

# AGENDA-AT-A-GLANCE

## Pre-Conference Workshop, Wednesday, June 9, 2010

12:30 pm – 1:00 pm	<i>Registration for Workshop in the Executive Networking Lounge</i>
1:00 pm -1:15 pm	<i>Workshop Facilitators' Opening Remarks</i>
1:15 pm – 3:30 pm	<b>Developing and Managing Technology and Social Media Strategies for More Effective Marketing, Public Relations &amp; Patient Communications</b>
3:30 pm – 4:15 pm	<b>Interactive Workshop Closing Exercise – Live Social Media created for attendees' future networking use</b>

## Thursday, June 10, 2010

7:00 am – 8:00 am	<i>Registration and Welcome Coffee in Executive Networking Lounge</i>
8:00 am – 12:00 pm	<b>SEMINAR: Assess the Value and Opportunities of Grants to Expand Women's Health Services to Improve Outcomes</b>
12:00 pm – 1:00 pm	<i>Lunch in the Executive Networking Lounge</i>
1:00 pm – 1:15 pm	<i>Chairperson's Opening Remarks</i>
1:15 pm – 2:15 pm	<b>KEYNOTE ADDRESS: Knowledge is Power - Improving Women's Health Services through Evidence-Based Information</b>
	<b>DAY ONE FOCUS – External Factors Affecting the Growth of Women's Services</b>
2:15 pm – 3:15 pm	<b>Improve Value in Women's Health Care – Wellness, Preventive Care and Quality Initiatives</b>
3:15 pm – 3:45 pm	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>
3:45 pm – 4:30 pm	<b>A New Business Model of Care - The Integration of Women's Services Across the Service Lines</b>
4:30 pm – 5:45 pm	<b>CLOSING KEYNOTE PANEL: Strategic Planning and Developing a Service Line Business Plan for Expanding Women's Health</b>
5:45 pm – 6:45 pm	<i>Networking, Cocktail Reception in the Executive Networking Lounge</i>

## Friday, June 11, 2010

7:00 am – 8:00 am	<i>Registration and Welcome Coffee in Executive Networking Lounge</i>
8:00 am – 8:15 am	<i>Chairperson's Welcome</i>
8:15 am – 9:15 am	<b>KEYNOTE ADDRESS: Strategies to Train, Mentor and Educate the Next Generation of Physicians to Advance Women's Health</b>

### DAY TWO FOCUS – Best Practices in Operations and Implementation

9:15 am – 10:15 am	<b>KEYNOTE PANEL DISCUSSION: Transferable Lessons: The National Centers of Excellence in Women's Health Program</b>
10:15 am – 10:45 am	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>

	MARKETING	SPECIALTY CENTER DEVELOPMENT
10:45 am – 11:30 am	<b>Dynamic Design: Delivering on What Women Want</b>	<b>Architectural Design - An Intergrated Approach to Healing</b>
11:30 am – 12:15 pm	<b>Retail Strategies: A "Jewel" of an Opportunity to Increase Revenue and Extend Care Beyond the Typical Patient Experience</b>	<b>Generational Differences: Developing Programs to Address Women's Preferences for Health Care Services</b>

12:15 pm – 1:15 pm	<i>Luncheon in the Executive Networking Lounge</i>
1:15 pm – 2:15 pm	<b>KEYNOTE PANEL DISCUSSION: Evolve Existing Services for Women into a "Total Care", Wellness and Prevention Model</b>
2:15 pm – 3:00 pm	<b>Technologic Strategies to Reduce Risk and Improve Clinical and Financial Outcomes in Obstetrics</b>
3:00 pm – 4:00 pm	<b>CLOSING KEYNOTE PANEL: Demographic Trends and Revenue Projections: Is the Current Climate Favorable to Build Women's Services?</b>
4:00 pm – 4:15 pm	<i>Chairperson's closing remarks; Summit Adjourns</i>

\*\* AGENDA IS SUBJECT TO CHANGE\*\*