

International Hospital Management

Study Tour USA

2012



**Best Practice Management in a Managed Care-driven Health Care Environment:
Strategic Management, IT Management, Quality and Risk Assessment, Hospital Branding/Marketing**

Summer School 2012

16 to 20 July 2012

Head of the Program:

Prof. Dr. Dr. Wilfried von Eiff
University of Münster, Germany

Sponsor:

Health & Care Management





Overview

The Phoenix Study Tour is a five-day event designed for and particularly relevant to clinicians and managers who are leading on system, organisational and service change to talk to leaders at world class US health care organisations. This intensive tour includes visits to some of the most forward-looking provider organisations in Phoenix, Arizona. On this programme you will get the chance to meet your counterparts and to compare and contrast healthcare systems on issues such as strategic management, corporate governance, Magnet nursing care, patient safety, quality and risk assessment and the use of technology to transform clinical and managerial practice. We keep the study tour small and select to allow maximum benefit to participants, so there are only 16 places.

Content

The programme includes visits to not-for-profit and for profit provider organisations, i.e. St Joseph's Hospital and Medical Centre (SJHM) and Barrow Neurological Institute (BNI), a member of the California Catholic Health West Hospital group, Phoenix Children's Hospital, Scottsdale Healthcare and the Mayo Clinic's Phoenix inpatient facility. Lectures on specific strategic, organisational, medical and care subjects and Best Practices management delivered by top level administrative and medical executives will give you a valuable insight into how clinicians and managers live their values providing excellent medical and patient care in a highly intensive business-oriented environment. Each of these lectures are designed to be highly interactive and present a huge value in learning from others, sharing knowledge, generating ideas, and challenging assumptions by connecting with other healthcare systems. In addition, in each of the host provider organisation there will be site visits to wards, ICUs, ORs, radiology and other service line areas.

Notice:

Participants in the US Study Tour 2012 are eligible for 40 CME credits with the Ärztekammer Westfalen-Lippe. Each participant will receive a CKM (University of Münster) certificate of attendance inclusive a Diploma supplement showing the subjects covered. Additionally, the participation in the tour is also eligible for accreditation towards CKM's MBA programme on International Hospital Management and or the Certified Healthcare Marketing Manager programme. For details contact the CKM office.



What is the focus of the US Study Tour 2012?

A detailed preliminary programme of the tour is given below highlighting the topics covered by each of the host hospitals visited.

Day 1 Site Visit Program St. Joseph's Hospital Phoenix

- Presenting the hospital: Facts, Figures, Challenges
- Strategic Hospital Management and the Role of Procurement
- Cost-Benefit-Analysis in Hospital Logistics: Good Reasons for putting an electronic Cabin System in place.
- Hospital Tour
- OR Management: Creating a culture of Accountability in the operating room
- Philanthropy Management and Sponsoring: Strategy, Methods and Impact on Hospital Operations
- Marketing and Public Relations: Building a Hospital Brand
- Community Education and Prevention: A Marketing and Mission Tool

Day 2 Site Visit Program Barrow Neurological Institute, Phoenix

- Presenting the hospital: Facts, Figures, Challenges
- Process Improvement in Healthcare: Patient Tracking, Fast Track Protocols, etc.
- Stroke Program Development: Innovations in Outreach and Education
- Facilities Planning and Development: Building and Backfill Plans, Pitfalls and Traps
- Customer Service in Healthcare
- Rehabilitation and Neuropsychology: Managing Care across the Continuum of Care
- Building a Neuroscience Center: Strategy, Organisation, SWOT-Analysis, etc.
- Clinical Innovation Management: How Purchasing affects Patient Safety and Clinical Outcome
- Hospital Tour
- Questions and Answers

Day 3 Site Visit Program Phoenix Health

- Presenting the hospital: Facts, Figures, Challenges
- Magnet Hospital Approach: How to attract and retain excellent talents
- The Magnet Initiative and the consequences for a market-driven human resource management
- Hospital Tour

Day 4 Phoenix Children's Hospital

- Presenting the hospital: Facts, Figures, Challenges
- 100% for children: marketing management activities
- The "partners in paediatrics" network
- Best Children's Hospital for Neurology and Neurosurgery (U.S. News)
- The Strategic Alliance: Merger between Phoenix Children's and Catholic Health West
- Hospital Tour

Day 5

- optional visit to a further hospitals (a visit to the MAYO Clinic is requested!)
- Reflection and discussion regarding the "lessons learnt"



Benefits

If you are serious about finding out how other healthcare systems and provider organisations grapple with familiar current provider issues and how they have found solutions to challenges to continuously improve clinical and patient safety, there is no better place to visit. US providers are early adopters of new management philosophies and methodologies and new enabling technology. The care facilities we visit in Phoenix are all working in a high-pressure, competitive environment with patient safety and clinical excellence at the heart of their care provision business.

Price

€ 2450.00

€ 1950.00 for CKM-Cirkel members

Travel to and from Phoenix and accommodation is not included.

We usually stay at the Scottsdale Resort & Conference Center, 7700 E. McCormick Parkway, Scottsdale, AZ 85258, Tel. 480 991 9000, www.thescottsdalearesort.com, where so far we have always been able to negotiate for a substantially discounted room rate for our study tour participants. However, room bookings for the duration of the study tour and beyond as well as for any surface transport arrangements for the duration of stay are the sole responsibility of each individual tour participant.

Participants, who enrol early up to 15 March 2012 are entitled to an early bird discount of € 500.00 as well as a full year's subscription of Health&Care Management.

Dates:

Arrival date in PHX 15 July 2012

Study tour: from 7.30 am on Monday 16 July to Friday 20 July

Departure date from PHX 21 July 2012

Notice:

- Lectures and Workshops will be held in English
- The Study Group will be accompanied by German-speaking tutors
- For the study tour to go ahead there must be a minimum of 10 participants



Further Information:

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