



WISCONSIN CHAPTER of the  
American College of Healthcare Executives

An Independent Chapter of



American College of  
Healthcare Executives  
for leaders who care

## Wisconsin Chapter of the American College of Healthcare Executives Regional Networking and Education Program

### Building a Foundation for a Culture on Your Journey to Excellence

#### Program:

Join us early for networking and breakfast.

- 7:30 - 8:00am: Registration, Breakfast, Networking
- 8:00 - 9:00am: Presentation and Q & A
- 9:00am: Adjourn

#### Learning Objectives:

- How to hire the right people
- Improve the patient experience
- Give "excellent care"

#### About the Presenter:

Mr. Brown is the founder and principal of Interim Healthcare Executive Solutions, Inc. Strategically oriented, superb people skills, excellent innovator of ideas and team builder with over 30 years of successful health care experience, positions ranging from staff nurse through chief nursing officer/chief operating officer and vice president of patient care services. Brown was an emergency room RN for several years as well as director of emergency services for a 500 bed acute care hospital in St. Louis. Brown served over 35 years of active and reserve services in the U.S. Navy, moving through the ranks from E-2 and retiring as a Captain.

Prior to joining founding Interim Healthcare Executive Solutions, Inc., Brown was the vice president of operations and clinical services at Centegra Health System in McHenry, Illinois. During his three years at Centegra Health System, he facilitated improvement of patient satisfaction scores from the 4th percentile to the 99th percentile. This ranking has been sustained over the past two years. As the interim vice president of patient services at Howard Young Medical Center, Brown implemented initiatives based on research and evidence based practice to move the patient satisfaction scores at Howard Young Medical Center Emergency Services from the lower 10 percent to the 85-90th percentile ranking within NRC+Picker Satisfaction Tool. As the patient experience coach for Ministry Health Care, Brown and the Ministry Health Care team members are recognizing dramatic improvement in patients overall satisfaction.

Friday, July 24, 2009  
7:30 - 9:00am

#### Location

Saint Michael's Conference Center  
Oak Room  
Building Name: 2501 Main  
Address: 2501 Main Street, Stevens Point, WI 54481

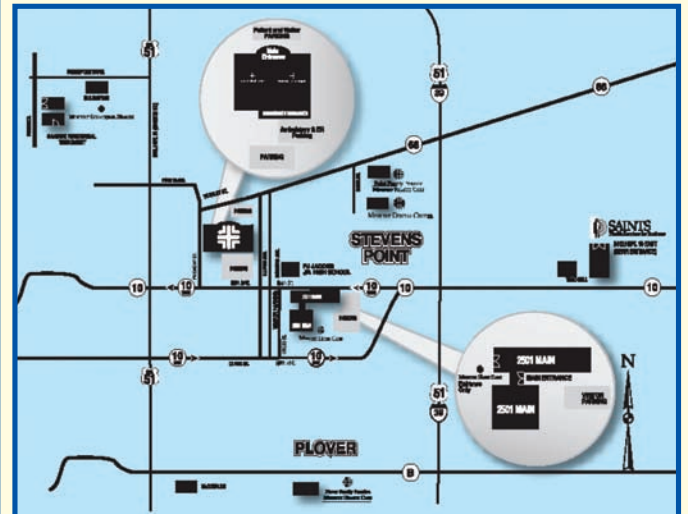
#### Directions:

##### From the West:

From Hwy. 10 West: Proceed across the bridge and continue on Clark Street (Hwy. 10 East). Continue on Clark Street through the Michigan Avenue intersection (stoplight) for one and one half blocks. Turn left into the parking lot and enter through the main doors (between the 2-story brick and one story brown building). Turn left to the Oak Room.

##### From the East, North and South:

From I-39: Exit on to Hwy. 10 West and proceed past Minnesota Avenue one and one half blocks. Turn left into the parking lot and enter through the main doors (between the 2-story brick and one story brown building). Turn left to the Oak Room.  
Saint Michael's Conference Center





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Stevens  
Point, WI

## Wisconsin Chapter of the American College of Healthcare Executives Regional Networking and Education Program

**Registration** (limited to 40)

### Building a Foundation for a Culture on Your Journey to Excellence

Mail your registration to:  
WHA, ATTN: Sherry Collins  
PO Box 259038, Madison, WI 53725-9038  
Or, fax to 608-274-8554  
Or, register on-line at [www.wha.org](http://www.wha.org)

Organization

Address

City/State/Zip

Name

Title

ACHE Member:  Yes  No

ACHE Designation: \_\_\_\_\_

WI ACHE Member:  Yes  No

Phone

Fax

Email

#### Payment Information:

(Sorry, we cannot accept credit cards for this program.)

- Check enclosed (Make check payable to Wisconsin Chapter of ACHE)
- Will bring payment to program registration

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**7:30 - 9:00am**

#### Location

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Oak Room  
2501 Main Street, Stevens Point, WI 54481

#### Cost:

\$15 WI ACHE Chapter members  
\$25 non-Chapter members  
Free for students

#### Who Should Attend:

Central Region Members, visitors, and anyone interested in becoming an ACHE Member.

#### Additional Program Information:

##### Content Questions:

Lynne Petruzates  
715-346-5182;  
[Lynne.petruzates@ministryhealth.org](mailto:Lynne.petruzates@ministryhealth.org)

##### Registration Questions:

Sherry Collins at WHA  
608-274-1820; [scollins@wha.org](mailto:scollins@wha.org)

For planning purposes, pre-registration by **July 17**, is highly encouraged.

#### Continuing Education Credit:

As a chartered independent Chapter of the American College of Healthcare Executives, the Wisconsin Chapter of the American College of Healthcare Executives is authorized to award 1 hour of Category II (non-ACHE education) continuing education credit for this program toward advancement or recertification in the ACHE.

Participants in this program who wish to have it considered for Category II credit should list their attendance when they apply to the ACHE for advancement or recertification. Participants are responsible for maintaining a record of their Category II credits.

Attendees can submit Category II credits on the ACHE website under "My ACHE."