

39th ANNUAL SSWLHC MEETING & CONFERENCE

Social Work in Health Care: A Sure Bet!

APRIL 28–30,
2004

Flamingo Hotel & Casino
Las Vegas, Nevada

Society for Social Work
Leadership in Health Care
www.sswlhc.org

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Social Work in Health Care: A Sure Bet!

2004 Conference Program Committee

Sona Euster, CSW, ACSW
Conference Chair
New York Presbyterian Hospital,
New York, NY

Mary Norris Brown, MPH, LCSW
SSWLHC President
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Paula Crombie, MSW, LCSW
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Hayward and Fremont Hospitals, Hayward, CA

Jerry Satterwhite, LCSW
Veterans Affairs Medical Center, Birmingham, AL

Colleen York, ACB, LSW
St. Rose Dominican Hospital/Siena Campus, Henderson, NV

Conference Learning Objectives

- Participants will have the opportunity to explore cutting edge leadership and management processes as well as plan how to implement them appropriately in their organizations.
- Participants will explore current patient care issues including ethics, diversity, adherence, advance care planning, violence and trauma.
- Participants will interact with experts in specialized clinical practice areas such as geriatrics, behavioral health, and primary care.
- Participants will have the opportunity to learn about state of the art practice in the areas of student training, education, and research.
- Participants will have the always rewarding and satisfying opportunities for networking with colleagues from all arenas of health care practice.

Dear Colleagues,

Since 1965, the Society for Social Work Leadership in Health Care has provided vital support to social work in all areas of health care. We would like to invite you to join your colleagues at the 39th Annual Meeting and Conference at The Flamingo Hotel and Casino in Las Vegas, Nevada from April 28th to April 30th, 2004.

The planning committee has developed an intriguing agenda ranging from dynamic workshops, emerging computer technology, stimulating poster sessions and opportunities for networking. You will find practical, pertinent and, most importantly, thought provoking presentations on a variety of health care topics. Keynote speaker, Nancy Humphreys, DSW, will explore how health care issues are presented and debated in the national arena.

Las Vegas is one of the most exciting and entertaining cities in the world. It is a city that has something for everyone. There is the world renowned "Strip", top quality entertainment, excellent dining, and unique shopping. Of course, Las Vegas is a golfer's paradise. Away from the man made attractions and within driving distance is a world of natural beauty including Red Rock Canyon, Lake Mead, the Grand Canyon and Death Valley.

Please mark your calendar, save your quarters, and join us to learn, network and play in Las Vegas at the SSWLHC 39th Annual Meeting, "Social Work in Health Care: A Sure Bet".

Sincerely,



Sona Euster
Program Chair



Mary Norris Brown
President
SSWLHC



Poster Sessions

The poster sessions are innovative displays of educational material narrated by the presenters who will be available to discuss their subjects with you during exhibit hours. The poster session will kick off at the Welcome Reception on Wednesday, April 28th. The posters will be displayed through the close of the exhibit area at 11:00 AM on Friday, April 30th.

1. Hospital-Based Inpatient Care Management: How to Create A Successful Social Work/Nurse Union

Susan Alger, LCSW, DTR, Manager, Care Management Department, McKenzie-Willamette Hospital, Springfield, OR

Lynn Barton, RN, MSN, CNS, CPUM, Lead RN, Care Management Department, McKenzie-Willamette Hospital, Springfield, OR

2. From Social Worker to Discharge Planner in 3 Easy Steps (Maybe 7)

Diane Velilla, LCSW, Assistant Director, Department of Social Services, Oak Forest Hospital, Cook County Bureau of Health Services, Oak Forest, IL

Dennis Chevalier, LCSW, Director, Social Work Department, Fantus Health Center, Ambulatory & Community Health Network of Cook County, Cook County Bureau of Health Services, Chicago, IL

Deborah Hartman, LCSW, Assistant Director, Department of Social Services, Oak Forest Hospital, Cook County Bureau of Health Service, Oak Forest, IL

3. Adaptation to Childhood Chronic Illness: Meta Analysis of 30 Years of Research

Ted McNeill, PhD, RSW, Director of Social Work, The Hospital for Sick Children, Toronto, ON

4. Holistic Fatherhood: A Grounded Theory Approach to Understanding Fathers of Children with Juvenile Rheumatoid Arthritis

Ted McNeill, PhD, RSW, Director of Social Work, The Hospital for Sick Children, Toronto, ON

5. Social Impact of Heart Transplantation

Claudia Regina Haponczuk De Lemos, PhD, MSW, Heart Institute (InCor), University of Sao Paulo Medical School, Sao Paulo, Sao, Brazil

6. The CALL Care Project: The Impact of Coordinated Care on Patients with Advanced Illnesses

Dan Reece, LCSW, Regional Director, Care Coordination, PeaceHeath Oregon Region, Eugene, OR

7. Beyond Chopsticks and Rice: Separating Myth from Fact When Working with Asian American Pacific Islander (AAPI) Patients

