in open session from 2:45 p.m. to 3:45 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 need be, the committee will meet again on Friday, September 16, 2005, to determine which candidates for Chairman-Elect and Governor will be interviewed in person on Thursday, October 27, 2005. All candidates will be notified in writing of the committee's decision by September 30.

To review the Candidate Guidelines, use the "Affiliates Log In" button on ache.org to access the Affiliates Only Area and select the "Candidate Guidelines" link on the left-hand side of the page. If you have any questions, please contact Julie Nolan at (312) 424-9367 or jnolan@ache.org.

Mail applications to serve to Larry S. Sanders, FACHE, Chairman, Nominating Committee, c/o Julie Nolan, American College of Healthcare Executives, 1 N. Franklin St., Ste. 1700, Chicago, IL 60606-4425.

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Essential Coaching Skills

How can you bring out the best in others? Be a coach! As you practice and apply the following coaching skills, your employees will feel more motivated, demonstrate increased commitment to upholding agreements, and focus on doing their jobs well.

- Be present. Being present means being on an employee's agenda and letting him or her know that you understand the situation and its challenges. Before coaching someone, pay careful attention to the signals that indicate this rapport. The more you can be present, the better you will be as a coach.
- Set clear goals. Assuming that you and the other person are clear on what you each expect from the situation would be a mistake. Set immediate goals and long-term direction with questions such as "What do you want?" and "How will you know when you have that?"
- Ask versus tell. Giving unsolicited advice is not only disempowering but also unnecessary. If you feel compelled to offer advice, package it in a way that puts the other person in charge. For example, say, "I have an idea that you might find useful. Do you mind if I share it with you?"
- Make agreements. Unclear or incomplete agreements produce misery and suffering. In contrast, clear agreements create an atmosphere of mutual respect and shared power. Effective coaching turns up the volume on accountability for agreements, replacing the need for command and control.
- Give recognition. Offering fake praise or no praise at all is a mistake. Instead, look for something about the person and his or her performance that is praiseworthy. Be sincere and generously encourage the performance you want to see.
- Offer feedback. Mistakes can be the best teacher. Heed the motto "No failure, only feedback" by giving constructive suggestions for improvement. Gently confront areas that need attention, and provide both observation and interpretation so that you can openly discuss differing perceptions.
- Provide structure. Instead of allowing chaos to rule the day, design reasonable action steps to reach achievable goals. Structures are meant to support, not burden. They help people remember their commitments, systematically assess and adjust priorities, increase their capacity to focus, and track progress.
- Follow your intuition. Intuition is different from opinion or interpretation. An effective coach knows when to throw away the plan, when to be pragmatic, and how to politely challenge an employee's assumptions to prevent catastrophe.

Source: "The Eight Essential Skills of Coaching," by Daniel Robin, president, Daniel Robin & Associates, Santa Cruz, CA; www.abetterworkplace.com; (831) 761-0700; (800) 962-4733; dnr@abetterworkplace.com. This article is used with the permission of Daniel Robin & Associates. It may not be altered in any way and must be used in its entirety.

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Corporate Partnership Program

Keeping pace with the latest developments and maintaining high visibility are essential to achieving a competitive advantage in the evolving healthcare marketplace. To help you sustain this edge, we invite you to become a Corporate Partner of the Healthcare Leadership Network.

Our membership represents the demographics you want to reach. Healthcare Leadership Network is a regional professional organization whose members are healthcare executives and managers representing a variety of institutions and interests. Healthcare Leadership Network can help you reach out to over 300 local members who include: healthcare managers, consultants, experts in private industry, and faculty members at local universities.

With the evolving challenges of the healthcare industry, Healthcare Leadership Network is the cornerstone for healthcare professionals in the Philadelphia area. Healthcare Leadership Network promotes professional growth and development in healthcare management, and is the premier professional association for healthcare management professionals in the Delaware Valley. We are pleased to introduce a multi-level sponsorship program that will assist you to market and sell your products or services. Let us work together to educate our membership on your products and services, and develop a successful partnership. As a Healthcare Leadership Network Corporate Partner, you will increase your organization's exposure to some of healthcare's most influential decisions makers and play an important role in promoting Healthcare Leadership Network's cutting-edge educational programs. By becoming a Healthcare Leadership Network corporate partner, you will help support Healthcare Leadership Network's efforts to provide lifelong educational opportunities for healthcare leaders – leaders responsible for improving the health status of the communities they serve.

