



OR BUSINESS MANAGEMENT CONFERENCE 2021

SEPTEMBER 27 – 29, 2021

SHERATON SAN DIEGO HOTEL & MARINA | SAN DIEGO, CA

THE #1 CONFERENCE
FOR BUSINESS
LEADERS OF THE OR

Register For Either Event With The VIP Code
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ORBusinessManagementConference.com

BONUS! Participate in the **ENCORE DIGITAL EVENT** from November 15-19, 2021!

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Event Information Accurate as of June 16, 2021

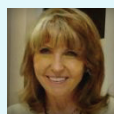
OR BUSINESS MANAGEMENT CONFERENCE 2021

SEPTEMBER 27 – 29, 2021 | SHERATON SAN DIEGO HOTEL & MARINA | SAN DIEGO, CA

The OR Business Management Conference is the premier conference for operating room business managers, directors and perioperative services professionals. Attend and walk away with valuable information that you can implement in your organization as soon as you get back to work– best practices for effective staffing, new uses of OR technology, overall financial management of the OR and much more.

This year's program was put together by industry leaders who understand the challenges that you and your teams face every day!

2021 PROGRAM COMMITTEE



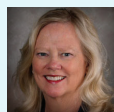
CHAIR

Mary Lou Jones, BSN, CSSM
Business Manager
Maricopa Integrated Health System



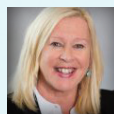
CO-CHAIR

Bethany Daily, MHA
Executive Director, Perioperative Services &
Healthcare Systems Engineering
Massachusetts General Hospital

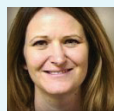


EDUCATION COORDINATOR

Amy Bethel, MPA, RN, NE-BC
Education Coordinator
OR Business Management Conference



Gail Avigne, MSN, RN, BA, CNOR
Principal Consultant
Press Ganey Associates, Inc.



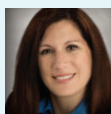
Christina Gravales, MSN, RN, NE-BC, CPAN, CAPA
Administrative Director, Perioperative Services
Detroit Receiving Hospital



Cory Guy, MBA, CPA
Finance Director
Cleveland Clinic



Cynthia Kildgore, MSHA, BSN, RN, CNOR
Education Coordinator
OR Manager Conference



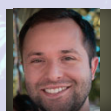
Megan Mitchell, MBA
Director, Business Operations, Perioperative,
Orthopedic & Neurosciences
Memorial Medical Center



Michael Pfannes
Regional Sales Director
Getinge



Dolores Reisert, MS, RN, CNOR, NE-BC
Senior Administrator Director II Perioperative
Services
Long Island Jewish Medical Center



Matthew Ruby, MHA
Business Operations Director, Surgical Services
Northwestern Memorial Hospital



Sheila Stein, CNS, RN, FNP-BC, RNFA
Director, Surgical Services
Cayuga Medical Center



Denise Waslo, MSN, RN, CNOR, CSSM, NE-BC
Associate Executive Director, Perioperative Services
Long Island Jewish Valley Stream

NETWORKING EVENTS YOU WON'T WANT TO MISS

"PICK UP YOUR BADGE" CHAMPAGNE RECEPTION

Sunday, September 26
3:00 - 5:00 pm

Join your peers for a networking fun-filled champagne reception, sponsored by Hospital IQ!

Sponsored by:



NETWORKING BREAKFAST

Monday, September 27 | 7:30 – 8:00 am

Get an early start to your morning and network with your peers!

Sponsored by:



WELCOME RECEPTION

Monday, September 27 | 5:30 – 7:00 pm

Relax with your peers at the end of the day, enjoy the festivities, delicious food, cocktails and networking with your colleagues.

Sponsored by:



NETWORKING BREAKFAST

Tuesday, September 28
7:30 – 8:00 am

Get an early start to your morning and network with your peers!



SUNSET CATAMARAN CRUISE

Tuesday, September 28
4:30 – 6:30 pm

Come sail away with us! Join your peers on a sunset Catamaran cruise around San Diego's picturesque waters. Take in the sights on the outer deck or enjoy 360-degree views from within the luxurious interior salon during a 2-hour cruise including food and beverages.

*\$85 per person (food and beverages included)
Guest tickets also available for purchase.*



SAN DIEGO DINE-AROUND

Tuesday, September 28
5:00 - 9:00 pm

Called one of "America's Best Cities for Foodies" by Travel & Leisure magazine, San Diego's culinary scene is a burgeoning, vibrant mix of locally inspired flavors, from delightfully simple to artfully sophisticated. As a conference attendee, you can hop in a complimentary, round-trip shuttle from the Sheraton San Diego Hotel & Marina Lobby to the lovely downtown neighborhood of the Gaslamp District, home to more than 100 of San Diego's top restaurants, you can partake in informal dining experiences throughout the area.



NETWORKING BREAKFAST & KEYNOTE PRESENTATION

Wednesday, September 29 | 7:30 – 8:45 am

Enjoy breakfast and a presentation by LeanTaaS about Perioperative 'Systemness'. Enjoy 30 minutes of networking before this last keynote of the conference begins and make a few new connections at your table before sitting down to enjoy our morning keynote.

