



***A Patient Centered Approach
to Volunteer Management***



2010 State Conference
June 24 – 25th
Holiday Inn
Stevens Point, Wisconsin

WADVS 2010 CONFERENCE



A Patient Centered Approach to Volunteer Management

CONFERENCE SCHEDULE AT A GLANCE

Wednesday, June 23, 2010

- 2:00 – 4:00 pm WADVS Board Working Session
- 4:00 – 6:00 pm Board Meeting
- 6:30 – 8:30 pm Dinner & Round Table Session - (Dinner is at attendees expense)

Thursday, June 24, 2010

- 8:15 – 8:45 Registration/New member/attendee orientation
- 8:45 – 9:00 Welcome/Logistics
- 9:00 – 10:30 Session I: Positioning the Volunteer Department - Paul Bartush
- 10:30 – 10:45 Break
- 10:45 – Noon Session II: Healthcare Reform & Volunteer's Role in Patient Centered Care

CEO Panel

- ◆ Diane Postler-Slattery – Aspirus - Wausau Hospital
- ◆ Dorothy Erdmann - Shawano Medical Center
- ◆ CEO - TBD

- Noon – 1:00 Lunch – Frontier/Evergreen Rooms
- 1:00 – 3:00 Session III: Quality and Performance Improvement
HCAPS and Patient Loyalty Information Session
 - ◆ Online demonstration and hands-on practice
 - ◆ Renewing Service Expectations – Carl Blomwillis
 - ◆ Patient loyalty program sharing
- 3:15 – 3:30 Break
- 3:30 – 5:00 Session IV: The Use of Technology in Volunteer Management
Tammy Behnke, CAVS
- 5:00 – 6:00 Session V: Volunteer Tracking – Database Management
 - ◆ VySOne/Dale Smith
 - ◆ Volgistics/Sherri Waid CAVS
- 6:00 – 8:00 WADVS Social Hour/Dinner - 60's/70's Theme

Friday, June 25, 2010

- 7:30 – 9:00 Breakfast & General Membership Meeting
- 9:00 – 10:30 Session VI: Transitioning to the Bedside: Developing Volunteer Roles that Enhance the Patient Experience - Paul Bartush
- 10:30 – 10:45 Break
- 10:45 - 12:15 Closing Session: Changes, Challenges and Choices - Tom Jadin
- 12:15 – 12:45 Silent Auction Wrap-up and Evaluation

**In order to keep our expenses in line, beverages & food at the board meeting, registration and break times will be on your own*

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Wednesday, June 23rd, 2010

6:30 pm – 8:30 pm

ROUNDTABLE SESSION FOR EARLY ATTENDEES

This time is scheduled for attendees to discuss issues that are important to them. Join fellow WADVS members for an evening to share “Best Practice” programs focused on impacting patient loyalty, processes, orientation, etc.

Bring your questions, problems, concerns and entertaining stories about the volunteer leadership profession. We will gather in the Woodland Conference Room just outside Rudy’s Restaurant at 6:30 p.m.

Dinner will be at your own expense, ordered off “Rudy’s” Menu.

Thursday, June 24th, 2010

9:00 am – 10:30 am

PAUL BARTUSH



POSITIONING THE VOLUNTEER DEPARTMENT IN YOUR ORGANIZATION

This course is intended for the experienced/ CAVS level volunteer director who is comfortable with the basics of volunteer management and eager to take their department operations to the next level. During the session participants will briefly review core operations for volunteer departments and investigate areas of strategic volunteer management. Highlights will include evaluation of your department’s core work, leadership and management capacity. Additionally, participants will be challenged to create and implement innovative strategies that will help their departments thrive for years to come.

9:45 am – 12:00 pm

CEO PANEL



HEALTH CARE REFORM & VOLUNTEER’S ROLE IN PATIENT CENTERED CARE FROM A HEALTHCARE CEO PERSPECTIVE

CEO Panel:

- Diane Poster-Slattery Aspirus – Wausau
- Dorothy Erdmann - Shawano Medical Center
- TBD

1:00 pm – 1:45 pm

CARL BLOMWillIS



RENEWING SERVICE EXPECTATIONS THROUGH TRAINING VIGNETTES

Using video vignettes through the patient's eyes as discussion starters, this session will demonstrate how Aurora Health Care has continued its journey to patient centered care, improved the patient's experience and renewed volunteers and employees service expectations.

