



## VHA Georgia's 2<sup>nd</sup> Annual Lean Six Sigma Conference

**Date:** September 11, 2012

**Time:** 9:30 am – 5:00 pm

**Place:** Cobb Galleria Centre,  
Atlanta, GA

**Registration:** [Available Now – Click here](#)

**Member Price:** \$319 per person

### Program Overview

How do you ensure Lean Six Sigma is not just a *flavor-of-the-month* within your organization? When implemented correctly, Lean Six Sigma induces a much-needed cultural transformation to drive down operating costs and process variation while improving quality of care.

Join us as national speakers and leading industry experts show you how to take Lean Six Sigma to the next level within your organization by sharing what it takes to *achieve* and *sustain* amazing results.

### Who Should Attend

- Lean Six Sigma leaders and team members
- Quality and Performance Improvement leaders and team members
- Department leaders interested in Lean Six Sigma
- Physician and clinical leaders
- Executive team members and senior leaders who may act as a project sponsor for Lean Six Sigma projects

### For more info contact:

Jennifer Strahan at (770) 850-7435 or [jstrahan@vhageorgia.com](mailto:jstrahan@vhageorgia.com)

### Confirmed Speakers

**Mark Graban**



- Author of *Lean Hospitals: Improving Quality, Patient Safety, and Employee Satisfaction* and *Healthcare Kaizen: Engaging Front-Line Staff in Sustainable Continuous Improvement*
- Chief Improvement Officer at KaiNexus, Dallas, TX

**Carol Smith**



- Experienced hospital administrator who most recently served as Executive Vice President, Chief Operating Officer, and Chief Nursing Officer of Cooley Dickinson Hospital in Northampton, MA
- Senior Consultant with Compass Clinical Consulting of Cincinnati, OH

**Scott Hetland**



- Lean Six Sigma Master Black Belt and expert in organizational change management, design, and implementation
- Senior Executive at Accenture Management Consulting with over 18 years consulting experience

# Agenda at a Glance



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**8:30 am – 9:30 am**                      **Breakfast & Registration**

**9:30 am – 9:45 am**                      **Welcome**

**9:45 am – 11:00 am**                      **Mark Graban, MS, MBA**

***Where Traditional Leadership Goes Wrong: Implementing a Kaizen Approach to Improvement***

Department and Lean leaders are often overwhelmed by the many facets of Lean Six Sigma. This session will review practical applications of Lean Six Sigma by demonstrating the difference between traditional suggestion boxes and a *kaizen* approach to improvement. In addition, this session will present the cultural and managerial components of leading successful improvement initiatives for the benefit of the patient, organization, and staff.

**11:00 am – 11:15 am**                      **Break**

**11:15 am – 12:30 pm**                      **Mark Graban, MS, MBA (continued)**

**12:30 pm – 1:30 pm**                      **Lunch**

**1:30 pm – 3:00 pm**                      **Carol Smith, MBA, RN**

***Cultivating a 'Culture of Quality' in Today's Rapidly Changing Environment***

In today's rapidly changing healthcare environment, there are tremendous pressures on frontline staff to become more productive while improving patient outcomes. This session will outline strategies to assist leaders in cultivating a 'Culture of Quality' by linking each employee's job to the strategic plan, developing a structure for accountability, and helping employees with the emotional toll (grief) they experience as the environment requires change to be implemented at what feels like the speed of light.

**3:00 pm – 3:15 pm**                      **Break**

**3:15 pm – 4:45 pm**                      **Scott Hetland**

***Culture Plus ROI: How to Successfully Implement and Sustain Business Value and Cultural Impact***

All too often organizations fail to achieve both a cultural transformation *and* organizational benefit when implementing Lean and Six Sigma. This session discusses a value-driven business process management (VD-BPM) model used to normalize behaviors that make a positive, lasting impact. The right focus on Lean Six Sigma capabilities can drive the most sustainable business value and cultural impact. Interactive discussions will review case studies of organizations that have developed and optimized Lean Six Sigma initiatives resulting in over \$100M in cost savings and financial benefit.

**4:45 pm – 5:00 pm**                      **Closing Remarks**

**5:00 pm**                                      **Adjournment**

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# Hotel & Continuing Education

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### Hotel Details:

**Sheraton Suites Galleria**  
2844 Cobb Parkway, SE  
Atlanta, GA 30339

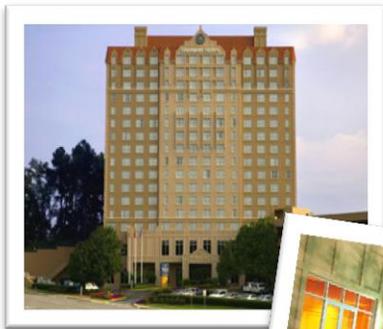
**Rate:** \$109.00

### Reservations:

Call 1-888-627-7047 or register online at <https://www.starwoodmeeting.com/Book/vhageorgia2012>

*\*You must mention you are with VHA Georgia to get the negotiated rate.*

**Booking Deadline:** August 21 at 5:00pm



### Joint Accreditation Statement:

In support of improving patient care, VHA Inc. is accredited by the American Nurses Credentialing Center (ANCC), the Accreditation Council for Pharmacy Education (ACPE), and the Accreditation Council for Continuing Medical Education (ACCME), to provide continuing education for the healthcare team.

