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Contact: Dave Moe, Marketing Director, Creative Health Care Management
1701 American Blvd East Suite 1, Minneapolis, MN 55425
800-728-7766 or 952-854-9015
dmoe@chcm.com

National Relationship-Based Care Symposium July 28-31, 2009, Verona, New York

Creative Health Care Management (CHCM), an international health care consultation, education and products company celebrating 30 years of transforming health care, is pleased to announce the inaugural Relationship-Based Care Symposium, to be held July 28-31, 2009 at the Turning Stone Resort in Verona, New York.

Relationship-Based Care is a model of care that places personal relationships between caregivers and patients and their families at the center of care delivery. This model provides tools for organizing care and effecting change but also guidance in transforming the cultures of health care institutions from depersonalized, schedule-driven systems into person-centered sources of individualized care imparted within a caring and healing environment.

Faxton-St. Luke's Healthcare (FSLH), the largest health care provider in Utica, New York, has fully integrated Relationship-Based Care into their organization. FSLH was recently named a Top 100 Hospital for Performance Improvement Leaders by Thomson Reuters. Keith Fenstemacher, who retired from FSLH in December after nearly thirty years of CEO leadership, says, "I believe we have reignited the spirit of caring in our organization, and our Relationship-Based Care patient care delivery system is the vehicle for us to travel on our Good to Great journey."

At the symposium, a national community of courageous and compassionate leaders who are committed to transforming health care through the power of Relationship-Based Care, will gather to gain new knowledge, celebrate successes, and develop and renew collegial relationships. Exemplars from organizations across the country will share the lessons they learned in implementing and sustaining a Relationship-Based Care culture. Keynote speakers include:

Stephen M.R. Covey: Author, speaker and advisor on trust, leadership, ethics, and high performance.

Peter Block: Author and consultant who focuses on empowerment, stewardship, chosen accountability, and the reconciliation of community.

Mae Jemison: Physician, founder of two technology companies, the first woman of color to go into space, and speaker on science literacy and technological and medical innovations.

Rachel Naomi Remen: Professor of Family and Community Medicine at UCSF, Director of the Institute for the Study of Health and Illness at Commonweal, and a pioneer in holistic and integrative medicine.

Ann Rhoades: Visionary human resources executive with more than 25 years experience in a variety of organizations including Southwest Airlines, Promus Hotel Corporation, and JetBlue Airways.

Kristen Swanson: Professor of Nursing Leadership and Chair of the Department of Family and Child Nursing at the University of Washington.

Other symposium events include concurrent sessions presented by content experts on a wide variety of relevant topics, panel presentations by exemplars, a poster extravaganza, and a world café.

In these challenging economic times, focusing on person-centered care and team relationships is more important than ever. At this first-of-its-kind symposium, leaders from acute care and long-term care facilities as well as academic settings can garner inspirational and practical ideas to help teams move to the next level, strengthen team relationships, and recognize and reward teams for the wonderful work they are doing. Symposium offerings are designed for multiple leadership audiences including:

Administration: CEOs, CNOs, COOs, CMOs, CFOs, HR leaders, and board members.

Results Council and steering teams: Leaders representing communications, education, quality improvement, caring and healing, physician partnerships, and service support.

Department/unit managers and directors: Nurses, allied health professionals, service support leaders, physicians and pastoral care.

Staff: Unit/Department Practice Councils representing allied health professionals (RT, PT, OT, and pharmacy), service support (food service, housekeeping, transport, etc.), nurses, physicians and others engaged in RBC implementation.

Faculty and students: Nursing, medical, allied health professions, and health care administration.

For more information, a schedule of events, registration details and information about Turning Stone Resort, please visit www.chcm.com