



# 2012 OPEN MINDS Best Management Practices Institute

February 16-17, 2012 | Sheraton Sand Key Resort - Clearwater Beach, Florida

The **only** conference for health and human service executives focused on game-changing methods for **improving organizational performance**



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## In today's competitive market, performance is everything...

The management adage is that environment drives strategy and strategy drives management operations. In a health and human service market where change in the environment—both large and small—is the only constant, are your management practices what they need to be to succeed? Is your organizational performance, compared to your competitors, where it was five years ago?

*If your answer to these questions is, "maybe," then you need to join the OPEN MINDS team for our 2012 Best Management Practices Institute—the only conference for executives in the health and human service industry focused on game-changing methods for improving organizational performance.*

**Why take two days out of your busy schedule?** This two day executive boot camp is designed to enhance your organization's strategic decision-making abilities and improve your organizational performance in four key areas:

- » Information systems and metrics-based management
- » Financial management
- » Human resources
- » Compliance and corporate risk management

Our focus is specifically on the organizations that serve consumers with chronic conditions and complex social support needs. So if your services include:

- » Mental health and addiction
- » Chronic disease management
- » Child welfare and family preservation
- » Disability supports and long-term care

then we have the management practices you need to improve your performance while increasing your competitive advantage.

## 5 Reasons You Should Attend

- 1. Performance is everything in the current market:** This is the institute that will provide you with practical tools and advice you need to measure, manage, and improve your organizational performance.
- 2. Measurement matters:** Productivity, unit cost, profitability... Our consultants and guest faculty are ready to discuss what to measure—and then what to do with that crucial data.
- 3. Leverage your technology:** Our experts will demonstrate how you can use your current information systems to improve your organizational performance and to enhance your ability to make strategic decisions.
- 4. Learn from your peers:** This institute is designed for executives—and provides the opportunity to meet your peers and share solutions that work. From formal discussion sessions to networking by the pool, you will have plenty of opportunities for one-on-one sharing.
- 5. Florida in February:** A long weekend in a hotel on the beach is good for reflection and stress management!

Join us February 16-17, 2012 at the Sheraton Sand Key Resort!

Learn more at [www.openminds.com/bmpi](http://www.openminds.com/bmpi)

## Thursday, February 16th, 2012

### What Does It Take To Be A CEO In The Current Health Care Market?

*Jonathan Evans, Chief Executive Officer, Safe Harbor Behavioral Health*

(8:00am - Plenary Address) Turbulence – a state or condition of confusion, movement, or disorder. It is the perfect word to describe the health care market today. And for a chief executive officer, navigating a course for your organization through this turbulence is quite a feat to handle. During this engaging session, we'll discuss what it takes to be a successful CEO and how you can strategically position your organization for success, even in an unsteady marketplace.

- » Challenges facing CEOs in the current health and human service market
- » Tips and tricks for success in a turbulent market

### Metrics-Based Management: How To Improve Your Bottom Line With Better Use Of Data

*John Talbot, PhD, Executive Vice President, OPEN MINDS*

(9:15am) Most organizations have the data they need to support metrics-based management in their current information systems; but they don't know how to organize the information. This session will review the cornerstones of data that organizations need to drive innovation, enhance care quality, and improve operational performance by reviewing:

- » How to develop a culture of organizational measurement
- » The four cornerstones of metrics-based management

### Clinical Productivity Management: How To Promote Executive & Clinical Collaboration

*Rejean Carlson, MBA, Executive Vice President OPEN MINDS*

(9:15am) There are a number of factors at play in the field that are prompting health and human service organizations to enhance their staff's productivity; but finding success in clinical productivity management can be a difficult task. That is why productivity management requires collaboration at every level. During this presentation, we will review:

- » How to measure productivity: steps in the process and proven models
- » How to use productivity measures in supervision process
- » Performance-based contracting case studies

### Reinventing The CFO: The Enhanced Role Financial Officers Play In A Shifting Market

*Rejean Carlson, MBA, Executive Vice President, OPEN MINDS*

(11:00am) The news is full of stories that reflect the impact of the current economic turbulence on health and human service organizations—payment delays from state payers; termination of cost-based reimbursement for services; program closures; staff reductions. And in this environment, organizations are expecting and demanding much more from the chief financial officer than simply crunching numbers. In this session, we will explore:

- » Linking budgeting and forecasting to strategic planning
- » Managing increasing regulatory requirements
- » Integrating finance and strategy into organizational culture

### The Importance Of Data In Human Resource Management

*Scott Skyberg, CPA, PMP, Project Manager, DATIS*

*Joseph Naughton-Travers, EdM, Senior Associate, OPEN MINDS*

(11:00am) Using data and metrics-based evaluation in human resource management can benefit an organization's operations and executive teams in strategic decision making. HR data collecting and reporting should be an organization-wide activity that engages individual team members. Important decision making information can be easily accessible and timely, not delayed, tedious, routine reporting. In this session we will review:

- » The essential components of HR data collection
- » How to ensure data collection integrity
- » When and where to deliver your HR data for the most benefit to the organization

### Essential Do's & Don'ts For Corporate Compliance

*Joseph Naughton-Travers, EdM, Senior Associate, OPEN MINDS*

(2:00pm) Executive teams of service provider organizations are facing an increasing number of requirements – from state licensing and accreditation, to HIPAA regulations and liability insurance. The question for provider organizations is how can you develop and implement an effective compliance plan that is also a risk management tool? Don't miss this informative session where you will learn:

- » The *OPEN MINDS* corporate compliance checklist
- » Case studies of compliance best practices

### Using Metrics To Improve Clinical Performance

*William R. Connors, MSW, Senior Vice President, Netsmart*

(2:00pm) Clinical metrics are no longer considered an optional part of assessment and treatment. In fact, the use of metrics and the information they provide are critical to an organization's ability to provide high quality care and maximize staff effectiveness. This session discusses the importance of metrics, including specific examples of how they help support evidence-based practice, assure effective outcomes, meet the clinical quality measures for EHR Meaningful Use, and pave the way toward accountable care.

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## The Evolving World Of Medicaid & Medicare: How New Policies Are Shaping The Market For Providers

*Monica E. Oss, Chief Executive Officer, OPEN MINDS*

(3:45pm) We've seen a lot of policy changes and new regulations from the Centers for Medicare and Medicaid Services (CMS) over the past few years, and as the administration continues to implement the various provisions of the health care reform legislation, you can expect to see many more in the years to come. From quality rating systems, to accountable care organizations, to new benefit options – CMS is changing the health care landscape. In the midst of all of this chaos, the true question to ask, is what are the implications for service provider organizations? During this session we will explore:

- » The latest programs and regulations from the Centers for Medicare and Medicaid Services
- » How changes to Medicaid and Medicare will affect service provider organizations
- » How provider organizations can strategically position themselves for success in an evolving market

## Exclusive Networking Reception & Cocktail Party

(4:45pm) Join us for our annual networking reception and cocktail party as we wrap-up day one of the institute. During this time, you'll have the opportunity to meet the institute faculty and network with top executives in the field.

## Friday, February 17th, 2012

### Strategic Human Resource Management: How Do You Attract & Retain Top Talent?

*ellise hayden, Development Director, Adelante Healthcare*

(8:30am) In our current competitive, performance-driven environment, employees have the ability to make or break an organization – from managers, to front-line staff. Employee recruitment and retention are two of the most challenging issues facing health and human service organizations today. Join us for this essential session where you will learn:

- » The human resource management competencies that your organization needs to succeed in the decade ahead
- » How to assess your organization's human resource competencies
- » How to compete for and retain top talent by becoming an "employer of choice"

### Budgeting For Technology: How Much Is Enough?

*Joseph Naughton-Travers, EdM, Senior Associate, OPEN MINDS*

(10:00am) Technology plays a large role in modern life; increasingly, we are seeing that the world of health and human services isn't immune from the disruptive effects of technology. Electronic health records, customer relationship management software, website development, and billing/accounting software are all necessities for service provider organizations in our current health care market. Through this presentation, you will:

- » Learn how to develop an organization-wide IT plan
- » Review the budgeting process for your organization's software and implementation needs
- » Engage in a structured workgroup discussion to share your own technology budgeting questions and learn about your colleagues experiences

### Five Ways To Ensure EHR Implementation Success

(10:00am) Implementing an electronic health record (EHR) can be challenge for any organization—getting staff buy-in, planning for new technology, and maintaining productivity through the transition can all present problems. In this session, we will share a customer case study and proven strategies from more than 100 successful electronic health record (EHR) implementations. Through the experiences of other service provider organizations, you will learn the top five things you can do to ensure that your EHR is implemented both quickly and effectively.