For more information on becoming a corporate sponsor, please contact Gene Fatula at kgfatula@msn.com.

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WELCOME TO OUR NEW MEMBERS

August 2004 through January 2005

Patricia Aaronson
Paoli Memorial Hospital

Kenneth Abrams, M.D.
Atlanticare Anesthesiology

Paul Andrulonis

Harshita Asthana
Temple University

Kayode Balogun
Philadelphia Department of Public Health

John Barickman
Lankenau Hospital - Main Line Health

Daniel Barr
Roxborough Memorial Hospital and Warminster Hospital

Matthew Braun
Children's Hospital of Philadelphia

Michael Butler
Hospital of the University of Pennsylvania

Joanne Carrocino, FACHE
Burdette Tomlin Memorial Hospital

Paul Cavanaugh
Chestnut Hill Rehab Hospital

Jeremy Cohen

Jonathan Cutler
ARAMARK

Helen della Guardia.
Montgomery County Geriatric Center

Kelley Dunn
Merritt Hawkins & Associates

Rebecca Eberly
Temple University Health System

Matthew Evans
Team Health

Henry Fader, Esq.
Pepper Hamilton LLP

Kathryn Farley
Independence Blue Cross

Gene Fatula
Visiting Nurse Association

Denise Frasca
Jeanes Hospital

Elaine Gallagher
Children's Hospital of Philadelphia

Peter Giammalvo, CHE
Catholic Health East

Kathleen Gibson
Cardinal Health, Inc.

Patricia Haynor
Villanova U., College of Nursing

Frances Herr
Thomas Jefferson University/Jefferson University Physicians

Dennis Hovanec
Papastaus Associates Medical Imaging

Diane Huntoon
Springfield Center

Beth Jacob
Department of Health and Senior Services

Heather Kaplan
HP Health Print

Paul Kempinski
Alfred I. duPont Hospital for Children

Marianne Kraemer
Our Lady of Lourdes Medical Center

Debbie Lempke

Marcella Lingham
Quality Community Health Care, Inc.

Bill McManus
Cardinal Health, Inc.

Susan Milner

Hary Moisis
Team Health

Anita Moorer
Pennsylvania Hospital

Therese Narzikul
RMMC

Thomas O'Connor
Independence Blue Cross

Robert Osinski, CPA
Thomas Jefferson University/Jefferson University Physicians

J. Troy Pappas
Temple University Health Management Program

Mark Piccirillo
Aramark Healthcare Management Services

Nivi Pillai
Temple University

Maxine Robin

Amy Rogers
Al duPont Hospital for Children

Carla Sampson

Wayne Sherman

Lisa Smalls

Lynne Stillely
Great Valley Health

Donna Swanson
Jennersville Regional Hospital

Michael Talerico, II
Delta Health Systems, Inc

Deborah Watson, FACHE
Bayhealth Medical Center

Larry Westfall

Kathryn Wood
Thomas Jefferson University Hospital

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Planning for Success

A successful career path can be as stressful as a cross-country family vacation or as gratifying as Spring break. Diligent planning, and patience are necessities. A dash of luck never hurts as well.

Successful job seekers must have both good information and well-developed job-hunting skills. Three important factors for a successful job search are an awareness of your goals and skills, an understanding of the labor market, and a well planned job search campaign.

Many employers across all industries are directing Job seekers to access their corporate web site for information about current job opportunities and career-related information. This streamlined, web-based application process allows the Employer to evaluate and track candidates who have applied for their open positions as well as build a database of candidates who may qualify for future positions. However, many job seekers mistakenly gloss over this integral step because many of the Applicant Tracking Systems that power the online application process force job seekers to complete a, sometimes lengthy, registration process. The few minutes required to complete the registration information, will be more than worth it. Often this registration process enables job seekers to submit more than just their resume. Job seekers can sometimes submit a customize "profile" of their skills (making their skills easier to search by the human resources department), check on the status of their application, and check on the status of the interview process.

During the application process it is also important to include as many industry "key words" as possible within your resume. Resumes are retrieved using a query, which searches based on keywords. For example, if the employer is looking for an accountant, they will probably use "accounting, accountant and CPA" or related words to search their resume database. Having these key words within your resume, the better the position your resume is listed in their search results.

