



HILBERTCOLLEGE Presents

HOSPITALITY IN HEALTHCARE

Friday, September 19, 2014

What Every Provider

Needs to Know

and Practice Today

As the culture of healthcare is impacted today by industry demands, regulatory mandates, government requirements and consumer expectations, everyone even remotely involved in the patient and caregiver experience must practice a universal and interpersonal standard of hospitality. The consequences of failing to do so are life threatening to the patient and the provider.

A compelling highlight of our session will be a 'real-life', customized case study utilizing the cutting-edge teaching modality of "interactive business theater". Through this innovative approach, in tandem with the guidance provided by our expert panel, participants will gain a practical, comprehensive and nuanced understanding of how to address the game-changing mandates of recent regulatory legislation.

Our distinguished moderators and panel will help attendees see the healthcare culture through the eyes of a consumer, family member and caregiver. Additionally, you will learn why even a single event can have catastrophic outcomes impacting your reputation, referral patterns, patient perceptions, employee's financial liability and your bottom line.

Further, we will be conducting a live, electronic attendee survey providing immediate feedback to our audience.

WHO SHOULD ATTEND?

CEOs, administration executives, department directors, admission staff, discharge planners, quality assurance personnel, marketing staff, foundation directors, human resource managers, private practice administrators and leaders in a wide range of healthcare positions.

MODERATORS:

Dr. Walter Iwanenko, Dean of Adult and Graduate Studies, Hilbert College.

Thomas P. McNulty, President, Success Stories, Inc. – A healthcare management consulting firm. Host of Spotlight on Health on JOY-FM since 2003

PANEL:

Peter Hertsgaard, MFA
President, Invizion

Jeffrey O. Dann, CPA, FACMPE
President and CEO,
Sleep Insights Management Services, LLC

Thomas P. McNulty
President, Success Stories, Inc.
Host: Spotlight on Health 96.1 JOY-FM

Aimee C. Gomlak, MBA, FACHE
Vice President, Women's Service Line
Catholic Health System

WHERE:

Hilbert College Swan Auditorium
5200 South Park Avenue
Hamburg, NY 14075

WHEN:

Friday, September 19, 2014
Registration and continental breakfast: 8 a.m.
Program starts: 8:30 a.m.

COST:

\$15 prepay
\$20 at the door
Free to students with I.D.

REGISTER ONLINE:

hilbert.edu/healthcare

QUESTIONS PLEASE CONTACT:

Center for Adult and Graduate Studies at 716-926-8949 or graduatestudies@hilbert.edu

Ryan P. McNulty, MBA
Mercyhurst University/
Alliance Advisory Group

Robert Seth, CCM
Saturn Club of Buffalo

Mary Ellen Ashe
Founder and President,
On Point Healthcare Solutions

Amy Pearl, MBA
President, RV Rhodes

SCHEDULE:

8:00	Registration/ Continental Breakfast
8:30	Welcome and Program Introduction
8:45-9:30	Peter Hertsgaard The New Cost of Healthcare -An Interactive Case Study-
9:30	Part I - Current Impact, Hidden Realities, and Immediate Action
10:15	Break
10:30	Part II - Current Impact, Hidden Realities, and Immediate Action
11:45	Interactive Survey

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PANELIST BIOS

INVIZION

Invizion, an interactive media production company, has created and delivered innovative, highly-effective customized training programs for a variety of Fortune 500 and government-sector clients for fifteen years. Utilizing the cutting-edge modality of “interactive business theater”, Invizion has helped provide a competitive advantage to clients in delivering ‘real life’, experiential skill-building programs on emotional intelligence, leadership styles, organizational climate, motives, conflict resolution, giving/receiving feedback, talent assessment, MBTI, DISC, diversity and inclusion, coaching, interviewing, team dynamics, change management, mindsets and competency-building.

This customized ‘interactive case study’ experience provides a collective touchstone for participants, from which not only a greater awareness can flourish but also the possibility of shifting various unproductive behaviors.