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### Better Performance = Competitive Advantage: A New Equation For Today's Health & Human Service Market

*Monica E. Oss, Chief Executive Officer, OPEN MINDS*

(11:30am - Plenary Address) In this closing session, *OPEN MINDS* chief executive officer Monica E. Oss will explore how the use of information systems and metrics based management can improve your organization's performance and help you to gain the competitive advantage in today's health care market. We will cover:

- » The importance of data and metrics in today's health care market
- » The role that finance, human resources, and compliance management play in shaping an organization's performance in the market
- » The keys to success for your organization in a competitive environment

**Check the institute web site for continuous updates on speakers, sessions, and sponsors — [www.openminds.com/bmpi](http://www.openminds.com/bmpi)**

# Registration Form

2012 OPEN MINDS BEST MANAGEMENT PRACTICES INSTITUTE

FEBRUARY 16-17, 2012 | CLEARWATER BEACH, FLORIDA

Please register me for (check to indicate your choice)

INDIVIDUAL REGISTRATION: EARLY BIRD RATE (BEFORE 1/16/2012)			REGULAR RATE (AFTER 1/16/2012)		
Registration: 1 attendee	<input type="checkbox"/> \$495			<input type="checkbox"/> \$695	
GROUP REGISTRATION					
Registration: 2 attendees	<input type="checkbox"/> \$495 each / \$990 total			<input type="checkbox"/> \$525 each / \$1,100 total	
Registration: 3 attendees	<input type="checkbox"/> \$425 each / \$1,275 total			<input type="checkbox"/> \$475 each / \$1,425 total	
Registration: 4 attendees	<input type="checkbox"/> \$375 each / \$1,500 total			<input type="checkbox"/> \$425 each / \$1,700 total	
Registration: 5 attendees	<input type="checkbox"/> \$350 each / \$1,750 total			<input type="checkbox"/> \$400 each / \$2,000 total	
Registration: 6+ attendees	<input type="checkbox"/> \$325 each			<input type="checkbox"/> \$375 each	

Total Charge: \$ \_\_\_\_\_

## Registrant Information

(For multiple registrations, duplicate form below or send attendee details in separate document or e-mail)

Name \_\_\_\_\_ Credentials \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Registrant E-mail \_\_\_\_\_ Additional E-mail Contact \_\_\_\_\_

Visa     MasterCard     American Express     Discover     Check Enclosed

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder's Printed Name \_\_\_\_\_

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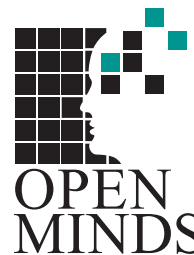
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**FAX THIS FORM TO**  
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**MAIL THIS FORM TO**  
OPEN MINDS  
163 York Street  
Gettysburg, PA 17325



**Registration Guidelines:** Requests for refunds must be received in writing at least 30 days prior to the event and are subject to an administrative charge of \$50. No refund will be made less than 30 days prior to the event. Substitute enrollment for another OPEN MINDS event on another date will be accepted for an administrative fee of \$25, plus the difference in registration fees. An alternate individual may attend in place of the registered attendee for a \$25 administrative fee.

**Group Registration Guidelines:** Requests for refunds are not accepted for group purchases. Replacement registrants are accepted at no additional charge. Unused registrations for a particular event will be added to a group registration subscription for the organization to use for an alternate OPEN MINDS event within one (1) calendar year from the date of purchase. Refunds will not be given for any unused registrations after the subscription expires.

See You February 16-17, 2012 at the Sheraton Sand Key Resort!