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Thursday, June 24th, 2010

HCAHPS

Hospital Care Quality Information
from the Consumer Perspective

QUALITY & PERFORMANCE IMPROVEMENT: HCAHPS & PATIENT LOYALTY

- Online demonstration of HCAPS site and hands-on practice. Attendees will have laptops available to practice maneuvering around the HCAPS site.
- Patient Loyalty – Sharing of volunteer programs/roles that impact patient loyalty

3:30 pm – 5:00 pm

TAMMY BEHNKE, CAVS



THE USE OF TECHNOLOGY IN VOLUNTEER MANAGEMENT

The focus of this session is to learn how to incorporate technology into volunteer management and to implement non-traditional methods of training and marketing your volunteer program. Volunteer leaders will learn how to use technology to operate more efficiently, streamline processes, and standardize operations by using methods such as an online format for orientation, annual requirement training and educational opportunities. The session includes a discussion on the pros and cons of social networks.

5:00 pm – 6:00 pm

DATA MANAGEMENT SOFTWARE



VOLUNTEER DATA MANAGEMENT & REPORTING

This session will review the capabilities of two volunteer resources data management software products.

VSys One - Dale Smith/Company Representative

Volgistics – Sherri Waid, MS, CAVS

6:00 pm – 8:00 pm

DINNER AND SOCIAL EVENT

NETWORKING DINNER/SOCIAL

This years social is based on the **60's/70's** era. Attendees are encouraged to dress for the occasion in their favorite hippie, tie dye or disco outfits. Anyone who dresses for the event will be entered in a drawing for a prize valued over \$25. If you missed Woodstock or simply don't remember it, now is your chance to experience it again.



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Friday, June 25th, 2010

7:30 am – 9:00 am

BREAKFAST AND GENERAL MEMBERSHIP MEETING

Membership Meeting

- Welcome and introduction of new members
Vicki Zehms, CAVS
Reflection/Recognition Chairperson
- General Business
- WADVS 2010-2011 goals
- Introduction of new WADVS Web Site
Sherri Waid, MS, CAVS
WADVS Board Secretary

9:00 am – 10:30 am

PAUL BARTUSH



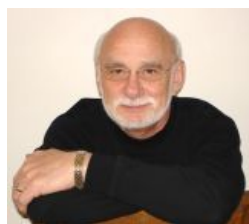
TRANSITIONING TO THE BEDSIDE: DEVELOPING VOLUNTEER ROLES THAT ENHANCE THE PATIENT EXPERIENCE

National Speaker: Paul Bartush – Director of Volunteer Services Massachusetts General Hospital presents proven tools to create meaningful volunteer roles focused on enhancing the patient experience.

10:45 am – 12:15 pm

TOM JADIN

CHANGES, CHALLENGES, AND CHOICES



Why do some folks, some teams, some organizations look enthused, dedicated, and vigorous as they lead themselves and others through the ongoing changes, challenges, and choices while others look frazzled and worn out. The answer is that some are just "hardier." Those who lead and thrive show "hardiness," i.e. a **commitment** to who I am and what I am doing, a feeling of **control** verses being controlled, and a sense of **challenge** or vigorousness. Hardiness is not something you got; it's something you can get.

12:15 pm – 12:45pm

Conference Wrap-up, Silent Auction Results & Completion of Conference Evaluation

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Presenter's Bio's

Paul Bartush, Throughout his career, Paul Bartush has worked in a variety of healthcare management positions. Since 1999, Paul has worked at the Massachusetts General Hospital in the Volunteer Department.

In June of 2009, Paul was appointed as the Director for the Volunteer Department, Medical Interpreter Services, Information Associates and the LVC Retail Shops at MGH.

Paul has presented at numerous state, regional and national conferences including the annual AHVRP conference in August of 2009. Paul has a master's degree in Healthcare Management and holds his CAVS certification and is the president of the Massachusetts Association of Directors of Healthcare Volunteer Services.

Tammy Behnke, CAVS through the Association for Healthcare Volunteer Resource Professionals (AHVRP) and has over 13 years experience in volunteer leadership. She currently oversees Volunteer Services, Gift Shop, and Spiritual Care for the Aurora Medical Center of Washington County. Tammy has served various leadership roles on the board of the Wisconsin Administrators of Volunteer Services (WADVS), and currently serves as Vice President of Programs. Tammy is a national trainer for AHVR, teaching new and seasoned volunteer managers to be change masters in their organizations and to meet the challenges of volunteer management. She has presented to a variety of audiences at the local, state, and national levels. Tammy has a Bachelor's degree in Business Administration and is currently working on her Master's degree in Administrative Leadership.

Carl Blom Willis is the Volunteer Services Manager at Aurora Sheboygan Memorial Medical Center. In his role he is responsible for ensuring an extraordinary patient experience through the use of passionate and engaged volunteers. With a background in both Volunteer Services and Human Resources, he has a unique perspective on recruitment, retention and engagement of volunteers that will ultimately have a tremendous impact on the patient experience and help departments increase their patient satisfaction scores.