Sponsored by:  LeanTaaS

OR BUSINESS MANAGEMENT CONFERENCE 2021 SCHEDULE-AT-A-GLANCE

SUNDAY, SEPTEMBER 26

1:00 pm – 5:00 pm	Registration Open & Exhibitor Set-Up
3:00 pm – 5:00 pm	“Pick Up Your Badge” Champagne Reception – sponsored by Hospital IQ

MONDAY, SEPTEMBER 27

7:00 am – 6:00 pm	Registration Open
7:30 am – 8:00 am	Networking Breakfast – sponsored by Preftech
8:00 am – 9:00 am	Opening Keynote Presentation
9:15 am – 10:15 am	Concurrent Breakout Sessions
10:15 am – 10:45 am	Morning Networking Break in the Exhibit Hall
10:45 am – 11:45 am	Concurrent Breakout Sessions
12:00 pm – 1:15 pm	Keynote Lunch – sponsored by Surgical Directions
1:15 pm – 1:45 pm	Dessert with Exhibitors
1:45 pm – 2:45 pm	Concurrent Breakout Sessions
3:00 pm – 4:00 pm	Concurrent Breakout Sessions
4:00 pm – 5:00 pm	Networking Event with Exhibitors
5:30 pm – 7:00 pm	Welcome Reception – sponsored by Cohealo & Preftech

TUESDAY, SEPTEMBER 28

7:00 am – 4:00 pm	Registration Open
7:30 am – 8:00 am	Networking Breakfast
8:00 am – 9:00 am	Keynote Presentation
9:15 am – 10:15 am	Concurrent Breakout Sessions
10:15 am – 10:45 am	Morning Networking Break in the Exhibit Hall
10:45 am – 11:45 am	Concurrent Breakout Sessions
11:45 am – 1:00 pm	Keynote Lunch – sponsored by Getinge
1:00 pm – 1:30 pm	Dessert with Exhibitors
1:30 pm – 2:30 pm	Concurrent Breakout Sessions
2:30 pm – 3:00 pm	Afternoon Networking Break in the Exhibit Hall
3:00 pm – 4:00 pm	Keynote Presentation – sponsored by Whitman Partners
4:30 pm – 6:30 pm	Sunset Catamaran Cruise
5:00 pm – 8:00 pm	San Diego Dine-Around

WEDNESDAY, SEPTEMBER 29

7:30 am – 11:00 am	Registration Open
7:30 am – 8:45 am	Networking Breakfast & Keynote Presentation – sponsored by LeanTaaS
9:00 am – 10:00 am	Concurrent Breakout Sessions
10:15 am – 11:15 am	Concurrent Breakout Sessions

THE 2021 OR BUSINESS MANAGEMENT CONFERENCE PROGRAM

Learn about new technology and systems that have helped healthcare facilities nationwide by hearing OR business leaders share their best practices and experiences.

LOOK FOR THESE ICONS & PLAN OUT YOUR PERSONALIZED AGENDA



FINANCE TRACK

The Finance Track focuses on the bottom line of your facility. Discover how to balance costs with the operational and staffing requirements needed for optimal outcomes.



DATA ANALYTICS TRACK

Large amounts of data can be overwhelming and not always have a clear path for improvement. Learn how to leverage analytics to sustain productivity, reduce costs and grow new service lines in the Data Analytics Track.



SUPPLY MANAGEMENT TRACK

The Supply Management Track delves into matching supply with demand. Find out how data transparency and the use of the right technology can drive efficiencies and cost savings.



OPERATIONS TRACK

Providing excellent healthcare requires an excellent team. Learn from the experts about how to engage staff at all levels to improve consistency of using best practices and prevent nurse burnout in the Operations Track.



PERFORMANCE IMPROVEMENT TRACK

The Performance Improvement Track tackles using new tools that are constantly working to improve the OR. Discover how to properly integrate new technology to benefit your facility.

SUNDAY, SEPTEMBER 26

“PICK UP YOUR BADGE” CHAMPAGNE RECEPTION

3:00 – 5:00 pm

Join your peers for a fun-filled networking Champagne reception, sponsored by Hospital IQ.

Sponsored by:



OPENING KEYNOTE: Leadership Gold – How to Be a Leader Worth Following 8:00 – 9:00 am

In an era of increased competition and pressure to perform, decreased profit margins, and a multitude of other challenges, how well are you leading your team? How are you managing the toughest person in the room? To be a successful leader, you need the intelligence, strategy, and expertise to answer these types of questions. Whether you are having difficulty responding to unanticipated challenges or simply want to improve your leadership skills, this presentation will give you the strategies you need to help your team succeed.

What you will learn

- Identify the defining moments in your leadership journey.
- Describe three critical choices to make before you make anything else.
- Determine why people quit people, not companies.

Speaker:



Ed Krow, SPHR, SHRM-SCP, CCP
Talent Transformation Expert
Ed Krow, LLC

MONDAY, SEPTEMBER 27

NETWORKING BREAKFAST

7:30 – 8:00 am

Get an early start to your morning and network with your peers!

Sponsored by:



BREAKOUT SESSIONS

9:15 – 10:15 am



Patient Satisfaction Starts with a Solid Perioperative Assessment Program

Day-of-surgery cancellations cost hospitals millions of dollars every year in revenue, but the impact on the patient is far greater. It can be emotionally or psychologically devastating, especially when the cancellation could have been prevented. Implementation of a comprehensive preoperative assessment program The Ohio State University Wexner Medical Center has reduced day-of-surgery cancellations by 75% and saved well over a million dollars. Learn how we did it and what tools can help you develop or refine your own program for surgical patient optimization.

What you will learn

- Discuss the impact of day-of-surgery cancellations.
- Describe the benefits of implementing a surgical optimization program.
- Identify specific metrics to measure outcomes.

Take-home tool

A questionnaire from our electronic medical record, IHIS/EPIC module, and a dashboard template for measuring outcomes. Other tools include a roadmap of our process, infrastructure, methods of communication dissemination, and lessons learned.

