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Unions Target Health Care: Strategies for Enhancing the Hospital Work Environment

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Thursday, July 9, 2009

Health Care Labor Law: The Changing Landscape

Thursday, July 16, 2009

Ensuring Your Employees' Right to Work: Best Practices for Engaging Your Workforce

Session Overview

Part One: July 9

Health Care Labor Law: The Changing Landscape

Labor law changes are on the front burner in Washington. Join two leading health law experts in this lively discussion of the key labor law proposals and how they may impact you and your employees. Labor law expert Brian Greig will discuss the National Labor Relations Act amendments proposed in the Employee Free Choice Act, the president's appointments to the National Labor Relations Board, and proposed legislation affecting the supervisory status of charge nurses. In addition, the Texas Hospital Association's Elizabeth Sjoberg will review legislation passed by several state legislatures to counter mandated nurse-to-patient ratio legislation filed at state and federal levels. You'll leave this session with a better understanding of health care labor law, and the potential impact of the Employee Free Choice Act on your hospital.

Speakers: *Brian S. Greig, partner, Fulbright & Jaworski LLP, Austin; and Elizabeth Sjoberg, RN, J.D., associate general counsel, Texas Hospital Association, Austin*

Part Two: July 16

Ensuring Your Employees' Right to Work: Best Practices for Engaging Your Workforce

Nursing union activity has increased nationwide. Sound communication strategies, shared decision-making and a process that involves employees in day-to-day management are keys to creating an optimal work environment. In this session, hospital leaders will share their lessons learned and the best practices they have found most effective for creating a positive culture that promotes retention and employee satisfaction.

Speakers: *Palmira Arellano, vice president of marketing and public relations, Methodist Healthcare System, San Antonio; Robert L. Dent, RN, FACHE, vice president nursing, Midland Memorial Hospital, Midland; and Sarah Spinharney, vice president human resources, Baptist Health System, San Antonio.*

Texas Hospital Association

1108 Lavaca, Suite 700
P.O. Box 679010
Austin, TX 78767-9010
512/465-1000
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REGISTER TODAY!

Register online at www.tha.org, or fax the registration form at least three business days before the event.

Target Audience

This audioconference series will benefit hospital executives and other leadership team members, including legal, nursing, human resource and public relations managers.

Faculty

Palmira Arellano is vice president of marketing and public relations for Methodist Healthcare System in San Antonio. She is responsible for all marketing and public relations activities and plans promoting services associated with the 24 facilities within the health care system. She also manages all community outreach and advocacy efforts.



Prior to joining Methodist, Arellano was director of public relations for Bromley Communications, the leading Hispanic advertising agency in the U.S. Her responsibilities included development and execution of the agency's media relations, employee relations and community outreach programs. She also wrote and executed national public relations plans for Pampers, Nyquil, Folgers, Dawn, Western Union, Burger King, Crest and Coca-Cola USA. In addition, Arellano has owned a marketing and public relations business where she worked on business and local political campaigns.

She is a graduate of the University of Texas at San Antonio and serves as vice chairman of Texas Hospital Association's Strategic Communications Constituency Council.

Robert L. Dent, RN, FACHE, is vice president, nursing/chief nursing officer for Midland Memorial Hospital in Midland. In his 20-year career as a nurse, he has been a nursing assistant, licensed vocational nurse, registered nurse, licensed nursing home administrator and chief nursing officer for small and large organizations.



He is a fellow with the American College of Healthcare Executives and is board certified as an advanced nurse executive. He is a member of the American Organization of Nurse Executives/Texas Organization of Nurse Executives, and the American Nurses Association/Texas Nurses Association. He holds an associate's degree in applied sciences from South Plains Community College, a bachelor of science in nursing and a master's in business administration/health care management from the University of Phoenix. He currently is completing his doctorate in nursing practice with Texas Tech University. Dent has been published in *Nursing Leader* magazine.

Brian S. Greig is a senior partner in Fulbright & Jaworski LLP's Austin office, where he chairs the firm's labor and employment department worldwide. He has been with the firm for more than 30 years and a partner since 1983, and is an elected member of its governing 12-member policy committee. Prior to joining Fulbright, he was a law clerk for the Honorable Joe Fisher, chief judge of the U.S. District Court for the Eastern District of Texas.



Greig focuses in the labor and employment law area representing management. He has considerable experience in trade secret, restrictive covenant and similar litigation relating to efforts to protect employers' assets and expertise possessed by departing employees. In addition to litigation, his employment practice includes design of personnel systems, policies and handbooks, advice on reductions in force and other employment terminations, and investigations of alleged employee misconduct such as sexual harassment. He litigated multiple unfair labor practice charges to a settlement of withdrawal of complaint and ultimate decertification of a union for a Fortune 100 company.

