



**NACHRI**  
National Association of  
Children's Hospitals  
and Related Institutions

*Champions for Children's Health*

401 Wythe Street  
Alexandria, VA 22314



MARCH 11-14 2012  
**CREATING CONNECTIONS**  
HYATT REGENCY AT THE ARCH  
**ST. LOUIS**

CONNECT NOW!  

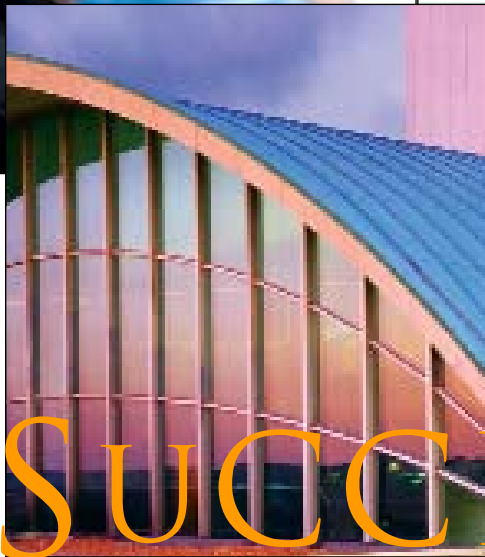
Network before, during and after the Creating Connections Conference by downloading the new NACHRI mobile app to access the NACHRI online community. Become a Fan on Facebook and Follow us on Twitter.

# 2012 CREATING CONNECTIONS CONFERENCE

LEARN



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SUCCEED

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# LEARNING TRACKS

## FINDING THE RIGHT PATH

*Creating Connections* is a one of a kind opportunity for children's hospital professionals to share new ideas, learn successful solutions, discover emerging technologies and connect with hundreds of other children's hospital leaders. Learn what is on the horizon for children's hospitals and gain powerful tools and solutions to implement when you return home. The conference offers more than 55 educational sessions, 40 poster presentations and two hands-on workshops for in-depth learning. Countless networking opportunities vary from organized events to casual hallway conversations between sessions.

### CHILDREN'S HOSPITALS WITHIN HOSPITALS

Although pediatrics is a small portion of the hospital system's service line, it is important that a compelling vision is articulated for the community. Children aren't little adults with special needs that require different strategies and care. The physician and administrative executives within a Children's Hospital operating within a larger hospital, system and/or academic medical center must continually promote their services not only to external stakeholders, but also internally. Join us as we explore branding your children's services within the adult system, externally to the community and how to leverage your brand to build employee engagement, administrative and physician leadership structures and strategies and how to appropriately utilize shared services and build pediatric standalone support services.

### PHILANTHROPY

The Philanthropy learning track provides an exciting opportunity to learn about effective strategies and techniques for pursuing major gifts, grants and other sources of funding critical to advancing the mission of a children's hospital. Build skills and learn from your hospital peers – and other experts in the field—about best practices for achieving funding success in today's challenging environment. This track is designed to give attendees the optimum combination of networking and learning to advance the effectiveness of development, foundation and grants professionals in children's hospitals.

### PUBLIC HEALTH AND CHILD ADVOCACY

The work of public health and child advocacy is aligned with the mission of a children's hospital and is designed to meet community need. Children's hospitals are challenged to design and execute interventions in partnerships that are timely, evidence

based, speak to identified health needs and deliver intended, measurable results - be it to reduce injury or yield better health outcomes and disease management. The Public Health and Child Advocacy Track will focus on foundational skills such as program evaluation and using evidence-based literature for program development. The track will highlight hospital successes in community-based transformation, putting community assessment into action and reaching underserved and high-risk populations.

### PUBLIC RELATIONS AND COMMUNICATIONS

The Public Relations and Communications learning track appeals to broad aspects of communications from digital to print to broadcast. A guest speaker will help us turn research into media opportunities. You'll get tips on telling stories to promote mission, to engage physicians and parents, to capture an audience short on time and attention, to brand an authentic experience. You'll hear about branding forays designed to check identity, to increase stakeholder commitment, to reframe after restructure. To expand the offerings, we look at raising the profile on public health, next big steps ahead for social media, and, of course, a few surprises. Don't forget to check the other tracks and broaden your conference experience.

