



Eastern Pennsylvania
Healthcare Executive Network

ACHE Category I Education Program

Thursday, September 17, 2009

Presented by the Eastern PA Healthcare Executives Network

"Sustaining a Financially Vibrant Healthcare Organization" is a program presented by the Eastern Pennsylvania Chapter of the American College of Healthcare Executives (ACHE). In these tough economic times, issues such as labor shortages and ever-changing technology, combined with regulatory demands and the need to provide safe, quality patient care make financial challenges extraordinarily complex. This presentation will review key strategies that enable organizations to provide high-quality patient care and be financially sound, as well as upcoming financial trends/possibilities and what should be done today to be successful in the future.

Information and observations will be provided by a panel of regional professionals, including:

- ◆ **Terry Capuano**, Sr Vice President, Clinical Services, Lehigh Valley Health Network
- ◆ **Lawrence Clark**, Assistant to Rep. Keith McCall, Speaker of the PA House of Representatives
- ◆ **Daniel Confalone**, Sr Vice President & CFO, Good Shepherd Rehabilitation Hospital
- ◆ **Andrew Harris**, President & CEO, Blue Mountain Health System

Updates about upcoming ACHE events will also be provided.

The program will be held at Lehigh Valley Health Network, Route 1-78 and Cedar Crest Boulevard, Allentown (PA), in the Kasych Pavilion (Rooms ECC 6 & 7). Directions are provided on the reverse side of this flyer.

PROGRAM

- 6:00 to 6:30 pm** Registration/Networking/Refreshments
- 6:30 to 8:30 pm** Panel Presentation and Q&A

Inquiries may be directed to:

- ◆ Steve Kaja (*President, EPAHEN*) • swkaja@aol.com
- ◆ Ruth Brennan (*Program Chair, EPAHEN*) • rbrennan@bluemtn.com

**DUE TO SPACE LIMITATIONS, THIS PROGRAM IS LIMITED TO 75 PARTICIPANTS.
EARLY REGISTRATION IS ENCOURAGED.**

As an independantly chartered chapter of the American College of Healthcare Executives, EPAHEN is authorized to award **1.5 hours of Category I CEUs** toward advancement or recertification in ACHE.

Registration Form *(this form may be duplicated)*

Name: Email:

Organization: Phone:

Address:

City/State/Zip Code:

- EPAHEN Member / Affiliate *no charge* HLNDV, NEPA or other ACHE membership *no charge*
- Non-Member, Full-time Student or In-transition \$25

Checks should be made out to: Eastern PA Healthcare Executives Network
Please fax or mail, prior to Sept. 4, to: Marie Clemens, Secretary, EPAHEN
Hospital Central Services Inc., 2171 28th Street SW, Allentown PA 18103 • FAX 610-791-2919 • email: mclemens@hcsc.org
Payment (as applicable) must be received by Friday, Sept. 4, or reservation will be cancelled.
Due to space limitations, early registration is encouraged.

Directions to Lehigh Valley Health Network

From the East

I-78 West to Cedar Crest Blvd. exit;
turn left (south) under highway overpass
to hospital entrance on right (one block).

From the North

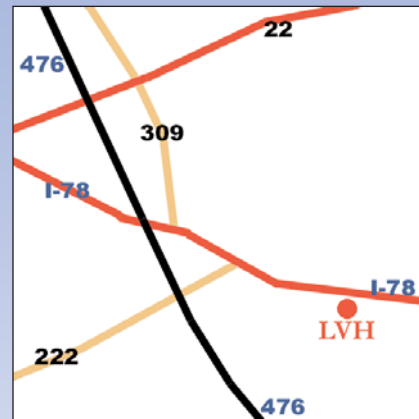
Northeast Extension of PA Turnpike (I-476 South)
to Lehigh Valley exit; take Route 22 East (towards
Bethlehem); take first exit for Route 309 South;
take to Cedar Crest Blvd. exit; turn right (south) to
hospital entrance on right (one block).

From the West

I-78 East to Cedar Crest Blvd. exit;
turn right (south) to hospital entrance
on right (one block).

From the South

Northeast Extension of PA Turnpike (I-476 North)
to Lehigh Valley exit; take Route 22 East (towards
Bethlehem); take first exit for Route 309 South;
take to Cedar Crest Blvd. exit; turn right (south) to
hospital entrance on right (one block).



Turn into LVHN main entrance off of Cedar Crest Blvd. Stay in far right hand lane and circle to the front of campus. Make a left towards the hospital's main entrance. Take immediate right into 2-level parking deck facing the main entrance. Enter into Kasych Pavillion Bldg (7-story) lobby on your right. Walk straight down corridor of main level. Rooms ECC 6 & 7 will be on your left.

Register now for a highly informative program and networking opportunity...

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"How to Sustain a Financially Vibrant Healthcare Organization"



***Eastern PA Healthcare Executives Network
c/o Hospital Central Services
2171 28th Street SW
Allentown, PA 18103***