Speakers: **Sheryl Burtch, MS, BSN, NEA-BC**
Sr. Director, Surgical Services
The Ohio State University Wexner Medical Center

Brenda Kendall, DNP, MS, RN, CNOR
Associate Chief Nursing Officer
The Ohio State University Wexner Medical Center



Stop, Drop & Role: Stop Dropping Patients with Financial Burdens and Roll with Price Transparency

Healthcare is the only section of the economy in which service providers and consumers do not know the total price of a given transaction. Because more patients have high-deductible health plans than in the past, they have more financial responsibility for their care. Healthcare pricing transparency is the key to timely collection of revenue for which the patient is responsible. Providing healthcare consumers with pricing and out-of-pocket cost information well in advance of their surgical procedure enables them to make informed financial decisions. Learn how you can help your patients while also strengthening your bottom line.

What you will learn

- Discuss why healthcare pricing transparency matters now.
- Identify guiding principles for healthcare price transparency.
- Describe the relationship between price transparency and the patient experience.

Take-home tool

Out-of-pocket quote worksheet.

Speaker: **Becky Ziegler-Otis, MHA, CASC, RHIA, CPHQ, CHC**
Administrator
Ambulatory Surgical Center of Stevens Point

MORNING NETWORKING BREAK IN THE EXHIBIT HALL

10:15 – 10:45 am

BREAKOUT SESSIONS

10:45 – 11:45 am



What the OR Needs to Know About the New Gainsharing Rules

Balancing cost, quality, and revenue has become more achievable with new guidance on gainsharing agreements from the Centers for Medicare & Medicaid Services (CMS) and the Office of Inspector General (OIG). With some of the operational obstacles loosened, it is easier to define and monitor value-based purpose and activity through the alignment of physicians and hospital teams. We will discuss the political, legal, and data requirements to start the process as well as the differences between co-management and other physician alignment strategies. After appropriate legal agreements are in place, surgeons can become actively involved in sourcing strategies that will allow product choice but also significant savings. Lessons learned in physician gainsharing and other alignment activities will be discussed to help attendees gain surgeon buy-in.

What you will learn

- Discuss how CMS gainsharing rules are linked and drive adherence to OIG rules.
- Identify appropriate quality metrics for a value-based activity within a value-based purpose.
- Describe the opportunity to use gainsharing as an effective physician alignment strategy.

Take-home tool

Discussion guide for use by the business managers to properly prepare for and have conversations with surgeons, legal counsel, and senior leadership to determine if a gain sharing arrangement would align the interests of all parties.

Speakers: **Girard Senn, MS, RN**
Director
Pinnacle Healthcare Consulting

Anthony Long, MBA, FACHE, FACCA, CAAMA
Partner
Pinnacle Healthcare Consulting



Optimizing Surgical Care Through Advanced and Predictive Analytics

Surgical services represent both highest cost and the highest operating margin for providers. Optimizing surgical capacity is key to ensuring surgeon satisfaction and profitable operations. During this session, HealthInsights.ai will share how advanced and predictive data science has enabled healthcare leaders to rethink surgical case scheduling, including:

- Retrospective analytics that identify opportunities to recapture cost time and reduce variations in care through self-service analytics tools.
- Near-real-time analytics that identify bottlenecks leading to delays and potential overtime for surgical staff.
- Predictive analytics that use machine learning and outlier detection techniques to forecast block utilization, improve schedule accuracy, and reduce potential billing errors.

What you will learn

- Identify the clinical, financial, and operational source data sets used for the analytics.
- Identify the highest priority key performance measures.
- Describe the analytics views and statistical functions that are used to effectively manage and optimize surgical capacity and reduce supply costs.

Speaker: **Ruben Martinez**
President
Healthinsights.ai

KEYNOTE LUNCHEON: Creating and Sustaining High-Performing Surgical Services

12:00 – 1:15 pm

Sponsored by:  **SURGICAL DIRECTIONS**

A prestigious Southeast hospital sought to turn its surgical services department into a best-in-class facility with high clinical, operational, and financial performance. The hospital's surgical services are part of a blended adult/pediatric Level II trauma center that is the busiest in the region. The goals were to improve patient access; increase engagement of surgeons, anesthesia providers, and staff; resolve scheduling issues; increase efficiency; and solidify the facility's reputation as a great place to work and receive care. Through a focused effort supported by Surgical Directions consultants, the hospital revamped its surgical services governance council, reduced room turnover times, redesigned and gain surgeon buy-in on a new block schedule, and improved first case on-time starts. As a result, both patient care and the contribution margin of surgical services improved.

What you will learn

- Identify ways to reduce same day-cancellations, improve prime-time utilization, and create a seamless experience for surgical patients.
- Describe how to establish and sustain a high-functioning surgical services governance council.
- Discuss how to increase collaboration among surgeons, anesthesia providers, nursing, and administrators.

Speaker:



Leslie Basham, MBA, BSBA
President and CEO
Surgical Directions

BREAKOUT SESSIONS

1:45 – 2:45 pm



Move Your SPD From Low to High Performance with Lean Six Sigma

Institutional barriers can make it very hard for the sterile processing department (SPD) to improve instrument availability, functionality, and safety. Using case studies, we will apply Lean Six Sigma principles and tools to find and resolve the root causes of poor performance in the SPD by implementing continuous improvement plans. If you face any of the typical obstacles that tend to compromise performance in the SPD, you will gain insights from these examples to help increase efficiency in your facility.

What you will learn

- Discuss the historical origins of the SPD and the institutional barriers to success.
- Describe how to apply Lean Six Sigma principles and tools to fix the SPD.
- Discuss the commitment needed from executive leadership to transform the SPD.

Take-home tool

Examples of Lean Six Sigma tools to use in evaluating SPD performance.