### QUALITY IMPROVEMENT AND PATIENT SAFETY

The Quality Improvement and Patient Safety learning track is designed for health care professionals to share successful initiatives to improve children's health care. Sessions include engaging families, applying LEAN methodologies, creating effective quality improvement structures, keeping environments safe with changing case mix, building physician and nursing capabilities, enhancing patient safety and more. Findings and lessons learned will provide useful tools for you to take home.

# SCHEDULE AT A GLANCE

## SUNDAY, MARCH 11, 2012

**7:30 A.M. – 12:00 P.M.**  
Pre-conference Workshops

**1:00 P.M. – 5:00 P.M.**  
Children's Hospitals Tours

**5:00 P.M. – 6:00 P.M.**  
Membership Orientation

**6:00 P.M. – 7:30 P.M.**  
Opening Reception

## MONDAY, MARCH 12, 2012

**7:00 A.M. – 8:15 A.M.**  
Partner Breakfast Presentations

**8:30 A.M. – 9:45 A.M.**  
Opening Plenary

**10:00 A.M. – 12:15 P.M.**  
Concurrent Educational Sessions

**12:15 P.M. – 1:45 P.M.**  
Exhibit Hall Luncheon

**2:00 P.M. – 4:45 P.M.**  
Concurrent Educational Sessions

**5:00 P.M. – 6:00 P.M.**  
Cocktail Hour

## TUESDAY, MARCH 13, 2012

**7:00 A.M. – 8:00 A.M.**  
Networking Breakfast

**8:15 A.M. – 12:15 P.M.**  
Concurrent Educational Sessions

**12:15 P.M. – 1:45 P.M.**  
Awards Luncheon

**2:00 P.M. – 3:00 P.M.**  
Concurrent Educational Sessions

**3:00 P.M. – 4:00 P.M.**  
Meet the Poster Presenters

**4:15 P.M. – 5:15 P.M.**  
Concurrent Educational Sessions

## WEDNESDAY, MARCH 14, 2012

**7:00 A.M. – 8:15 A.M.**  
Partner Breakfast Presentations

**8:30 A.M. – 10:45 A.M.**  
Concurrent Educational Sessions

**11:00 A.M. – 12:15 P.M.\***  
Closing Plenary

*\*Air travel arrangements should be made to accommodate the closing session. It is recommended that you book your returning airfare no earlier than 1:45 p.m.*



**EXPLORE** new ways to make a difference and face today's challenges. How you meet these challenges will be determined by your professional experience, skills and the relationships you have made. Continued success in today's market requires that you constantly consume relevant, practical and immediately applicable solutions. Join us for 2012 Creating Connections Conference in St. Louis to stay competitive.

At the 2012 Creating Connections Conference, you will join more than 500 children's hospitals professionals in St. Louis for two and one-half days of networking, learning and sharing. Attendees will explore the latest trends in children's health care and examine the complex challenges facing children's hospitals. This conference is designed to enhance your personal and professional development to help you achieve your full potential.



- **EXAMINE** the latest challenges and trends in children's health care
- **LEARN** new ideas and solutions to increase performance
- **NETWORK** with the community of children's hospital professionals
- **GAIN** tools and take aways to implement solutions to common challenges
- **POLISH** your professional skills

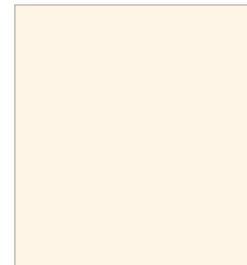
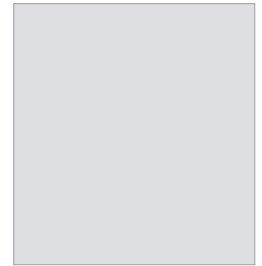
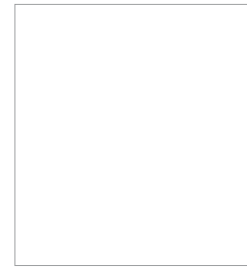
Engage in thought provoking discussions and examine case studies to expand your knowledge and understanding of children's health care. Leave this meeting inspired and motivated to make a difference in the lives of children we serve.