PETER HERTSGAARD

Peter has worked for twenty years in the innovative training arena of ‘interactive business theater’. As a professional actor, writer, director and producer, he has developed customized interactive training programs for a variety of Fortune 500 companies, government organizations, and not-for-profit agencies. Issues presented include: emotional intelligence; diversity awareness; teambuilding; leadership styles; domestic violence; change management; structured improvisation; workplace violence; sexual harassment; MBTI; DISC; performance management; assessment centers; and communication skills.

Peter earned his BFA (Theatre) with honors, from the University of Maryland, Baltimore County, and his MFA (Theater) from the University of North Carolina, Chapel Hill. In addition, Peter has trained with Zbigniew Cynkutis of Jerzy Grotowski’s Polish Laboratory Theatre; Cicely Berry, former vocal consultant to the Royal Shakespeare Company (RSC) and the National Theatre of Great Britain; Nick Hamm, director of the RSC’s Experimental Company; and Bill Fisher, mime and master teacher of Etienne Decroix.

Peter has performed professionally in major roles in the plays of

Euripides, Shakespeare, Racine, Brecht, Ionesco, Sam Shepard, Rostand and Ostrovsky. He has co-founded several theatre companies, including The International Drama Ensemble in Toronto and The Exchange Theatre in Buffalo, New York, for whom he wrote, produced, directed and played the title role of Agamemnon in an original version of this myth, which played at both the Edmonton and Toronto Fringe Theatre Festivals.

Peter starred in *Monkeys and Robots*, a feature film shot in New York City, which was shown at the California Independent Film Festival and Film Archives in New York City, and was picked up for domestic and international distribution by Cinequest, and which is available on Netflix.

Peter also co-produced, assistant-directed and cast the romantic comedy *Checkout*, which has been picked up for distribution by HBO.

In 1999, Peter starred in and co-wrote the psychological thriller *Raindrops*.

In 2010, Peter starred in the feature film *The Yakuza and the Mermaid*, which was shot in New York City, and which had a theatrical run in New York City in the fall of 2012. Peter is in pre-production on three feature films – “The Lost Children of Time” (science fiction), “Episodes” (drama) and a film version of *Agamemnon* (drama) – which he wrote, and which he will star in, direct and co-produce.

Peter has also taught various courses and conducted intensive workshops in a variety of contexts, including: SUNY-Buffalo; UNC-Chapel Hill; the American Academy of Dramatic Arts; private actor training in Los Angeles; the Studio Arena Theater School; the Arts-in-Education Institute; and the Chapter I Programs for the Handicapped.

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RICHARD SATTERWHITE

Mr. Satterwhite has 23 years’ experience working in interactive business theatre, where he has been a producer, director, writer and actor. Richard has over 33 years’ experience as an actor for stage, film, voice-overs, commercials, and children’s theatre. Since 2006, he has also been a member of ComedySportz, a nationally recognized, interactive improvisational

comedy group where he is a performer and serves on the Board of Directors for Buffalo as VP in charge of corporate training and special projects.

Mr. Satterwhite is currently an employee at Roswell Park Cancer Institute, where he works as a Clinical Patient Navigator in the Patient and Family Experience Department. Mr. Satterwhite was diagnosed with prostate cancer in 2007 at the age of 44 and is a founding member and Academic Liaison to Roswell Park’s, MAN-UP (Men Allied for the Need to Understand Prostate Cancer), a grass roots prostate advocacy group started in 2008 and committed to educating men and their families about prostate cancer. He has conducted numerous prostate cancer awareness presentations within the city of Buffalo, as well as helping to organize and emcee what will be MANUP’s 4th annual Cruisin for a Cure Car Show and free prostate cancer screening event, September 27th, on the campus of Roswell Park.