Donna Suckow, LMSW, Social Work Counselor, M. D. Anderson Cancer Center, Houston, TX

Alanna Terrell, LMSW, Social Work Counselor, M. D. Anderson Cancer Center, Houston, TX

8. Breaking the Silence: Emergency Room Intervention and Community Collaboration in Addressing Domestic Violence

Kathy Lybarger, MSW, Allegheny General Hospital, Pittsburgh, PA

9. Early Morning Discharge Project (7AM to 10 AM)

Diane Ambrose, CSW, Director of Social Work, South Nassau Communities Hospital, Oceanside, NY

10. The Heat is Rising: Using the Psychosocial Distress Thermometer to Justify the Role of the Oncology Social Worker in the Patient's Cancer Journey

Margaret Meyer, LMSW-ACP, Director, Social Work, M. D. Anderson Cancer Center, Houston, TX

Lakshmi Naik, LMSW-ACP, Social Work Supervisor, M. D. Anderson Cancer Center, Houston, TX

11. Consequences of Addiction from the Perspectives of the Addict and the Significant Other (A Preview of Two Brief Videos)

Lawrence Strauss, LCSW, LPC, LMFT, Clinical Social Worker, Department of Veteran Affairs, VA Medical Center, Hampton, VA

Sadie Lumpkin, LCSW, Coordinator, Substance Abuse Program; Clinical Social Worker, Department of Veteran Affairs, VA Medical Center, Hampton, VA

General Information

Substitution/Cancellation Policy

We all have unforeseen emergencies that may occur. In order to accommodate these possibilities, we will accept notification of cancellations up to 5 business days prior to the conference (by April 21, 2004). Cancellations MUST BE IN WRITING and will be accepted for a refund less a \$50 cancellation fee. All cancellation notifications must be faxed to 215-545-8107 or e-mailed to info@sswlhc.org. You may send a substitute at any time. If the alternate is not a member, the non-member fee will be required.

Registration Desk

You will pick up all tickets, badges, on-site registration materials and continuing education certificates at the SSWLHC Registration Desk. Check daily event listings that will be posted in the Flamingo Hotel for the registration location. The Registration Desk will be open the following hours.

Tuesday, April 27	7:00 AM – 2:00 PM
Wednesday, April 28	6:30 AM – 6:00 PM
Thursday, April 29	7:00 AM – 6:00 PM
Friday, April 30	7:00 AM – 6:00 PM

Americans with Disabilities Act

SSWLHC wishes to take those steps that are required to ensure that no individual with a disability is excluded, denied service, segregated or otherwise treated differently than other individuals because of the absence of auxiliary aids and services. If you need any of the auxiliary aids or services identified in the Americans with Disabilities Act (e.g., assistive listening devices or Braille materials), please contact SSWLHC, 1211 Locust Street, Philadelphia, PA 19107 or 866.237.9542.

CONFERENCE AGENDA

Tuesday, April 27, 2004

- 7:00 AM – 2:00 PM REGISTRATION
- SPECIALTY MEETINGS
- 8:00 AM – 5:00 PM HOME HEALTH CARE INTENSIVE, PART I,
Elaine Williams, Gail Gill, Mark de St. Aubin
- 8:00 AM – 5:00 PM HEALTH CARE SOCIAL WORK CONSORTIUM MEETING
- 1:00 PM – 6:00 PM CHAPTER PRESIDENT'S MEETING

Wednesday, April 28, 2004

- 6:30 AM – 6:00 PM REGISTRATION
- 8:00 AM – 1:00 PM PRECONFERENCE INTENSIVE WORKSHOPS
- I-1 Home Health Care Intensive, Part II
Elaine Williams, Gail Gill, Mark de St. Aubin
- I-2 Pediatric Intensive
Peters Willson (Keynote), Samiha Al Haydar, Carol Maxwell, Lynn Hardesty, Margaret Dietz Domanski, Ted McNeill
- I-3 JCAHO Anonymous: The First Step is Admitting You Have A Survey
Polly Jones, Susan Stevens
- I-4 Cultural Competency in a Diverse Workplace
Dorothy F. Reese, Ouida Woods-Moorehead
- I-5 The Social Worker in Trauma: Skills, Strategies, and Program Development in Hospital and Community Crisis Work
Hal Lipton
- I-6 Leadership, Management and Power: Strategies for Optimizing Personal Influence in Health Care Organizations
Susan Saunders
- I-7 Creating Life Until Death: It's Not Over 'Til it's Over
Judith Kessler, Deborah A. Hurwitz

1:15 PM – 2:15 PM FIRST TIME ATTENDEE ORIENTATION WITH BOXED LUNCH

2:30 PM – 4:30 PM OPENING SESSION KEYNOTE/AWARDS

Dr. Nancy Humphreys

4:45 PM – 6:15 PM CONCURRENT SESSION I

W-1 Social Work Field Education in the Digital Age: Complexity and Emergence
Anthony Winckowski, Judith Caldwell, Robert Friedman, Michael Young

