

# 2014 PONL Nursing Leadership Conference



October 22-23, 2014  
Wyndham Hotel-Gettysburg, PA



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Dear Colleague,

The 2014 Annual PONL Nursing Leadership Conference will once again be held at the Wyndham Hotel in the historic town of Gettysburg, PA. The goal of this conference is to support and inform nursing leaders across the Commonwealth about issues that impact their work lives.

Our hard working and creative Program & Education Committee members have once again outdone themselves to capture a slate of speakers who will address key issues in healthcare today and tomorrow. Their topics are challenging, insightful and thought provoking.

Our conference this year will feature an expanded poster session as well as a variety of exhibitors and product demonstrations for you to explore. The PONL Fundraising Committee has planned a variety of unique ways for you to financially support PONL and perhaps do some pre-holiday shopping. The Networking Reception held on Wednesday evening provides you with an opportunity to catch up with old friends, and make new ones.

If you aren't a PONL member, I encourage you to consider joining us. In addition to educational programs and networking, our legislative involvement at both the state and federal level provides the much needed "Voice of Nursing Leadership" in Pennsylvania. Visit our website, [www.ponl.net](http://www.ponl.net), to join PONL. We also have a Membership Group Discount Program, which is available to groups of five or more. The details of the discount program are available on our website.

Don't miss the exciting opportunities offered at the 2014 Annual PONL Nursing Leadership Conference. I hope to see you in Gettysburg October 22<sup>nd</sup> and 23<sup>rd</sup>!

Sincerely,

*Susan E. Hoolahan*

Susan E. Hoolahan, MSN, RN, NEA-BC  
President, PONL

## Hotel Information

**Wyndham Gettysburg**  
95 Presidential Circle  
Gettysburg, PA 17325

**Phone Reservations:** 717-339-0020

**Group Code:** 1021887PA\_003

**Online Reservations:** [http://www.wyndham.com/groupevents2014/MDTGE\\_PONL2014/main.wnt](http://www.wyndham.com/groupevents2014/MDTGE_PONL2014/main.wnt)

Follow the instructions at the bottom of the online reservation page, and click the orange reserve button to make your reservation. The PONL group code will automatically load when using the online reservation link listed above.

**Room Rate:** \$133.00 if reserved by 9/26/2014. After 9/26/2014, reservations will be accepted on a space and rate available basis only.

## Registration

**Early registration deadline: Friday, September 26, 2014**

Online registration and payment is available at  
<http://ponl.wildapricot.org/events>

Register early! It helps us plan better and keeps your costs down. Take advantage of the early registration discount by registering on or before September 26, 2014. The discounted rates are made available in order to facilitate the administrative planning which is required prior to the conference.

Once you register, you will receive a confirmation letter from PONL. If you do not receive a letter confirming receipt of your registration, please call us at 412-344-1414 to check your registration status, or contact us via email at: [vogel@ponl.net](mailto:vogel@ponl.net).

**Cancellation Policy:** All cancellations must be received in writing via email to [vogel@ponl.net](mailto:vogel@ponl.net). A \$50 administrative fee will be assessed for cancellations received up to 72 hours in advance of the conference. After that time, no refunds will be issued. Attendee substitutions are permissible but please send a notice to PONL so that a name badge can be prepared.

### Donate a Silent Auction or Raffle Item

We are excited to announce that there will be a silent auction and raffle during the PONL Leadership Conference. Please consider making a donation to the PONL Silent Auction and/or Raffle. Pictures, books, jewelry, music CD's, sweaters, chocolates, theme gift baskets, gift certificates, handmade items, autographed items and cultural items are just a few popular suggestions. Contact PONL Headquarters at [vogel@ponl.net](mailto:vogel@ponl.net) with any questions regarding the auction or raffle.

### Abstract Posters

A variety of posters will be on display that address contemporary topics of interest to today's nurse leaders. Come and spend some time talking with poster presenters and earn CE's at the same time!

### Continuing Education Information

The Southeastern Pennsylvania Organization of Nurse Leaders is an approved provider of continuing education by the Pennsylvania State Nurses Association, an accredited provider by the American Nurses Credentialing Center's Commission on Accreditation.