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# FEATURED PRESENTERS

LEARN FROM THE EXPERTS

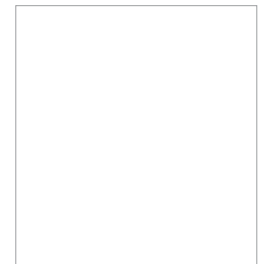
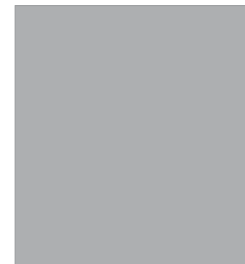
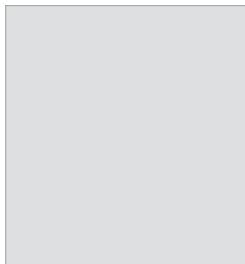
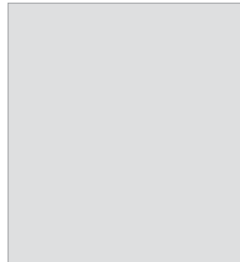
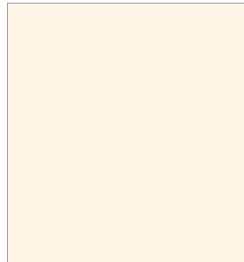


## Opening Plenary

**IAN MORRISON**  
Healthcare Futurist and Author  
Menlo Park, CA

*Ian Morrison*, is an internationally known author, consultant and futurist specializing in long-term forecasting and planning with particular emphasis on health care and the changing business environment. He combines research and consulting skills with an incisive Scottish wit to help public and private organizations plan their longer-term future.

Morrison has written, lectured and consulted on a wide variety of forecasting, strategy and health care topics for government, industry and a variety of nonprofit organizations in North America, Europe and Asia. He has spoken to a range of audiences from the boards of Fortune 100 companies to the Chinese Academy of Social Sciences in Beijing. Morrison has worked with more than 100 Fortune 500 companies in health care, manufacturing, information technology, and financial services. Recent client sponsors include Microsoft, Pfizer and Kaiser Permanente. He is a frequent commentator on the future for television, radio and the print media.



Morrison is the author of *Leading Change in Health Care: Building a Viable System for Today and Tomorrow* (AHA Press/Health Forum, 2011) and *Healthcare in the New Millennium: Vision, Values and Leadership* (Jossey-Bass, 2002). His previous book: *The Second Curve – Managing The Velocity of Change* (Ballantine, 1996) was a New York Times Business Bestseller and Business Week Bestseller.

He holds an interdisciplinary Ph.D. in urban studies from the University of British Columbia; an M.A. in geography from the University of Edinburgh, Scotland

and a graduate degree in urban planning from the University of Newcastle-upon-Tyne, England. He is a member of the Board of Directors of SFN Group (an NYSE company); a past director of the Health Research and Education Trust (HRET), the research and education arm of the American Hospital Association; a past director of the Center for Health Design and a director and chair of the California Health Care Foundation. Morrison also serves as a member of the Stakeholders Advisory Committee of the Program for Health Systems Improvement at Harvard University.

## Closing Plenary

### AARON CARROLL, MD, MS

**Associate Professor of Pediatrics and Associate Director of Children's Health Services Research  
Indiana University School of Medicine  
Indianapolis, IN**

Aaron E. Carroll, MD, MS is an associate professor of Pediatrics and the associate director of Children's Health Services Research at Indiana University School of Medicine. He is also the director of the Center for Health Policy and Professionalism Research. He earned a BA in chemistry from Amherst College, an MD from the University Of Pennsylvania School Of Medicine, and an MS in health services from the University of Washington, where he was also a Robert Wood Johnson Clinical Scholar.



Aaron's research focuses on the study of information technology to improve pediatric care and areas of health policy including physician malpractice, the pharmaceutical industry/physician relationship, and health care financing reform. He is also the co-author of *Don't Swallow Your Gum: Myths, Half-Truths, and Outright Lies About Your Body and Health*, published by St.Martin's Press. His work has been featured in *The New York Times*, *USA Today*, *The Los Angeles Times*, *Newsweek*, and many other national publications. He has appeared on *Good Morning America*, *CBS Evening News*, *ABC News Now*, and *The Colbert Report*.

