



FOR IMMEDIATE RELEASE

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Stephen M.R. Covey states, “Trust is the #1 leadership competency of the new global economy.”

In his book *The SPEED of Trust: The One Thing that Changes Everything*, Stephen M.R. Covey challenges the age-old assumption that trust is merely a soft social virtue, and instead demonstrates that trust is a hard-edged economic driver. Trust is a learnable and measurable skill that makes organizations more profitable, people more promotable, and relationships more energizing. Mr. Covey will be a keynote speaker at the National Relationship-Based Care Symposium to be held July 28-31, 2009 at the Turning Stone Resort in Verona, New York. He will provide health care leaders with insights that will help them support behavior change to inspire trust in the pivotal relationships of work and life.

The National Relationship-Based Care Symposium is being presented by Creative Health Care Management (CHCM), an international health care consultation, education and products company celebrating 30 years of transforming health care. CHCM created Relationship-Based Care as a model that places personal relationships between caregivers and patients and their families at the center of care delivery. This model provides tools for organizing care and effecting change as well as guidance in transforming the cultures of health care institutions from depersonalized, schedule-driven systems into person-centered sources of individualized care provided within a compassionate and healing environment.

At the symposium, a national community of courageous and passionate leaders who are committed to transforming health care through the power of Relationship-Based Care will gather to gain new knowledge, celebrate successes, and develop and renew collegial relationships. Exemplars from organizations across the country will share the lessons they learned in implementing and sustaining a Relationship-Based Care culture.

Additional keynote speakers include:

Peter Block: Author and consultant who focuses on empowerment, stewardship, chosen accountability, and the reconciliation of community.

Mae Jemison: Physician, founder of two technology companies, the first woman of color to go into space, and speaker on science literacy and technological and medical innovations.

Rachel Naomi Remen: Professor of Family and Community Medicine at UCSF, Director of the Institute for the Study of Health and Illness at Commonweal, and a pioneer in holistic and integrative medicine.

Ann Rhoades: Visionary human resources executive with more than 25 years experience in a variety of organizations including Southwest Airlines, Promus Hotel Corporation, and JetBlue Airways.

Kristen Swanson: Professor of Nursing Leadership and Chair of the Department of Family and Child Nursing at the University of Washington.

Other symposium events include concurrent sessions presented by content experts on a wide variety of relevant topics, panel presentations by exemplars, a poster extravaganza, and a world café.

In these challenging economic times, focusing on person-centered care and team relationships is more important than ever. At this first-of-its-kind symposium, leaders from acute care and long-term care facilities as well as academic settings can garner inspirational and practical ideas to help teams move to the next level, strengthen team relationships, and recognize and reward teams for the wonderful work they are doing. Symposium offerings are designed for multiple leadership audiences including:

Administration: CEOs, CNOs, COOs, CMOs, CFOs, HR leaders, and board members.

Results Councils and steering teams: Leaders representing communications, education, quality improvement, caring and healing, physician partnerships, and service support.

Department/unit managers and directors: Nurses, allied health professionals, service support leaders, physicians and pastoral care.

Staff: Unit/Department Practice Councils representing allied health professionals (RT, PT, OT, and pharmacy), service support (food service, housekeeping, transport, etc.), nurses, physicians and others engaged in RBC implementation.

Faculty and students: Nursing, medical, allied health professions, and health care administration.

For more information, a schedule of events, registration details and information about Turning Stone Resort, please visit www.chcm.com