

23RD ANNUAL

NICU LEADERSHIP FORUM

Engaging and Empowering Staff: Creating a Culture of Excellence

APRIL 28 – MAY 2, 2019

The Wigwam Resort and Spa | Litchfield Park, Arizona



Synova Associates is pleased to announce our 23rd Annual NICU Leadership Forum. The program blends cutting-edge information from nationally recognized speakers, panel discussions highlighting clinical and leadership best practices, individual presentations by meeting attendees, and many networking and social activities.

Clock in, clock out, repeat. Does this sound familiar? If so, you're not alone! Staff engagement is one of the biggest challenges facing NICU leaders today. Disengaged staff can create a toxic environment, impacting other staff and the care experience of patients and their families. How do you transform a disengaged workforce into one that is not only engaged but empowered? And, how do you keep your staff invested year over year?

At the 2019 NICU Leadership Forum, you will learn from the collective experiences of NICU leaders to advance your unit to the next level by giving you tangible strategies for success. You'll be immersed in an energetic, thought-provoking and rejuvenating conference experience suited to both new and seasoned leaders.

Our keynote speaker, Diane Rogers, is known for her positive, collaborative, strengths-based leadership style, encouraging individuals and organizations to "think differently" to create effective, inventive programs designed to cultivate a culture where caring, human experiences occur.

At the 2019 NICU Leadership Forum, you can expect:

- Leadership experts who map out clear strategies for success
- Numerous opportunities to network, meet and exchange ideas
- Small group time to share best practices and challenges
- Access to innovative ideas, products and services
- Therapeutic environment at a 5-star resort

Come be a part of this dedicated time to lead, learn and network in the beautiful desert. The meeting is open to all leaders from the NICU, PICU, CVICU and other pediatric specialty areas. Bring your team, maximize your experience and return with a play by play approach for team success. Thanks to our Professional Education Partners, we have many scholarships available for our 23rd meeting!

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Meeting Highlights

Opening Keynote: Engagement – It’s Not Just a Proposal Taking Action to Cultivate Exceptional Experiences

Diane M. Rogers, ACC, CPXP

With an increasing focus on ‘employee engagement’ and the associated links to cultivating exceptional experiences, organizational leaders are proposing and planning initiatives to improve engagement. Consider for a moment, however, that (Employee) Engagement is NOT just a proposal, but rather, a set of leadership actions, attitudes, and behaviors intended to shift our individual way of BEING to discover the best in people. You will leave this interactive presentation equipped to access your leadership super-powers to foster new levels of performance, increased potential, and joy in the workplace.

Unit Council in a Box

Lacey Lisner, MSN, MBA, RN, Magnet Program Director

Unit Council in a Box is an evidence-based toolkit that provides all necessary supplies for starting or restructuring Unit Councils. Sometimes getting started (or restarted) is the hardest part. Learn ways to inspire staff to become members and how to mentor chairs and co-chairs for success.

Patient Experience: The Strategic Heart of Healthcare

Stacy Palmer, CPXP; Lori Gunther, MS, CPXP

Explore the framing of patient experience through the lenses of healthcare providers and consumers to discover the framework that makes experience the strategic heart of healthcare. By understanding the integrated nature of experience and identifying specific opportunities to impact the NICU experience, your thinking will be transformed. You will be equipped with strategies to ensure the best support for your team and the best outcomes for those you serve.

Igniting Your Passion for Excellence

Lynn Gallagher-Ford, PhD, RN, NE-BC, DPFNAP, FAAN

Lynn Gallagher-Ford is Director of the Center for Transdisciplinary Evidence-based Practice at The Ohio State University, College of Nursing. Gallagher-Ford will share best evidence-based strategies and innovative ideas to promote and sustain evidence-based practices and cultures in clinical organizations.

Closing Speaker: Creating the Space How to Authentically Engage Your Teams

Meghan Chun, MDiv, MBA

Leaders know that staff engagement is critical to the success of the team and positive patient outcomes. Yet, it can be challenging for leaders to know how to engage staff members, particularly in an ever-changing healthcare environment. In this closing session, you will learn ways to authentically engage your team members, create an environment of trust, encourage curiosity, and spark creativity.

A Day of Concurrent Sessions Covering Leadership Topics Including:

- Developing and leading high performance teams
- Supporting and communicating with staff
- Advancing inter-professional relationships
- Increasing mindfulness in the workplace
- Navigating change successfully

Three Pre-Conferences

- New Leader Bootcamp
- Discover Your Strengths: Lead with Authenticity
- Cultivating a Healthy Workforce by Eliminating Disruptive Behaviors: Strategies for Healthcare Leaders

Fifteen Attendee Presentations and a Dynamic Poster Session

- Highlighting best practices and lessons from around the country

Share Successes, Challenges, and Encouragement

- Two and a half hour luncheon session with leaders in similar positions to discuss common issues, strategies and brainstorm with each other

Networking Events

- Get to know your new colleagues at the Sunday night welcome reception
- Dessert reception on Monday night
- Leaders “March for Babies”
- Dinner and entertainment on Tuesday night
- Free afternoon on Wednesday



Registration Information

The conference begins on Sunday, April 28th at 6 pm with the Opening Reception and goes all day Monday with a dessert reception on Monday night, all day Tuesday with a dinner and entertainment on Tuesday night, half day on Wednesday, and ends at noon on Thursday, May 2nd. The pre-conferences start at 8:30 am on Sunday, April 28th and run until 4:30 pm.

