

Day 1 Syllabus - Wednesday, October 8, 2008

7:30-8:00

Continental Breakfast

8:00-9:30

Changing Behavior - Unlocking the Full Potential of Your Enterprise

Dave Steitz, Principal

Steitz Partners

9:30-10:30

10 Steps for Increasing Patient Loyalty

Kathleen Diamonon

Managing Partner

The Turning Point Group

10:30-11:30

Women's and Children's Public Health Issues

Linda Hook, RN,MSN,MSHP
Clinical Director

Bexar County Hospital District

11:30-12:30

Buffet Lunch

12:30-1:30

Clinical Integration

Scott Fenn, CEO

Memorial Hermann Health Net Providers

1:30-2:30

Physician Recruiting

Helene Orwin, CEO

Orwin Healthcare International

2:30-3:30

Medical Partnerships

John Kajander, Senior VP

Texas Medical Center

3:30-4:30

The Fundamentals of Volunteer Management

Mary Donnelly Jackson

Program Coordinator

MD Anderson Cancer Center