W-2 The Role of Social Work in Promoting Medication Adherence
Susan Haikalis, Evelyn Tomaszewski

W-3 Using Research and Technology to Support Human Resources Staffing
Adrienne Farrar, Deborah Dozier-Hall

W-4 Life is a Gamble...Death is a Sure Bet. Make Medical Advance Care Planning Initiatives a SURE WINNER!
Kevin Corrado, Susan Fadness, Amy Passow

6:30 PM – 8:00 PM WELCOME RECEPTION/EXHIBITS

Thursday, April 29, 2004

- 7:00 AM – 6:00 PM REGISTRATION
- 7:00 AM – 8:00 AM EXHIBITS AND CONTINENTAL BREAKFAST
- 8:00 AM – 9:30 AM CONCURRENT SESSION 2
- W-5 Teaching Physicians: What They Need To Learn From You
Carol Huffman, Rose Popovich
- W-6 It's Time To Ask: Coordinating A Comprehensive Response to Intimate Partner Violence in the Health Care Setting
Julie Beck, Jennifer Stallbaumer-Rouyer
- W-7 Social Work Practice in the Field of Bioethics
Charles L. Robbins
- W-8 Organ and Tissue Donation: How Social Workers Can Lead the Process
Sarah Oland
- 9:30 AM – 9:45 AM COFFEE BREAK
- 9:45 AM – 11:00 AM ANNUAL BUSINESS MEETING
- 11:15 AM – 12:45 PM CONCURRENT SESSION 3
- W-10 Advancing Social Work Leadership in Challenging Times
W. June Simmons
- W-11 "Take A Bad Hand And Play It Well"
Social Work and Nursing: A Winning Combination
Anna Millard, Iva Grasso
- W-12 Ethical and Psychosocial Management of Boundary Relationships in Clinical Care
Lynn Hardesty, Patricia O'Donnell
- W-13 Promoting the Profession: Recognizing Career Opportunities in a Tight Economy
Gayle Gamauf McCoy
- 12:45 PM -2:15 PM BOXED LUNCH WITH THE EXHIBITORS

39TH ANNUAL SSWLHC MEETING & CONFERENCE

1:00 PM – 2:15 PM

W-14 Part I Internet Academy 2004: Online Practice Issues for Social Work Leaders in Health Care
Susan Mankita, David Keene

2:15 PM – 3:45 PM CONCURRENT SESSION 4

W-15 Sexual Rehabilitation and the Medically Challenged: The Clinical, Programmatic and Leadership Role of Social Work
Les Gallo-Silver

W-16 Integrating Evidence Based Interventions in Behavioral Health
Marcia Holman

W-17 Part II: Internet Academy 2004: Online Practice Issues for Social Work Leaders in Health Care
Susan Mankita, David Keene

W-18 Social Work and Security: Partnering to Ensure a Safe Work Environment
Kathleen Wade, Marilyn Hollier, Susan Smith

3:45 PM – 4:15 PM BEVERAGE BREAK

4:15 PM – 5:45 PM CONCURRENT SESSION 5

W-19 Promoting Innovative Psychosocial Interventions in the Current Health Care Environment
May Mamiya, Adrienne London

W-20 Geriatric Human Sexuality: Everything You Always Wanted to Know about Sex and the Elderly, but were Afraid to Ask
Judith Kessler

W-21 Using Management Engineering Principles to Effectively Communicate Social Work Department Needs
Cathy Cook, Roque Perez-Velez

W-22 Beyond Case Management Collaboration and Confusion: A Clinically Focused Case Management Model
Mary Lou Krieger, Jennifer Husted

6:30 PM - 8:30 PM PRESIDENT'S RECEPTION

Friday, April 30, 2004

7:00 AM – 6:00 PM REGISTRATION

7:00 AM – 8:00 AM EXHIBITS AND CONTINENTAL BREAKFAST

8:00 AM - 9:30 AM CONCURRENT SESSION 6

W-23 The Latino Health Project: An Innovative Approach for Providing Care for a New Patient Population
Muki Fairchild, Rebecca Reyes

W-24 After the "Oops!" — Service Recovery Saves The Day
Ellen Moscinski

W-25 Families as Educators and Catalysts of Change: Transforming Organizations One Conversation at a Time
Lyn Kratz, Lawrie Williams

W-26 Continuum of Care Management
Greg Jensen, Jay Cayner

9:30 AM – 10:45 AM BREAK WITH THE EXHIBITORS

11:00 AM – 12:30 PM CONCURRENT SESSION 7

W-27 Leadership Development: Challenges and Opportunities Continued
Judith Trachtenberg, Sona Euster

W-28 Pharmacy & Social Work: Interprofessional Initiative
Maura Conry

W -29 Social Work Staffing: One More Model
Edward Woomer

W-30 Lifecare Plus: A Sure Bet for the Elderly on Medicare
Barbara Clark, Nancy Mintz