Register now! Or visit: <http://www.synovaassociates.com/2019-nlf/register>; click on NICU Leadership Forum, 2019 Meeting. Registration will not be complete until we have received the following:

- Registration form, submitted electronically
- Full payment by credit card or hospital check. Registration fees must be paid by registration deadlines to receive discounted rates
- Completed on-line Attendee Directory information, including an uploaded professional picture

Registration Fees

	Early: Before February 15	Open Registration: February 15 – March 31	Late: After March 31 (if available)
Conference Registration:	\$799	\$849	\$949
Pre-Conferences:			
New Leader Bootcamp <i>(full day with lunch)</i>	\$329	\$329	\$399
Cultivating a Health Workforce <i>(half day – morning)</i>	\$175	\$175	\$275
Discover Your Strengths <i>(half day – afternoon)</i>	\$175	\$175	\$275
Both Half Days <i>(includes lunch)</i>	\$329	\$329	\$399

Since conference registration and hotel rooms are limited, early registration is advised. Registrations sent without payment or purchase order will not be complete. Confirmation will be sent by email when all information is received and, at that time, the participant is officially registered.

- Out of consideration to registrants, children of any age and spouses/guests may not attend the sessions. Spouses/guests may attend designated social events for additional social fee.
- Tuition includes continuing education hours and most meals.

Scholarships

There are ten scholarships available for NICU Leadership Forum:

- **Five scholarships** are available to National Association of Neonatal Nurses (NANN) members offered by NANN, a professional education partner.
- **Five need-based scholarships** are available thanks to Abbott Nutrition Health Institute and Pampers.®

In addition, March of Dimes gives one full scholarship to the previous year's winner of the March of Dimes Excellence in NICU Leadership Award. Synova gives a tuition scholarship to the previous year's Spirit Award and Rising Star awardees.

Accreditation

The NICU Leadership Forum is approved for approximately 18 contact hours through Abbott Nutrition Health Institute. The pre-conferences will be awarded contact hours depending on the length of the program.

Method of Payment

Payment may be made online using Visa, Master Card or American Express. Hospital checks will be accepted if received by April 15. Registration fees must be paid and received by the registration deadlines in order to receive the discounted rates. Payment should be made to Synova Associates, 9418 Harding Blvd., Milwaukee, WI 53226.

Cancellations

Cancellations for the conference and pre-conference sessions must be made in writing via email to Chrissy Burke at cburke@synovaassociates.com. A \$100 fee will be assessed if an attendee cancels on or before March 31, 2019. There will be no refunds for cancellations after March 31, 2019.

Program Changes

Synova reserves the right to make necessary changes in speakers, topics or schedule. Please see <http://www.synovaassociates.com/nicu-leadership-forum/> for the most up-to-date agenda.

Questions?

Please contact Chrissy Burke at cburke@synovaassociates.com or 617-320-5017.

Registration Information *(cont.)*

Hotel Accommodations

The 2019 NICU Leadership Forum will be held at The Wigwam Resort.

The Wigwam Resort

300 Wigwam Blvd.

Litchfield Park, AZ 85340

623-935-3811

<http://wigwamarizona.com>

The Wigwam is a historic hotel that sprang from the state's early cotton ranching business. The 331-room resort features: three championship golf courses, nine tennis courts; four swimming pools including a 25' dual water slide; a luxury spa and fitness center; award-winning dining and 29 fireplaces and fire pits.

When Goodyear Tire & Rubber Company discovered that long-staple cotton extended the life of its tires, the company bought 16,000 acres of Arizona land for cotton farming. In 1918, the company established the Organization House, the first building on the site, as lodging for ranch suppliers. These guests suggested that it would be a great place to spend a winter vacation, as did Goodyear executives who sometimes brought their families when visiting the farm. On Thanksgiving Day, 1929, The Wigwam officially opened its doors as a guest ranch with enough rooms for 24 guests.

Although this resort and hotel in Litchfield Park has steadily grown over the past 85 years, a portion of the original structure, The Organizational House, remains as the cornerstone of The Wigwam's authenticity and southwestern charm.

A limited block of rooms is being held at a special group rate of \$215 per night (plus tax). The resort fee is waived but there will be a \$2/day housekeeping gratuity and a one time \$8 bellman fee.

Reservations must be made prior to April 5, 2019; after that date, rooms will be available as space allows.

[Make your online reservation now.](#) You may also call the hotel directly at 623-935-3811 and mention Synova Associates 23rd Annual NICU Leadership forum for the group rate.

All hotel reservations are guaranteed for late arrival.

Air and Ground Transportation

Phoenix International Airport is the closest airport to the conference center. Super shuttle, rental cars, taxis and Ubers are available.

