

OR BUSINESS MANAGEMENT CONFERENCE 2022

May 16-18, 2022

JW Marriott Hill Country Resort & Spa
San Antonio, TX



Pre-Conference Workshop: May 15

Conference: May 16-18 | Exhibition: May 16-17



Look inside to see what we have planned in
Hill Country, San Antonio, Texas!

www.orbusinessmanagementconference.com

YOUR ROADMAP TO



WHY OR BUSINESS MANAGEMENT CONFERENCE?

Take a trip to San Antonio, Texas, and realize all that OR Business Management Conference has to offer. In its 10th year, the conference brings together OR business leaders from across the country for 4 days of learning and networking. This is the **ONLY** conference built specifically for the business leaders of the OR suite. Earn CEs and explore new technologies with solutions providers.



THOUGHT-LEADERSHIP

The speakers who present are well-respected and experienced perioperative business executives. Listen as they share their personal experiences and insights during breakout sessions across 5 core areas on which business leaders should focus: data and analytics, finance, operations, performance improvement and supply management.



CONNECTIONS

During the OR Business Management Conference, you'll connect with perioperative pioneers, new vendor partners and fellow leaders who are experiencing similar challenges as you in their day-to-day management of the OR. Come find the connections and solutions are you seeking.



TECHNOLOGY

With more than 30 vendors, you will be sure to find the exact technology and solutions you need to run your OR with optimum efficiency. Our vendor partners are equipped to help you build the perfect solution for all your OR business needs.



SOLUTIONS

Solutions for your OR needs come from fellow attendees and vendors. Whether you are looking for insight on supply chain management, new technology for your precards, or fresh ideas to handle nurse burnout and retention, you will find solutions to your pain points at this conference!



DIVERSITY

Leaders from all around the country (and even a few from overseas) attend the OR Business Management Conference each year. You'll meet people with varying levels of experience and who manage ORs of different sizes so we cover challenges and solutions for everyone, no matter their responsibility.



Attend the #1 conference focused on the business management of the surgical suite!
Save 10% on registration when you register with a friend. Use VIP Code: GROUP

A NATIONWIDE COMMUNITY OF PERIOPERATIVE BUSINESS LEADERS



Sneak Peek of Exhibiting Solutions Providers:



(as of 4/6/2022)

A successful OR business manager requires the finesse of a financial wizard and the insights of an analytics expert. We've identified the key topics that lead to an efficient and profitable OR. Use these breakout session categories to build a personalized program so you can walk away with a well-rounded plan to continue leading your OR.

OPERATIONS

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.

PERFORMANCE IMPROVEMENT

There is always a new tool to help you run the OR. Discover how to properly integrate new technology to benefit your facility and create seamless transitions among your team.



FINANCE

Focus on the bottom line of your facility — economic efficiency. Discover how to balance costs with operational improvements, staffing and make room for improvement budgeting.



SUPPLY MANAGEMENT

Delve into matching supply with demand. Find out how data transparency and the use of the right technology can drive efficiencies and cost savings.



DATA ANALYTICS

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.



LET US WELCOME YOU TO HILL COUNTRY!



Join us on Tuesday, May 17 from 6:00 – 9:00 pm for a glass of wine and mix and mingle with other attendees at the Winery on the Gruene*!

Your ticket includes:

- Taste 4 wines of your choice
- Receive 1 glass of wine of your choice
- Take a souvenir glass home
- Enjoy a delicious Texas-style dinner from Gruene BBQ Company
- Transportation to and from Winery on the Gruene

**separate ticket required*

READY TO REGISTER? Visit www.orbusinessmanagementconference.com to register before the Advanced Rate expires on April 28.

CONFERENCE AGENDA

SUNDAY, MAY 15TH

2:00 –
5:00 pm

Pre-Conference Workshop — Fundamentals of OR Management — Certificate of Mastery
**only included in All-Access pass*

Speaker: Beth Bozzelli, MBA, RN, CNOR, CSSM | Assistant Vice President, Surgical Services Operations, HCA Healthcare

3:00 –
5:00 pm

Pick Up Your Badge Reception

MONDAY, MAY 16TH

7:30 –
8:15 am

Networking Breakfast

8:30 –
9:30 am

Opening Keynote: Turn Your Workplace Into a WOWplace — 5 Rules for Leading Your OR Suite to Success

Speaker: Sandra Geroux, M.S. | Founder/CEO, WOWplace International LLC

9:30 –
10:00 am

Networking with Exhibitors

Concurrent Breakout Sessions



Managing Cost of Surgical Care: Unforeseen Opportunities Caring for Patients Amid a Pandemic