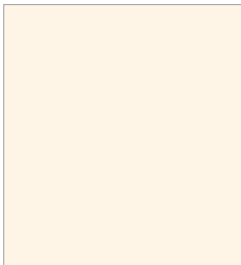


## PHILANTHROPY LEARNING TRACK

### JAMES M. HODGE

**Vice Chair and Director of Principal Gifts  
Department of Development  
Mayo Clinic  
Rochester, MN**

An Ohioan by birth and a graduate with his bachelor's and master's degrees from Bowling Green State University in Ohio, Jim spent his early career at Bowling Green as director of planned giving and later as director of development. In 1985 Hodge came to Mayo Clinic where he has been a senior development officer responsible for building important relationships with Mayo's philanthropic partners. Presently Jim is vice chair and director of the principal gifts program, which is responsible for strategic engagements with benefactors who have the capacity and inclination to make \$1 million-plus gifts to Mayo Clinic.

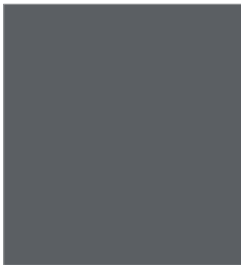
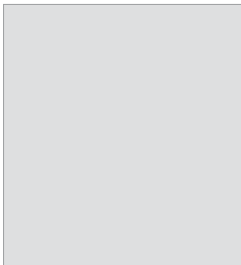


Hodge is a member of the faculty at Indiana University-Purdue University in Indianapolis, giving frequent master's classes in philanthropy, and an instructor in The Fund Raising School at IUPUI. Hodge is a frequent lecturer on the topics of values-based philanthropy, transformational philanthropy and working with entrepreneurs as philanthropists. He has served on the editorial board of *New Directions for Philanthropic Fundraising* published by the Center on Philanthropy and is the author of the chapter

entitled "Gifts of Significance" in the publication *Achieving Excellence in Fund Raising* by Jossey-Bass. He consults on fund raising for



Healthnetwork, His Holiness the Dalai Lama, and LiveStrong/The Lance Armstrong Foundation.



PUBLIC HEALTH AND CHILD  
ADVOCACY LEARNING TRACK

**CAROLYN CUMPSTY FOWLER, PHD, MPH**

**Assistant Professor  
and Evaluation  
Coordinator  
The Johns Hopkins  
University School  
of Nursing  
Baltimore, MD**



Dr. Carolyn Cumpsty Fowler is joint-appointed at the Bloomberg School of Public Health where she is core faculty of the Johns Hopkins Center for Injury Research and Policy and the Mid-Atlantic Public Health Training Center. Fowler's main interests include workforce development and translation of theory into practice; specifically, application of theory in the design, implementation and evaluation of public health programs and education. Fowler chairs the Board of Scientific Counselors for CDC's National Center for Injury Prevention and Control.

**NANCY L. WEAVER,  
PHD, MPH**  
**Assistant Professor  
School of Public Health  
Saint Louis University  
St. Louis, MO**



Nancy L. Weaver, PhD, MPH, is an Assistant Professor at the Saint Louis University, School of Public Health, where she has directed numerous efforts to develop, evaluate and disseminate public health programs. Dr. Weaver has extensive expertise designing survey tools and health communication strategies and providing technical and training assistance to practitioners. Her currently funded projects aim to promote positive parenting practices in order to reduce child abuse and neglect and injury risk factors. Dr. Weaver teaches and presents nationally in the areas of injury control, health communication, health literacy, research methodology and program evaluation.

