

# *The Maine Event!*

## **Strategies for Volunteer Leadership**

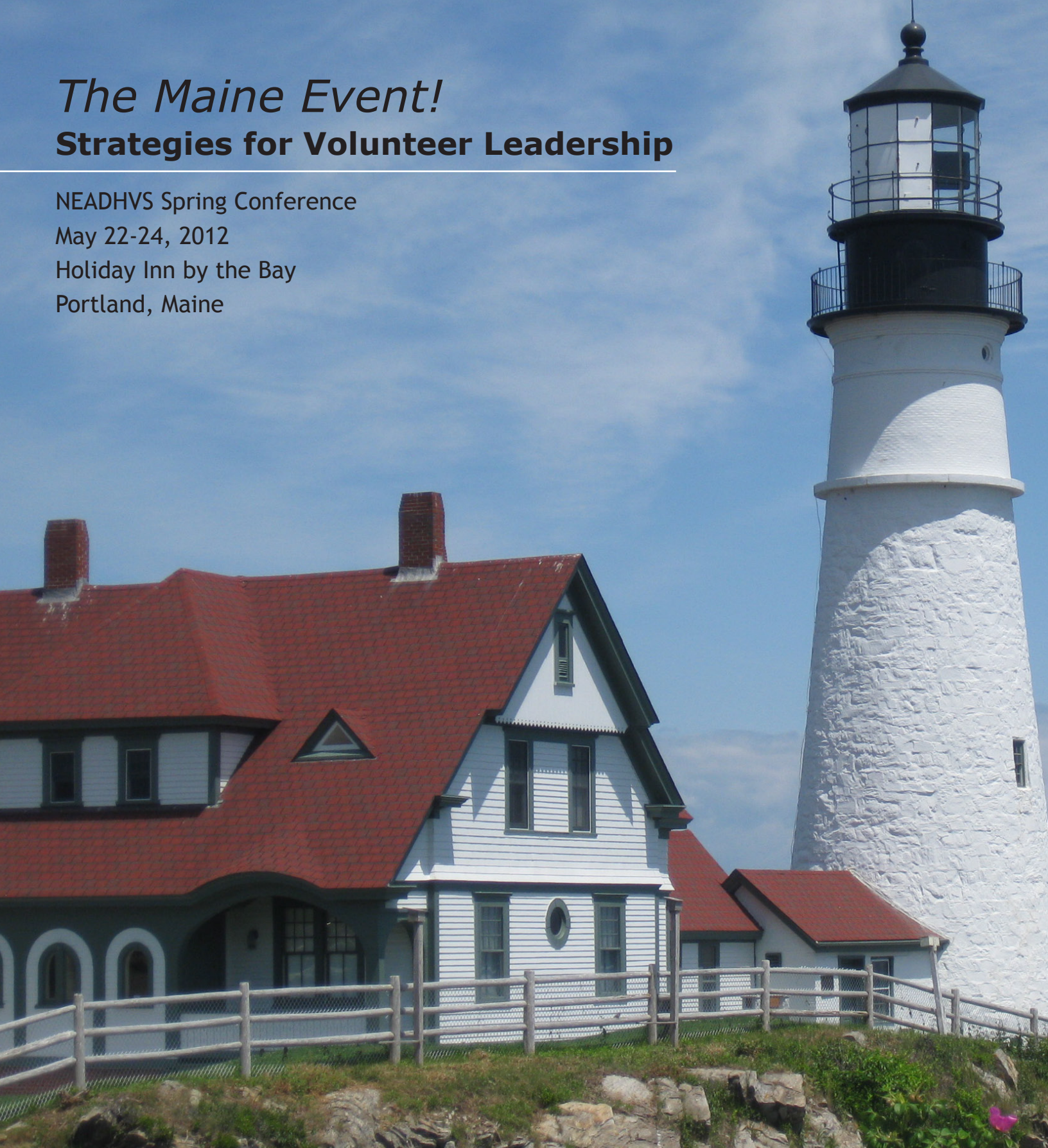
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NEADHVS Spring Conference

May 22-24, 2012

Holiday Inn by the Bay

Portland, Maine



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**NEADHVS**

NEW ENGLAND ASSOCIATION DIRECTORS HEALTHCARE VOLUNTEER SERVICES

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[NEADVHS.org](http://NEADVHS.org)

# NEADHVS CONFERENCE SCHEDULE

## TUESDAY, MAY 22

**9 am - 1 pm**

Registration

**10 am - 12:30 pm**

Free Bonus Workshop

“Constant Readiness: Recommendations for Joint Commission Standards” Mary McCormack, CAVS, CDVS

**12:30 pm - 1 pm**

First Time Attendees meeting

**1 pm - 2:30 pm**

Conference Opening, Buffet Luncheon & Business Meeting

**3 pm - 5 pm**

“Power Communication: Professional Strategies for Leaders” Mary McCormack, CAVS, CDVS

## WEDNESDAY, MAY 23

**7 am - 8:45 am**

Networking Breakfast

**8 am - 9 am**

Registration

**9:15 am - 12:15 pm**

“One Size Does Not Fit All: Volunteer Recruitment, Retention and Recognition Strategies that Work!”

