



**Hospital Development Core Curriculum  
Virtual Workshop  
January 12-13, 2021  
11:00AM – 5:00PM EST**

Hospital Development (HD) staff maintain a close, collaborative relationship with hospitals throughout the United States, to help define, shape and guide their roles in the donation process. HD staff require core competencies and skills to execute their role effectively.

**Who Should Attend?**

The **Hospital Development Core Curriculum (HD)** is designed to share and teach “best practices” to HD professionals and any OPO professionals wishing to develop and grow HD skills. This course is not intended as an initial HD orientation course. It is designed to supplement existing HD knowledge and provides a forum to explore resources. It is recommended that those attending this course should have at least three months of experience in HD.

**Virtual Event**

We are now offering this program as virtual event for anyone who desires to develop their professional skills in communication, interpersonal skills, hospital engagement, regulatory resources and data analysis.

**Continuing Education**

NATCO will award a continuing education certificate of attendance to participants who attend the entire course. CE records are maintained by the NATCO Executive Office for a period of seven years.

**Program Fees**

Program fee is \$450 Member/\$550 Non-member for the full 2 Day course. Register at [Here](#)

# HOSPITAL DEVELOPMENT CORE CURRICULUM: Virtual Workshop

## 2 Day Schedule

### Day 1 – January 12, 2021

**11:00 a.m. – 5:00 p.m.**    **Back to the Future** (Change Packet, First Things First, PDSA Improvement Strategy)  
**Regulatory and Data Resources** (Legislative requirements, e.g. CMS, The Joint Commission, state-laws, FDA, Data resources - SRTR, OPTN, UNOS, etc., how to find and utilize them.)  
**Dashboards and Data** (What do they say...which data is important to whom? Learning how to utilize quality tools to drive improvement.)  
**Hospital Plans in Action: Creating a Shared Vision** (Developing and implementing collaborative plans and projects with your hospital for improved outcomes and best practices.)

### Day 2 – January 13, 2021

**11:00 a.m. – 5:00 p.m.**    **Maximizing Hospital Development Through Effective Communication:**

- Understanding personality types, self-awareness and communication goals.
- Working with difficult situations and difficult people.
- Donation as the Mission, Real Time Hospital Development, Rounding with a Purpose, Engaging Physicians
- Hospital Behavior and Etiquette
- Relationship Building and Negotiation Skills. *Building relationships is better than a one-time deal.*
- Virtual Communication and Education

### Course Faculty

Tania A. Houle, MBA, CPTC, Manager of Partner Services, Legacy of Hope  
Karen Libs, Program Manager, NATCO

### Course Format

The Hospital Development Core Curriculum course was developed based on feedback from HD directors and managers across the nation. Attendance of the entire course will result in a certificate of attendance.

Group discussions are facilitated and completed throughout the course with feedback from faculty. As a concluding exercise, there will be an “All Teach All Learn” collaborative discussion of current best practices.