Elizabeth Sjoberg joined the Texas Hospital Association in February 1995. She is one of three in-house attorneys, whose responsibilities include advocating for member hospitals and health systems in the legislative and regulatory arenas, and informing members and the public about current topics in health law. Issue areas include nurse licensure and practice; reporting requirements; data collection; advance directives and end-of-life care; women's and children's issues; and public health promotion and wellness. She also is a member of Team Texas, working in coordination with the Office of the Governor to address nursing education capacity.



Sjoberg received her law degree from St. Mary's University School of Law, and her bachelor's of science in nursing degree from The University of Texas School of Nursing at Austin. Prior to attending law school, she worked in both the hospital and clinic settings.

Sarah Spinharney is vice president of human resources for Baptist Health System, a five-hospital health care system in San Antonio that includes imaging centers, a School of Health Professions, wellness center and other services. She has held that position since 1997, and helped pilot the system's 6,200 employees through a turnaround and the transition to new ownership five years ago. Among her accomplishments are the redesign of the retirement plan and other benefits to improve employee satisfaction while at the same time bringing cost benefits to the institution. She is a graduate of the College of Charleston in Charleston, S.C.. Before coming to Baptist Health System she gained experience in human resources departments at a number of companies, including the airline and retail industries, and several hospitals in Michigan, Houston, Dallas, Georgia and Las Vegas.



The views expressed by the speakers do not necessarily reflect the policies or opinions of the Texas Hospital Association.

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Austin, TX 78767-9010
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Continuing Education

Continuing Education Certificates for proof of attendance will be issued to all registrants attending these sessions. These certificates should be placed on file at your hospital as evidence of attendance. Some national, state and local licensing boards and professional organizations will grant continuing education credits for attendance when you submit the course outline (save the brochure) and your certificate of attendance. If your discipline is not listed below for pre-approved continuing education, it is recommended that you contact your own board or certification organization to find out what is required.

The Texas Hospital Association is authorized to award **1.0 hour of pre-approved Category II (non-ACHE) continuing education credit for each session** of this program toward advancement or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should list their attendance when making application to the **American College of Healthcare Executives** for advancement or recertification.

Attendance Policy: Participants who attend the entire session, complete the online evaluation form and submit the sign-in sheet will be awarded applicable continuing education credit.

Registration Information

REGISTRATION FEE:

Two-part audioconference series:

Member.....\$395

Non-member.....\$475

For audio download option, add \$30 to registration fee (includes both sessions)

Prior to the start of each session in the series you will receive instructions and passwords for accessing the sessions, along with the presentation materials. Registrants who purchase the audio download option will receive instructions for downloading both sessions two to three business days **following the last session**.

Participants should **register at least three business days prior to the first session** to ensure optimal processing of conference materials. To register, please submit the attached registration form or register online at THA's Web site, www.tha.org. If you have not received confirmation via the e-mail provided on the registration form at least five business days prior to the event, please contact the THA Registrar at 800/252-9403, ext. 1057, or via e-mail to registrar@tha.org. **Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.**

The registration fee includes **one toll-free telephone per registered organization**. Participants are encouraged to log in 15 minutes prior to the start of the program, as the program will begin on time. It is the responsibility of the registrant to download and/or access presentation materials prior to the day of the event. If your e-mail address changes, if you do not receive an e-mail with instructions from THA or if you are unable to download or open presentation materials, please contact THA two days prior to the event to allow time to address the issue.

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If you have **content questions** or **special needs** that require accommodation, please contact Michelle Newkirk in THA's Education Department at 512/465-1055 or via e-mail to mnewkirk@tha.org.

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Register **online** or fax the registration form at least three days before the event.

For information on all of THA's upcoming educational events, visit the online [Education Calendar](#).

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Register for the **Unions Target Health Care** series to educate your entire staff in a short period of time without incurring multiple registration fees or travel expenses. The registration fee includes one toll-free telephone connection to the presentation, so you can gather numerous staff members in one room to "attend" for one economical price. Prior to each event, you will receive the presentation materials, which you can distribute to all participants. Please note that only one site can be offered per registration.

It is impermissible for an organization to purchase one registration and to operate multiple connections through an internal telephone system.

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Can't make the Real-Time Session?

Don't worry! THA offers another option for you to take advantage of this timely educational opportunity.

If you register for the real-time session but your entire team can't attend, you can purchase an audio download in addition to your registration for the live audioconference. See the attached or online registration form for this option.

An audio download is an audio file of the recorded program. If you choose this option, you will receive an e-mailed link within two business days of the live program with instructions on how to download the file directly to your computer. **This link has an expiration of 10 days**, so be sure to contact THA if you do not receive it. Once you download the file, you also can make "reference CDs" for internal staff to check out and listen to at their convenience.

In addition to the audio download option, the presentation materials and a CD recording of this session will be available for purchase. To order the recording, visit THA's Web site at <http://www.tha.org/HealthCareProviders/Education> the week following the program.

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REGISTRATION

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Both sessions are from Noon – 1 p.m. Central • Login starts at 11:45 a.m.

Registration form (Photocopies may be used.)

Fees:

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