PUBLIC RELATIONS AND  
COMMUNICATIONS LEARNING TRACK

**IVAN ORANSKY, MD**

**Executive Editor, Reuters Health  
Adjunct Assistant Professor, New York University's  
Science, Health and Environmental Reporting  
Program Treasurer, Association of  
Health Care Journalists  
Clinical Assistant Professor of Medicine,  
New York University School of Medicine  
New York, NY**



Dr. Ivan Oransky, treasurer of the AH CJ board of directors, is executive editor of *Reuters Health*. He blogs at Embargo Watch and at Retraction Watch. Before taking his

current position in June 2009, he was the managing editor for online at *Scientific American*. He previously was deputy editor of *The Scientist*. He has served as editor-in-chief of Pulse, the medical student section of the *Journal of American Medical Association* and of *Praxis Post*, an online magazine of medicine and culture. Co-author of *The Insider's Guide to Medical Schools*, (Peterson's, 1999), he has written for publications including *The* (Baltimore) *Sun*, *The Boston Globe*, the *Forward*, the *Lancet*, *The New Republic*, *The New York Sun*, *Salon*, *Slate*, *USA Today* and *U.S. News & World Report*.

He received his bachelor's degree from Harvard University, where he was executive editor of *The Harvard Crimson*, his medical degree from New York University, and completed an internship at Yale before leaving medicine to be a full-time journalist. He also holds appointments as an adjunct professor of journalism and clinical assistant professor of medicine at New York University.

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# NETWORKING

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## **Member Orientation**

*March 11, 2012 | 5:00 p.m.*

A quick start for those who are new to the association

or just want to learn more about key benefits available to members, these interactive orientations focus on how to maximize your conference experience. Be sure to RSVP on the conference registration form.

## **Opening Reception** *March 11, 2012 | 6:00 p.m.*

Join us in the Exhibit Hall as we celebrate the start of the Creating Connections Conference. All conference registrants are invited to network with conference exhibitors, fellow attendees and poster authors. Refreshments will be available.

## **Exhibit Hall Luncheon** *March 12, 2012 | 12:15 p.m.*

Enjoy this networking lunch with your colleagues while exploring the exhibit booths and poster presentations all showcased in the Exhibit Hall.



# AY CONNECTED

**Cocktail Hour** *March 12, 2012 | 5:00 p.m.*

After your first full conference day, enjoy cocktails and refreshments with your colleagues and other attendees.

**Networking Breakfast** *March 13, 2012 | 7:00 a.m.*

Breakfast is often referred to as the most important meal of the day. Making it the best time to network with your peers and discuss what children's hospitals professionals are doing to improve the overall health and well being of children, youth and families.

**Awards Luncheon** *March 13, 2012 | 12:15 p.m.*

Association leadership will recount highlights of the past year, celebrate association successes and announce poster winners and the Impact award winners. All attendees are encouraged to attend.

**Meet the Poster Presenters** *March 13, 2012 | 3:00 p.m.*

Join your colleagues in the Exhibit Hall to visit the poster presentations and meet the top poster winners announced earlier that afternoon at the Awards Luncheon.

**Online Community NEW THIS YEAR!**

Check out the special online community dedicated to the Creating Connections Conference. Connect with conference participants in real-time before, during and after the conference.

**Mobile App**

Check out the association's new mobile app. Get a demo, download and learn more about the new association Community networking and collaboration website for members with topic-based discussion groups. Visit <http://community.childrenshospitals.net>

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# HOSPITAL TOURS

**T**ours are complimentary but require separate registration. All tours will be held concurrently on Sunday, March 11, 2012, starting at 1 p.m. Space is limited, and registrations are accepted on a first-come, first-served basis.

## **MERCY CHILDREN'S HOSPITAL**

During the planning and construction of our new facility, parents, caregivers and designers worked in concert, focusing on the full circle of patient care in a family centered experience. All private rooms are bright, friendly and designed for child and parent comfort. Daily recreational activities are provided through the child life department. Our 98-bed Level III NICU treats more premature and critically ill infants than any other hospital in the state. Babies reside in a private pod structure where low lighting and muted tones create a soothing environment. Visitors to Mercy Children's Hospital will view one of the country's newest pediatric care facilities. Included among the tour highlights are: Missouri's busiest Level III NICU (98 beds); our newly opened tests and treatments center; the Cardinals Kids Cancer Center, sponsored in part by the St. Louis Cardinals, with baseball décor and activities to make patients and families feel more at ease during the stress of treatment and recovery; the child development center, including an overview of the innovative Mercy Autism Preschool program; the nation's 300th Ronald McDonald House. **Register online at:** <http://www.Mercychildrens.eventbrite.com>

