

You're receiving this email because of your relationship with Creative Health Care Management. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.



Transforming Health Care and Strengthening Results through Relationship-Based Care

Creative Health Care Management Enews: 10th Edition

Upcoming Events

[Click here for our 2009 & 2010 Calendar](#)

Register Now:

[Leading an Empowered Organization \(LEO\) Workshop](#)

October 6-8, 2009 Minneapolis, MN

[Annual Re-igniting the Spirit of Caring \(RSC\) Facilitator Gathering](#)

November 10-13, 2009 Champaign, IL

[Relationship-Based Care \(RBC\) Leader Practicum](#)

November 30-December 4, 2009 Champaign, IL



Still wondering how Relationship-Based Care can help you?

**\*NEW\*** Check our web site soon for upcoming information on how to attend our first [Webinar: Relationship-Based Care](#)

by Mourine Evans and Susan Wessel, CHCM  
October 21, 2009

Resources

To view and order some of our bestsellers and new resources for

Symposium Reflections

Jayne Felgen, President of CHCM



The first national Relationship-Based Care Symposium held in Verona, New York July 28-31, 2009 was an outstanding success that exceeded even our own high expectations. A physician commented, "This experience has been life-changing." A CEO was grateful for the "sense of reconnecting to my 'community,' a sense of belonging with those who share my values. . . . It can be so lonely out there." An IT specialist appreciated the discovery and affirmation of the importance of his work to the patient experience. We heard many similar comments from enthusiastic participants representing 117 facilities in 31 states and 4 foreign countries.

Central to the Symposium's success was the intentional showcasing of the amazing work being done by leaders at all levels in care delivery facilities and academic settings who have implemented Relationship-Based Care (RBC). These exemplars were the centerpiece. We surrounded their presentations of their learning experiences with high-profile inspirational speakers whose messages were core to the RBC philosophy. We are grateful that this design was so effective. We are particularly proud that participants reported that their objectives were met and that the expertise of presenters was acknowledged. (With 5.0 as the highest possible score, the overall response was 4.5 for achievement of objectives, and 4.64 for presenter expertise.)

Of course this success would not have been possible without the generosity of our sponsors - in particular, Sodexo and HealthStream. The Symposium was our first public opportunity to announce our formal strategic relationship with Sodexo. The commitment of the Sodexo team to supporting nurses and other clinical professionals in the provision of exceptional patient and resident experiences was evident throughout the Symposium, notably in the Service Support Intensive session.

health care professionals, visit our [online store!](#)

[Relationship-Based Care: A Model for Transforming Practice](#)

[Relationship-Based Care Field Guide: Visions, Strategies, Tools and Exemplars for Transforming Practice](#)

[Leading Lasting Change: The Relationship-Based Care Journey DVD Series](#)

Five copies of the complete DVD series and workbook

[Healing with Heart: Inspiration for Health Care Professionals by Terri Moss](#)

Join Our Mailing List!

The reflective questions presented to participants as we concluded our time together might be equally appropriate for each of you to ponder as you contemplate your RBC journey. What would it take to "get the soul back" in your organization? What will it take to create a culture of trust, especially one that fulfills our sacred trust with patients, residents, families, and colleagues? This is work we've been called to do. Listen to yourselves. Trust and believe that you know what to do. Think big, and do what needs to be done. Assuming you make good on your commitment to do even more good work and engage others in your organizations, including physicians - when we meet again, what will be your stories?

In anticipation of the difficulty of capturing the essence of this learning experience, we assembled a team of journalists, including one "roving reporter," Terri Moss, to do just that. As part of our commitment to sustaining our RBC community connections and communications, we will offer a series of stories from the Symposium to inspire those of you who were unable to be with us, and to rekindle the memories and commitments of those who were there. The article in this series is an overview of the Symposium gathering as experienced by Terri Moss. Enjoy!



Hope as a Practical Instrument of Change: Exploring this Unexpected Outcome of the Relationship-Based Care Symposium  
Terri Moss, Moss Communications

There were at least 400 different expectations leading up to this year's Symposium on Relationship-Based Care (RBC): a unique wish each of us brought to an event that was centered around "building communities to transform care." While many of us probably shared similar expectations of what we wanted to take away from our three-and-a-half-day experience, I'm not sure that we would have predicted that hope would be one of those gifts. Yet, hope was most certainly a very real outcome of this summer's gathering in upstate New York.

Hope is the marrying of the present with the future. It is our vision and desire to transform our current situation into a new state that will fulfill our view of what is right, optimal, and essential in order for something to function effectively. Hope fuels change. It is the energy and passion

behind our efforts to transform our lives in general and, in the case of RBC, our workplace. And, hope is intensely practical.

If we see that physician-nurse relationships need to be more synergistic in order to improve patient care (and our quality of life at work), then we add our vision and hope to the tools and processes necessary to achieve this goal. If we believe that allied health professionals and those executives occupying the "C Suite" need to get on board and participate in RBC in order to transform the culture of caring at our hospitals, it is the added ingredient of hope that fuels our actions and sustains our vision as we tackle and overcome the many challenges and obstacles that accompany our journey.

As we go about our daily work, it is hope that energizes and directs our actions. How does the quality of our interactions with our colleagues, our team, and our patients and their families change when we are hope-filled instead of burdened by despair? When we have hope, there's a spring in our step, a determination to go the extra mile and to communicate more clearly and with more heart. When we carry a hopeful attitude into our daily lives, we give the benefit of the doubt to a colleague or situation rather than assume the worst of motives. Coming away from the RBC Symposium with a sense of hope has pragmatic, real-world ROI implications for us and for our organizations.

[Continue to Full Article](#)



Maria Romana, Marlene Williamson, Kara Young, Mary Wing-Marshall

(Not Pictured: Shirley Gmetro)

### 2009 Mentor Award Winners

Maria Romana RN, MS, APRN-BC, NP, New York Presbyterian Hospital  
Marlene Williamson, Director of Inpatient Nursing, Winchester Hospital

### 2009 RBC Symposium Poster winners

Shirley Gmetro RN, MSN, Director of Education, Parma Community General Hospital  
Kara Young RN, BSN, Medicine Telemetry Staff Nurse, Tripler Army Medical Center  
Mary Wing-Marshall Senior Tech 3, Environmental Services, Faxton-St. Luke's Healthcare



**The Poster Extravaganza!**  
Over 100 posters displaying real-life examples of implementing Relationship-Based Care!

**Barbara McAfee**  
Inspired and entertained attendees with her voice and songs during the Symposium.



We were thrilled to host nearly 400 health care leaders representing 117 organizations from 31 states and 4 foreign countries. Thank you to all of the attendees, speakers, planning committee and staff who made it possible.