Speaker: **Gregory Agoston, MBA, BS, CCSVP**
Vice President, SPD Transformation Services
SpecialtyCare



Managing Through a Crisis - How Data Analytics Can Make Life Bearable

Backorders and recalls are significant disruptors in the perioperative services world. To cope with these disruptions, data and analytical staff at Massachusetts General Hospital (MGH) collaborated with nursing leadership and frontline staff to develop novel data analytics, reporting, and messaging. This multispecialty group not only ensured that no procedure at MGH was cancelled but also used the knowledge gained from its supply chain crisis to better prepare for the future.

What you will learn

- Discuss the benefit of leveraging data from supply chain, vendors, and other stakeholders to diminish the impact of shortages.
- Identify the post-crisis changes that led to better efficiency and preparation for the future.
- Describe how to anticipate and manage any potential supply chain disruptions.

Take-home tool

Data gathering tool to use with supply chain vendors and reporting format that allows for easy communication of supply shortages and substitutions.

Speakers: **Stephen Spring, BA**
Executive Director for Finance
Massachusetts General Hospital

Joseph Owayda, BS
Financial Analyst, Department of Anesthesia,
Critical Care and Pain Medicine
Massachusetts General Hospital

DESSERT WITH EXHIBITORS

1:15 – 1:45 pm

The icing on the cake! Enjoy desserts while you network with exhibitors and learn about the latest technologies to help you in your business!



SAN DIEGO, CA UPDATE

We are a FULL GO for the in-person event to take place.

As of June 8th, 98.7% of Goal Population (12 Years of Age or Older) has had at least one vaccine shot, and 80.1% are fully vaccinated. Information pulled from County of San Diego Vaccination Dashboard.

Business events of similar size to OR Business Management Conference have been taking place in the city since May. Larger trade shows have been taking place since mid-May.

BREAKOUT SESSIONS

3:00 – 4:00 pm



Tracking Orientation, Competencies, and Nursing Skill Sets

Supporting RNs through education requires a balancing act to help them build skills to gain and/or enhance safe patient care in the OR. Optimizing the skill mix of novice and experienced OR RNs requires coordination of onboarding orientation processes linked with in-service educational activities, computer-based modules, simulation labs, and individualized, ongoing learning. Transparent and meticulous electronic documentation is essential in identifying missing records for staff members' compliance for annual training and accreditation audits. Get the tools you need to get your staff to the next level of competencies for optimal performance.

What you will learn

- Discuss how to maintain organized and efficient tracking system for training requirements, ongoing education, license renewals, etc.
- Identify ways to minimize disruptions and/or nursing turnover rates due to learning and professional development needs.
- Describe how to promote professional responsibility and accountability for safe and optimal care of the surgical patient.

Take-home tool

Disseminate easy to use spreadsheet training tracker template for manual or electronic use, and reflection of topics.

Speaker: Ignacia Joyner, BSN, RN, CNOR
Lead RN for Cardio Thoracic Surgery
Walter Reed National Military Medical Center



Improving OR Access and Utilization with Predictive Analytics

Current block schedule management techniques fail to optimize OR time and consequently fall short in making more OR time available to surgeons. Many ORs across the country are underutilized during prime hours, yet off-prime case volume continues to grow, leading to expensive overtime costs as well as patient and staff dissatisfaction. We will discuss how University Hospitals in Cleveland leveraged predictive analytics to predict and release OR blocks that had a high likelihood of being unused weeks in advance. This gave surgeons increased visibility and access to available OR time. Find out how you can analyze block utilization patterns and other key metrics to improve overall OR utilization and performance.

What you will learn

- Provide your surgeons with increased access and visibility to available OR time.
- Identify and prioritize improvement opportunities across your department.
- Describe how to manage and track performance to goals and KPIs.

Take-home tool

A 5-step guide with actions to increase OR utilization and surgeon engagement and to help jump-start improvement initiatives.

Speaker: Dan Towarnicke, MBA
Vice President, Perioperative Services
University Hospitals

NETWORKING EVENT WITH EXHIBITORS

4:00 – 5:00 pm

Network with your peers and be part of the action! Gain insight on the latest tools and technologies to help you in your business.

WELCOME RECEPTION

Sponsored by: Cohealo & Preftech

5:30 – 7:00 pm

Relax with your peers at the end of the day, enjoy the festivities, delicious food, cocktails and networking with your colleagues.

Sponsored by:

COHEALO



TUESDAY, SEPTEMBER 28

NETWORKING BREAKFAST

7:30 – 8:00 am

Get an early start to your morning and network with your peers!

MORNING KEYNOTE: Leveraging Self-Awareness to Maximize Leadership Effectiveness

8:00 – 9:00 am

The unprecedented transformation occurring in healthcare requires all leaders to adapt quickly to serve the needs of their staffs, their physicians, their patients, and their communities. To do this, they need to develop self-awareness and the ability to lead with authenticity; build up grit, emotional stamina, and coping strategies to avoid burnout; and empower their teams. This presentation will walk you through the steps you can take to leverage self-awareness and invest quality time in staff instead of squandering time to manage unproductive behavior. Engage your team, and transform today's challenges into tomorrow's opportunities!

What you will learn

- Identify how to become more self-aware.
- Identify signs of burnout and how to prevent it from impacting your goals.
- Discuss tools to transform your organization for the future.

Speaker:



John Polikandriotis, PhD, MBA, MPH, FACHE, FACMPE
CEO
Vail Summit Orthopaedics & Neurosurgery

BREAKOUT SESSIONS

9:15 – 10:15 am



Value Analysis Teams: Making the Most of Your Staff

With cost containment a priority in healthcare facilities nationwide, it's virtually impossible to add staff for projects. As a result, staff members are pulled in multiple directions and into multiple projects. How does a manager ensure the right work is being done? Massachusetts General Hospital has brought together staff from multiple disciplines to develop and implement savings initiatives, process improvements, and novel reporting approaches. Exposing staff to new perspectives and roles has provided opportunities for growth and advancement in their careers. Learn how you can take similar steps to boost staff engagement and satisfaction at your facility.