## **SSM CARDINAL GLENNON CHILDREN'S MEDICAL CENTER**

SSM Cardinal Glennon Children's Medical Center is a not-for-profit, 190-bed inpatient and outpatient pediatric medical

center. It specializes in neonatology, cardiology, pediatric and fetal surgery, and cancer services. The hospital is home to the Bob Costas Cancer Center, Dana Brown Neonatal Intensive Care Unit, St. Louis Fetal Care Institute, Dorothy and Larry Dallas Heart Center, St. Louis Cord Blood Bank and the Missouri Poison Center, which provides free statewide service 24/7. SSM Cardinal Glennon cares for children of all ages from Missouri, Illinois and around the world. A full tour of our pediatric medical center includes the Bob Costas Cancer Center, Dana Brown Neonatal Intensive Care Unit, St. Louis Fetal Care Institute, Dorothy and Larry Dallas Heart Center and emergency department. **Call toll-free at 1-866-776-3627 to register for the tour.**

## **ST. LOUIS CHILDREN'S HOSPITAL**

The St. Louis Children's Hospital's tour will include areas of interest for professionals in each of the conference tracks. Enjoy the view of Forest Park from the lush rooftop Olson Family Garden; see how St. Louis Children's cares for "patients" in the state-of-the-art Saigh Simulation Center; see a successful blending of advocacy and marketing goals at the safety store, Safety Stop; tour one of three mobile vans, Healthy Kids Express and much more. The tour ends with refreshments and an opportunity to dialog with hospital leaders. **Register online at:** <https://www.surveymonkey.com/s/3HWP9Z3>

## **EXHIBITING CHILDREN'S HOSPITALS**

Mercy Children's Hospital, Ranken Jordan—A Pediatric Specialty Hospital, Shriners Hospital for Children—St. Louis, SSM Cardinal Glennon Children's Medical Center and St. Louis Children's Hospital.

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# PRE-CONFERENCE WORKSHOPS

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## *Telling the Quality Transformation Story*

March 11, 2012 | 7:30 a.m.

It takes two to tell this story. It may even take a village. Translating successes in quality improvement for media, parents, community and policymakers requires cooperation among public relations, QI staff government relations, and administration. For hospitals with transparency only unit deep, telling the story may require convincing administrators that transparency can gain community favor. For hospitals with transparency mandates, public relations and QI need to collaborate on message and best story telling skills to attract regional and national media markets. Teams combining PR and QI from children's hospitals will discuss how they have nursed their stories and will invite participation, successes and conundrums from the audience. *Requires a separate registration fee.*

## *Children's Hospital Disaster Response and Preparedness Workshop*

March 11, 2012 | 7:30 a.m.

The increase of natural and human initiated disaster has stimulated additional attention to disaster planning and spotlighted that children are largely overlooked in providing for their unique pediatric needs. How can we as children's hospitals come together to prepare locally and regionally to address the needs of children within disaster planning? Join us for this workshop as we begin the dialogue, review the NACHRI task force survey results on the children's hospital disaster planning preparedness, review the national status with the National Disaster Medical System, look at real world examples and leading practices and develop action oriented plans. *Breakfast will be served.*



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HOTEL AND TRAVEL

# CITY OF ST. LOUIS

## HYATT REGENCY ST. LOUIS AT THE ARCH

315 Chestnut Street  
St. Louis, Missouri 63102  
Tel: +1 314 655 1234

Experience the Hyatt Regency St. Louis at The Arch's wonderful dining outlets, including the world-famous Ruth's Chris Steak House. Prefer a more casual dining experience? Enjoy Red Kitchen & Bar or Brew house. If you're on the run, pick up a latte and freshly made pastry at the on-site Starbucks. With so many things to do in St. Louis, you'll never get bored! Visit the famed Gateway Arch, just steps from the hotel front door; tour the Anheuser Busch Brewery; or take in a baseball game at Busch Stadium.

**RATES:** \$179/single or double, plus applicable state and local taxes (16.741% as of November 2010) To reserve the association group rate call 888/421-1442 by Feb. 13, 2012. Rooms are available on a first-come, first-served basis and may be depleted prior to the cut off date.