12:30 PM – 2:00 PM POLITICAL ACTION COMMITTEE LUNCHEON
(Donation Required to Attend)

2:15 PM – 3:45 PM CONCURRENT SESSION 8

W-31 Field Education: Preparing the Next Generation of Social Work Leaders in Health Care
Rebecca Banks

W-32 Promoting Positive Youth Environments
Laurie Emmer

W-33 Social Work in Health Care: Who Moved Our Profession?
Linda Pitella, Eileen Landry

W-34 The Health Care Social Worker as Educator in the Workplace
Kay Davidson

3:45 PM – 4:00 PM TRANSITION BREAK

4:00 PM – 5:30 PM CONCURRENT SESSION 9

W-35 The Station Night Club Fire: Traditional and Non-Traditional Roles for a Department of Clinical Social Work in Response to a Community Tragedy
William Kirkpatrick

W-36 Research and Clinical Aspects of a Rapid Psychosocial Screening Tool
Margo Aron, Christine Callahan

W-37 On Site Social Work Services in Primary Care
Sandra Loyer, Wendy Jaffe

W-38 Social Work in Inpatient Psychiatric Settings: Can We Turn Back to the Clinical?
Brigitte Folz, Laura Collins

SSWLHC reserves the right to cancel or reschedule a session due to insufficient number of registrants or other unforeseen circumstances.

Viva Las Vegas!

Everyone should experience the glitz and glamour of Las Vegas once in their lifetime. The Mormon missionaries who founded Sin City in the mid nineteenth century might be dismayed to see what it has become, but more than 35 million people a year visit this Nevada hotspot that first boomed with the legalization of gambling in the thirties. Known for impulsive weddings, high stakes gambling, and an unbeatable climate, Las Vegas is a city that never sleeps, with hundreds of establishments open for business all day and all night.

Away from the man-made excitement is a world of natural beauty unlike any other place on earth. Red Rock Canyon's unique rock formations are perfect for both the photographer and the rock climbing enthusiast. The Grand Canyon, Valley of Fire, and Death Valley are all a short hop away.

From the famous Strip, lined with extravagant resort hotels and casinos to the bewildering array of dazzling magic acts and musical spectaculars, the glittering lights, first rate restaurants, champion golf-courses, and unique shopping experiences, Las Vegas truly has something for everyone!

Hotel Accommodations: Flamingo Hotel & Casino
3655 Las Vegas Blvd., South • Las Vegas, Nevada 89109-4343
Phone: 1-800-835-5686 • www.flamingolv.com

SSWLHC is pleased to announce these very special rates!

- \$89 plus tax per single/double per night Sunday, April 25, 2004 through Thursday, April 29, 2004.
- \$139 plus tax per single/double per night on Friday, April 30, 2004 and Saturday, May 1, 2004.

To secure the special SSWLHC group discount of \$89 per night from Sunday through Thursday and \$139 per night for Friday and Saturday evening, reservations must be made by Friday, March 26, 2004. After this date, reservations will be accepted on a space and rate available basis. Reservations should be made by calling the hotel direct at 1-800-835-5686. Attendees must identify SSWLHC as the group name to receive the discounted rates.

Ground Transportation

Shuttle service can be obtained at the airport for a charge of \$5 (one way). The hotel is located 15 minutes from the airport.

Continuing Education Contact Hours

The 39th Annual Meeting and Conference of the SSWLHC has been approved for 14.5 continuing education contact hours for LCSW/MFT's as required by the California Board of Behavioral Science, Provider #2402. Intensive Workshops offered on April 28th have been approved for 5 continuing education contact hours for LCSW/MFT's as required by the California Board of Behavioral Science.

This conference is another in a series of professional development experiences under the sponsorship of the National Association of Social Workers, Florida Chapter. All of NASW's continuing education programs are planned in accordance with meeting the criteria set forth and are approved for licensure renewal as outlined in Florida Statutes Chapter 491 and by the Florida Board of Clinical Social Work, Marriage and Family Therapy and Mental Health Counseling. This workshop is being approved to offer contact hour(s) for clinical social workers, marriage and family therapists and mental health counselors: Provider #BAP-321 Exp. 3/05.

The 39th Annual Meeting & Conference is also being approved through the Nevada Board of Examiners for Social Work, Continuing Education provider #CEP 11-402.

Additional CEUs will be applied for through the Commission for Case Manager Certification. Contact Trish Sherrick at info@sswlhc.org or 866.237.9542 for approval status.

First Time Attendee Orientation with Boxed Lunch

Wednesday, April 28th: 1:15 –2:15 PM

Is this your first Annual Meeting? If so, join your colleagues for an overview of the conference and get acquainted with other first time attendees and the Society's Board members. A boxed lunch will be provided for those who pre-register for this session (see the registration form on page 19).