What you will learn

- How to leverage and maximize existing staff skill sets.
- Understanding and utilizing frontline staff experiences.
- Learn strategies to promote growth and career development opportunities within your department.

Speakers: **Stephen Spring, BA**
Executive Director for Finance
Massachusetts General Hospital

Stephanie Casanova, MBA, BS
Senior Manager, Perioperative Business Services
Massachusetts General Hospital



Data Is King: Smart KPIs to Optimize Supplies and Rein in Costs

Early in the COVID-19 pandemic, supply chain costs were predicted to become the top expense for hospitals in 2020, yet most hospitals lack the tools needed to reduce costs and optimize supply management. At Loma Linda University Medical Center, we used key performance indicators (KPIs), such as expiring/expired inventory as a percentage of on-hand inventory value, and purchased vs. consumed inventory to achieve visibility, accountability, and control of inventory expense. In this session, you will learn how to automate operations, reduce waste, and increase billing and clinical documentation accuracy.

What you will learn

- Discuss the impact of UDI-compliant inventory management on financial, operational, and clinical processes.
- Identify which KPIs to track to identify trends, and how to achieve desired trends.
- Describe key functionalities of automated data capture solutions that will meet data and technology needs.

Speakers: **Lana Makhanik, BS**
COO
VUEMED

Russell Royer, MBA, RCES, SA
Director of Heart and Vascular Services
Loma Linda University Medical Center

MORNING NETWORKING BREAK IN THE EXHIBIT HALL

10:15 – 10:45 am

BREAKOUT SESSIONS

10:45 – 11:45 am



Using Technology to Tackle Preference Cards

Engaging physicians in the utilization of preference card software can help organizations develop a standard process for improving, maintaining, and optimizing surgical preference cards. Use of this system at Tufts Medical Center has helped keep cards up to date, which has had a positive impact on surgical team members and improved efficiency.

This presentation provides a case study on how Tufts Medical Center benefited by changing its processes for managing preference cards. The results led to increased efficiencies, cost savings, and improved staff satisfaction.

What you will learn

- Discuss the importance of engaging physicians in the preference card process.
- Describe how to develop a standard workflow for preference card maintenance.
- Identify specific features of preference card software.

Take-home tool

A "how-to" approach in better managing preference cards.

Speaker: **Susan Lewis, BSN, RN**
Clinical Informatics Manager for Perioperative Services
Tufts Medical Center



Stress: Your Key to Success, Part I

The OR is often a very stressful environment. Stress can cause you to focus on your own needs over the needs of others, adversely affecting your performance and that of your staff. But once you recognize stressors and learn to change how you react to them, you can use stress as an opportunity for learning, growth, and greater resilience. Having the right mindset and personalized behavioral practices can help bring out the best in you and your staff, increase engagement, and improve performance. Through dynamic, interactive activities, this session will help you move the needle from negative to positive outcomes.

What you will learn

- Identify common OR environment stressors and triggers.
- Identify your habitual reactions to these stressors and triggers.
- Describe positive behaviors to help develop resilience.

Take-home tool

A framework that provides personalized guidance for you to manage stress and practice positive behaviors to build resilience.

Speakers: **Gerry Ibay, JD, MHA**
Vice Chair and Assistant Professor, MHA Program Director
University of Oklahoma Health Sciences Center

Miki Thompson, MSN, ACCNS-AG, CNOR
APRN- Clinical Nurse Specialist
OU Medicine

KEYNOTE LUNCHEON: Designing for Efficiency in the Operating Room

11:45 am – 1:00 pm

Sponsored by: **GETINGE** *

As more surgical procedures are shifting to ambulatory setting, it is important for the physical layout of the ambulatory surgery center (ASC) to accommodate increased volumes and case mixes. This continuing education session will discuss strategies for constructing a well-designed OR to enhance perioperative workflow to promote efficient flow of patients, staff, and supplies. Additionally, we will discuss strategies for room design to utilize space effectively, enhance flexibility, and decrease turnover time.

What you will learn

- Discuss design concepts that facilitate the flow of patients, staff, and supplies within the OR.
- Identify important considerations in the planning phases of operating room (OR) design.
- Describe strategies to employ in the room design process including how to integrate expertise of stakeholders and reduce change orders.
- Discuss elements of room design to utilize space effectively, enhance flexibility, and decrease turnover time in the OR.

Speakers:



Debbie Smith, MSN, RN, CNOR
Senior Clinical Program Manager
Pfiedler Education



Terry Avitable, MSN, RN, CNOR
President
Pfiedler Education

DESSERT WITH EXHIBITORS

1:00 – 1:30 pm

The icing on the cake! Enjoy desserts while you network with exhibitors and learn about the latest technologies to help you in your business.



BREAKOUT SESSIONS

1:30 – 2:30 pm



Tame the Beast: Right-Size Your Surgical Supply Inventory

The surgical supply inventory can be overwhelming, but Cincinnati Children's Hospital Medical Center (CCHMC) has successfully used a multidisciplinary, data-driven approach to right-size and distribute its surgical supplies. The approach blends data-driven decision making with engagement from frontline clinical staff to make best use of limited staff, space, and budget. CCHMC has identified opportunities for nearly \$2 million in savings by reducing low and slow-moving items and adjusting par levels to more closely match supply with demand. Attend this session to discover how to harness the power of data and staff to increase efficiency.

What you will learn

- Discuss how to complement inventory management efforts with data-driven metrics.
- Develop a framework for evidence-based management of surgical supplies.
- Describe strategies for partnering with clinical and nonclinical stakeholders.