Speakers: Rebecca McKenzie, DNP, MBA, MSN, RN | Assistant VP Perioperative Services, Duke University Hospital
Kate Ulrich, MS, BSN, RN, NEA-BC | Assistant VP Nursing Perioperative Services, Duke University Health System

10:00 –
11:00 am



Tame the Beast: Right-Size Your Surgical Supply Inventory

Speakers: Brooke Mullett | Senior Director of Operations for Perioperative and Surgical Services, Cincinnati Children's Hospital Medical Center
Ash Crowe | Project Manager, St. Onge Company

Concurrent Breakout Sessions



Organize the Chaos and Make Room for Process Improvement and Professional Growth

Speakers: Stephanie Casanova, MBA | Director, Procedural Business Services, Massachusetts General Hospital
Meaghan Gray, BS, CRCST | Senior Director, Central Sterile Processing & Supply, Massachusetts General Hospital

11:15 am –
12:15 pm



Anesthesia: Friend or Foe?

Speaker: Robert Stiefel, MD | Principal, Enhance Healthcare Consulting

12:30 –
1:30 pm

Keynote Luncheon: Powering OR Performance with Data: Northwestern's Journey, Outcomes & ROI — sponsored by LeanTaaS

Speakers: Alyssa Arrese, MHA | Director, iQueue for Operation Rooms, LeanTaaS
Matt Ruby, MHA | Business Operations Director, Surgical Services, Northwestern Medicine

1:30 –
2:30 pm

Dessert, Coffee and Networking with Exhibitors

Concurrent Breakout Sessions



The Goldilocks of Staffing Models: How to Assess Staffing Needs for Current or Future Volume

Speakers: Randi Hissom, MBA | Administrative Director, Operative Services, UCLA Health
Madeline Tuller | Analytics Manager, UCLA Health

2:30 –
3:30 pm



Mind the Gap: Using Technology to Improve Communication and Manage Change

Speakers: Meaghan Gray, BS, CRCST | Senior Director, Central Sterile Processing & Supply, Massachusetts General Hospital
Adrienne Santer, MPH | Project Manager, Massachusetts General Hospital

3:30 –
4:00 pm

Networking Event with Exhibitors

Concurrent Breakout Sessions



Bundled Payment Strategies — Is It A Fit For Your Center?

Speaker: Becky Ziegler-Otis, MHA, CASC, CHC, CPHQ, RHIA | Regulatory/Accreditation Specialist & ASC Consultant, Wausau Surgery Center

4:00 –
5:00 pm



How Will We Staff the Economic Engine of the Hospital?

Speaker: James Stobinski PhD, RN, CSSM(E), CNOR, CNAMB | CEO, Competency & Credentialing Institute

5:00 –
6:30 pm

Welcome Reception

TUESDAY, MAY 17TH

8:00 – **Breakfast Presentation: Cybersecurity Risk Management — Protecting Your OR and Your Bottom Line**

9:30 am **Speaker:** Juuso Leinonen | Principal Project Officer — Device Evaluation Team, ECRI

9:30 – **Networking with Exhibitors**
10:15 am

Concurrent Breakout Sessions



Ten Commandments — Rules of Engagement for Strengthening Interdisciplinary Partnerships

Speaker: Robin Kaufman, DNP, APRN, FNP-C, NEA-BC | Associate Chief Nurse, Perianesthesia, Procedural and Ambulatory Services, Brigham and Women's Faulkner Hospital
Jeffrey Blackwell, FACHE | Director Surgical and Procedural Services, Brigham & Women's Faulkner Hospital

10:15 –
11:15 am



Case Duration Predictive Model Implementation

Speakers: Lydia VanZalen, MBA | Program Director, Northwestern Memorial Hospital
Gavin Blyth, MSc | Analytics Consultant, Northwestern Memorial Hospital

Concurrent Breakout Sessions



Strategies to Successfully Prepare and Survive a CMS Survey

Speaker: Becky Ziegler-Otis, MHA, CASC, CHC, CPHQ, RHIA | Regulatory/Accreditation Specialist & ASC Consultant, Wausau Surgery Center

11:30 am –
12:30 pm



Perioperative Preceptor Development: Journey of a STAR

Speaker: Dr John Rich Randall Levine, DNP, MSN, MHA, MPA, RN, APRN, NEA-BC | Learning and Development Executive, CHI Baylor St. Luke's Medical Center

Keynote Luncheon — sponsored by Qventus

Speaker: Tammy Jones, PhD, RN, NE-BC | Chief Perioperative Services Officer and Associate Chief Nursing Officer, UAMS

