



ANNUAL PEE DEE PERINATAL LEADERSHIP EDUCATION DAY

May 17, 2019

COURSE DESCRIPTION

The focus of this year's Perinatal Education Day will be related to leadership challenges often experienced in healthcare organizations spanning the region as well as the country. We will examine "maternity deserts" that are impacting maternal mortality and morbidity nationwide. Please join us as we explore topics such as leveraging generational differences in a hospital setting, assisting ourselves and our staff to become more resilient throughout crises, leading the brains of our people to higher levels of performance, and cultivating civility, respect, engagement, and hopefully retention in the workplace as by-products. Leadership experts in these areas will be on hand to present these topics, answer questions, and provoke thought aimed at potentiating positive practice change.

OBJECTIVES

Upon completion of this program, the participant should be able to:

1. Identify real generational differences.
2. Identify how to develop relationships with generationally different colleagues.
3. Discuss retention factors.
4. Identify retention techniques and strategies.
5. Identify the major social, environmental, and clinical drivers that result in maternal and infant health outcome equity gaps in the Pee Dee region.
6. Outline specific collective improvement steps that could close the equity based health outcome gaps for moms and babies across the Pee Dee.
7. Discuss how to effectively use equity stratified data to guide decision making related to improving maternal/infant care and outcomes.
8. Identify key elements of moral distress.
9. Discover key elements of CREW stress response strategy.
10. Create an implantation practice to create resilience.

PRESENTERS

Hubert Setzler, M.B.A., Ph.D.

Dr. Hubert H. Setzler III is the Nellie Cook Sparrow Professor of Management at Francis Marion University. After accepting this position, he moved to Darlington, SC in 2007. He was born in Syracuse, NY but was raised in Newberry, SC. Hubert received a B.A. in English with a minor in Business from Newberry College. He later was awarded an M.B.A. and Ph.D. from the University of North Carolina at Charlotte. He has consulted with various professional baseball, basketball, and hockey franchises in statistical marketing analysis, most recently with the Charlotte Hornets. He has also conducted leadership training workshops and seminars for many organizations from around the area. These include Harbor Freight, the Raines Group, City of Florence and the SCMA among others.

Richard "Rick" Foster, MD

Rick Foster, MD currently serves as senior Vice President for Quality and Patient Safety with the South Carolina Hospital Association (SCHA). Prior to joining SCHA, Dr. Foster served as Chief Medical Officer for Trident Health System in Charleston, SC. Dr. Foster received his BS from Clemson University and his MD from the Medical University of South Carolina. He completed his residency in Family Medicine at Self Regional Healthcare in Greenwood, SC. In addition, to serving on multiple boards, Dr. Foster is actively involved in the Birth Outcomes Initiative, a perinatal quality collaborative comprised of stakeholders from multiple facets of women's health aimed at reducing maternal and infant mortality and morbidity in South Carolina.

Michael E. Frisina, Ph.D., M.A., B.S.

Michael Frisina completed doctoral course work at Indiana University receiving his doctorate, magna cum laude, from Auerdeen University. He completed post-graduate studies earning a certificate in International Bioethics from Girton College at Cambridge University in England. Lieutenant Colonel Frisina served as a faculty member and subject matter expert in leadership and ethics at The United States Military Academy at West Point, New York, The Uniformed Services University of Health Sciences and School of Medicine, Bethesda, Maryland, and The United States Army Academy of Health Sciences, San Antonio, Texas. His book, "Influential Leadership – Change Your Behavior, Change Your Organization, Change Health Care," is a best seller published by Health Administration Press, the American College of Health Care Executives. He founded the Frisina Group and the Center for Influential Leadership after serving for 12 years in a variety of leadership and administration positions within faith based, for profit, and tax exempt healthcare organizations.

Check-in and coffee

8:30am - 9:00am

Program

9:00am - 3:30pm

(continental breakfast and lunch will be served)

McLeod Medical Plaza Aud.

800 East Cheves Street

Florence, SC 29506

Free Registration

If you register for the program and must cancel, please notify us within 24 hours of the program so we can adjust our lunch arrangements.

Call: 843-777-5348

CREDIT

AHEC: This program is approved for 0.525 CEU's (5.25 clock hours) by Pee Dee AHEC and meets SC AHEC Best Practice standards. Participants must attend 90% of the program and complete an evaluation in order to receive a certificate of attendance. No partial credit will be given.

Nursing: Pee Dee Area Health Education Center is an approved provider of continuing nursing education by the South Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

This nursing continuing education awards 5.25 contact hours upon successful completion.

CE approval refers only to CE activities and does not imply SCNA or Pee Dee AHEC endorsement of any commercial product.

Parking: All visitors to the McLeod campus please park in the Central Parking Deck across the street.

**McLeod Health employees should observe established employee parking

To register, visit our website at:

<https://ce.peedeeahec.net/courses/2321>