Mary McCormack, CAVS, CDVS

**12:30 pm - 2 pm**

Luncheon - President’s Award

**2:30 pm - 4 pm**

“Hospital Volunteers in the Community” Betty Acheson, CAVS

**4:30 pm - 7 pm**

President’s Reception and Trade Show

## THURSDAY, MAY 24

**7 am - 8:15 am**

Networking Breakfast

**8:30 am - 10 am**

“Fond Farewell - Increase Positive Feedback” Nancy Reilly

**10:15 am - 11:45 am**

“It’s All About Customer Service - Training Your Volunteers in Customer Service” Diamond Belejack, CAVS

# SPEAKER BIOGRAPHIES & WORKSHOPS

**Mary McCormack, CAVS, CDVS**, is a well-known professional speaker, writer and volunteer services administrator who has specialized in healthcare and auxiliary management for over 31 years.



Mary helps people recognize their potential to achieve personal and organizational goals through interactive presentations and innovative audiovisuals stressing how to transform problems into positive outcomes. Her programs

are geared to transitioning learning into action when participants return home.

She is the author of *Constant Readiness: Recommended Practices for Joint Commission Standards*; co-author of *Legal, Risk Management and JCAHO Issues for Healthcare Organizations: A Manual for Directors of Volunteer Services and Auxiliary Leaders*; and, co-author of *Certified Administrator of Volunteer Services Review Guide*.

State-certified in volunteer services administration in Florida and North Carolina, Mary achieved national certification through AHVRP in 2000. Her commitment to excellence has earned her the AHVRP’s highest professional honor, the Award for Excellence, in 2007. She is president of Mary McCormack Presentations, a division of Information Enterprises in Jacksonville, Florida.

### ***Constant Readiness: Recommendations for Joint Commission Standards.***

Joint Commission now includes volunteers in their definition of “staff”. It can be challenging for volunteer administrators to stay informed about the newest requirements for compliance. Strengthen your volunteer services program with this session which includes:

- Current information
- Humor
- Best practices
- Opportunities for networking

### ***Power Communication: Professional Strategies for Leaders***

Effective communication skills are essential components for leadership. Mary weaves together true stories, interactive exercises and role playing to help sharpen your speaking skills. Each participant will understand the strategies used by professional speakers to enhance their presentation skills.

### ***One Size Does Not Fit All: Volunteer Recruitment, Retention and Recognition Strategies that Work!***

Volunteers and auxiliaries are a vital community resource in health care. Explore the five most important reasons volunteers stay and the ten most common reasons they leave. Packed full of time-proven ideas, this program will produce measurable results, happy volunteers and appreciative staff through a detailed recruitment and recognition program.

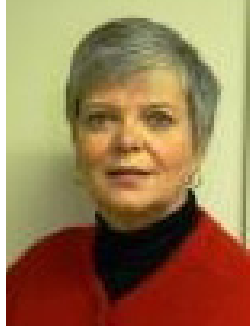
Learn to:

- Recruit new volunteers
- Keep the good people you currently have
- Recognize volunteers in ways that are meaningful to them

## SPEAKER BIOGRAPHIES & WORKSHOPS

**Betty Acheson, CAVS**, Chief, Voluntary Services, VA Medical Center, White River Junction, VT

Betty has been a federal employee since 1987 and in Voluntary Services since 1998. She has received several awards through the Department of Veterans Affairs, the Federal Executive Association, NEADHVS and AHVRP for her innovative Voluntary Service programs. In addition, Betty is a National Certified Mediator and a Fellow Mentor under the Veterans Health Administration National Mentor Certification Program. A 1967 graduate of the Boston School of Business Education, Betty spent many years in the accounting profession. She finds Voluntary Services much more fun than figures.



### ***Hospital Volunteers in the Community***

This interactive workshop will show you how to develop a lasting relationship with the patients of your hospital through community volunteer assignments. Patient loyalty is not only powerful, it is also a great advertising tool.

Topics:

- Creative volunteer assignments that reflect your hospital's commitment to care
- Flexible volunteer assignments
- Volunteer assignments that keep patients connected to your hospital
- Your volunteers, your community



**Nancy Reilly**, Director, Volunteer Services, Mercy Medical Center, Sisters of Providence Health System, Springfield, MA

Nancy has a Bachelor of Science degree from Westfield State University with a double major in elementary education and special education. She was employed for 28 years in the non-profit rehabilitation field, most recently as Vice President of Marketing, prior to coming to Mercy Medical Center

in 2009. Nancy is responsible for recruitment, orientation and oversight of volunteers in over 30 positions. She serves on numerous committees within her organization; is currently a member of MADVHS; and, serves on the education and nomination committees for NEADHVS.

