



Leadership 2012:

Targeted Learning for Top Leaders



March 21, 2012—Leadership Seminar

Affirming your Charitable Mission: Directions in Social Accountability & Community Benefit

Handelman Conference Center, 9:00 AM—12:00 Noon

Due to legal and public policy trends, documenting community benefit is no longer an issue for hospitals only. Join us to explore the history, tradition and trends in community benefit programs and strategies for planning and reporting social accountability.

Speakers:

- ***Lisa Scott McCracken, President, HOLLERAN***
- ***Julie Trocchio, Senior Director, Community Benefit/Continuing Care Ministries, Catholic Health Association***

April 17, 2012—Leadership Seminar

PHI Coaching ApproachSM to Leadership

Handelman Conference Center, 9:00 AM—3:30 PM

Today's leaders must produce ever higher quality with fewer resources. Now, more than ever, success depends upon effective communication and teamwork. These fundamental skills are at the root of all quality improvement and culture change efforts and lead to improved outcomes, greater customer and staff satisfaction and cost reduction.

*Be part of PHI's **first-ever Maryland presentation** of its skills-based strategy for strengthening leadership, communication and team building which has the power to impact at all levels of your organization. Bring your team to this interactive session and experience how PHI's approach can help you dynamically prepare for and respond to today's unprecedented business challenges. Participants will have the opportunity to continue their transformational journey during an exclusive, 18-month Learning Collaborative sponsored by PHI and The Beacon Institute.*

*Sponsored
by:*



May 9, 2012— Spring Leadership Conference
Community Repositioning: Considerations and
Strategies for Expanding Services

Sheraton Columbia, Columbia, MD, 9:00 AM—3:30 PM

Is your organization prepared to serve the older adult of today and tomorrow? Have you considered whether some of the services that you now provide within your walls might be of value to the 95% of seniors who will never set foot onto your property? These are just some of the topics that will be explored at this intensive one day conference for organizational leaders.

- *Understand current public policy directions that are driving the expansion of services;*
- *Learn how Evangelical Homes of Michigan completely transformed their structure and operations to develop Life Choices™, their innovative program of continuing care at home;*
- *Learn about the Café Plus concept and how it can be adapted to meet the needs of your residents and create a presence for your organization outside of your walls;*
- *Explore how demographic composition, competitive landscape, and pricing considerations impact your decision about which services to expand and how to get the right mix of services.*
- *Interact with the presenters to get your questions answered and discuss these topics with your peers.*

Speakers:

- ***Steve Maag, Director, Resident Communities, LeadingAge***
- ***Denise Rabidoux, President & CEO, Evangelical Homes of Michigan***
- ***Betsie Sassen, Mather Lifeways***
- ***Kacey Troyer, Managing Director, Troyer Advisors, LLC***

SAVE THE DATE

December 11, 2012

Winter Leadership Conference

Trends, Directions and Hot Topics in the Coming Year
Handelman Conference Center, 9:00 AM—3:30 PM