

“The Healthcare Imperative”

International Conference on Strategic Planning

June 17 – 19, 2009

Fiesta Americana Condesa Hotel & Resort
Cancun, Mexico

Provided by

Schramko & Associates, LLC

“Business Strategies & Growth”
Toledo, Ohio U.S.A.

Schramko & Associates, LLC has developed a framework in which healthcare professionals can improve the strategic performance of their private practice through a sustainable learning experience. *The Healthcare Imperative* is an intensive 3 day conference designed to provide the healthcare professional with the tools and skills to be more strategically focused and competitive.

The Healthcare Imperative presents the *Schramko Intellectual Property Transfer (IPT) Suite* of services which are the latest techniques for dynamic strategic planning. ‘Imperative’ means driven to excel and compete at the highest level. Through the use of a high impact learning modality, conference attendees will be taught how to be more strategy driven in providing healthcare services.

Schramko & Associates, LLC is uniquely suited to conduct this conference. Our team of professionals has over 60 years of combined healthcare administration and private practice experience in healthcare strategy and medical staff development.

DURING THIS CONFERENCE, YOU WILL LEARN:

- Why you need a strategic plan for your healthcare practice
- How to develop & implement a healthcare strategic plan
- What the difference is between a 'business plan' and a 'strategic plan'
- How to 'steal' market share away from the competition
- What hospitals do not want you to know about strategy and competition
- How to evaluate your practice for competitiveness
- The 11 'best practices' of healthcare professional organizations
- How to develop annual goals and objectives for your practice
- Benchmarking techniques for the evaluation of business outcomes
- How to develop & implement new ideas for your practice

WHO SHOULD ATTEND

Physicians, Dentists, Podiatrists, Chiropractors, Practice Administrators, Office Managers and Healthcare Sales/Marketing representatives should attend. Those professionals who want to develop a healthcare strategy based business will obtain a 'masters level' learning experience and take home real techniques to beat the competition.

CONFERENCE CONTENT:

DAY 1: THE STRATEGIC PLANNING PROCESS

June 17

7:30 AM Continental Breakfast

8:00 AM Conference Begins

- Strategic Plan Versus Business Plan
- Competitiveness and Innovation
- The Competitive Market of Healthcare
- Patient as Customer Versus Commodity
- How to Evaluate Your Practice for Competitiveness

12:30 PM Day 1 Concludes

DAY 2: STRATEGIC PLAN DEVELOPMENT

June 18

7:30 AM Continental Breakfast

8:00 AM Conference Begins

- Strategic Plan Development
- How to Develop New Ideas for Your Practice
- Benchmarking and Best Practice Methodology

12:30 PM Day 2 Concludes

DAY 3: IMPLEMENTATION STRATEGIES/TYING IT ALL TOGETHER
June 19

7:30 AM Continental Breakfast

8:00 AM Conference Begins

- **How to Implement the Techniques and Strategies Learned**
- **How to Get From Where You Are At To Where You Want To Be**
- **Key Factors in a Professional Practice are reviewed and a Mechanism to Monitor Practice Performance is Provided**

11:30 AM Conference Concludes

Pre-Conference Services:

Prior to attending the conference, each participant will be sent a packet of material to review in advance of the first program day. Included in the material is an assessment mechanism that addresses the competitive profile of your practice. You will bring the assessment to the conference and build your own practice strategy as you learn the techniques of competition.

Post Conference Services:

Upon completion of The Healthcare Imperative Conference, Schramko & Associates, LLC will provide follow-up phone consultations for a period of six (6) months to assist with implementing the plans and techniques learned at the conference. This follow-up phone consultation is included in the registration fee. Other material will be provided as may be needed to ensure proper follow-through.

CONFERENCE SPEAKERS

Dr. Tim D. Schramko

Dr. Schramko earned his doctorate in Management from Case Western Reserve University in Cleveland, Ohio, USA. He also holds undergraduate degrees in Business and Science as well as a Masters in Business Administration from The University of Toledo in Toledo, Ohio, USA. His healthcare training includes a graduate certificate in Health Care Administration from The Ohio State University in Columbus, Ohio, USA.

Dr. Schramko has held executive healthcare system positions over his 35 years of experience in the healthcare industry. He has been a faculty member at The University of Toledo in Toledo, Ohio, USA in the College of Business Administration for over 10 years specializing in strategic planning, entrepreneurship and personal strategic planning. He also has served as faculty at The Weatherhead School of Management at Case Western Reserve University in Cleveland, Ohio, USA teaching strategy and policy in the Graduate School of Business. His high impact and interactive teaching techniques are hallmarks of his professional academic career. He uses Emotional Intelligence (EI) concepts in his conference presentations.

[Deborah S. Schramko, CPMSM, CPT](#)

Deborah Schramko earned her professional certifications from the National Association of Medical Staff Services as a Certified Professional in Medical Services Management, and is a Certified Personal Trainer, instructor & Counselor through the Aerobics and Fitness Association of America.

Deborah has 30 years of experience in healthcare management, conducting employee, medical staff and executive leadership training and teambuilding. She has extensive experience in medical staff development, quality improvement, and medical staff services relative to JC, HFAP/AOA and NCQA requirements, as well as all aspects of hospital medical staff organizational functions and related strategic planning. She has served as teaching faculty for The University of Toledo, Toledo, Ohio, USA and St. Vincent Mercy Medical Center, Toledo, Ohio USA and has developed the “Defeating the Enemy Within” process improvement workshop.