Take-home tool

A one-page dashboard of statistics and step-by-step tips.

Speakers:

Derrick Bransby, BS
Senior Manager, Healthcare Operations Strategy
St. Onge Company

Brooke Mullett, MBA
Senior Director of Operations for Perioperative and Surgical Services
Cincinnati Children's Hospital Medical Center



Stress: Your Key to Success, Part II

Part 2 of Stress: Your Key to Success Part I and Part II - continuation from previous breakout session.

The OR is often a very stressful environment. Stress can cause you to focus on your own needs over the needs of others, adversely affecting your performance and that of your staff. But once you recognize stressors and learn to change how you react to them, you can use stress as an opportunity for learning, growth, and greater resilience. Having the right mindset and personalized behavioral practices can help bring out the best in you and your staff, increase engagement, and improve performance. Through dynamic, interactive activities, this session will help you move the needle from negative to positive outcomes.

Speakers:

Gerry Ibay, JD, MHA
Vice Chair and Assistant Professor, MHA Program Director
University of Oklahoma Health Sciences Center

Miki Thompson, MSN, ACCNS-AG, CNOR
APRN- Clinical Nurse Specialist
OU Medicine

AFTERNOON NETWORKING BREAK IN THE EXHIBIT HALL

2:30 – 3:00 pm

Network with your peers and be part of the action! Gain insight on the latest tools and technologies to help you in your business.

AFTERNOON KEYNOTE: The Inclusive OR: Roles and Goals for Creating a Diverse Team

3:00 – 4:00 pm

Sponsored by:



Despite recent strides made in equity hiring, representation of BIPOC nurses (Black, indigenous, people of color) still lags in the healthcare industry, particularly in the OR. This panel discussion with current BIPOC leaders, hiring executives, and executive recruiters will discuss the unique challenges faced by minority candidates, the benefits of a more inclusive team, and how to set hiring policies, goals, and action plans that will make your facility more diverse, dynamic, and effective. We will also explore how mentoring, career recognition, and opportunities for BIPOC leaders to share their perspectives can serve the local community, perioperative industry, and individual patient experience in many ways.

What you will learn

- Identify how racism and racial stereotyping manifest in the OR.
- Discuss how to create a culture of inclusion when there are only a few BIPOC nurses in your OR.
- Describe how to determine, construct, and implement diversity hiring goals and objectives for your organization.
- Discuss current legislation that addresses justice.

Speakers: **Brian Dawson, MSN, RN-BC, CNOR, CSSM**
System VP of Perioperative Services
CommonSpirit Health

Edna Gilliam, DNP, MSN, MBA, RN, CNOR
Senior Director Perioperative Services
Nemours

SUNSET CATAMARAN CRUISE

4:00 – 6:30 pm

Come sail away with us! Join your peers on a sunset catamaran cruise around San Diego's picturesque waters. Take in the sights on the outer deck or enjoy 360-degree views from within the luxurious interior salon. This 2-hour cruise includes food and beverages!



\$85 PER PERSON (FOOD AND BEVERAGES INCLUDED). GUEST TICKETS ALSO AVAILABLE FOR PURCHASE.

SAN DIEGO DINE-AROUND

5:00 – 8:00 pm



Called one of "America's best cities for foodies" by Travel & Leisure magazine, San Diego's culinary scene is a burgeoning, vibrant mix of locally inspired flavors, from delightfully simple to artfully sophisticated. As a conference attendee, you can hop on a complimentary, round-trip shuttle from the Sheraton San Diego Hotel & Marina Lobby to the lively downtown neighborhood of the Gaslamp District. Home to more than 100 of San Diego's top restaurants, you can partake in informal dining experiences throughout the area.

WEDNESDAY, SEPTEMBER 29

KEYNOTE BREAKFAST: Perioperative 'Systemness' Aligning People, Processes and Technology for Better Patient Care and Better Financial Performance

7:30 – 8:45 am

Sponsored by: LeanTaaS

As health systems have grown inorganically, they naturally ended up inheriting varying practices, procedures, policies, and systems across locations and regions. This lack of "systemness" across the system has led to an inconsistent patient experience, higher costs, and missed opportunities for improved financial performance. Adopting a systemwide electronic health record alone doesn't achieve or define "systemness," nor do cross-team huddles without the right tools.

Achieving systemness, particularly in perioperative services, requires aligning the right people, processes, and policies around a common set of technologies. Without the right technology, systems cannot realize economies of size or scale, and they cannot identify true best practices. Invariably, millions of dollars of unused OR capacity remain on the table. Learn how your organization can tackle the challenge of achieving perioperative systemness.

What you will learn

- Describe why "systemness" is needed to deliver a consistently high-quality patient and surgeon experience, facilitate growth, and lower costs.
- Discuss myths and best practices for adopting tools, processes, and policies that enable "systemness."
- Discuss the importance of process standardization, transparency, and collaboration across departments and facilities within the broader provider's ecosystem.

Speaker:



Ashley Walsh, MHA
VP Client Services, iQueue for Operating Rooms
& Inpatient Beds
LeanTaaS

BREAKOUT SESSIONS

9:00 – 10:00 am



I Want My Surgical Team! Using Predictive Analytics to Drive Succession Planning, Staff Scheduling, and Surgical Team Training

This presentation will discuss the ever-present surgeon complaint of wanting or needing “surgical service line teams.” Often an OR manager either commits to providing this service or refuses to consider the notion. Attend this session to review and understand the barriers to true proficiency in ORs and how to recreate a staffing plan based on real-time data. We will discuss a real life example of an innovative product developed using EPIC data, dumped to an Excel database, that can be recreated in facilities to give managers real-time analytics when choosing a room or service assignment.