Mr. Satterwhite served for two years as a Consumer Reviewer as part of the Prostate Cancer Research Program (PCRP) sponsored by the Department of Defense. As a Consumer Reviewer, he was a full voting member, along with prominent scientists and researchers, at meetings to help determine how money appropriated by Congress, would be spent on future prostate cancer research.

Mr. Satterwhite helped to start a Cancer Survivors & Caregivers ENRG (Employee Networking & Resource Group) at Roswell Park where employees can come together to discuss common concerns, fears and experiences. This group also provides support to employees who are going through treatment and need assistance navigating through the recovery process as well as the return to work process.

A Carnegie Mellon University Department of Theatre alumnus, Mr. Satterwhite is a Co-Founder & Business Manager of BusinessTheatre Works, LLC, a workplace consulting company, which specializes in developing and implementing theatrically based workplace-educational/training programs. He has worked on interactive programs for organizations and companies as varied as UNYTS and the HFMA to Cisco Systems and the National Archives.

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PANELIST BIOS



JEFFREY O. DANN

Jeff is an experienced business and healthcare executive with over 30 years in the medical industry. He is currently the owner and operator of four healthcare related businesses including Sleep Insights (a Western and Central NY sleep medicine provider with 9 testing locations); TranSource (a medical transcription company); Infusion Access (an infusion therapy services company); and Vital Alerts+ (a remote patient monitoring software company). He is also a former investor and startup executive of two local life sciences companies including Advantage Home Telehealth and LifeCellDX.

Mr. Dann was hand-selected by the UB School of Management to be one of the first local CEOs to participate in the inaugural Center for Entrepreneurial Leadership (CEL) Hi-Tech certificate program in 2009. He is a 1974 graduate of Niagara University with a BBA degree in Accounting. He has remained an active volunteer for his alma mater including servicing on the NU Board of Advisors for eight years ending in 2012 and currently serves as the President of the NU National Alumni Association.

Jeff is also an active member of several trade and medical society associations and currently serves on the Audit Committee of the American Academy of Neurology and the Audit and Finance Committee of the Medical Group Management Association. Mr. Dann is a CPA and also a Fellow of the American College of Medical Practice Executives (FACMPE)



THOMAS P. MCNULTY

Thomas P. McNulty is President of Success Stories, Inc. of Orchard Park, New York. – a healthcare management consulting firm established in 1990.

He holds a Masters degree from Florida State University and was a behavioral health therapist for seven years before entering the managed care and ambulatory medical services arena in South Florida. McNulty was recruited by a

NYC search firm to the WNY area in 1988 to become BryLin Hospitals' first vice president of marketing. While at BryLin, he also served for two years as the vice president of addiction medicine

and created Progressive Corporate Care, an employee assistance program. He managed all marketing efforts, insurance contracts, physician recruitment and introduced several psychiatric and addiction medicine services (addicted health professionals, services for law enforcement and dual diagnosis programs). He created Primary Behavioral Care – a provider collaborative management service organization on behalf of the Hospital to foster interactive provider relations. In addition to his role at the Hospital, in 1995, McNulty hosted Frankly Speaking on AM 930 WBEN and then Mind Matters on WHTT-FM Oldies 104 – a program dedicated to breaking the stigma of mental illness through community education. He continues to advocate on Spotlight on Health, in its tenth year, on 96.1 JOY-FM. For 10 years, he wrote a regular column for Business First on Employee Health, Behavioral Health and Worksite Wellness.

In 1999, McNulty left BryLin Hospitals to work full time in his consulting firm, Success Stories, Inc. in Orchard Park. He created the corporation in 1990 to moonlight after a day's work at BryLin. In 1999, he joined NAMI's Christmas is for Kids initiative and continues to serve as its volunteer coordinator. The project secures unwrapped gifts for children who spend their holidays in some form of psychiatric care. He received the National Alliance on Mental Illness' Peter L. Hegg's Memorial Award at the 28th Annual meeting of NAMI in 2012. The award recognizes those who have contributed to the advocacy, service and treatment of those with mental illness.