Web sites such as Monster.com, Careerbuilder.com and HotJobs.com also have become essential components to any employers' recruitment plan. As such, these web sites are another great source for job seekers to apply to employers directly. One essential element in the application process on

these sites are codes usually indicated within job postings on these sites. These Job Codes, Reference Codes, Requisition Numbers are essential to correctly route your resume to the right email address, recruiter or "folder" within an applicant tracking system. If a code is referenced within a job posting, be sure to include this code as the subject line in your email, your cover letter and your resume. Association and Organization sites are both hidden gems in the world of online recruiting. These sites do an excellent job of categorizing employment opportunities by both geography and skill set. More importantly, these sites are made up of individuals who are at various stages of their careers who can undoubtedly relate to the issues that you as a job seeker are experiencing. In many cases, job seekers who become members of these sites receive emailed newsletters that list job opportunities or are allowed access to a members' only job database.

In the end, the Employer/Job seeker relationship is just like any other. Compromise is a requirement. Patience and determination are needed characteristics. Just as Employers attempt to cater to the career aspirations of job seekers when placing job openings, with the promise of an Award Bonus, Benefits package, and upward mobility, successful job seekers must do the same. By making themselves visible to employers, having a plan, executing it, and seeing it through, job seekers will be on the long and winding road to a successful and filling career.

Written by Jennifer Greenfield, Internet Development Manager and Akeem Dixon, Internet Account Coordinator from Alstin Advertising, Inc.

*Kim Tucker
Communications Specialist
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ANNOUNCEMENTS

Compensated registration for March 2-3 2005 NJ MGMA program in Atlantic City

for an interested HLNDV member or student that is planning to attend or wishes to attend the March 2-3 2005 NJ MGMA program in Atlantic City, We will be offering compensated registration if they are willing to be available at the HLNDV table to distribute brochures and answer questions about the benefits of the organization. Please contact Faith Pathak faith.pathak@uphs.upenn.edu as soon as possible with availability.

2005 Administrative Achievement Award

It is time to recognize your fellow Health Leadership Network of the Delaware Valley members by nominating a colleague for the 2005 Administrative Achievement Award. You are invited to nominate any member who you feel has demonstrated strong leadership ability, is creative and innovative, is committed to continuing education and is involved in professional organizations and community service. Other requirements include that the nominee is a graduate or postgraduate of an accredited university or college and that they hold a position with administrative responsibilities in the health care field.

If you have a candidate that you would like to nominate, please email Charlotte Heller at c.heller2@kenedyhealth.org by February 28, 2005. The Executive Committee of GPHA will determine the final list of nominees. If your nominee is a finalist, you will be expected to write a letter of recommendation based upon the specific criteria for the award.

Have you renewed your Healthcare Leadership Network membership for 2005?

Go to www.hlndv.org and use our secure website to renew right away! You have only until February 15, 2005 to renew, so make your response today!

Your Chance to Advance!

HLNDV members who are also members of the American College of Healthcare Executives (ACHE) have the opportunity to advance in ACHE with the goal of obtaining the Certified Healthcare Executive (CHE) or Fellow of the American College of Healthcare Executives (FACHE) credential. There are three key benefits to advancement:

1. The CHE and FACHE credentials are highly regarded in the healthcare field.
2. Advancement demonstrates your commitment to the healthcare management profession and to ACHE.
3. The advancement process continues your professional development.

The process to advance to CHE or FACHE does have several requirements and HLNDV has some programs to assist you in the advancement process. If you are interested in advancement, and are not aware of the requirements, the information can be found at www.ache.org.

One of the requirements for advancement to Diplomate (CHE) is to take the Board of Governors examination. HLNDV coordinates an annual study group to prepare for the exam. The current study group began meeting bi-weekly in Sept. 2004 and will conclude in April 2005. The next group will begin meeting in Sept. 2005. Please contact Rieke Baize at (856) 802-3133 or rbaize@hotmail.com for more information on this group.

One of the requirements for advancement to Fellow (FACHE) is to write a thesis, draft three case studies or complete a mentorship project. While such activities are typically completed individually, HLNDV coordinates a Fellowship Advancement Support Group to provide guidance, support and motivation as the project is completed. This group meets monthly via conference call. Please contact Dennis Skrajewski at 610-722-6137 or dskrjewski@davita.com for more information on this group



Healthcare Leadership Network *of the Delaware Valley*

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Gail Malcolm, Editor

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