Tom Jadin was on staff at Wisconsin Winnebago Mental Health Institute for 30 years where he held a variety of clinical, supervisory and administrative positions. Currently Tom operates a private counseling service for individuals and families and is a part-time instructor for the University of Wisconsin. Mr. Jadin is also an internationally recognized speaker, trainer and consultant in a wide array of topics to private corporations and public agencies throughout the United States and Canada. He has published and presented over 30 papers and has 10 films to his credit. Most important to Mr. Jadin, however, is the fact that he is a husband, father, pilot and a genuine motorcycle nut!

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ADDITIONAL INFORMATION

Resource table:

There will be a resource table for attendees to share information. The topics are listed below. Please bring 50 copies of each category and be sure to include your contact information with the material. Attendees will receive a **ticket for door prize drawings** for each they supply:

- | | |
|---|--|
| 1. Best Fundraiser/ Best Program | 3. Recruitment Brochures |
| 2. Gift Shop Top 10 Sellers | 4. Service Description or Training Tool |
- (please include vendor contact information)

50/50 raffle: There will be a raffle again this year – bring your \$\$ and win big!

Silent auction: There will be a silent auction that will run throughout the conference with bids closing at 10:45 a.m. on Friday. We are in need of silent auction items and those who bring an item will receive a **ticket for door prize drawings**. If you can bring a silent auction item please contact Tammy Behnke, at tammy.behnke@aurora.org or 262-670-7409.

Attendee Bags: If you have and fun or useful items that can be placed in the attendee's take-away bag, please notify Tammy Behnke at tammy.behnke@aurora.org or 262-670-7409. Those who bring an item will receive a **ticket for door prize drawings**

CEU certificates will be distributed at the end of the conference on Friday.

Holiday Inn - Convention Center

1001 Amber Avenue - Stevens Point, WI 54481 715-344-0200 Rates: \$89 Single/Double \$99 Triple/Quad
www.holidayinn.com

You will need to make your own room reservations at Holiday Inn Hotel & Convention Center, Stevens Point.

- Our block of rooms are available for Wednesday and Thursday evenings and will be held until June 2nd. Reservations made after this date will be on a first-come, first-served availability basis.
- Reservations must be guaranteed with a major credit card.
- Please remember to bring your tax-exempt form with you or tax will be applied to your room rate.
- Check in time is 3:00 pm. Check out time is 12:00 pm.

Reservations can be made by calling the hotel directly.

Tell the hotel that you are with "WADVS". Our Group Booking Code is: VOL

Reservations may also be made online at www.holidayinn.com

Directions to the Holiday Inn from the:

East: Take Hwy 10W to Amber Avenue, turn right, hotel is on right.

West: Take Hwy 10E through Stevens Point about 4 miles to Elizabeth Avenue, turn left on Elizabeth, hotel is on the left.

North: From I-39, take Exit #158 for Hwy 10E, proceed 1 mile to Elizabeth Avenue, turn left on Elizabeth, hotel is on the left.

South: From I-39, take Exit #158A for Hwy 10E, proceed 1 mile to Elizabeth Avenue, turn left on Elizabeth, hotel is on the left.



Wisconsin Association of
Directors of Volunteer Services

Registration

Mail Conference Registration to:

Tammy Behnke, CAVS

WADVS VP, Programs

Aurora Health Care

1032 E. Sumner Street

Hartford, WI 53027

(262) 670-7409

Fax (262) 670-7622

tammy.behnke@aurora.org

Name: _____

Title: _____

Organization: _____

Address: _____

Telephone: _____

E-mail: _____

Member of which WADVS region? Northwest Northeast

Southwest Southeast

First-time Conference Attendee? Yes No

New Member of WADVS in 2010? Yes No

Thursday Evening Social includes dinner.

To help us plan the evening's event, please RSVP if you will be attending. Yes No

Wednesday Evening Dinner (at your expense) & Round Table Session.

So we may plan for seating please RSVP if you will be attending. Yes No

CONFERENCE REGISTRATION DEADLINE AND FEES

Registration Final Deadline: June 9, 2010

WADVS Members: (Need to be a registered member prior to registering for conference)

___ Early Bird Registration (postmarked/emailed on or before May 29)
\$155

___ Registration (postmarked/emailed after May 29)
\$195

Non WADVS Members:

___ Registration \$250 (Non-member fee includes 1 year membership in WADVS)

PLEASE ENCLOSE CHECK WITH REGISTRATION FORM PAYABLE TO:
Wisconsin Association of Directors of Volunteer Services (WADVS)
Please call or e-mail if you have any special dietary needs