



AHRA WEBINAR 2008 SERIES

Featuring: Linda J. Puchalski, CRA, MPA(R)(M(CV)(QM)
Hudson Valley Medical Center, Cortlandt Manor, NY
Hardwiring Excellence for Imaging Services
Thursday, February 28, 2008
1:00 PM – 2:00 PM EST

COURSE DESCRIPTION

This session will discuss Quint Studer's seminal work "Hardwiring Excellence" and how to apply its principles to improve patient satisfaction, improve operations, and position services for the future success of Imaging Departments. The speaker will review HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems), which is an instrument to measure patient perceptions of care in hospitals developed for the CMS (Centers for Medicare and Medicaid Services). This instrument provides consumers with information that might be helpful in choosing a hospital. (www.hospitalcompare.hhs.gov) We will also explore the relationship of HCAHPS and the hospital inpatient prospective payment system (IPPS) with regards to "Pay for Performance".

In initially presenting any hospital customer satisfaction program, you must begin with using **AIDET**: **A**cknowledge the patient; **I**ntroduce yourself; **D**uration (tell the patient how long the exam will take); **E**xplain the exam; and **T**hank the patient for using your service. This must be **hardwired** throughout the organization and department with a goal of "every patient, every encounter, every time".

Additionally, the speaker will explore Studer's five pillars of Best Service, Excellent Quality, Employer of Choice, Financial Viability, and Growth as it applies to Imaging and give everyday examples of how you can use this format to foster a culture of excellence.

You will learn to:

- Understand HCAHPS and IPPS (Pay for Performance) and their impact on hospitals and imaging departments.
- Emphasize the importance of AIDET, "every patient, every encounter, every time" on patient satisfaction.
- Effectively use the five pillars of Best Service, Excellence Quality, Employer of Choice, Financial Viability, and Growth as it applies to Imaging Departments, to improve patient satisfaction and future success.

NOTE:

Your audio conference confirmation will include a Web site address that contains dialing instructions, handouts and a post-test. Participants are responsible for testing their Web access according to the instructions prior to this audio web conference.

I can't access Web files; please fax handouts.

Post-tests may be copied, and a separate \$18 fee must accompany each post-test mailed to AHRA for each listener desiring 1.5 Category A ARRT Credits. **Certified Radiology Administrator (CRA) credit is also available with successful completion of the post-test.**

Cancellation Policy: If you are unable to participate in the call, AHRA will transfer your registration to an Audio Web Conference within 12 months provided AHRA receives notification by 12:00 PM, EST, February 28, 2008. No substitutions, credits or refunds will be made after February 28, 2008.

Three Easy Ways To Register:

- Fax** this completed form to 978-443-8046
 - Online** at www.ahraonline.org
 - Mail** registration to: AHRA, 490-B Boston Post Road, Suite 200, Sudbury, MA 01776
- Questions?** Call AHRA at: 800-334-AHRA (2472) or 978-443-7591

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REGISTRATION OPTIONS:

- AHRA Member # _____ Registration: \$99**
(CE credit is additional)
- Non-Member Registration: \$109** (CE credit is additional)
- New Membership Plus Registration:** Save on the registration and membership application fee! \$254 includes audio web attendance and 1 year AHRA membership. (CE credit is additional)

(NOTE: CE Credit fee is \$18.00 and must accompany post-test. Credit requires successful completion of post-test) to earn 1 ARRT Category A (apply for).

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REGISTRATION DEADLINE: February 28, 2008, noon EST

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