12:45 – **Dessert, Coffee, Networking with Exhibitors**
1:45 pm

Concurrent Breakout Sessions



The Financial Implications of Unprofessional Behavior in the OR

Speaker: Lynn E. Webb, PhD | Assistant Dean, School of Medicine, Vanderbilt University Medical Center

3:00 –
4:00 pm



Transition from On-Site Vendor Endoscopy Processing to Hospital-Based Processing

Speaker: James Fly, RN, MBA, MSN, CLSSBB | Director of Perioperative Services, Lawrence Memorial Hospital

Concurrent Breakout Sessions



OR “Black Box” Technology: Implementing an Innovating QI Project to Enhance Culture of Safety

Speakers: Rebecca McKenzie, DNP, MBA, MSN, RN | Assistant VP Perioperative Services, Duke University Hospital
Kate Ulrich, MS, BSN, RN, NEA-BC | Assistant VP Perioperative Services, Duke University Health System

4:15 –
5:15 pm



Partnering with Finance to Align Billing with OR Resource Intensity

Speakers: Katherine Tecci, MBA | Director, Business Operations, Boston Children's Hospital
Elvira Pentella, RN, CPC | Boston Children's Hospital

6:00 – **Evening Night Out — Wine Tasting at Winery on the Gruene** *separate ticket required
9:00 pm

WEDNESDAY, MAY 18TH

8:30 – **Breakfast Keynote: Manage Provider Schedules, OR Blocks, and Patient Encounters in One Platform to Optimize Capacity — sponsored by QGenda**

9:45 am **Speaker:** Dr. Pat Hunt | Chief Medical Officer, QGenda, LLC

Concurrent Breakout Sessions



Herding Vendors and All the Trays They Carry With Them

Speakers: Colleen Giggey, MBA, BSN, RN, CNOR, NEA-BC | Senior Clinical Director, Perioperative Services, HonorHealth Thompson Peak and Sonoran Medical Centers
Charez Norris | Outcome Improvement Lead, HonorHealth
Karen Reynolds | Manager CSPD, Honor Health Thompson Peak Medical Center

10:00 –
11:00 am



Staffing in a Post-COVID Labor Market

Speaker: Sheila Turnbow, RN, MBA, CNOR | Director ASC Clinical OPS, IU Health

Closing General Session — Leadership Roundtable Panel

Speakers: Hazel Boyd, MBA | Clinical Operations Manager, Perioperative Services, Boston Children's Hospital
Tarsilla Moura | Editor, OR Manager

11:15 am –
12:00 pm

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

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

12:00 pm **Conference Concludes**

THERE'S MORE TO EXPERIENCE!

200+

**attendees
to meet**

14+

**CEs
to earn**

50+

**vendors
to network**

4

**days of
education**



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REGISTER NOW?**

Go to

www.orbusinessmanagementconference.com
to learn more.



**LOOKING FOR
A HOTEL ROOM?**

[www.orbusinessmanagementconference.com/
book-hotel-travel](http://www.orbusinessmanagementconference.com/book-hotel-travel) for the best deal.
Rate expires April 25.

THANK YOU PROGRAM COMMITTEE FOR ALL YOUR DEDICATION AND HARD WORK TO PUT THIS CONFERENCE AGENDA TOGETHER

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

Hazel Boyd, MBA
Clinical Operations Manager,
Perioperative Services
Boston Children's Hospital

Bethany Daily, MHA
Executive Director, Perioperative Services
& Healthcare Systems Engineering
Massachusetts General Hospital and Chair —
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CNOR, CSSM, NE-BC**
Associate Executive Director Perioperative Services
Long Island Jewish Valley Stream

Bob Winandy, RN, MSN, MBA
Chief Executive Officer
Brightside Surgical, Brightside Specialty Clinics,
and Infinity Medical Management

Welcome to the JW Marriott Hill Country Resort & Spa!

RELAX

Enjoy the true meaning of 'relaxation' at the JW Marriott Spa. The Lantana Spa is just steps away from your room and is your destination for a relaxing evening. Enjoy a multitude of options from body scrubs, facials, massages, manis and pedis! Return home feeling as rejuvenated as possible.



DISCOVER

You don't have to go far for good eats with 5 restaurants located right at the JW Marriott. Famed for Tex-Mex, San Antonio is gaining attention for "Tex-Next" as the nation's next big culinary destination. From notable restaurants to the Culinary Institute of America, there's something to satiate every palate.

EXPLORE

Nestled amid 600 acres of oak-covered hills, the JW Marriott Hill Country Resort & Spa is a luxury haven within a stunning landscape. This is the setting you deserve after the stresses of the past two years! Walk away feeling refreshed and relaxed.