## PONL Conference Schedule – Wednesday, October 22, 2014

### 2014 PONL Program & Education Committee

Elizabeth Menschner, MAS, MSN, RN,  
NEA-BC  
*Conference Chair*

Lori Hoffman, PhD, RNC

Deborah A. Lampo, MSN, RN, CNML,  
NE-BC

Mary A. O'Connor, PhD, RN

Kathleen Sankovich, BSN, MPM, BC-NE

Theresa Stine, MSN, MBA, RN, NEA-BC

Bonita Trapnell, MSN, RN, NEA-BC

Marion Burns Tuck, PhD, RN, FACHE,  
NEA-BC  
*PONL Executive Director*

Pamela Vogel, MS  
*PONL Headquarters*

### Conference Registration Fees

#### PONL Member

\$350 – on or before Sept. 26<sup>th</sup>  
\$400 – after Sept. 26<sup>th</sup>

#### Partners – SWPONL, NYONE, ONE NJ

\$350 – on or before Sept. 26<sup>th</sup>  
\$400 – after Sept. 26<sup>th</sup>

#### Non-Member

\$500 – Includes 1 year PONL membership

**Student** - \$100      **One Day** - \$200

Register now at

<http://www.ponl.wildapricot.org/events>

11:00 – 12:00 PM

**Lunch & Registration – Exhibits, Posters & Auction/Raffle Open**

12:00 – 12:15 PM

**Welcome**

Elizabeth Menschner, MAS, MSN,  
RN, NEA-BC  
2014 PONL Conference Chair



12:15 – 1 :30 PM

**Opening Keynote:**

***Leading Amidst Uncertainty***

James F. Veronesi, RN, MSN,  
NEA-BC, CHE  
Special Director, Talent  
Development Partnerships  
The Advisory Board Company  
Washington, DC



1:30 – 2:00 PM

**Break – Exhibits, Posters & Auction/Raffle**

2:00 – 3:00 PM

***A Study of the Nurse  
Manager's Impact on Staff  
Engagement & Quality***

Barbara Wadsworth, DNP, RN,  
MBA, FACHE, FAAN, NEA-BC  
Senior Vice President/CNO  
Main Line Health  
Bryn Mawr, Pennsylvania



3:00 – 4:00 PM

***Legislative Update and a Call  
for Nurse Leader Involvement***

Scott Bishop  
Senior Vice President –  
Legislative Advocacy  
The Hospital and Healthsystem  
Association of Pennsylvania  
Harrisburg, Pennsylvania



4:00 – 4:30 PM

**General PONL Membership Meeting**

4:30 – 5:00 PM

**Hotel Check-In**

5:00 – 6:30 PM

**Networking Reception & Poster Presentations  
Hors d'Oeuvres and Cash Bar  
Auction/Raffle**



## PONL Conference Schedule – Thursday, October 23, 2014

**7:00 – 7:45 AM**

**Breakfast – Exhibits, Posters & Auction/Raffle**

**7:45 – 8:00 AM**

**Welcome**

Susan E. Hoolahan, MSN,  
RN, NEA-BC,  
PONL President



**8:00 – 9:00 AM**

**Update on Pennsylvania Health  
Care and Implications for  
Nursing Leaders**

Andy Carter  
President and Chief Executive  
Officer  
The Hospital & Healthsystem  
Association of Pennsylvania  
Harrisburg, Pennsylvania



**9:00 – 10:00 AM**

**Population Health Business  
and Clinical Imperatives**

Steven R. Carson, RN, BSN, MHA  
Vice President, Clinical Integration  
Chief of Operations  
Temple Center for Population  
Health  
Temple University Health System  
Philadelphia, Pennsylvania



**10:00 – 10:30 AM**

**Break – Exhibits, Posters & Auction/Raffle**

**10:30 – 11:30 AM**

**The Nuts and Bolts of VBP:  
Impact of Scores on  
Reimbursement**

Sandra Myerson, BSN, RN, MBA,  
MS  
Managing Consultant  
Director, Clinical & Operational  
Consulting  
Press Ganey Associates, Inc.  
South Bend, Indiana



**11:30 – 12:30 PM**

**Lunch – Poster Awards, Auction and Raffle  
Results**

**12:30 – 2:00 PM**

**Performance and Advocacy of  
the Clinical Nurse Leader Role**

Sonja Orff, RN, MS, CNL  
Clinical Nurse Leader  
Special Care Unit  
Maine Medical Center  
Portland, Maine



**Panel Moderator:**

Mary O'Connor, PhD, RN  
Professor, Coordinator – MSN  
Program  
California University of  
Pennsylvania  
California, Pennsylvania



**CNL Panel:**

Sonja Orff, RN, MS, CNL

Rose L. Hoffmann, PhD, RN  
Associate Professor  
Clinical Nurse Leader Program  
Coordinator  
University of Pittsburgh  
School of Nursing  
Pittsburgh, Pennsylvania



Barbara Wadsworth, DNP, RN,  
MBA, FACHE, FAAN, NEA-BC  
Senior Vice President/CNO  
Main Line Health  
Bryn Mawr, Pennsylvania



**2:00 – 3:00 PM**

**Closing Keynote:**

**Dr. Strange Tech, or How I  
Learned to Stop Worrying and  
Love Innovation**

Donald Levick, MD, MBA, FHIMSS  
Chief Medical Information Officer  
Diplomate, Clinical Informatics,  
ABPM  
Lehigh Valley Health Network  
Allentown, Pennsylvania



**3:00 PM**

**Adjournment / CE's / Evaluation Collection**