Synova Associates is pleased to announce our 6th Annual Perinatal Leadership Forum entitled “Engaging and Empowering Staff Takes GRIT: Giving, Retaining, Inspiring, Transforming.” 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.

“Nurses are the largest group of all healthcare providers. If we speak in one loud voice, the planet will reverberate.” Donna Cardillo, MA, RN, CSP, FAAN

Staff engagement is not just a one-time initiative – it’s a constant, year-round, multidisciplinary effort to recognize, retain, inspire and transform. It truly requires passion, perseverance and stamina – GRIT!

At the 2019 Perinatal Leadership Forum, you will learn from the collective experiences of perinatal 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.

Your experience at the conference will include:
- 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
- A therapeutic environment at a 5-star resort

JOIN US FOR THE #SynovaExperience!
Opening Keynote: Staying Joyfully Engaged at Every Stage of Your Career
Donna Cardillo, MA, RN, CSP, FAAN

Staying fully engaged and happy throughout the continuum of your career is vital to your success as a leader, your effectiveness as a healthcare professional, and even your health. Donna not only has over 25 years of clinical, managerial and business experience, but is also an author, expert blogger at DoctorOz.com and was the original ‘Dear Donna’ columnist at Nurse.com. Spend a fun, energetic, and practical session with Donna as she explores ways to help you thrive at every stage of your career, be a catalyst for positive change, and find the GRIT you need to lead multi-generational teams.

Your Leadership Matters: Achieving #ZeroHarm Through High Reliability
Lori Armstrong, DNP, RN NENA-BC

Transformational nurse leaders are the key to better outcomes and are imperative to engaging and involving staff to drive towards achieving zero harm. This session will focus on tested strategies and take-home tools that will help you and your department LEAD the way in patient safety outcomes.

Opioid Crisis Panel
Emily Hirsch, MSN, MHA, RNC, NIC, Moderator

How are you managing substance exposed newborns and supporting their families? This panel will discuss two approaches: the Eat Sleep Console approach focuses on keeping mom and baby together and prioritizes non-pharmacological interventions, and, the second, a women’s recovery center for opioid dependent women is designed to improve treatment while addressing psychosocial, mental and physical health needs of the mother.

Beyond the Bundles: Additional Factors That Influence Maternal Events
Ginger Breedlove, PhD, CNM, FACNM, FAAN

For more than 40 years, Ginger has worked to advance women’s reproductive health, most recently as the co-founder of March for Moms. In this session, you will learn how to address maternal mortality and morbidity by understanding the value of utilizing the AIM Bundles, while balancing quality and safety with self-reflection, the power of patient engagement and institutional readiness for change.

Closing Keynote: 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.

Three Pre-Conferences

New Leader Bootcamp (full day)
This preconference is led by two experienced leaders and teachers: Jodi Coombs and Joan Rikli. The Bootcamp is aimed at leaders with less than 3 years of leadership experience and is a time for people to learn basic finance and leadership skills as well as learn from each other.

Jodi Coombs, MBA, RN, Vice President of Women and Children at the Floating Hospital for Children and Tufts MC;
Joan Rikli, MSN, RN, CPNP-BC, NE-BC, Director of Neonatal Intensive Care and Women’s and Infants Services at Helen DeVos Children’s Hospital

Hot Topics in Perinatal Health (full day)
This pre-conference is open to any AWHONN member who is in a leadership position. AWHONN nursing experts will cover topics such as Low Intervention Strategies for Reducing Cesarean Section, Patient Safety Considerations for TOLAC/VBAC, Hypertension Management, Maternal Mental Health, Updates in Simulation Training, OB/Neonatal Emergencies and will include a Listening Session to better understand your needs as Perinatal Nursing Leaders.

Stopping the Cycle of Turnover: Hiring Right, Hiring Fast and Hiring for Fit (half day, PM)
Hiring right is every nurse leader’s most important strategy in shaping the culture of their department. The greying of America, workplace violence and increasing complexity are contributing to the ongoing challenge of nurse recruitment and retention. This afternoon half-day session will review the current evidence and best practices that can help you develop a sustainable and healthy workforce. You will leave with proven strategies in nursing culture, nurse recruitment and nurse retention.

