



College of Nursing

VILLANOVA
UNIVERSITY

Twenty-Sixth Annual

VILLANOVA
UNIVERSITY
ROLE EXCELLENCE

The Post-Master's Certificate in Nursing Administration

A proven, successful,
skills-oriented certificate program
to strengthen
critical management abilities

BEGINNING
SEPTEMBER 2009

Role Excellence has been enlightening, inspiring and transforming nurse managers and administrators for 26 years. Join over 1,000 of your colleagues from around the country who have completed this highly successful, exclusive program. Nationally acclaimed professionals conduct these intensive one- and two-day seminars to enrich and develop the highly complex strategies you require as health care administrators. Meticulously planned, and continually updated, the program provides critical skills and meaningful insights in the areas of finance and money management, labor and human relations, leadership, team building, politics, risk management, and the dynamic health care environment. The curriculum is practical and specific to the changing needs of nursing administrators and nursing managers holding an earned master's degree. Like so many others, you will find the Post Master's Certificate Program to be a highly profitable and rewarding experience.

THE PROGRAM

To receive the Post-Master's Certificate in Nursing Administration, complete eight days of core courses (offered once a month on a consecutive Friday and Saturday) during the fall 2009 semester, then select three days of electives offered over the spring 2010 semester - a total of eleven class days in all. Uncertain of your schedule? Attend as many of the core courses and electives as you wish.

CORE COURSES

Leadership Strategies

Everybody uses them, but how do you get maximum results? Investigate your own leadership style. Explore concepts of mind mapping and the relationship to the future of health care. Understand essential components of transformational and visionary leadership styles. Find out about surviving as a leader in today's environment including techniques on how to manage your followers as well as your boss.

Date: September 11, 2009

Time: 9:00 AM - 4:00 PM

Fee: \$285.00 5.5 Contact Hours

Faculty: Patricia M. Haynor, DNSc, RN, NHA

Labor and Employee Relations

What are the critical elements in disciplining and dealing with problem employees? What makes hospitals susceptible to union activity? Explore appropriate responses to a union organizing campaign. Find out about your responsibilities in a unionized setting. Learn the latest on employment law including FMLA, OWBPA, and the ADA. Discover how to maximize your effectiveness with labor and employee relations from attorney's perspectives.

Date: September 12, 2009

Time: 9:00 AM - 4:00 PM

Fee: \$285.00 5.5 Contact Hours

Faculty: Lisa M. Scidurlo, JD
Theresa M. Zechman, JD

Power and Politics

Do you use power to your best advantage? Find out what you can do to become more comfortable with change, improve communication, and resolve conflict. Understand the nuances of your organization's cultural milieu. Discover how you cannot only survive but build power within today's health care organizations . . . and make it work for you.

Date: October 9, 2009

Time: 9:00 AM - 4:00 PM

Fee: \$285.00 5.5 Contact Hours

Faculty: Vicki Lachman, MBe, PhD, APRN

Law, Risk Management, and Nursing

Become more savvy about your risk management activities. Learn the essentials

for decreasing your liability while increasing quality care. Explore liability issues from professional, non-professional, managerial, educational and institutional perspectives. Develop strategies and tactics for optimizing the use of standards. Find out what you need to know regarding your responsibilities with HIPAA and personnel laws.

Date: October 10, 2009

Time: 9:00 AM - 4:00 PM

Fee: \$285.00 5.5 Contact Hours

Faculty: Janine Fiesta, BSN, RN, JD

Understanding Hospital and Health Care Financial Systems

Legislation from Federal and State government, aggressive contracts with managed care, capitation, for profit systems, integrated systems, advances in medical technology, and alliances and mergers leave organizations scrambling to prepare for the future. Broaden your knowledge of a financial statement, appreciate the managed care payment program for Medicare and Medicaid, and review controversies related to legislation. Develop a working knowledge of cash flow problems including the search for capital and issues related to financial turnarounds. Here is a unique opportunity to become well versed in the complex, ever-changing area of hospital finance from an expert in the field.

