

As a Member in the American College of Healthcare Executives, you'll attain the tools, guidance and support you need to gain an edge in the field. Membership will enhance your marketability, relationships, knowledge and leadership so you can excel!

Meet the best and brightest in the field through our diverse membership of more than 30,000 healthcare leaders from the United States, Canada and abroad. Join an ACHE to benefit from networking, education and career development in your area.

ACHE provides numerous opportunities for you to position yourself as a leader in healthcare management. Your membership alone signals your desire to improve the health status of society by advancing excellence in healthcare management.



ACHE OF NORTH TEXAS Category I Education Session

Session VIII: "Service line Development"

November 19th, 7:00am to 9:00am, Plaza Medical Center, Ft. Worth Texas

Program Description: What does it take in order to meet the growing healthcare needs of your local community?

Today's healthcare executives must constantly stay engaged with local community leaders, while analyzing the latest market trends, in order to understand service line development and reap the tremendous benefits from a new successful service line. Well developed service lines can impact customer satisfaction, quality, performance improvements, market share and financial gains.

This ACHE session will bring together well recognized and accomplished healthcare executives in a discussion regarding development of a viable and recognized service line.

They will discuss topics such as:

- Common successful service lines and centers of excellence
- Management and leadership issues involved in organizing around service lines
- Financial and resource allocation issues
- Operational/Implementation issues involved in organizing around service lines

In addition, attendees will have an opportunity to ask our panelists their own questions.

Featuring

- **Laura Irvine, FACHE** - President, Methodist Mansfield Medical Center
- **Greg Haralson, FACHE** - Chief Operating Officer, Plaza Medical Center
- **Mark Coughlin** - Vice President Strategy and Planning, Hammes Company

Moderator: **William Craig, FACHE** - Vice President of Clinical Support, Cook Children's Hospital

Organizers: **Tina Barker**, Strategic Resource Group at HCA; and **Jessica Daw**, Account Executive at Hammes Company ; and **Aaron Miri**, Manager IT Operations at Methodist Health System

November 19, 2009

7:00 to 7:30 a.m., Registration, Breakfast will be provided

Plaza Medical Center of Ft Worth

7:30 a.m. to 9:00 a.m. Session VIII

900 8th Ave.

1.5 Hours Category I will be awarded

Ft Worth, TX 76104

\$20 Members \$30 Nonmembers \$10 Students

Deadline to Register is November 16, 2009. No Shows will be billed. Substitutions can be made at anytime. No refunds after deadline. To register by check, please complete and submit this form to 3001 Skyway Circle North, Suite 100 Irving, Texas 75038 or fax to 972-252-6062.

Questions? Contact Gerri Wessling at 972-256-2291 or email info@northtexas.ache.org