Make your travel arrangements with ATC (Association Travel Concepts), the association's official travel provider, and save on travel expenses. Visit [www.atcmeetings.com/NACHRI](http://www.atcmeetings.com/NACHRI) or call 800/458-9383.

**PRIZES:** We encourage you to benefit fully from the conference experience by staying at the conference hotel, the Hyatt Regency

St. Louis at the Arch. All attendees who pay their conference registration fee and reserve their hotel room within the association group room block by Feb. 17, 2012 will be automatically entered into a prize drawing.

You may be eligible to win one of several prizes!

- Complimentary room night
- Complimentary upgrade to a Junior Suite with Breakfast for (2) in RED Restaurant.
- Complimentary upgrade to a Junior Suite.
- \$75 Food and Beverage Credit during their stay (not valid in Ruth's Chris)

**Top: St. Louis;  
St. Louis City  
Museum; Above:  
Hyatt Regency  
Above: St. Louis  
at the Arch hotel.**



**Clock-wise from top:**  
**Grant's Farm: St. Louis**  
**Zoo; Lambert-St. Louis**  
**International Airport;**  
**Laumeier Sculpture.**



## CITY OF ST. LOUIS

### *Gateway Arch*

For the best view of the city, ride to the top of the Arch 630 feet over the Mississippi River.

### *City Garden*

Visit the garden in the heart of downtown with its internationally renowned sculptures and vibrant plants.

### *Forest Park*

One of the largest urban parks in the United States with over 1,300 acres of lakes, walking paths and attractions.

### *Free Museums and Historical Sites*

Enjoy world-class free attractions, including the St. Louis Art Museum, zoo, science center, Anheuser-Busch Brewery, Grant's Farm and the Missouri History Museum.

### *Missouri Botanical Garden*

One of the world's top gardens with 79 acres of scenic landscaping and historical landmarks.

### *City Museum*

An "eclectic mixture of children's playground, funhouse, surrealist pavilion and architectural marvel made of unique, found objects." Both an "artistic playhouse and an architectural marvel."

### *Anheuser-Busch Brewery*

Free tours include stops at the Budweiser Clydesdale Stable, Beechwood Lager Cellars, historic Brew House and Bevo Packaging Facility.

### *Central West End*

Chic Central West End is full of charming sidewalk cafes, unique galleries, trendy boutiques and quaint pubs. Also, meander past historic homes built around the time of the 1904 World's Fair.

### *Grant's Farm*

Named for President Ulysses S. Grant, the farm is a 281-acre ancestral home of the Busch brewing family. Today, it is home to over 900 animals, including several exotic species. Take a train ride through the park or tour the historic Bauernhof to see the Busch family's carriage collection and stables.

### *The Loop*

An eclectic neighborhood of ethnic restaurants and funky shops. Also, home to the St. Louis Walk of Fame and its 100+ brass stars that pay tribute to local celebs.



### *Airport*

Lambert-St. Louis International Airport (STL) is the primary airport for St. Louis and the surrounding area. The airport has nonstop flights to and from more than 88 national and international destinations.

### *Ground Transportation To and From the Airport*

#### *Enterprise Rent-A-Car*

Hyatt Regency St. Louis at the Arch now has Enterprise Rent-A-Car in the hotel. For more information, call 314/436-7100.

### *Family/Guest Information*

We encourage you bring your spouse, family or a guest to participate in any or all of the activities that are scheduled. To register for any events or if you have any questions about guest registration options please email [meetings@nachri.org](mailto:meetings@nachri.org) or contact Tammy Rubach at 703/797-6016.



MARCH 11-14 2012

# CREATING CONNECTIONS

HYATT REGENCY AT THE ARCH  
ST. LOUIS

## Attendee Information *Please type or print.*

Name

Designations/Degrees

Informal Name

Title

Organization

Work Address

City State ZIP

Work Phone Work Fax

Work E-mail

- Check here if you have any special dietary or mobility requirements that need to be address to fully participate. Registration staff will contact you.

## Hospital Tours

Tour registration is only available online for this conference. Visit [www.childrenshospitals.net/connect12](http://www.childrenshospitals.net/connect12) and select Hospital Tours from the left hand navigation bar.