Dates: November 6, 7, 2009

Time: 9:00 AM - 4:00 PM

Fee: \$570.00 11 Contact Hours

Faculty: Arthur Piper, Jr., CPA

Team Building and Human Relationships

Discover ways to enhance your role in team leadership and group performance. Learn successful strategies for meeting employees' needs in an integrated, interdisciplinary work system. Find out why changing the leader won't necessarily change the group's behavior. Maximize output and work more effectively with the groups for which you have responsibility. Learn from an international expert in group dynamics.

Dates: December 4, 5, 2009

Time: 9:00 AM - 4:00 PM

Fee: \$570.00 11 Contact Hours

Faculty: Susan Wheelan, PhD

SEMINAR LEADERS

Janine Fiesta, BSN, RN, JD

Consultant in risk management and health care licensure. She was previous Vice President, Legal Services/Risk Management, Lehigh Valley Hospital and Health Network. Throughout her career she has contributed to the risk management literature through authorship of nursing books, book chapters, columns, articles in numerous professional journals and presentations at professional seminars. She serves as a consultant on matters related to risk management, nursing law, and medical malpractice. She is in great demand across the country for presentations on nursing law, malpractice, and risk management.

Patricia M. Haynor, DNSc, RN, NHA

Associate Professor, College of Nursing, Villanova University. This highly qualified speaker has been a senior nurse executive at several complex health care centers. She serves in a consultant capacity to health care organizations, maintains her practice in administration, served on a national leadership and consultant panel, and teaches graduate nursing administration courses at Villanova University. Her doctoral research was completed in the area of leadership.

Vicki Lachman, MBe, PhD, APRN

Clinical Associate Professor, Drexel University, College of Nursing and Health Professions. Founder and President of V.L. Associates, a consulting and training company to the health care industry. She presents on topics such as leadership, recruitment and retention, and organizational culture change. Vicki maintains a private counseling practice and acts as an executive coach. She is a popular speaker and is the author of a book on stress management. To round out her professional expertise, Vicki has earned a second a master's degree in bioethics. She has authored over 100 publications and her second book, *Applied Ethics in Nursing* was released in 2005.

Arthur Piper, Jr., CPA

Previously served as Senior Manager for Katz Consulting, a well respected health care consulting organization. Art has extensive experience in financial operations. For 12 years he was the Chief Financial Officer and Associate Executive Director of a 700 bed medical school teaching and tertiary care hospital in Philadelphia. He also served as Vice President of Finance and Operations for a 100 bed hospital in rural Pennsylvania. His consulting experience covers small hospitals, long-term care institutions, and large tertiary care organizations. He has been an adjunct professor at the Wharton School.

Lisa M. Scidurlo, JD

An Associate with Stevens & Lee where she concentrates her practice in all aspects of labor management and employee relations, including counseling and litigation. She regularly handles cases involving claims under Title VII, Americans With Disabilities Act, Age Discrimination in Employment Act, the Family Medical Leave Act and other federal, state and local employment discrimination laws. She counsels employers on compliance issues regarding the maintenance and administration of personnel policies, including anti-discrimination policies, anti-harassment policies, e-mail and electronic communication policies, and Family & Medical Leave policies.

Susan W. Wheelan, PhD

Founder and President of GDQ Associates, an organization dedicated to the provision of group and organizational consulting, training, and professional certification. Previously, she was professor of Psychological Studies and Faculty Director of the Training and Development Center at Temple University where she received the University's Great Teacher Award in 1992. A licensed psychologist, she has worked in a number of hospital and clinical settings. Dr. Wheelan has led workshops and provided consultation to a wide variety of organizations throughout the United States, and in England, Ireland, Israel, the Netherlands and Sweden. She is the author of four books on group process and creating effective teams.

Theresa M. Zechman, JD

An Associate with Stevens & Lee where she concentrates her practice in management-side labor and employment law and litigation. She represents management in all human resource and employment issues including discrimination, harassment, contracts and wrongful discharge matters. She counsels employers in the creation and application of workplace policies and represents public and private sector employers in their dealings with organized labor, including organizing campaigns, collective bargaining negotiations, day-to-day administration of collective bargaining agreements, grievances, interest arbitrations and unfair labor practice hearings.

