



NEADHVS

NEW ENGLAND ASSOCIATION DIRECTORS HEALTHCARE VOLUNTEER SERVICES



NEADHVS Spring Conference

May 24-26, 2011

Hilton Providence
Providence, RI

*"Mapping the Way:
The Road to Volunteer Excellence"*



NEADHVS CONFERENCE SCHEDULE

Tuesday, May 24

- 9 am - 1 pm Registration
- 10 am - noon Free Bonus Workshop
"Supporting Healthcare Management to Become Champions of Volunteer Engagement"
Betty Stallings
- 1 - 2:30 pm Conference Opening: Luncheon/Business Meeting
- 3 - 5:30 pm Workshop
"Assessing Strength & Impact Analysis of Volunteer Engagement" *Betty Stallings*

Wednesday, May 25

- 7 - 9 am Registration
- 7 - 8:30 am Networking Breakfast
- 8:45 am - noon Workshop
"Training Busy Staff to Succeed with Volunteers" *Betty Stallings*
- 12:30 - 2:30 pm Luncheon – President's Award, and Passing of Gavel
- 3 - 4:30 pm Workshop
"Dotted Lines, Curbs & Guard Rails... Boundaries: What are They? Why Do We Struggle with Them?" *Bobbi Wexler*
- 4:30 - 7 pm President's Reception and Trade Show

Thursday, May 26

- 7 - 8 am Networking Breakfast
- 8 - 9:15 am Workshop
"Lean and Mean" *Michelle Caruso*
- 9:30-10:45 am Workshop
"Volunteer Roles that Enhance the Patient Experience" *Paul Bartush*



SPEAKER BIOGRAPHIES & WORKSHOPS



Betty Stallings, MSW, is a highly regarded international trainer, keynote speaker, consultant and author specializing in volunteer management, fundraising, leadership and board development.

For the past 18 years, Betty has been the president of Building Better Skills whose mission is to inspire and empower people to effectively attract and utilize volunteer and financial resources to achieve their organization's mission. Her website, www.bettystallings.com, provides free training resources and carries some of the best books and resources supporting volunteerism and funds development. Since 2000, Betty has served as the editor/designer in charge of the "Training Designs" feature section in e-Volunteerism: The Electronic Journal of the Volunteer Community.

She has received numerous awards for her dedication to volunteerism and philanthropy, has written seven books and numerous training curriculums and articles. Among the best known titles are **Getting to Yes in Fundraising, Training Busy Staff to Succeed with Volunteers, The 55-Minute Staff Training Series, and How to Produce Fabulous Fundraising Events: Reap Remarkable Returns for Minimal Effort.** In 2005 Betty did research on the impact of executives on successful volunteer programs. Energize Inc. published the results of that study, **12 Key Actions of Volunteer Program Champions: CEOs Who**

Lead the Way. Her most recent book, **Leading the Way to Successful Volunteer Involvement: Practical Tools for Busy Executives**, was released in the Fall of 2010.

"Supporting Healthcare Management to Become Champions of Volunteer Engagement"

For volunteer involvement to reach its potential impact in healthcare environments, there must be significant commitment and leadership from the executive and board levels of the hospital/facility. Let's stop complaining and ask ourselves how we can influence and support executives to carry out these critical roles. This highly interactive workshop will:

- Clearly identify what is needed from management to support successful mission-driven volunteer engagement
- Explore potential executive resistance/challenges of volunteer engagement and develop plans for diminishing these factors and influencing commitment
- Identify potential resources, tools and other support to compress the time needed for hospital executives to positively impact volunteer engagement

***All participants at the conference will be given a URL to download Betty's new book (electronic edition), **Leading the Way to Successful Volunteer Involvement: Practical Tools for Busy Executives**, upon which this workshop is based. (Value \$15.)*

“Assessing Strength and Impact of Volunteer Engagement in Your Healthcare Facility”

Increasingly we are being asked to share the value, return-on-investment and the impact of volunteer involvement within our facilities. This workshop will examine the four ways to assess volunteer engagement: quantitative statistics, evaluating customer satisfaction, comparing the program to generally accepted standards for volunteer engagement within a healthcare facility, and the impact the Volunteer involvement has on the mission of the hospital/facility.