### Designation Statements:

#### **NURSING**

This program is designated for 5.5 hours.

#### **PHARMACY**

VHA Inc. designates this activity for a maximum of 5.5 ACPE credit hours. UAN: 546-000-12-049-L04-P – Live

#### **PHYSICIAN**

VHA Inc. designates this live activity for a maximum of 5.5 *AMA PRA Category 1 Credit(s)*<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

#### **CEU**

VHA Inc. will award CEUs to each participant who successfully completes this program. The CEU is a nationally recognized unit of measure for continuing education and training programs that meet certain criteria (1 contact hour = .1 CEU).



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### Background

Mark Graban is a consultant, author, keynote speaker, and blogger in the world of “Lean Healthcare.” In June 2011, Mark joined the software company KaiNexus as their Chief Improvement Officer to further their mission of “making improvement easier” in healthcare organizations, while continuing his other consulting and speaking activities.



He is the author of the book *Lean Hospitals: Improving Quality, Patient Safety, and Employee Engagement*, which was selected for a 2009 Shingo Research and Professional Publication Award and is being translated into seven languages. A 2<sup>nd</sup> revised edition was released in November, 2011. Mark has also co-authored a new book, titled *Healthcare Kaizen: Engaging Front-Line Staff in Sustainable Continuous Improvements*, released in June 2012. He is the founder and lead blogger and podcaster at [LeanBlog.org](http://LeanBlog.org), started in January 2005.

Mark earned a BS in Industrial Engineering from Northwestern University as well as an MS in Mechanical Engineering and an MBA from the MIT Sloan Leaders for Global Operations Program. Mark has worked in automotive (General Motors), the PC industry (Dell), and industrial products (Honeywell). At Honeywell, Mark was certified as a “Lean Expert” (Lean Black Belt).

Since August 2005, Mark has worked exclusively in healthcare, where he has coached lean teams at client sites in North America and the United Kingdom, including medical laboratories, hospitals, and primary care clinics. From 2005 to 2009, Mark was a senior consultant with ValuMetrix Services, a division of Johnson & Johnson and he currently consults independently and in conjunction with the firm Lean Pathways.

Mark’s motivation is to apply Lean and Toyota Production System principles to improve quality of care and patient safety, to improve the customer/patient experience, to help the development of medical professionals and employees, and to help build strong organizations for the long term.

From June 2009 to June 2011, Mark was a Senior Fellow with the Lean Enterprise Institute, a not-for-profit educational organization that is a leading voice in the Lean world. Mark served as the LEI’s “Chief Engineer” for healthcare activities and as the Director of Communication & Technology for the Healthcare Value Network, a collaboration of healthcare organizations from across North America, a partnership between LEI and the ThedaCare Center for Healthcare Value. Mark continues as an LEI faculty member.

Mark is a popular speaker at conferences and private healthcare meetings. He has guest lectured at schools including MIT and Wharton and has served as a faculty member for the Institute for Healthcare Improvement. He has been quoted and interviewed in many publications, including Health Affairs and the New York Times.

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# Carol Smith, MBA, RN



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Carol Smith, MBA, RN, NEA-BC, has experience in the implementation of hospital key strategic initiatives including Quality, Financial Performance, Patient/Staff/Physician Satisfaction, and Regulatory Compliance. Carol has championed the use of microsystems utilizing teams of frontline staff throughout organizations to improve processes, increase productivity, and achieve operational targets.



She previously served as the Executive Vice President, Chief Operating Officer, and Chief Nursing Officer of Cooley Dickinson Hospital in Northampton, Massachusetts.

Prior to joining Cooley Dickinson, she held leadership positions at King's Daughters Medical Center in Ashland, Kentucky; Meadows Regional Medical Center in Vidalia, Georgia; and Memorial Health University Medical Center and Candler General Hospital, both in Savannah, Georgia.

Carol is currently a Senior Consultant with Compass Clinical Consulting, of Cincinnati, OH, which assists leaders of hospitals in reducing the cost of delivering safe, quality patient care.

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Scott is a Senior Executive with Accenture's Management Consulting Practice. He has over 18 years of consulting experience in improving the business operations of a wide-variety of organizations.

As an Accenture certified Lean Master, Scott has extensive organizational change design and implementation expertise. Using proven best practice improvement methods in a wide variety

of organizations and industries, including Healthcare, Scott guides business transformations through changes in operating models to reduce process cycle time and cost while increasing throughput, productivity, and quality. Throughout Scott's tenure at Accenture, he has worked with numerous organizations to achieve cost savings and financial benefit ranging from \$10M to over \$100M.

Scott also has considerable experience in the evaluation and assessment of organizations which has required close interaction with the President/CEO, CFO, and/or COO levels of major companies.

Scott holds a Bachelors degree in Business Administration with a specialization in Information Systems from Marquette University.



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