Lori Armstrong, DNP, RN NENA-BC, Chief Nurse Executive, Kaiser Permanente Santa Clara Medical Center

Eighteen Attendee Presentations and a Dynamic Poster Session
• Highlighting best practices and lessons from around the country

Networking Events to Share Successes, Challenges and Solutions
• Welcome reception on Sunday night
• Topical luncheon roundtable discussions on Monday
• Small group luncheons by job function to discuss common issues, strategies and brainstorm solutions
• Dinner and entertainment on Tuesday night
**REGISTRATION INFORMATION**

**Sunday, November 3:**  
8:30 AM – 4:30 PM: Pre-conference  
6:00 PM: Opening Reception

**Monday, November 4:**  
8:00 AM – 4:00 PM: General Session  
4:00 PM – 6:30 PM: Exhibit Hall with Food & Prizes

**Tuesday, November 5:**  
8:00 AM – 3:30 PM: Track Sessions & Facilitated Luncheon  
6:30 PM: Dinner and Entertainment

**Wednesday, November 6:**  
8:30 AM – 12:00 PM: General Session

To register, visit: [http://www.synovaassociates.com/perinatal-leadership-forum/](http://www.synovaassociates.com/perinatal-leadership-forum/)

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 online Attendee Directory information, including an uploaded professional picture

**Registration Fees**

|                      | Early:  
Before August 15 | Open Registration:  
August 15 – September 30 | Late:  
After September 30 (if available) |
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<td>Conference Registration:</td>
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<td>New Leader Bootcamp</td>
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<td>Stopping the Cycle of Turnover</td>
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Since conference registration and hotel rooms are limited, early registration is advised. Registrations sent without payment or purchase order will not be complete.

- 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 6 need-based tuition scholarships available for the 2019 Perinatal Leadership Forum thanks to generous support from our Professional Education Partners, Abbott Nutrition Health Institute (ANHI) and the Association for Women’s Health, Obstetrics and Neonatal Nursing (AWHONN). Go to [www.synovaassociates.com](http://www.synovaassociates.com) for the eligibility requirements and the application.

**Accreditation**

The Perinatal Leadership Forum is approved for approximately 14 contact hours through Abbott Nutrition Health Institute. The pre-conferences and post-conference 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 October 18. Registration fees must be 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. Tax ID: 27-3903686.

**Cancellation and Substitution Policy**

All cancellations, requests for refunds and substitutions must be made in writing to mgehl@synovaassociates, based on the following criteria:

- **Cancellations requesting a refund:** Must be received in writing by October 7, 2019. A processing fee of $100 will be deducted from each refunded registration. No refunds will be granted after October 7, 2019.
- **Cancellations requesting a transfer credit:** Must be received in writing by October 21, 2019. A transfer credit for the amount of the registration cost will be granted to the individual/organization for the 2020 Perinatal Leadership Forum. No credit transfers will be granted after October 21, 2019.
- **Attendee substitutions:** Must be received in writing at any point before the conference begins.

**Program Changes**

Synova reserves the right to make necessary changes in speakers, topics or schedule. Please see [http://www.synovaassociates.com/](http://www.synovaassociates.com/) for the most up-to-date agenda.

**Questions?**

Please contact Melissa Gehl at mgehl@synovaassociates.com or 414-394-3675.
The 2019 Perinatal 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.

A limited block of rooms is being held at a special group rate of $189 per night (plus tax). The resort fee is waived but there will be a $2/day housekeeping gratuity and a one time $6 bellman fee. Reservations must be made prior to September 30, 2019; rooms will be available as space allows.

Make your online reservation now with group code **SYJ31CI**


You may also call the hotel directly at 623-935-3811 and mention Synova Associates 6th Annual Perinatal 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.