THE ROLE EXCELLENCE ADVANTAGE

You face challenging, front line problems. We have action oriented, real world solutions. Previous participants from the New England and mid-Atlantic regions have valued the quality of the presenters, the depth of knowledge shared, and immediate application of new skills. Their comments include:

“I found the role excellence program to be a great educational **opportunity** as well as a wonderful way to network. It was the **best** management curriculum that I have had.”

“This program presented **new and different material** and suggestions to improve my job performance.”

“I really got a lot for my money.”

“It increased my self-confidence.”

“I can’t say enough about the program – it was an **excellent and useful** administrative tool.”

“The program helped me to prepare for and pass the certification exam.”

“The program was **coordinated** extremely well.”

“Many of the skills could be incorporated immediately.”

“There was **outstanding information** given in a concise manner with real life, day-to-day examples.”

GENERAL INFORMATION

LOCATION

Distinguish yourself in Role Excellence in a beautiful, Main Line location. Courses are held in the Villanova Conference Center where the charm of an early 20th century mansion blends with the technology of a 21st century facility. The center is located on 32 acres of grounds and includes a nine-bedroom mansion built in 1914, stables and acres of gardens, a manicured lawn, wooded hills, and a spring fed lake. Villanova is 12 miles west of Philadelphia, just 30 minutes from the Philadelphia International Airport and is easily accessible from I-76, I-476, and the Pennsylvania Turnpike. Guest rooms are available on-site.

www.villanovaconfctr.com

REGISTRATION

Register on the web at www.villanova.edu/nursing/ce/certificate, or complete and mail or fax the registration form together with your check or credit card information. A confirmation of registration will be mailed/emailed to you with travel directions, location of the seminars, and any other special instructions. Please note that registration fee includes all course materials, lunch, and all refreshment breaks.

Registration closes September 3, 2009. Early registration must be postmarked by August 11, 2009. Registration for individual offerings closes one week before each course begins.

Checks should be made payable to "College of Nursing, Villanova University" and mailed to:

Dr. Lynore DeSilets
College of Nursing
Villanova University
800 Lancaster Ave.
Villanova, PA 19085-1690

For additional information, contact Louisa Zullo by phone (610-519-4930), fax (610-519-6780), or e-mail (louisa.zullo@villanova.edu).

ACCREDITATION

The College of Nursing Villanova University, is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

This approval is reciprocal in all states and for all specialty organizations that recognize the ANCC approval mechanism. Accredited status



does not imply endorsement of any product/service by ANCC.

Villanova University will award 60.5 contact hours for the successful completion of the Certificate. For individual seminars, 5.5 contact hours will be awarded for each day of class attended. A contact hour is a measurement that denotes sixty (60) minutes of organized learning. In order to receive continuing education credit participants must complete at least 85% of each session.

REFUNDS

An applicant who withdraws from a seminar prior to the first class may receive a refund less a \$50.00 fee for processing costs. Like so many others, you will find the Post-Master's Certificate to be a highly profitable and rewarding experience! If you are not satisfied after attending two sessions, we will refund the registration fee. We offer this GUARANTEE because we are interested in giving you your money's worth and we know our program works! If you have questions or need further information, please feel free to call Dr. Lynore DeSilets at (610) 519-4930.

CANCELLATIONS & SUBSTITUTIONS

Villanova University reserves the right to cancel any seminar with insufficient enrollment one week prior to the class date. In such cases all fees are refunded. In rare circumstances, substitution of faculty may be necessary.

ELECTIVES

To earn the Post-Master's Certificate, the equivalent of three days of electives must be completed in addition to the core courses. Choice of electives will be based on supplemental information sent to you at the earliest possible date. Electives can be chosen from the following offerings, conducted during the spring 2010 semester. For further information contact the Continuing Education office.