What you will learn

- Describe and discuss the current state of training and scheduling in most operating rooms.
- Discuss common barriers to accurately planning and assessing staffing and training needs.
- Identify and demonstrate a model successfully used to create real time decision making for training, staff assignments, succession planning, and to demonstrate needs to C-Suite stakeholders.

Speakers: Jason Goodwin, MSN, MPH, RN, CNOR
Perioperative Leader
Innovative Cultures



The Hidden Cost of Implants

With rising supply chain costs and what seems like the daily introduction of new implants, real control over supply chain costs can elude even the most seasoned OR business manager. At the same time, new reimbursement models are putting pressure on hospitals to reduce expenses of high-volume, high-cost procedures in such areas as cardiology, orthopedics, and neurosurgery.

This presentation will explain why physician preference items (PPI) are so difficult to effectively manage and will provide best practices and legal terms & conditions (T&C) to address the issues. PPI may represent only 3% of the line items purchased, but they can account for more than 20% of the total expense being managed. Lack of contracting strategies, physician engagement, auditing, and detailed reporting can cost hospitals more than 18% of their implant budgets.

What you will learn

- Identify the loopholes suppliers use and learn the critical T&Cs to add to your contract purchase agreements as well as best practices to manage and control the surprises.
- Discuss strategic procurement and different sourcing strategies to manage your pricing and overall expense.
- Describe advantages and disadvantages of using an implant formulary to manage product price, utilization, and overall case expense.

Speakers: Girard Senn, MS, RN
Director
Pinnacle Healthcare Consulting

Alexander Senn, BS
Manager
Pinnacle Healthcare Consulting

BREAKOUT SESSIONS

10:15 – 11:15 am



Pandemic's 'New Normal' Paves Way for Reducing Instrumentation

The shutdown of elective surgery and social distancing restrictions related to COVID-19 inspired the team at Jefferson Health to create innovative solutions to reduce costs. We realized that a virtual communication platform, which was replacing in-person meetings, could also be used to obtain feedback on instruments. Surgeons could view pictures of trays online and provide feedback via a chat room. Find out how this platform enabled a true team approach for reducing instrumentation—a project we had previously attempted without success.

What you will learn

- Describe the role of virtual collaboration technology in reducing instrument processing costs.
- Discuss the use of technology-based physician surveys to develop instrument reduction recommendations.
- Identify data components of a sustainable maintenance for instruments.

Take-home tool

Instrument reduction tracker with annualized savings, and Physician Survey Sample physician communication tool.

Speakers: Erin Kini, MSN, RN, CNOR
Case Carts/Project Manager - SPCC
Thomas Jefferson University Hospital

Steve Kucinski
Informatics Specialist
Thomas Jefferson University Hospital



How Has the COVID-19 Pandemic Shaped the Future of the OR Supply Chain?

Disruptions that were experienced during the COVID-19 pandemic have made collaboration between supply chain and the OR more important than ever. How can we grow from what we were faced with during the pandemic? There are opportunities to offset financial losses by implementing standardization initiatives. Using what happened as a learning experience and making necessary changes will help to prepare surgical services teams for whatever comes next.

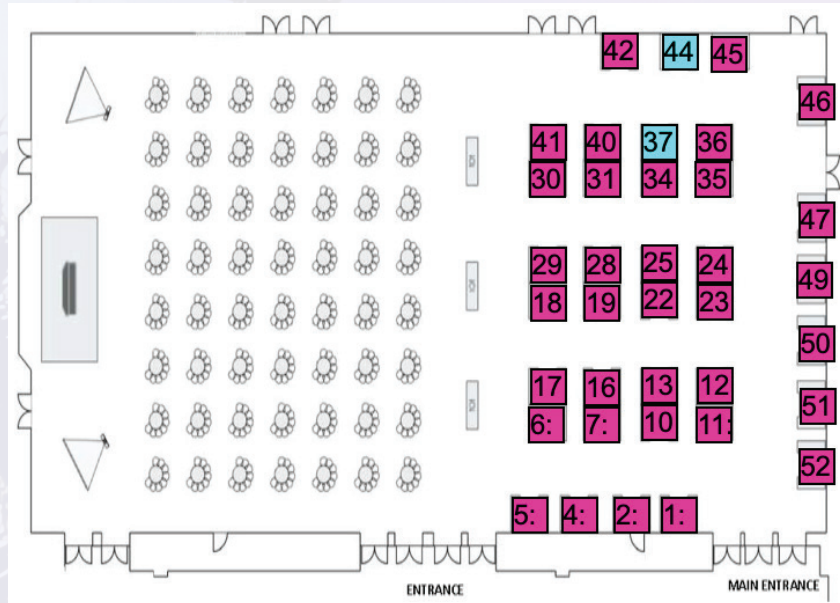
What you will learn

- Discuss the importance of a collaborative relationship between the OR and supply chain before, during, and after the pandemic.
- Discuss opportunities identified by Premier Health to reduce expenditures and offset some of the losses related to the pandemic.
- Identify ways to improve collaboration between OR and supply chain and be better prepared if future disruptions occur.

Speaker: DeAnne Short, MSN, MBA, RN, HCM
Director of Clinical Quality Value Analysis
and Clinical Sourcing
Premier Health

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*as of June 15, 2021

WELCOME TO SAN DIEGO!

Imagine sitting by the bay, the sun on your face, a cool breeze blowing and being re-united with your colleagues. That's your reality this September as the OR Business Management Conference is headed back to Sunny San Diego! We are returning to an attendee favorite, the Sheraton San Diego Hotel and Marina!

COME FOR THE CONFERENCE. STAY FOR THE SUN.

While you are enjoying all the great education at the conference, take some time to relax in a city booming with plenty to do! Take a look at these great attractions around San Diego and extend your work trip into a relaxing vacation.

