



**THE CAROLINAS SOCIETY OF HEALTHCARE EDUCATION
AND TRAINING (CSHET) PRESENTS**

SETTING SAIL: A JOURNEY TO EXCELLENCE

40TH ANNUAL SPRING CONFERENCE

WEDNESDAY, APRIL 25 – FRIDAY, APRIL 27, 2012

AVISTA RESORT

NORTH MYRTLE BEACH, SC

**CONFERENCE REGISTRATION FEES
STARTING AT \$225 MEMBERS/
\$295 NON-MEMBERS**

**ROOM RATES
STARTING AT \$52/NIGHT**

**UP TO 12.5 CONTACT HOURS,
CONTINUING NURSING EDUCATION**



**FEATURED SPEAKER:
SANDRA BENFIELD, MED, RN**

Program Description

Join your colleagues in healthcare education from across the Carolinas for a 3-day journey to excellence. Nationally recognized speakers will share the latest insights and promising practices that will take any educational initiative, program or project from good to great. Break away from your normal routine to enjoy the beachfront conference setting while you learn from the experts, network with peers, and renew your passion for healthcare education!

Target Audience

Nurse educators; staff development educators; patient and community educators; continuing education directors; college and university faculty of health programs; AHEC education coordinators, directors and administrators; education department assistants and paraprofessionals; and all other education professionals in healthcare settings. The conference is open to non-members of CSHET, as well attendees from outside of the Carolinas.

Agenda

Wednesday, April 25, 2012

11:30 - 1 pm Registration (*Please note that lunch is not provided*)

1 - 1:15 pm Welcome & Announcements

1:15 - 2:45 pm Leadership in Educational Excellence
Elaine Scherer, MA, BSN, RN

There's no big secret to leadership in educational excellence; it starts with specific behaviors, which result in quality outcomes! Through case studies of real-world successes, learn how leaders behave and how their actions lend themselves to excellence. The results speak for themselves!

2:45 - 3:15 pm Refreshment Break

3:15 - 4:45 pm Leadership in Educational Excellence (continued)
Panel discussion facilitated by Elaine Scherer, MA, BSN, RN

4:45 - 5 pm Evaluation & Wrap-Up Day 1

5 - 6:30 pm Networking Reception with Heavy Hors d'oeuvres

Thursday, April 26, 2012

7:30 - 8 am Breakfast & Registration

8 - 10 am Shared Governance in Healthcare Education: Challenges and Opportunities
Regina Phelps, PhD, RN-BC, NEA-BC

This interactive session will focus on the challenges and opportunities encountered in the development, ongoing refinement and evaluation of shared governance/shared decision making models. The presentation will use a framework of current research, practical processes and outcomes.

10:00 – 10:30 am **Break**

10:30 – 11:30 am **Quality Improvement: Problem-Solving on Steroids**
Dawn Grant, MPH

Making data-driven decisions is key to solving problems. This presentation will turn the negativity associated with identifying and solving organizational problems into the positive approach of quality improvement through teamwork.

11:30 am – 12:45 pm **Lunch & CSHET Business Meeting**

12:45 – 2 pm **Feature Presentation: Riding the Waves from Good to Great**
Sandra Benfield, MEd, RN

This presentation encompasses techniques for advanced customer service in a changing healthcare environment. We'll examine the use of various methodologies, from communication techniques to leadership styles, in providing the "excellent" customer experience. Attendees will review evidence-based customer service practices in healthcare and gain a better understanding of the impact of exceptional customer service skills in a value-based purchasing environment.

2 – 2:30 pm **Refreshment break**

2:30 – 4 pm **Riding the Waves from Good to Great (continued)**

4 – 4:15 pm **Evaluation & Wrap Up Day 2**

Friday, April 27, 2012

8 – 8:30 am **Registration & Breakfast**

8:30 – 10 am **Lessons Learned from Novice Nurse Researchers**
Sally Bulla, PhD, RN

Evidence-based practice and research can seem daunting. Staff are often frightened, resistant and intimidated when it comes to research. Misconceptions are that nurse researchers must have PhD degrees, must know advanced statistics, and must be excellent writers. One way to combat such fears is through the sharing of stories of novice researchers, and how each began the research journey. At the end of this presentation you'll be able to say, "If they could do it, so can I!"

10 – 10:30 am **Break & Hotel Check-Out Time**

10:30 am – 12 noon **The Case for Leaving Things Out**
Beverly House, MHS, RN

Prepare yourself for a courtroom trial with a judge, attorneys, and witnesses like you've never seen before. If you've ever been tempted to cram as much information as possible into an educational program, and find yourself running out of time, you are not alone. This closing session will help you discover why you should leave things out, what to leave out and how to leave things out. After all the evidence is presented, YOU be the judge and decide for yourself... when it comes to excellence and quality, is less really more?

12 – 12:15 pm **Evaluation & Closing Comments**

Contact Hours

This activity has been submitted to the North Carolina Nurses Association for approval to award contact hours. The North Carolina Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

Contact Hours requested:

3.25 Contact Hours, CNE for 4/25/2012

6.0 Contact Hours, CNE for 4/26/2012

3.25 Contact Hours, CNE for 4/27/2012

Attendees must participate in 100% of the educational activity each day to receive credit. Partial credit will not be awarded. Certificates will be distributed at the end of each day.

Disclosure statements will be read for each faculty member at introduction.



Hotel & Travel

This event will be held at the:

Avista Resort

300 N. Ocean Drive

N. Myrtle Beach, SC 29582

A limited number of rooms are available at rates between \$52 - \$119 per night plus tax. To make a reservation, call (843) 249-2521 and mention that you will be attending the CSHET Conference.

There is no fee for parking.

If you will be traveling by air, Myrtle Beach International Airport (MYR) is the closest airport. Visit www.flymyrtlebeach.com for information on airlines and ground transportation.



Registration Form

Registration fees include program materials, meals/breaks, Wednesday night reception, and contact hours.

Name and Credentials: _____

Title: _____

Organization: _____

Address: _____

Phone: _____

Email: _____

Registration Fees

	<i>CSHET Members</i>		<i>Non-CSHET Members</i>	
	<i>Early</i>	<i>Regular</i>	<i>Early</i>	<i>Regular</i>
	<i>(Rec'd by 3/30)</i>	<i>(Rec'd 4/1 or after)</i>	<i>(Rec'd by 3/30)</i>	<i>(Rec'd 4/1 or after)</i>
FULL Conference registration fee	\$225	\$275	\$295	\$345
TWO-DAY Registration fee Circle days you will attend: 4/25 4/26 4/27	\$175	\$225	\$200	\$250
ONE-DAY Registration fee Circle day you will attend: 4/25 4/26 4/27	\$95	\$145	\$125	\$175
MEMBERSHIP SPECIAL: Not a CSHET Member? <u>Join NOW and register at CSHET Member pricing to save money!</u> Add \$60 for annual membership dues to your registration fee.	\$ 60			
Total payment:	\$			

Mail ONE registration form per attendee.

Pay by check: Make checks payable to **CSHET**. Mail with a copy of your registration form to:

CSHET

c/o Linda Kinney

1666 Westbrook Circle

Gastonia, NC 28052

Pay with a credit card: Visit www.CSHET.org and click on the 'Conferences' link to pay securely online. Print a copy of your receipt and mail with your completed registration to Linda Kinney at the address above.

Questions? Contact Amy Vega, Conference Planner at (910) 920-5609 or cshet@email.com
Visit us on the web at www.CSHET.org