



FLORIDA STERLING 28th Annual Conference

See the Future with 2020 Vision
MAY 26-29, 2020 | JW MARRIOTT ORLANDO GRANDE LAKES

Healthcare Symposium – Tuesday May 26, 2020 8:00 a.m. – 4:30 p.m. **Leadership Systems Drive Results via Strategy, Customers & Employees**

The Leadership system sets the framework for effective organizational performance and driving results. Learn how to utilize your leadership model with a strategic plan to drive results focused on customers and employees.

Objectives:

- * Learn how high-performing organizations integrate strong leadership systems to strategically align and drive systematic results
- * Increase knowledge and skills in activating a strategy focused on customers and employees
- * Describe the critical importance of aligning all categories of the performance excellence framework

7:30 – 8:00	Conference Registration and Information - Learn best practices for real world implementation to improve results.
8:00 – 8:15	Welcome and Introductions Dr. Susan White, <i>Chief of Quality Management, Orlando VA Medical Center</i> Roland Martinez, <i>Deputy Director, Florida Department of Health in Broward County</i> <ul style="list-style-type: none"> • Leading the Way with a Results Oriented Organization
8:15 – 8:45	Leaders Create Mission, Vision, Values and Strategy Roland Martinez, <i>Deputy Director, Florida Department of Health in Broward County</i> <i>2018 Governor's Sterling Award Recipient</i> <ul style="list-style-type: none"> • Focus on framing the day with leadership, strategic planning, with a focus on customers and workforce as integrated aligned system • Best Practice example(s)
8:45 – 10:15	How to Get There: Strategic Planning Josh Ettinger, <i>Vice President of Strategy & Consumerism, Memorial Hermann Sugar Land</i> <i>2017 Malcolm Baldrige National Quality Award Recipient</i> <ul style="list-style-type: none"> • Exceeding the criteria • Best Practice example(s)
10:15 – 10:30	Break
10:30 – 12:00	How to Get There: Customer Focus Maricris Miller, <i>Associate Administrator for Women's and Children's Hospital, Charleston Area Medical Center</i> <i>2015 Malcolm Baldrige National Quality Award</i> <ul style="list-style-type: none"> • Exceeding the criteria • Best Practice example(s)
12:00 – 1:00	Lunch includes break
1:00 – 2:30	How to Get There: Engaged Workforce John Kueven, <i>President, WellStar Paulding Hospital</i> <i>2019 Georgia Oglethorpe Recipient</i> <ul style="list-style-type: none"> • Exceeding the criteria • Best Practice example(s)
2:30 – 2:45	Break includes dessert
2:45 – 4:15	Tying it All Together - Key Results Roland Martinez, <i>Deputy Director, Florida Department of Health in Broward County</i> <ul style="list-style-type: none"> • Brief summary • Best Practice example(s): Leadership, Strategic Planning, Customer Focus, Workforce
4:15 – 4:30	Closing and Evaluation
4:30 – 6:00	Grand Opening of Sterling Products and Services Exposition and Networking Reception

*The Florida Hospital Association provides Nursing Contact Hours and ACHE Category II
Qualified Education Credits for the Healthcare Symposium.*