In 2005, McNulty created a not for profit, Spotlight on Hope, Inc. to expand his work in behavioral health in collaboration with the creative arts community. In this capacity, and in addition to the radio program, McNulty has produced several television specials on behavioral health, short films and five TV-ready episodes of Masters of Inspiration: Great People Doing Great Things with GCR Audio in Buffalo.

He is a graduate of Leadership Buffalo 2001, a Fellow of the Health Foundation of Western and Central New York, past-president of the Healthcare Executive Forum, American Marketing Association, Academy for Health Services Marketing, a member of the Buffalo Broadcasters Association, Medical Group Management Association, Niagara Frontier Camera Club Association, and has served on many boards including 10 years with Mercy Hospital Foundation, YMCA, The Dale Association, Atlantic Corridor USA, Fellows Action Network, and more.

He is married to Nancy for 33 years and they have three adult children.



AIMEE C. GOMLAK

Aimee is currently the Vice President for WomenCare at Catholic Health System (CHS) and has held that position for over three years. She is a Masters graduate from the University of Buffalo School of Management earning an MBA as well as a Bachelor of Science degree in International Business and Economics from the State University of New York at Plattsburgh. Aimee has been a Fellow in the American College

of Healthcare Executives for nearly 15 years and is also a Fellow of the Community Health Foundation of Central and Western New York.

Starting her career at Catholic Health as the Administrator for Ambulatory Care at the former OLV Hospital in 1997, Aimee was appointed Vice President for Primary Care in 1998 and managed 25 primary care centers, 150 physicians and nearly 400 staff while also executing a joint venture for the Southtowns MRI project at the Western New York Medical Park. Prior to joining CHS Aimee was the Assistant Administrator at Tri County Memorial Hospital and a Risk Management Analyst at Buffalo General Hospital.

RYAN P. MCNULTY

Ryan received his bachelor's degree in hospitality management from Mercyhurst College in 2008 and his MBA in finance and marketing from Canisius College in 2012. During his tenure at Canisius, Ryan earned the Western New York Prosperity Scholarship, which is given to students who exhibit entrepreneurial and civic-minded attributes. The scholarship aims to help students prepare for careers that further economic development and growth throughout our region. Prior to receiving his MBA, Ryan held notable positions with Starwood Hotels and Resorts (St. Regis Resort) in Aspen, Colorado as well as the Chautauqua Institution and Hart Hotels. He was recently invited to Mercy Hospital to present to the executive and management staff on the impact of healthcare hospitality in a "go live" world.

Ryan McNulty joined Alliance Advisory Group as a financial representative in November 2012. He has his life, accident and health licenses as well as his series 7 and 63 certifications.

Active in the community, Ryan volunteers with the National Alliance for the Mentally Ill (NAMI), and Spotlight on Hope, Inc. He's also a board member of the Canisius College Alumni Association and the Mercy Hospital Foundation.

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PANELIST BIOS



MARY ELLEN ASHE

Mary Ellen Ashe has experienced the health care industry from a unique combination of insider perspectives -- physician practice management, integrated health systems, and development of physician driven organizations. Applying her 20 years of industry insight and broad-based management skills, she founded OnPoint Healthcare Solutions in 2009, specializing in empowering the creation of high performing healthcare organizations.

Ashe has extensive experience and success managing complex healthcare organizations. She focuses on shaping strategic direction, managing execution, enhancing human resource potential, improving financial performance, and eliminating waste through improving processes and utilizing health information technology to insure optimal quality outcomes.

Prior to On Point Healthcare, Ashe served as Chief Administrator for UB|MD Family Medicine and Executive Director for Excelsior Orthopaedics/Bufalo Surgery Center. For more than 15 years Ashe worked in Management Consulting. Her clients included: physician groups, insurers, managed care organizations, hospitals and integrated delivery systems. She led the turnaround of various physician practice groups and led the expansion of a WNY provider-owned HMO.