## Registration & Payment

- ONLINE**  
Register online with a credit card at [www.childrenshospitals.net/connect12](http://www.childrenshospitals.net/connect12).
- MAIL**  
Send original form with check payable in US dollars to:  
NACHRI  
P.O. Box 79311  
BALTIMORE, MD 21279-0311
- FAX**  
Complete and send via secured fax to 703/684-1546.
- PAYMENT**  
 American Express  MasterCard  Visa

Credit Card Number (PAYABLE IN U.S. DOLLARS) Exp Date

Name (AS IT APPEARS ON THE CREDIT CARD)

Signature

## Conference Registration

The conference registration fee includes educational sessions, materials and reception/meal functions as indicated in the conference schedule.

- Early Bird Member** **\$695**  
*(Checks postmarked/credit cards processed by Jan. 20, 2012)*
- Regular Member** **\$820**  
*(Checks postmarked/credit cards processed by Feb. 17, 2012)*
- Nonmember Children's Hospital** **\$995**
- Nonmember** **\$1,545**

REGISTRATION SUBTOTAL

## Pre-conference Workshops *Select only one workshop*

- Sunday, March 11**
- Telling the Quality Transformation Story **\$175**
  - Children's Hospital Disaster Response and Preparedness **\$175**

PRE-CONFERENCE SUBTOTAL

## Primary Track of Interest *Select only one*

Select one learning track you are most likely to attend. This will not restrict you from attending other sessions/tracks at the conference.

- Public Health and Child Advocacy
- Children's Hospitals Within Hospitals or Systems
- Philanthropy
- Public Relations and Communications
- Quality Improvement and Patient Safety

## Meal and Function Attendance

The functions below are included in the registration fee. Please help us conserve resources by indicating which functions you plan to attend.

- Sunday, March 11**
- Membership Orientation
  - Opening Reception
- Monday, March 12**
- Partner Breakfast Presentations
  - Exhibit Hall Luncheon
  - Cocktail Hour
- Tuesday, March 13 *Select only one***
- Networking Breakfast **OR**
  - Public Health & Child Advocacy Breakfast
  - Awards Luncheon
- Wednesday, March 14**
- Partner Breakfast Presentations

## Guest Fees

A guest is a family member or friend. Guests who would like to attend educational programming must register for the full conference. Attendees may register guest for the following events:

- Guest Name(s)
- SUNDAY, MARCH 11**
- Opening Reception **\$75**
- MONDAY, MARCH 12**
- Partner Breakfast Presentations **\$35**
  - Exhibit Hall Luncheon **\$45**
  - Cocktail Hour **\$75**
- TUESDAY, MARCH 13 *Select only one***
- Networking Breakfast **OR**
  - Public Health & Child Advocacy Breakfast **\$35**
  - Awards Luncheon **\$45**
- Wednesday, March 14**
- Partner Breakfast Presentations **\$35**

GUEST SUBTOTAL

GRAND TOTAL

Program Questions: [Bjohnson@nachri.org](mailto:Bjohnson@nachri.org) or Brian Johnson at 703-797-6002 Registration Questions: [meetings@nachri.org](mailto:meetings@nachri.org) or Tammy Rubach at 703-797-6016

**TERMS & CONDITIONS/CANCELLATION/REFUND POLICY:** By registering for this conference you agree to the terms & conditions and the cancellation/refund policy. In the unfortunate event that NACHRI must cancel this meeting, NACHRI is not responsible for travel or other expenses incurred by registrants or individuals traveling with registrants. All conference cancellations are subject to a \$100 administrative fee. Forum cancellations are subject to a \$25 administrative fee. All cancellations must be received in writing prior to Feb. 17, to qualify for a full refund less administrative fees. Cancellations received between Feb. 17 - Mar. 2 will receive a 50% refund and are subject to the above mentioned fees. Registration fees will not be refunded to cancellations received after Mar. 2, and to no-shows. All refunds will be processed after the conference. Registration, attendance and participation in the Creating Connections Conference (and related activities) constitutes consent by the registrant for enrollment in the online conference community and for Association use and distribution (both now and in the future) for the registrant's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events.

# SEE YOU IN ST. LOUIS!

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