Welcome Reception

Wednesday, April 28th: 6:30 –8:00 PM

Meet new colleagues and greet old friends and exhibitors for this informal gathering. This reception will be hosted in the exhibit area which will also be the home of the poster sessions. This reception is the perfect opportunity to grab a bite, visit our exhibitors, chat with the poster presenters and network with colleagues.

Business Meeting

Thursday, April 29th: 9:45 – 11:00 AM

Don't miss the annual business meeting of the Society. At this informative session, you will receive an update on the society's activities, future endeavors, fiscal health, policies, and bylaws.

President's Reception

Thursday, April 29th: 6:30 – 8:30 PM

Get ready to kick up your heels and have some fun! Join your colleagues in honoring the Society's President, Mary Norris Brown, for an evening of networking, great food, and plenty of music!

Attendance is included in registration. Guest tickets may be purchased for friends or family.

Political Action Committee Luncheon

Friday, April 30th: 12:30 – 2:00 PM

The American Hospital Association is committed to keeping America's hospitals and health systems visible and clearly heard on Capital Hill. Successful advocacy requires a strong political action committee. This is an ideal opportunity to enjoy a luncheon and support the work of this important group. Your ticket for the lunch is your donation to the PAC cause. Registration materials will be made available at www.sswlhc.org.

39th ANNUAL CONFERENCE PROGRAM

Tuesday, April 27, 2004

8:00 AM – 5:00 PM

SPECIAL INTENSIVE

Registration fee: \$125, includes Part II on Wednesday, April 28

I-1: Home Health Care Intensive, Part I

"On to the New Frontier: Adventures in Home Health"

Elaine Williams, Gail Gill, Mark de St. Aubin

Home health social workers have faced numerous legislative and regulatory changes in the last several years. There have been challenges to the social work role and practice in home health agencies. This intensive will improve your skills, provide information on the impact of a changing reimbursement system, and expand the role of social work.

OBJECTIVES:

Participants will be able to:

- Increase their awareness of how PPS has impacted the social work role in home health nationwide.
- Be knowledgeable about existing best practices in home health care social work.
- Expand their range of services and improve clinical skills in serving patients.

Wednesday, April 28, 2004

6:30 AM – 6:00 PM REGISTRATION

8:00 AM – 1:00 PM

PRECONFERENCE INTENSIVE WORKSHOPS

\$125 Registration Fee is Required to Attend

I-1: Home Health Care Intensive, Part II

"On to the New Frontier: Adventures in Home Health"

Elaine Williams, Gail Gill, Mark de St. Aubin

See Session description for Part I on April 27.

I-2: Pediatric Intensive

*Peters Willson, Samiha Al Haydar, Carol Maxwell,
Lynn Hardesty, Margaret Dietz Domanski, Ted McNeill*

This workshop will focus on social work practice and management in the pediatric setting. Peters Willson, Vice President for Public Policy, National Association of Children's Hospitals (NACH) will be keynote speaker, providing national legislative and advocacy update on children's health issues.

OBJECTIVES

Participants will be able to:

- Identify major national legislative issues related to provision of children's health and safety programs.
- Identify issues in the identification and management of child abuse in a Middle Eastern culture, and the effect of culture on child abuse
- Understand current definition and national trends in development of family centered care and social work's leadership role in implementing and evaluating family centered care in individual institutions.
- Understand universal nature of psychosocial needs among parents with a child diagnosed with a life threatening condition; how to conduct need analysis research and identify differences in normative, perceived, and expressed needs; and how to use each to improve service provision.
- Understand the experience of fathers who parent a child with a chronic health condition (i.e., juvenile rheumatoid arthritis), including key influences that shape their experience such as their relationship with their child and partner/spouse, the meaning of their child's health condition, their gender identity, ideas about parenting, etc. Implications for family centered care and future research will be highlighted.

I-3: JCAHO Anonymous: The First Step is Admitting You Have a Survey

Polly Stevens, Susan Stevens

Standing at the forefront of health care includes monitoring your department's compliance with JCAHO and other regulatory agency standards. Social workers participate in multidisciplinary teams that screen, assess, and treat patients: educate patients and families; and coordinate the patient's progress through the continuum of care. Preparing for a JCAHO survey and the continual readiness activities required of JCAHO compliance can be overwhelming tasks. With the movement to unannounced surveys, and the other major shifts in the survey process, which will occur in 2004, it is even more important that social work take a leadership role in making sure their organizations are ready for a visit at any time. This workshop is designed to help sift through the foreign language of standards and identify those that are significant to Social Work leaders and staff. A review of major changes in the survey process and periodic performance review process will address how hospitals are evaluated and the role Social Workers play during the on-site survey visit.

OBJECTIVES

Participants will be able to:

- Learn applicable JCAHO standards for Social Workers.
- Understand the new survey process and social work's role in that process, including the tracer methodology.
- Understand the periodic performance review tool and social work's role in its completion.
- Overcome their anxiety related to the survey process and compliance with the standards.
- Become leaders in their organization's on-going compliance with JCAHO requirements.