### ***Fond Farewell – Increase Positive Feedback***

It is well known that patient satisfaction scores will play a role in determining future monetary reimbursement in healthcare services. The Fond Farewell program was started with the hope of increasing the return of HCAHPS surveys randomly sent out to patients once they are discharged. The objective is not only to increase survey return but positive feedback as well. Fond Farewell is a continuous and ongoing collaboration between senior management and volunteer services staff who plan to use the feedback to provide the best possible healthcare experience.

Topics:

- The correlation between patient satisfaction and monetary reimbursement in healthcare services
- How to get patients to return surveys
- Increasing positive feedback
- Thank you gifts



## SPEAKER BIOGRAPHIES & WORKSHOPS

**Diamond Belejck, CAVS**, Manager, Volunteer Services & Information Desks, MidState Medical Center, Meriden, CT



Diamond has been employed at MidState Medical Center for 34 years, the last 15 years in Volunteer Management. She is a graduate of the University of Connecticut with a BA degree in Latin and English and studied for a Master's degree in Public Health at Southern Connecticut State University. In 2004, she became a Certified Administrator of Volunteer Services and has held many positions on the boards of CADVSH and NEADHVS.

### ***It's All About Customer Service – Training Your Volunteers in Customer Service***

With the advent of HCAHPS and changes in how hospitals are reimbursed, hospitals are focusing on ensuring the patient has the best experience at their institution. By understanding the needs of the patient and their family, customer service is crucial in achieving customer loyalty and patient satisfaction. Volunteers are instrumental in enhancing the patient experience and need outstanding customer service skills. This workshop will provide you with the information and tools you will need to help your volunteers understand:

- The changing climate of healthcare
- The impact HCAHPS have on your hospital
- How customer satisfaction drives customer loyalty
- Customer service skills that enhance the patient experience

## IMPORTANT INFORMATION

**Registration fee is nonrefundable and is due by April 30, 2012.**

- Conference attire is business casual.
- \$5 of your registration fee is earmarked for the scholarship fund.
- Participants with full registration fee will receive 12.5 contact hours.
- If attending Tuesday's bonus session, you will receive an extra 2.5 contact hours.
- Participants attending Tuesday only sessions will receive 4.5 contact hours; Wednesday only session are 6.25 contact hours; and Thursday only sessions are 4.25 contact hours.
- Our cost per contact hour is a great value as compared to national meetings.

## Hotel Information

### **Holiday Inn By The Bay**

88 Spring Street, Portland, Maine 04101  
1-800-345-5050 or [www.innbythebay.com](http://www.innbythebay.com)

**Rooms:** \$135 per night plus 7% tax, up to two people in standard room.

**Check-in:** 4 p.m. **Check-out:** 12 noon

*Complimentary self parking for overnight guests.*

**Hotel deadline to reserve at discounted rate is 4/21/12.**  
**Mention NEADHVS meeting.**

## CONFERENCE REGISTRATION

Name: \_\_\_\_\_

Title: \_\_\_\_\_

CAVS (Certified Administrator of Volunteer Services):  yes

Organization: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

First-time attendee?  yes  no

Special accommodations?

(please specify—food allergy, mobility, etc.)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### **Free Bonus Session with full registration**

\_\_\_\_\_ I am attending the Tuesday morning bonus session  
(2.5 additional contact hours for a total of 15 hours).

### **FEE SCHEDULE - full conference includes meals**

**Member Fee: \$295** \_\_\_\_\_

**Non-Member Fee: \$370** \_\_\_\_\_

**New Member Fee: \$330** \_\_\_\_\_  
(includes discounted 1st year membership)

### **Select a Main Course for Wednesday Luncheon:**

Prime Rib  Salmon  Chicken

**Single Day Fee: \$225** \_\_\_\_\_ Please indicate day:

Tuesday  Wednesday  Thursday

Choose lunch above.

**Tuesday Lunch/Business Meeting Only: \$35** \_\_\_\_\_

**Wednesday Lunch/Awards Only: \$35** \_\_\_\_\_

**Wednesday Reception/Trade Show Only: \$50** \_\_\_\_\_

**Total:** \_\_\_\_\_

**Make checks payable to NEADHVS.**

**Checks must be received no later than 4/30/12.**

Please send checks and registration form to:  
Roberta Sullivan, Lead Volunteer Services  
York Hospital  
15 Hospital Drive  
York, ME 03909

**For more information, call: Roberta at 207.351.2224**

