

the CORAZON CONFERENCE

FALL 2010

Pittsburgh, Pennsylvania

AN IMPORTANT TWO-DAY EVENT for savvy hospital leaders interested in being on the forefront of the booming Neuro Specialty!

Imagine the Possibilities: Set the Wheels in Motion for Neuro Care



November 2-3, 2010

The Sheraton Hotel - Station Square
Pittsburgh, Pennsylvania

Don't miss sessions on these hot topics:

- **State of the Union** – Regional and National Trends in Neuro Services
- **Innovations in Care** – Understanding Today's Technology
- **Physician Collaboration** – Partnering to Improve Access to Care
- **Sub-Specialty Development** – Choosing the Right Scope of Services

DAY 1: Tuesday, November 2

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8:00 AM PRE-CONFERENCE HOSPITAL TOUR (optional)

Join Corazon along with team members from UPMC Mercy for a guided tour of the hospital's Joint Commission-certified Primary Stroke Center. The suite features high-performance, high-resolution biplane neuro-interventional angiography equipment with 3D capabilities, and advanced patient monitoring systems that operate at 30 frames per second.

Space is limited and early registration is required.

11:00 AM EVENT REGISTRATION / BUFFET LUNCH at 11:30

12:00 NOON WELCOME

Karen Hartman, President, Corazon, Inc.



OPENING SESSION: The "State of the Union" in Neuro

Ted E. Barber, MD, MBA, Neurologist, The Toledo Clinic

Dr. Barber, a practicing Neurologist and an active leader in the area of neuro program development, will outline industry trends and present the business case for implementing a Neuro service line. The speaker will detail the options available and the clinical, financial, and operational implications of service development.



GENERAL SESSION: Developing a Team of Neuro Experts

Ross Swanson, Vice President, Corazon, Inc.
Susan Underwood, Nurse Educator, UPMC Mercy

Ross and Susan will address strategies for assessing knowledge gaps within an existing clinical team, and creating a plan for staff education and competency development. The speakers will also share ideas for recruiting Neuro 'stars' to a program in conjunction with service line growth or expansion efforts.



GENERAL SESSION: The Finances of Neuro

Karen Hartman, President, Corazon, Inc.
Nicole McKenna, Consultant, Corazon, Inc.

Karen and Nicole will explain the current landscape of Neuro finances, including reimbursement and the revenue potential of various programs within this specialty. Opportunities for cost savings through multi-purpose labs, cross-trained staff, and other avenues to leverage program growth across clinical areas will be explored.



GENERAL SESSION: New Technology / Care Innovations

Stacey Lang, Account Manager, Corazon, Inc.

This session will detail the latest technologies and care delivery trends that can differentiate a Neuro service line, including Deep Brain Stimulation, Epilepsy Monitoring Units, and other new surgical approaches for the treatment of Neuro disorders. Stacey will also discuss physician skills sets, and the clinical staff and equipment needed for sub-specialty development.



5:00 PM NETWORKING RECEPTION

Join fellow attendees, conference speakers, Corazon hosts, and event sponsors for drinks and hors d'oeuvres at the Reception. Take some time to meet, greet, and network with your colleagues and Corazon staff.

CONFERENCE REGISTRATION INFORMATION

We hope you'll join us at this year's Annual Corazon Conference! **Registration Package** includes conference attendance fee, a copy of Corazon's latest book, the tour of UPMC Mercy, and the opportunity to schedule one-on-one time with a Corazon expert. Regular price: **\$450**, Preferred Rate (payment received before September 24): **\$375**, per person for groups of 3 or more: **\$275**.

REGISTER EARLY! SPACE IS LIMITED. VISIT THE CONFERENCES

DAY 2: Wednesday, November 3

8:00 AM BREAKFAST WITH EXHIBITORS

Join us for breakfast and the opportunity to meet the exhibitors featured at this year's Conference. Interact with the company representatives and learn more about the 'latest and greatest' products, services, and resources that can help you implement or improve your Neuro program.



GENERAL SESSION: Stroke Systems of Care

*Tim Shephard, MD, Vice President of Neurosciences,
Bon Secours Richmond Health System*

Dr. Shephard will discuss Stroke Systems of Care at the national level, as well as regional trends in states where regulatory activity is affecting care processes. He will also share his experience of driving hospital and community program development related to care of the stroke patient. Outcomes information and treatment trends will also be presented.

INTERACTIVE WORKSHOPS

These workshops will share the latest trends in Neuro sub-specialty development. Choose the session most applicable to your current situation and interests.



Primary / Comprehensive Stroke Centers

Learn the rationale and process for both Primary and Comprehensive Center development, including certification standards, clinical/financial/operational potential, and strategies for successful and timely implementation.

or



Specialty Program Development

Understand more about the options available for program development and expansion within the Neuro specialty, including Trauma Centers; Epilepsy, Parkinson's, and Alzheimer's care programs; sleep labs; and headache clinics.

12:00 NOON BUFFET LUNCH



GENERAL SESSION: Partnering Opportunities in Neuro

*Sue Heck, Senior Vice President, Corazon, Inc.
Ron Schmidt, Vice President, Corazon, Inc.*

Sue and Ron will delve into proven models available to partner with Neuro physicians, including the physician enterprise, joint ventures, and other means for shared governance and quality assurance. They will also discuss physician recruitment, medical staff development plans, and how to achieve medical staff buy-in for an expansion of Neuro services.

1:00 PM ADJOURN

HOTEL INFORMATION

The Sheraton Hotel at Station Square, Pittsburgh's only waterfront hotel, is in the center of the 52-acre Station Square complex surrounded by a Riverwalk entertainment area of retail shops, specialty stores, restaurants, and bars. The Sheraton is also just a block away from the world-famous incline at Mount Washington, offering a view of Pittsburgh's three rivers and the breathtaking city skyline.

LODGING INFORMATION

For hotel reservations at The Sheraton Hotel at Station Square, please contact the hotel directly at 412-261-2000, indicating the Corazon Conference. The room rate arranged for our conference is **\$159 per night**. Rooms must be booked by **October 5** to secure room availability and the discounted rate.

TRAVEL INFORMATION

The hotel is located at 300 West Station Square Drive, Pittsburgh, PA 15219, just 35 minutes from Pittsburgh International Airport. Ground transportation to/from the Airport can be arranged through the hotel in advance. Garage parking and valet service are available.

CANCELLATION POLICY

A refund minus a **\$150** administration fee will be granted in response to a written request post-marked or emailed by **October 22**. After that date, no refunds will be provided. Registration is transferable within your organization without penalty.