I-4: Cultural Competency in a Diverse Workplace
Dorothy F. Reese, Ouida Woods-Moorhead

In today's workplace and society, one size doesn't fit all. To operate in highly competitive markets, organizations are looking to create environments where employees are adequately equipped to work effectively in a diverse environment. As society becomes more diverse, the future of our nation is becoming increasingly more dependent on being able to communicate effectively with others. Effective communication is the basis for improving relationships, understanding others, and appreciating diversity and similarity among people. Communication and understanding between staff, as well as customers of different generations, gender, racial, ethnic, sexual orientation, economic and religious backgrounds is the key to reduced conflict, increased productivity and staff and customer satisfaction.

OBJECTIVES

Participants will be able to:

- Understand the need for organizational diversity imperatives.
- Identify the Internal and External Dimensions of Diversity.
- Explore cultural Perspectives in Communication with diverse groups.
- Understand the value of culture competence for a successful customer focused organization.

I-5: The Social Worker in Trauma: Skills, Strategies, and Program Development in Hospital and Community Crisis Work
Hal Lipton

This Intensive will offer an in-depth examination of trauma work in hospitals and in community disasters. Participants will have ample time to share their satisfactions and frustrations in this difficult work. In addition to the conceptual/case materials the presenter will interview a panel of parents/relatives whose loved ones were trauma victims.

Panel members will be recruited from the Las Vegas area—at no cost to the SSWLHC. The Intensive leader has conducted such panels in CA, PA, MD, DC, VA and MS. Participants are required to come to the Intensive prepared to share their own critical incident situations to ensure active participation.

OBJECTIVES

Participants will be able to:

- Understand, analyze and respond to the needs of family members/victims of sudden, life-threatening events.
- Understand the processes necessary in developing expertise and leadership in trauma work.
- Demonstrate the effectiveness of good social work and team efforts with the family through the use of outcome studies.
- Learn to incorporate families in teaching/leading workshops on trauma and crisis work.

I-6: Leadership, Management, and Power: Strategies for Optimizing Personal Influence in Health Care Organizations

Susan Saunders

This workshop is designed to strengthen personal influence in organizations. Content defines leadership, management, and personal power, and outlines how these phenomena interact within an organization. Participants assess their 'powerfulness', explore their 'organizational power base', and identify how to enhance their personal influence. Criteria are provided for successful performance as leader and manager. The skill set required for effective leadership and management is outlined. Case examples of positive and negative leadership and management are provided to illustrate key principles.

OBJECTIVES

Participants will be able to:

- Explore the nature of leadership, management, and personal power.
- Understand how leadership, management, and personal power combine to determine organizational culture, drive decisions, and shape political process.
- Assess their current power base and identify steps to enhance it for greater influence.
- Examine the essential skill set required for successful performance as leader and manager.

I-7: Creating Life Until Death: It's Not Over 'Til It's Over
Judith Kessler, Deborah A. Hurwitz

"To live until we say goodbye" may be longer than you think. During the 20th century, the number of individuals in the United States under age 65 has tripled, while the number of aged 65 and over has jumped by a factor of 11. This intensive will focus on our aging population, its resources and support systems, coping strengths and skills on a continuum from wellness to infirmity. Participants will enjoy didactic presentations and interactive discussion. Experienced social workers will be challenged to think more creatively in assessing the needs of the elderly population.

OBJECTIVES

Participants will be able to:

- Assess the needs of the elderly: young old - 65-75, middle age old - 75-85 and old age 85+ providing assessment tools, discussing resources and identifying support systems.
- Identify the needs of the elderly from wellness to infirmity, through their coping skills, and strengths.
- Assess the serious side of fun: strategies for helping the elderly cope with physical, emotional and/or behavioral problems through the provision of leisure and recreational activities.

I:15 PM – 2:15 PM **FIRST TIME ATTENDEE
ORIENTATION WITH BOXED LUNCH**

Is this your first Annual Meeting? If so, join members of the SSWLHC Board of Directors who will conduct this orientation geared for new members or first time conference attendees. You will be given an overview of the meeting and will be able to meet and greet with fellow colleagues.

2:30 PM – 4:30 PM

OPENING SESSION AND AWARDS CEREMONY



KEYNOTE PRESENTATION – THE POLITICS OF HEALTH CARE: THE OUTLOOK FOR THE 2004 PRESIDENTIAL ELECTION

Nancy Humphreys, DSW, University of Connecticut School of Social Work and 2003 Recipient of NASW Lifetime Achievement Award

This keynote session will explore how the issue of health care is presented and debated in the national political arena. The specific health care plans of the leading candidates in the presidential field will be summarized and the differences highlighted. The continuing debate about controversial issues in health care policy will be discussed and illustrated. Participants will be urged to become actively involved in advocating health care policies that represent social work values and NASW positions. The strategies of advocacy will be presented and urged.