We will discuss benefits, shortcomings and process/action steps for each. This highly interactive workshop will:

- Explore the reasons for evaluating volunteer involvement
- Discuss the four major ways to evaluate volunteer engagement
- Identify who needs the information and how to deliver it

“Training Busy Staff to Succeed with Volunteers in Healthcare Environments”

A volunteer program cannot rest primarily on the shoulders of one person in a healthcare facility. It involves the commitment and competence of all staff within your facility who partner with volunteers to carry out their work. It can be particularly challenging to reach busy clinical staff who often see volunteers as an intrusion in their work. This interactive and informative workshop will:

- Explore whether your role is understood to be the person who empowers the healthcare facility to create and sustain excellence in mission-critical volunteer engagement
- Uncover signs of staff resistance, causes and methods to build commitment to effective volunteer involvement
- Discuss options for designing decentralized staff training
- Demonstrate and share the potential uses of the “55-Minute Staff Training” resource which you will receive

*** All conference participants will receive a URL to download the complete 12-modular in-house training series “55-Minute Staff Training Series” which also includes an electronic copy of the book by Betty, “Training Busy Staff to Succeed with Volunteers” (value: \$69).*

Bobbi Wexler, BA, Volunteer Program Manager, Home & Hospice Care of Rhode Island, Providence, RI

Bobbi is the volunteer program manager at Home & Hospice Care of Rhode Island, the largest not-for-profit hospice in Rhode Island and the second oldest hospice in the United States. She oversees the on-boarding, compliance, training, education, complementary therapy, administrative and patient support programs. Bobbi has managed volunteer programs in local, regional and national not-for-profit organizations for more than 20 years. She has presented at the National Hospice and Palliative Care Organization (NHPCO) and New England Hospice & Palliative Care conferences. Bobbi is in her second term as a member of NHPCO Volunteer/Volunteer Management Steering Committee and is currently the vice president of the Rhode Island Association of Healthcare Volunteer Administration.

“Dotted Lines, Curbs & Guard Rails... Boundaries: What Are They? Why Do We Struggle With Them?”

Are you clear about your boundaries as a healthcare professional? Do volunteers always maintain good professional boundaries with the patients? Similar to how dotted lines, curbs and guard rails help you negotiate the roads you travel, this session will offer skills and tools that can assist you in being aware of boundaries in healthcare and show how Home & Hospice Care of Rhode Island has used these tools to guide both staff and volunteers.

- Define personal and professional relationships
- Determine the boundaries of personal and professional relationships
- Describe potential areas of vulnerability
- Identify ways to maintain effective relationships and boundaries

Michelle Caruso, Director, Volunteer Services, Jordan Hospital, Plymouth, MA

Michelle graduated from Bridgewater State University with a bachelor's in history. She worked in Carver Public Schools for 10 years before coming to Jordan Hospital in 1999. In 2003, Michelle became a Certified Administrator of Volunteer Services (CAVS). She has served in several leadership positions including president of Massachusetts Hospital Association (MADHVS) and NEADHVS, CAVS certification chair/liaison to the Association for Healthcare Volunteer Resource Professionals (AHVRP) board, and board member of AHVRP, the American Hospital Association (AHA) Certification Center, and the Council for Certification in Volunteer Administration (CCVS, the current administrator of the CAVS exam). Michelle is currently a board member of the AHA's Committee on Volunteers.

“Lean and Mean”

In these challenging times hospitals are facing financial challenges that are unprecedented. Many hospitals have turned lean to help them weather these difficult economic times. What is lean? The core idea of lean is to maximize customer value while minimizing waste. Simply, lean means creating more value for customers with fewer resources.