CERTIFICATE:

All participants will receive a certificate of completion upon conclusion of the conference indicating attendance. Please note this certificate will have a code to use when calling Schramko & Associates, LLC for follow-up consultations for a period of six (6) months after the conclusion of the conference. The six months of follow-up consultation is included in the conference fee.

Contact Information:

Schramko & Associates, LLC
Email: schramkollc@buckeye-express.com
Toll Free: 866-221-6624

CONFERENCE DATES & FEES:

Dates: June 17 –19, 2009

Fees: \$1,295 (USD)

Discount rate: Physicians, Dentists, Podiatrists, Chiropractors who bring their Office Managers/Practice Administrators receive a discounted price of \$895 for the managers and administrators.

Fees Include:

- Pre-conference material to prepare for the educational sessions
- All conference material
- Continental breakfast and refreshments
- **Six (6) months of consultation services, via phone, for follow-up assistance on implementing the strategic plan**

Cancellation Policy:

Cancellations received 10 days prior to the conference are charged 50% of the registration fee.

A \$35 service charge will be applied for returned checks.

ACCOMODATIONS:

Schramko & Associates, LLC is pleased to hold The Healthcare Imperative in Cancun, Mexico at the beautiful Fiesta Americana Condesa Hotel & Resort. The Fiesta Americana Condesa is located on the beach in the heart of the hotel district of Cancun. Please go to the Fiesta Americana Condesa Cancun website for more information. When calling the Fiesta Americana Condesa Cancun for reservations give the code HCI43 to your travel agent.

Schramko & Associates, LLC has arranged a special rate for all conference participants of \$115 + tax per night [EP rate].

HOTEL INFORMATION

Fiesta Americana Condesa Cancun
Blvd. Kukulcan KM. 16.5
77500 Cancun, Q. Roo, Mexico
Phone: 011 52 (998) 881-4200
www.fiestamericana.com/cancun

- Secure your reservation by calling 1-800-FIESTA 1 (1-800-343-7821) prior to the cut-off date of May 17, 2009. You will be asked to provide credit card information at the time of making your reservation. No deposit will be charged to the attendee until arrival to the hotel. Cancellations must be made by the attendee a minimum of **72** hours prior to arrival date. If no cancellation notice is given, the attendee will be charged in full. Any reservation received after May 17, 2009 will be accepted on a space and/or rate available basis only. When making your reservation, be sure to include preference of smoking or non-smoking room, and preferred bed type. *Room types cannot be guaranteed, however the hotel will make every effort to accommodate requests.*

The group rate that has been secured for this conference is \$115.00 usd + 10% Value Added Tax (VAT) and 2% room occupancy tax (Grand total of \$128.80usd per room, per night based on single or double occupancy). These rates are European plan rates and do not include any hotel food or beverage. Group rates will be honored for attendee reservations up to 3 days before and 3 days after the main program dates, based on availability and prior reservation. In addition, each participant's individual folio will be charged the below amounts to cover the following gratuities:

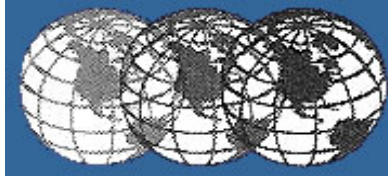
- Housekeeper: \$4.00 per room, per day
- Bell Staff: \$6.00 per person, round trip

Due to the nature of this conference, attendee's qualify for Zero Percent Value Added Tax (VAT) on their rooms under the following conditions and compliance with 100 percent of the above requirements is necessary:

- Hotel will need to obtain a copy of the immigration document (tourist card) provided to all international visitors upon arrival to Mexico, in addition to a copy of the individuals photo ID (***passports are required for travel to Mexico***). These documents can be presented to the hotel upon attendee's check in.

- Zero Percent VAT is applicable up to 2 days before and 2 days after the program's main dates.
- Upon check in, each attendee will be required to present a valid credit card, on which an amount of sufficient pre authorization can be obtained to cover the room and tax charges for the length of the attendee's stay, plus the anticipated use of the Hotel's ancillary services. ***Attendees will need to settle his/her account in full upon departure by returning to the front desk for their check out as the hotel will once again require the attendee's credit card to close their bill.***

REGISTRATION FORM



**“THE HEALTHCARE IMPERATIVE”
June 17 –19, 2009
Fiesta Americana Condesa Hotel & Resort
Cancun, Mexico**

Professional

Name		Title	
Address		Specialty	
City		State	
Country		Zip Code	
Phone		Fax	
Email			

Office Manager/Practice Administrator

Name		Title	
Phone		Email	

Fee: \$1,295 (USD)

**Office Manager/Practice Administrator, if coming
with practice owner – Fee: \$895**

Register On-Line at: www.schramkoconsulting.com/registration.php

Make checks payable to: Schramko & Associates, LLC

**Mail Registration Form and check to: “The Healthcare Imperative”
Schramko & Associates, LLC
3339 Swan Ridge Lane
Maumee, Ohio 43537
USA**

For more information call toll free: 866-221-6624

Pre-Conference Material:

Please indicate where you wish the pre-conference material to be sent, if different from registration address.

**Address _____ City _____
State _____ Country _____ Zip Code _____**

For Internal Use Only	Date Rec'd	Check #	Amount Rec'd
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