AWARDS CEREMONY:

Following Dr. Humphreys' keynote address, Judith Trachtenberg, Chair of the 2004 Awards Committee, will announce the recipients of this year's awards including the Ida M. Cannon Award, the Hyman Weiner Award, the Eleanor Clark Award for Innovative Programs in Patient Care and the Health Care Social Work Leader of the Year Award.

4:45 PM – 6:15 PM

CONCURRENT WORKSHOPS

W-1: Social Work Field Education in the Digital Age (Complexity and Emergence)

Anthony Winckowski, Judith Caldwell, Robert Friedman, Michael Young

This session's purpose is (1) to show that certain conceptions of complexity theory observable in other fields of science are transferable to social work field learning (2) provide an example of complexity principles through a Complex Field Education Model (3) identify the Meta variables that allow for patterns that connect information, knowledge, effective and affective behaviors in the field education process.

OBJECTIVES

Participants will be able to:

- Identify major concepts and definitions of complexity theory.
- Review, analyze and discuss the complex field education model.
- Compare and contrast major differences of apprenticeship and group education.
- Analyze and discuss the functional use of Meta variables.

W-2: The Role of Social Work in Promoting Medication Adherence
Susan Haikalis, Evelyn Tomaszewski

Many clients are living with chronic illnesses, ranging from Diabetes to HIV/AIDS to High Blood Pressure to Mental Illness. The common thread is the need for consistent and successful medication treatment. The challenges faced by individuals include poverty, limited resources and lack of access to information and support. However, there are factors known to positively affect medication adherence for chronic illnesses. These include use of available supports, a means to accommodate one's daily routine, an understanding of the implication of poor adherence and individualized strategies. Using HIV/AIDS as a case study, the content will review factors affecting adherence, the role of the social worker in adherence, the benefits of harm reduction strategies and stages of behavior change to identify barriers and steps to adherence. Attendees should be social workers providing direct service to the chronically ill and administrators involved in program planning, development and/or enhancement of social work services.

OBJECTIVES

Participants will be able to:

- Learn how to use tools to increase chronically ill patients' treatment adherence.
- Understand how harm reduction strategies can be effective with a multiply diagnosed patient population.
- Apply the stages of behavior change to allow clients to develop effective strategies for treatment adherence.

W-3: Using Research and Technology to Support Human Resources Staffing

Adrienne Farrar, Deborah Dozier-Hall

Health care is constantly challenged to justify the efficiency and efficacy of human resources. This largely depends on the existence of reliable and valid data which is difficult to obtain when activities cannot easily be measured in terms of inputs and outputs or dollars and cents. This workshop will examine the use of technology, research and data to identify patient needs and justify staffing requirements.

OBJECTIVES

Participants will be able to:

- Identify strategies for the use of technology to gather social work time and activity data.
- Translate time and activity data into dollars and cents.
- Transform standardized screening and/or assessment methodologies into research data.
- Use research, time and activity data to make human resources deployment decisions.

W-4: Life is a Gamble...Death is a Sure Bet. Make Medical Advance Care Planning Initiatives a SURE WINNER!

Kevin Corrado, Susan Fadness, Amy Passow

Hit the jackpot by incorporating successful strategies to motivate and educate health care staff, patients, and family

members about medical advance care directives. Participants will actively generate creative approaches to revitalizing organizational commitment to the advance care planning process, with particular emphasis on outpatient settings, collaboration with community providers and employees.

OBJECTIVES:

Participants will be able to:

- Approach an old topic with renewed excitement that will enhance your advance care planning efforts.
- Generate and implement creative approaches transferable to your work setting.
- Collaborate with other staff and community providers to bring excitement to the ongoing promotion and implementation of the advance care planning process.

6:30 PM – 8:00 PM WELCOME RECEPTION/EXHIBITS

Meet new colleagues and greet old friends and exhibitors for this informal gathering. This reception also kicks off the poster sessions that are being showcased at this year's conference.

Thursday, April 29, 2004

7:00 AM – 6:00PM REGISTRATION

**7:00 AM – 8:00AM EXHIBITS
CONTINENTAL BREAKFAST**

8:00 AM – 9:30 AM CONCURRENT WORKSHOPS

W-5: Teaching Physicians: What they Need to Learn from You
Carol Huffman, Rose Popovich

To work with physicians is a challenge — to teach them is a privilege! By better understanding their communication skills and learning behaviors you can become an intricate part of their on-going education process. During this workshop the participants will learn ways that they can enhance the physician's education and contribute to their excellence of patient care. The participant will be challenged to look for teachable moments, and become equipped to take advantage of those moments. The audience for this session includes all social workers working with physicians in a health care setting (hospital, clinics, ECF, Hospice, Home Care).

OBJECTIVES

Participants will be able to:

- Analyze ways of communicating with physicians.
- Develop and discuss an understanding of how physicians can learn from Social Workers.
- Analyze ways to be an effective teacher of physicians in the health care setting.
- Teach to their fellow Social Workers the communication patterns that physician's use, thus making their time with them more effective.