San Diego Tour: Hop-on Hop-off Trolley

Discover America's Finest city aboard a historic, fully narrated tour of San Diego with stops at Seaport Village, Old Town, the Gaslamp Quarter, Horton Plaza, Little Italy, Balboa Park and the World-Famous San Diego Zoo. There's no better way to see all San Diego has to offer than the convenience of the Hop-on Hop-off Trolley by Old Town Trolley Tours.

San Diego Zoo

Visit the world-famous San Diego Zoo and see wildlife from around the world! Enjoy a convenient hop-on hop-off bus while traveling around one of the most famous zoos in the world featuring: leopards, camels, pandas, Galapagos tortoises, king cobras and more!

Brothels, Bites and Booze: A Culinary Tour of San Diego's Questionable Past

Tour the Gaslamp Quarter by foot enjoying delicious foods inspired by the neighborhood's colorful history. You won't want to miss the lively restaurant and bar scene while your guide shares stories of the Historic Heart of San Diego.

La Jolla Cove

Swimming. Diving. Snorkeling. Experience one of the most spectacular sites in San Diego while soaking up the ocean breeze and breathtaking cliffs. You might be lucky enough to catch a glimpse of the popular sea lions who reside within the cove.

HOTEL INFORMATION

OR Business Management Conference attendees will receive a discounted rate of \$219 plus applicable taxes at the Sheraton San Diego Hotel & Marina booked prior to Friday, September 3 or until hotel sells out. You can book your hotel online here or by calling the Sheraton San Diego Hotel & Marina and mentioning the OR Business Management Conference.



Take advantage of stunning views & 4-star amenities conveniently located near the best San Diego has to offer. A complimentary shuttle from San Diego International Airport will transport you to waterfront views, upscale accommodations and serenity overlooking the Bay.

Sheraton San Diego Hotel & Marina

1380 Harbor Island Drive
San Diego, CA 92101
(888) 236-2427

Visit <https://www.orbusinessmanagementconference.com/hotel-information/> or call (888) 236-2427 to book your stay and mention 2021 OR Business Management Conference.

OR BUSINESS MANAGEMENT CONFERENCE 2021 PRICING

SEPTEMBER 27 - 29, 2021 | SHERATON SAN DIEGO HOTEL & MARINA | SAN DIEGO

	ADVANCE PRICING ENDS 9/9/21	REGULAR PRICING AFTER 9/9/21
ALL-ACCESS PASS	\$1,099	\$1,299
Get access to the ENTIRE event! Access every conference session, every keynote, the exhibit hall, net-working events, the ENCORE Digital Event, and more.		
VIRTUAL-ONLY PASS	\$899	\$1,099
Can't join us in San Diego? This pass is for you! You'll get access to the ENCORE Digital Event, taking place November 15-19th, where you'll get access to all the session recordings from the in-person event so you can still earn CEs. You can connect directly with vendors and direct message and video chat with other attendees.		

ADDITIONAL OPPORTUNITIES TO CONSIDER...

Sunset Catamaran Cruise Ticket	\$85
Sunset Catamaran Cruise Guest Ticket	\$85
OR Manager Subscription	\$249 \$189



YOUR HEALTH & SAFETY

- ▶ We are committed to meeting safely, and plan to follow local, state, federal and CDC guidelines when we're together.
- ▶ Our primary event venues, including the McCormick Place, Hyatt Regency Place, and Marriott Marquis in Chicago, as well as the Sheraton Hotel & Marina in San Diego, are all accredited GBAC STAR™ facilities.
- ▶ From arriving at the airport to getting dinner at local restaurants, your safety while attending our events is our priority, and we've implemented new event standard operating practices and procedures.
- ▶ Visit our event websites to learn more about the protocols that'll be in place and watch videos of what your experience will look like.
- ▶ Attendees will be communicated the safety protocol every step along the way, allowing you to register with confidence!



ENCORE DIGITAL EVENT

WHEN: November 15 – 19, 2021

WHERE: Online From Your Own Device!

This year's in-person events will be complemented with our ENCORE Digital Event, which takes place November 15-19th. All sessions will be recorded onsite in Chicago and San Diego, so during ENCORE you'll be able to rewatch your favorite sessions, check out the ones you didn't get to onsite, and even access NEW digital sessions. It's a great way to earn even more CEs!

The ENCORE Digital Event is included in your All-Access pass for the OR Manager Conference and OR Business Management Conference. The dates are the same for both ENCORE events, however content will be catered toward the specific conference that you sign up for.

Don't worry about picking and choosing sessions during breakout times at the in-person event, because you'll have access to EVERY session online during ENCORE. You'll also be able to video chat and message with fellow attendees and vendors from your respective show.

REGISTERING FOR ENCORE

ENCORE is included in your All-Access Pass at no additional cost! Your All-Access Pass includes access to both the in-person event and the ENCORE Digital Event.

Dealing with a travel freeze this year? No problem...you can still participate in the event (and earn your CEs!) This year, OR Manager Conference and the OR Business Management Conference are both offering a Virtual-Only Pass where you can exclusively attend the ENCORE Digital Event.

ENCORE DIGITAL EVENT FEATURES

- » Keynote Presentations
- » Recorded Sessions from the In-Person Conference
- » Virtual Exhibit Hall
- » Virtual Networking Events
- » Opportunity to Earn CEs
- » Message & Video Chat with Attendees & Vendors
- » Special LIVE Sessions
- » Giveaways & Contests

INTERESTED IN ATTENDING BOTH ENCORE EVENTS?

Contact Nikki McVicker at nmcvicker@accessintel.com for information on SUPER discounts and packages to have access to both conferences.