ROBERT SETH

Robert Seth, a Buffalo area native, is a CMAA Certified Club Manager who is currently the General Manager/Chief Operating Officer at The Saturn Club. Prior to arriving at The Saturn Club in 2010, Mr. Seth was the Food & Beverage Manager/Assistant Manager at The Buffalo Club for 6 years. His Private Club Management experience also includes Club Manager, Food & Beverage, and Operations Manager at Brook Lea Country Club in Rochester NY (for seven years) and Food & Beverage Assistant at The Country Club of Buffalo. Robert worked as Beverage Manager and ultimately Resort Manager at Tall Timber Resort in Durango, Colorado (for seven years), a family owned destination-resort isolated in the San Juan National Forest in Southwest Colorado distinguished with being awarded Mobil Five-Star and AAA Five-Diamond awards during that time. Robert's Hospitality and Service Career was inspired by his brothers similar food-service career path and enhanced with an Associates in Hospitality

from Paul Smiths College, which included internships at the Hotel Saranac and Adirondack League Club, and a Bachelors in Hotel, Restaurant, & Tourism Management from the University of South Carolina, while working at the Embassy Suites in Columbia, SC and the University's Culinary Program. His education and commitment to Service continues, in part, through his membership in the Club Managers Association of America and participation in Business Management Institutes, Conferences, as well as any opportunities available through other industry associations.



AMY PEARL

Amy Pearl is President of RV Rhodes, a talent management firm based in Upstate New York. For almost twenty years, the firm has provided strategic and simple solutions to help employers achieve their workforce goals. Amy increases her clients' competitive advantage by developing talent through individual and 360° feedback assessments, leadership competency design and development programs, executive coaching, and team building.

Prior to her consulting experience, Amy enjoyed a twelve year career with M&T Bank, one of the country's largest and most successful regional banks. As the manager of the bank's flagship office, Amy was responsible for the retail bank's largest client portfolio and numerous internal operations. Beginning in 1992, Amy led the design, development and implementation of a multi-million dollar effort to automate the sales and transaction processing of the retail bank. And, in 1996, Amy added responsibility for the oversight of large-scale projects in mergers and acquisitions, organizational development and operations for the Bank. In this role, Amy also designed and managed the bank's market segmentation, business development and sales management processes, including training and compensation. Her creativity and project management expertise led to the successful implementation of some of the most ambitious initiatives of the organization. As a consultant, she translates her big-business experience into simple, results-oriented solutions for organizations ranging from billion dollar corporations to small not-for-profit organizations.

Amy is a strategic thinker with a well-rounded knowledge of business and a true talent for facilitation. Determined to remain on the cutting-edge, Amy thrives in roles that focus on idea generation and problem solving. She is the leading Master Trainer for the WorkPlace Big Five Profile and in the top 2% of DiSC Distrib-

utors in the world. She also has designed custom 360° feedback for Fortune 50 and Great Place to Work Top 10 Organizations. Amy has participated in research studies and has numerous publications based on her expertise in her field.

Amy received her BA in Economics from SUNY Buffalo State and her MBA from the University at Buffalo. She has taught Organizational Change and Development at Canisius College and has lectured and led workshops on Assessments, Leadership, Team Building, and Strategic Thinking at a variety of conferences and universities.

Her dedication to the economic health of Western New York is evidenced by the time and energy she contributes to organizations, including her work on the United Way Board of Directors Human Resources Committee and with the Boy Scouts of America. In the past, she has also served as the Training Chairperson for the Niagara County Workforce Investment Board and the SUNY College at Buffalo Alumni Board. Her accomplishments have been recognized by the YWCA and at a national level by the National Association of Women Business Owners. She also received a Young Alumni Award from SUNY Buffalo State.

Contact Amy at 716-845-5548 or apearl@rvrhodes.com.