



HCAHPS SYMPOSIUM

**PLEASE JOIN US FOR THE UPCOMING
SQ STRATEGIES – HCAHPS SYMPOSIUM**

Thursday, October 25, 2007

We are delighted to present **Bill Lehrman, Ph.D.**, Health Insurance Specialist in the Division of Consumer Assessment and Healthcare Surveys of the Center for Beneficiary Choices, Centers for Medicare & Medicaid Services (CMS) who will be presenting:

- Introduction and Overview of HCAHPS
- Lessons Learned Thus Far
- Looking Ahead and Next Steps

Also, hear dynamic presentations from:

**Larry Emmelhainz, Ph.D., Vice President and Chief Quality Officer,
Athens Regional Medical Center, Athens, Georgia**

and

**Lina Henriksen, Director of Performance Improvement and Research,
Baptist Health Care Leadership Institute, Pensacola, Florida**



SQ STRATEGIES

HCAHPS
Hospital Care Quality Information
from the Consumer Perspective

Where: Hilton Garden Inn Atlanta Airport/Millennium
Center
www.atlaptmillenniumctr.gardeninn.com

When: 7:45 a.m. – 4:00 p.m.

Cost: \$ 99 (SQ Strategies clients)
\$ 149 (Friends of SQ Strategies)

Contact: Carmen Hughes: chughes@sqstrategies.com

Note: No limit to hospital attendees

Agenda

7:45 AM – 8:30 AM

Registration & Continental Breakfast

8:30 AM – 8:45 AM

Welcome and Introductions

Carmen Hughes, Vice President and Senior Strategist
SQ Strategies

8:45 AM – 10:45 AM

All You Want to Know About HCAHPS

William Lehrman, Ph.D.
Center for Beneficiary Choices
Centers for Medicare and Medicaid Services (CMS)
Baltimore, MD

Break

11:00 AM – 12:15 PM

Service Excellence Strategies at Work

Larry Emmelhainz, Ph.D.
Vice President and Chief Quality Officer
Athens Regional Medical Center
Athens, GA

12:15 PM – 1:30 PM

Lunch

1:30 PM – 2:45 PM

The Patient as a Healthcare Consumer – Utilizing HCAHPS to Improve the Service Excellence

Lina Henriksen
Director of Performance Improvement and Research
Baptist Health Care Leadership Institute
Pensacola, FL

Break

3:00 PM – 3:45 PM

The Patient as a Healthcare Consumer – Utilizing HCAHPS to Improve the Service Excellence

Lina Henriksen
Director of Performance Improvement and Research
Baptist Health Care Leadership Institute
Pensacola, FL

3:45 PM – 4:00 PM

Door Prizes and Closing Remarks



HCAHPS SYMPOSIUM

Thursday, October 25, 2007

REGISTRATION FORM

Please complete and fax reply by October 5, 2007

or

Register online at: sqstrategies.com/sq_event_registration.php

Name

Title

Organization

Telephone Number

Email Address

Fax Registration to:

(770) 956-5739

Attn: Yolanda Bell

Remit payment to:

SQ Strategies
1000 Circle 75 Parkway
Suite 600
Atlanta, GA 30339

Cancellations

If a registered attendee should need to cancel, please do so by the close of business on October 5, 2007. Substitutions in attendance will be gladly accepted until October 19, 2007. A charge of **\$50** will be assessed for each no-show in attendance.