



## Hospital Engagement Advanced Course

2021 Virtual Event

October 27, 2021

12:00pm – 3:50pm ET

Day 1 – October 27, 2021	
Relationships	
12:00 – 12:05	<b>Welcome</b>
12:08 – 12:48	<p><b>Enhanced CEO Relationships</b>  <i>Speaker: Heather Osipowicz, Nevada Donor Network</i>  <i>Description: What's the intent: What makes a successful Hospital CEO Relationship? During this session, we will discuss how to measure this relationship, while staying focused on engagement of the donation mission, outcomes for donation and the culture of the hospital and hospital leadership for donation.</i></p>
12:51 – 1:51	<p><b>Advanced Conflict Resolutions</b>  <i>Speaker: Lola Lewis, Kentucky Organ Donor Affiliates</i>  <i>Description: As a leader in HD, one of the most critical skills is the ability to have crucial conversations with employees, hospitals, OPO leaders, and other partners in donation. Avoiding these difficult conversations leads to misunderstandings, broken relationships, and robbing yourself and others from reaching their fullest potential. The intent of this training is to provide resources and empower leaders to step confidently into these conversations, which will help you and your partners to succeed.</i></p>
1:51 – 2:06	Break
2:06 – 2:51	<p><b>Understand and know how to talk about Advanced ethical considerations in donation</b>  <i>Speaker: Keenan Heyde, Donation Consultant Donor Alliance, and guest speaker - Ethics Chair for The Medical Center of Aurora</i>  <i>Description: Understand and know how to talk about Advanced ethical considerations in donation What's the intent: Daily challenges and conversations come up in HD all the time. Many of which can be appeased through general knowledge of the laws and regulations on a state and national level, or even according to hospital policy. Most HD professionals are trained to answer these basic challenges in their roles. But what about the higher-level ethical concerns that our industry faces that don't get talked about every day, but may be affecting the donation process? Do we know how to answer those when they come up, and to do so in a way that is knowledgeable and professional (without simply stating the law or regulatory requirement?) For instance, physician concerns with comfort care medications "hastening death" on a DCD donor, healthcare biases that may affect the donation process, the UAGA registry law and how to address family</i></p>

	<i>opposed situations, lawsuits surrounding the fair allocation of organs that are affecting organ distribution nationally.</i>
2:54 – 3:39	<b>Power of Trust in Relationship Building</b> <i>Speaker: Karen Libs, NATCO</i> <i>Description: Your personal credibility has a ripple effect on your relationships, team, and organization. Learn to build trust by demonstrating high levels of integrity and restore trust by being truthful and righting wrongs. Learn behaviors of high trust that establish meaningful productive relationships.</i>
3:39– 3:50	<b>Closing</b>



**Hospital Engagement Advanced Course**  
**2021 Virtual Event**  
 November 3, 2021  
 12:00pm – 3:50pm ET

<b>Day 2 – November 3, 2021</b>	
<b>Resources and Management</b>	
12:00 – 12:05	<b>Welcome</b>
12:08 – 12:58	<b>Know Yourself to Lead Yourself and Your Team</b> <i>Speaker: Michelle Reef, Gift of Hope Organ and Tissue Donor Network</i> <i>Description: There are a variety of leadership and management types, however, matching your style with staff personalities will provide more opportunities to inspire and encourage teams to be extremely productive and highly successful.</i>
1:01 – 1:46	<b>Elevate the Standard: Investing in the growth of your team</b> <i>Speaker: Sherri Frazier and Brittney Dunn Finkenbiner, Kentucky Organ Donor Affiliates</i> <i>Description: To develop strong preceptors by identifying the three main components of effective precepting: instructing, interpersonal relations, and competency assessment skills. To provide resources and best practices for interviewing techniques to achieve the best results through hiring great employees.</i>
1:46 – 2:01	<b>Break</b>
2:01 – 2:46	<b>Are Practices Effective: Internally, Identifying Opportunities for Improvement</b> <i>Speaker: Sunne Reif, Donor Alliance</i> <i>Description: This course will advise leaders to look at the effectiveness of their internal processes (regarding documentation and tracking of OFI's, education and follow-up, journaling, etc.) and see if the current way things are being done is in line with regulatory requirements. Addressing the way "things have always been done" may be necessary to allow HD coordinators more time to be out in the field</i>

	<i>and less time at their desks to adjust for the increase in donation rates across the country. Utilization of LEAN training to address internal effectiveness.</i>
2:49 – 3:34	<p><b>Better Together: The Importance of Collaboration</b>  <b>Speaker: Katherine Orozco, Donor Alliance</b>  <i>Description: It is said "We are better together" and this is never truer than in the world of organ and tissue donation and transplantation. There are many entities that must interact for lives to be saved through organ and tissue donation and transplantation. Hospital partners, OPOs, transplant centers, tissue processors, physicians, governing bodies and many more. Yet, we sometimes get stuck in our world, our silo, and fail to see the process from another point of view. To understand the needs and requirements of others we need to communicate and work together. We must be ever aware of the importance of collaboration between teams and organizations and much of this runs through our roles in hospital engagement. In this section we will look at why collaboration is so important, what happens when it is done well and some practical examples of how to improve collaboration within your organization and with your hospital partners.</i></p>
3:34 – 3:50	<b>Closing</b>



**Hospital Engagement Advanced Course**  
**2021 Virtual Event**  
**November 10, 2021**  
**12:00pm – 3:50pm ET**

<b>Day 3 – November 10, 2021</b> <b>Innovation/Quality Improvement</b>	
12:00 – 12:05	<b>Welcome</b>
12:08 – 12:53	<p><b>Moving the Needle; Researching Best Practices</b>  <b>Speaker: Michelle Reef, Gift of Hope Organ and Tissue Donor Network</b>  <i>Description: Benchmarking improves an organization's process and performance by adopting the best practices within their industry. An effective benchmarking plan requires planning, organization, and analysis. This session will help map out ways to create successful strategies to get the most out of the benchmarking opportunity.</i></p>
12:56 – 1:41	<p><b>Changing the Narrative: Utilizing Data to Drive Hospital Results</b>  <b>Speakers: Heather Osipowicz, Nevada Donor Network and Brittnye Dunn Finkenbiner, Kentucky Organ Donor Affiliates</b>  <i>Description: Provide tools and examples of ways data can be used to motivate and drive change with hospital partners. Become an agent of change and establish key relationships, including quality, to have your hospital partners value data the way that you do!</i></p>

1:41 – 2:00	Break
2:00 – 2:45	<p><b>Manage the Change or It Will Manage You</b>  <b>Speaker: Lola Lewis, Kentucky Organ Donor Affiliates</b>  <i>Description: In an industry that is consistently changing and improving, we cannot become stagnant and do what we have always done. We need to continually evaluate what we do, how we do it, and find a way to improve. In this session we will discuss how to identify what needs improvement, how to utilize the right people to come up with the best solutions and effectively implement the change. So, let's start thinking outside the box, do something different, and take our OPOs to a new level.</i></p>
2:48 – 3:33	<p><b>Creating or Developing Your Own Path</b>  <b>Speaker: Tania Houle, Legacy of Hope</b>  <i>Description: I love working in the Donation Field! There are so many different areas and opportunities...how do I see my future? How do I build connections? What resources are there to help me grow? Which opportunities will help me most? Planning your path for success...it's all based on you!</i></p>
3:33 – 3:50	<b>Closing</b>