Crucial Competencies for Resolving Organizational Conflict

Money Management Utilizing the Basic Budgeting Process

Managing Change New Models, Mindsets and Methods

Incorporating Evidence-Based Practice into Nursing Practice

Independent Study (design your own activity)

REGISTRATION FORM

PHOTOCOPY IF ADDITIONAL FORMS NEEDED.

ROLE EXCELLENCE The Post-Master's Certificate in Nursing Administration

YES! PLEASE RESERVE MY PLACE IN ROLE EXCELLENCE: THE POST-MASTER'S CERTIFICATE IN NURSING ADMINISTRATION. I UNDERSTAND THAT WHEN I PAY THE FULL FEE I WILL NEED TO SELECT THREE ELECTIVES, TO BE TAKEN DURING THE SPRING 2009 SEMESTER, AT NO ADDITIONAL COST.

FEE: \$2695 **REGISTRATION CLOSES SEPTEMBER 3, 2009**
 \$2395 **EARLY REGISTRATION (POSTMARKED BY AUGUST 11, 2009)**

YES! REGISTER ME FOR ONLY THOSE SEMINARS SELECTED.

<input type="checkbox"/> LEADERSHIP STRATEGIES	\$285
<input type="checkbox"/> LABOR AND EMPLOYEE RELATIONS	\$285
<input type="checkbox"/> POWER AND POLITICS	\$285
<input type="checkbox"/> LAW, RISK MANAGEMENT AND NURSING	\$285
<input type="checkbox"/> UNDERSTANDING HOSPITAL AND HEALTH CARE FINANCIAL SYSTEMS	\$570
<input type="checkbox"/> TEAM BUILDING AND HUMAN RELATIONSHIPS	\$570

TOTAL FEE: \$ _____

REGISTRATION CLOSES ONE WEEK BEFORE EACH SEMINAR BEGINS.

CHECK OR MONEY ORDER ENCLOSED, PAYABLE TO VILLANOVA UNIVERSITY
CHARGE TO MASTERCARD VISA DISCOVER

NUMBER _____ EXP. DATE _____

SIGNATURE _____

PLEASE BILL TO MY AGENCY.

AUTHORIZED SIGNATURE _____

I WOULD LIKE TO BE NOTIFIED OF FUTURE OFFERINGS.
 PLEASE SEND ME INFORMATION ON AREA ACCOMMODATIONS.

LAST NAME _____ FIRST _____ TITLE _____

HOME ADDRESS _____ PHONE _____

E-MAIL ADDRESS _____

ORGANIZATION _____ ADDRESS _____ PHONE _____

DEGREE-MAJOR FOCUS _____ UNIVERSITY _____ ADDRESS _____

MAILING LABEL CODE *(found on the address panel)*

PLEASE RETURN TO: **DR. LYNORE DESILETS, COLLEGE OF NURSING,**
VILLANOVA UNIVERSITY, 800 LANCASTER AVE., VILLANOVA, PA 19085-1690
ON-LINE REGISTRATION AVAILABLE AT: WWW.VILLANOVA.EDU/NURSING/CE/REGISTRATION.HTM

KEY BENEFITS

Revitalize your enthusiasm for your role.

Network with others who share similar backgrounds, experiences and aspirations.

Master innovative techniques to sharpen your administrative skills.

Collaborate with exciting, dynamic and experienced professionals who are invested in this complex field.

Reinforce your value to your health care institution with broader, deeper knowledge.

Cultivate your number one asset ... power.

Gain valuable reference materials that enhance your on-the-job efforts.

Develop a working knowledge of reimbursement and cash flow issues that impact the bottom line of a health care system's financial statement.

Expand your abilities to prevent and resolve conflict.

Learn how to decrease your liability and increase quality of care.

Receive a money back guarantee if the program is not a highly profitable and rewarding experience.

College of Nursing

Villanova University
800 Lancaster Avenue
Villanova, Pennsylvania
19085-1690

ADDRESS SERVICE REQUESTED

Nonprofit Organization
U. S. POSTAGE
PAID
VILLANOVA UNIVERSITY