Participants in this workshop will explore the history and development of “lean” methodology, the five driving principles of lean: value, value stream, flow, pull, and perfection, and a practical application of the lean methodology to a hospital patient transport system.

Participants will delve into the process improvement cycle of PDAC (plan, do, act, check), the process of defining scope, the importance of accurate data collection, the value of cause and effect analysis, the use of value and non-value added analysis, and the value of time and motion studies.

Participants will leave the session with a better understanding of lean and the way lean methodology can be applied to their own departmental processes.

Paul Bartush, Director, Volunteer Services, Massachusetts General Hospital, Boston, MA

Paul has been involved in volunteer management for more than 15 years. In June 2009, Paul was appointed as the director for the Volunteer Department, Medical Interpreter Services, Information Associates and the LVC Retail Shops at Massachusetts General Hospital. He is responsible for the strategic management of a volunteer pool of 900 volunteer who contribute more than 100,000 hours of service annually to the hospital in patient experience enhancing roles.

Currently, Paul is the president of the Massachusetts Association of Directors of Healthcare Volunteer Services, serves on the board of the New England Association of Directors of Healthcare Volunteer Services, and has presented at state, regional and national conferences on the topics of volunteer management, strategic leadership and strategic planning.

Paul has co-authored two publications for the Association for Healthcare Volunteer Resource Professionals. He earned a masters in Healthcare

Management from Cambridge College and a bachelor of science in Human Development from Pennsylvania State University.

“Transitioning to the Bedside: Volunteer Roles that Enhance the Patient Experience”

In recent years, many members of our profession have wondered how to move into roles that enhance the patient experience. NOW is the time. These actions make your department more viable, allow you to present solutions to institutional problems, and help with patient satisfaction scores and managing patient expectations.

This workshop will review the strategic process which Mass General Hospital has engaged to align volunteer positions to institutional mission and core values. Issues around patient satisfaction scores (HCAHPS, Press Ganey), the six pillars of Institute of Medicine, national patient safety goals, and an increased focus on the patient experience are addressed.

IMPORTANT INFORMATION

Registration fee is nonrefundable

- **Registration is due by April 30, 2011.**
- Conference attire is business casual.
- \$5 of your registration fee is earmarked for the scholarship fund.
- Participants with full registration fee will receive 12.25 contact hours.
- If attending Tuesday’s bonus session, you will receive an extra 2 contact hours.
- Participants attending Wednesday only sessions will receive 6.25 contact hours
- All participants will be given a URL download to Betty’s book “Leading the Way to Successful Volunteer Involvement: Practical Tools for Busy Executives” (Value \$15) and “The 55-Minute Staff Training Services (Value \$69).

Hotel Information

Hilton Providence
 21 Atwells Avenue, Providence, RI 02903
 1-800-HILTONS or www.providence.hilton.com

Rooms: \$119 per night plus tax, up to two people
 \$25 additional fee for a third person over the age of 18 in the room

Check-in: 3 pm. Check-out: 11 am.

Complimentary self parking for overnight guests.
 Daytime valet: \$14; self-park, \$12 per day

Hotel deadline to reserve at discounted rate is 4/22/11.

CONFERENCE REGISTRATION

Name: _____

Organization: _____ CAVS: _____

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 (two additional contact hours for a total of 14.25).

Fee schedule:

Member Fee:	\$275 _____
Non-Member Fee:	\$350 _____
(Become a member and save!)	
New Member Fee:	\$310 _____
Wednesday only (members):	\$200 _____
Wednesday only (non-members):	\$255 _____
Wednesday Lunch Guest Fee	\$35 _____
Wednesday Reception Guest Fee	\$50 _____
Total:	_____

**Make checks payable to NEADHVS
 Checks must be received no later than 4/30/11.
 Please send checks and registration form to:**

Women & Infants Hospital
 101 Dudley Street
 Providence, RI 02905
 Attn: Liz Douglas, Volunteer Services Department