

WHA Education



Health Care Administrative Professionals Conference

Thursday, September 20, 2018
9:00 am - 4:00 pm (*registration begins at 8:30 am*)

Holiday Inn Hotel & Suites
1109 Fourier Drive, Madison, WI 53717
Phone: 608-826-0500

Program Description

The WHA annual Health Care Administrative Professionals Conference is designed for executive assistants, business office managers and other administrative support staff in hospitals.

This program will focus on practical ways to make work easier by identifying the most effective communication skills and ways to improve time management skills. The afternoon session will focus on using Microsoft Outlook, Word and Excel more efficiently and effectively. *

**Participants are encouraged to bring a laptop for this training.*



Who Should Attend

All health care administrative professionals, including:

- Executive Assistants
- Administrative Assistants
- Business Office Managers
- Support Staff



Program Agenda

Health Care Administrative Professionals Conference

8:30 am Registration & Continental Breakfast

9:00 am **Using Communication Skills to Improve Business Communication**

Susan Schoenfeld, Speaker, Trainer & Coach

Good writing is essential to the success of a business even though “good writing skills” aren’t listed as part of an employee’s job description. The ability to write well is an important part of communication regardless of what level of hierarchy you are at in an organization. It is necessary to know the most effective ways to communicate internally and externally to get your message across. You can communicate more strategically by determining the goal of your message and making it appropriate for your audience. In this seminar you will learn ways to improve your writing by getting to the point, using appropriate words, organizing your thoughts and enhancing communication skills to build trust, respect and connections with others.

At the end of the session participants will be able to:

- Explain which channel of communication to use and how to communicate with different generations
- Describe tips for effective business writing
- Explain how to organize information
- Describe communication skills to help send the “right” message
- Demonstrate how to write more effective emails
- Explain how to write announcements, minutes, meeting requests and agendas

10:30 am Break

10:40 am **Manage Time, Don’t Let Time Manage You**

Susan Schoenfeld, Speaker, Trainer & Coach

We never seem to have enough time to accomplish the things we want to do. Managing time is learning how to manage yourself so you have better control of what gets done and when you do it.

At the end of this session participants will be able to:

- Describe how to control time
- Explain how to set SMART Goals
- Describe how to allocate time
- Demonstrate how to set priorities
- Describe why, when, and how to delegate
- List ways to overcome procrastination
- Describe tips on how to manage your time

12:00 pm Lunch (provided)

1:00 pm **50 Microsoft Office Hacks: Take Back Your Time!!**

Melissa Esquibel, Certified Microsoft Trainer

There’s got to be an easier way!” How many times have you pondered that when working with the Microsoft Office tools you use every day? Well buckle up! This lively three-hour session with Microsoft Certified Trainer Melissa Esquibel will show you tips, tricks, and secrets to working with the tools you use every day.

For example, did you know that:

- The worst place to start creating a presentation is on a PowerPoint slide?
- You can see any cell on an Excel worksheet without squinting and scrolling?
- Custom formatting that matches your organization’s identity can be accomplished in a click?
- That there are three ways Outlook and Excel can work together to give you access to a goldmine of data?

4:00 pm Adjourn



Program Registration

Registration Fee: \$250 per person

All registrations can be made online at <http://www.cvent.com/d/wgqv0w>

Payment Information:

WHA accepts VISA or MasterCard payments online. If you choose to pay by check, print the automatic registration receipt you receive via email, and send a copy of it with your check payment to:

Wisconsin Hospital Association
Attn: 18Admin
P.O. Box 259038
Madison, WI 53725-9038

Conference Cancellation Policy: Cancellations received in writing up to five business days prior to an event will be given a full refund less a \$50 processing fee. No refunds will be given for cancellations received less than five business days prior and day-of-program no-shows. Substitutions are accepted.



Program Information

Special Needs: In accordance with the Americans with Disabilities Act, the Wisconsin Hospital Association seeks to make this conference accessible to all. If you have a disability which might require special accommodations or have any dietary restrictions, please email your needs to: Kayla Chatterton at kchatterton@wha.org or call 608-274-1820.

Hotel Accommodations:

Holiday Inn Hotel & Suites Madison West
1109 Fourier Driver
Madison, WI 53717
P: 608-826-0500 for reservations
Hotel Reservation Cut-Off: Thursday, September 6, 2018

A block of rooms has been reserved for the evening of Wednesday, September 19, 2018, at the Holiday Inn Hotel & Suites Madison West. To make a reservation, call 1-608-826-0500, press '0' and ask for the WI Hospital Association room block by September 6, 2018. Rate is \$119.00 per night plus tax for a standard room.

Final cut-off date for room reservation is Thursday, September 6, 2018.



About the Presenter

Susan Schoenfeld

Susan Schoenfeld has over 20 years of corporate experience in the legal arena and in healthcare as a Professional Development Director, Consultant and Training Manager in the Milwaukee area and beyond. She presents management and presentation skills seminars to Fortune 500 companies, law firms and numerous associations. She specializes in working with lawyers in group and one-on-one settings, however, her coaching strategies are valid for all industries. She teaches public speaking at several universities and coaches individuals and executives on presentation and communication skills. Her diverse experience enables her to work with a variety of individuals, and her professional acting background adds to her success as a public speaker.

Melissa Esquibel

Melissa Esquibel is a Microsoft Certified Trainer. She combines her more than 25 years of experience in information technology with a background in training, technical writing and business risk analysis. Esquibel's consulting career spans banking, manufacturing, telecommunications, energy and insurance, which allows her to provide real-world examples and applications. She has enabled everyone from rocket scientists to real estate brokers to put the "productive" back in office productivity software. She facilitates Microsoft Experience Center sessions at Microsoft locations across the country, and she is also the primary content contributor for *Office Technology Today*, Business Management Daily's monthly technology newsletter and host of the Office Technology Today Answer Center.