W-6: It's Time To Ask: Coordinating A Comprehensive Response to Intimate Partner Violence in the Health Care Setting

Julie Beck, Jennifer Stallbaumer-Rouyer

This session is intended for social workers or administrators interested in developing an effective approach to intimate partner violence (IPV). Content includes: 1) a history of hospital based domestic violence advocacy with program examples, and 2) a model program in a pediatric emergency department highlighting elements of successful collaboration.

OBJECTIVES

Participants will be able to:

- Discuss the role of hospital based domestic violence advocacy services in a comprehensive approach to intimate partner violence in a health care setting.
- Identify the essential components of a coordinated response to intimate partner violence in a health care setting.
- Describe a model program for intimate partner violence collaboration in a pediatric emergency department.
- Explain how social workers' knowledge, skills, and values enhance successful collaboration and intervention in intimate partner violence in the health care setting.

W-7: Social Work Practice in the Field of Bioethics

Charles L. Robbins

As social workers working in health look for new arenas to make their mark, the field of bioethics is a very natural and appropriate area. Unfortunately nationally social workers are rarely involved in the work of Ethics Committees or other formal endeavors in this critical area. This workshop will examine basic bioethical principles and discuss potential areas of involvement for social workers. The role of social work education in preparing social workers will also be examined.

OBJECTIVES

Participants will be able to:

- Understand basic bioethics principles and they relate to social work practice.
- Discuss models of involvement for social workers in this area as well as various models of institutional ethics committees.
- Examine what responsibility social work education has for preparing students for this work.

W-8: Organ and Tissue Donation: How Social Workers Can Lead the Process

Sarah Oland

This workshop will review the legislation that has passed regarding organ and tissue donation. We will explore how the social work profession is perfectly positioned to take a leadership role in this process within the hospital. A hospital program example will be reviewed and suggestions made for how this can be duplicated in other hospitals. When there is a dedicated support person assigned to trauma families, like a social worker, consent rates for donation increase. The speaker will use personal examples and stories as she has been that hospital based social worker, and now is working for The Midwest Transplant Network, an Organ Procurement Organization.

OBJECTIVES

Participants will be able to:

- Describe the most up to date legislation regarding organ and tissue donation.
- Identify how the social work professional can fill a needed role in the donation process.
- Identify key steps in developing a social work structure that is supportive of donation and uses social workers as the lead person in facilitating the donation process.
- Discuss the impact that social work can have on increasing donation consent rates and thus increasing the number of lives saved through transplantation.

9:30 AM – 9:45 AM COFFEE BREAK

9:45 AM – 11:00 AM G-9: ANNUAL BUSINESS MEETING

Don't miss the annual business meeting of the Society. The SSWLHC Board of Directors will present an update on the society's activities, future endeavors, fiscal health, policy and bylaws.

11:15 AM – 12:45 PM CONCURRENT WORKSHOPS

W-10: Advancing Social Work Leadership in Challenging Times

W. June Simmons

In changing times the need for strong social work leadership grows. A framework for leadership is explored. Examples of program leadership opportunities will be discussed and applied to your home setting. Strategies for developing resources to advance practice innovations and development status will be explored.

OBJECTIVES

Participants will be able to:

- Understand the importance of new service model.
- Identify their opportunities for leadership.
- Conceptualize the leadership framework and philosophy.
- Recognize practical new strategies to maintain morale through innovation.

W-11: "Take a Bad Hand and Play it Well" Social Work and Nursing: A Winning Combination

Anna Millard, Iva Grasso

This workshop is designed for Social Work Administrators and Clinicians. This learning experience describes a program being developed to address the problem of fragmented healthcare for managed care patients. A Social Work and Nursing collaborative model will be described. The program targets complex patients for care coordination services.

OBJECTIVES

Participants will be able to:

- Describe a care coordination program that supports patients as they navigate in a fragmented health care environment.
- Identify how the collaboration of Nursing and Social Work are vital to positive outcomes.
- Identify creative resources while working in a fragmented health care system.

W-12: Ethical and Psychosocial Management of Boundary Relationships in Clinical Care

Lynn Hardesty, Patricia O'Donnell

Social work leaders are responsible to provide guidance to social work staff in the ethical and psychosocial management of boundary relationships with patients, families, and members of the health care team. This session will include discussion of boundary crossings and violations in clinical care, and their potential risk to individuals, teams, departments, and the institution as a whole.

OBJECTIVES

Participants will be able to:

- Define and distinguish between boundary crossings and violations in professional relationships.
- Assess risk factors associated with boundary violations to patients, families, the professional, the department, and the institution.
- Develop policies, procedures, protocols, and interventions to manage boundary relationships in clinical care.

W-13 Promoting the Profession: Recognizing Career Opportunities in a Tight Economy

Gayle Gamauf McCoy

This workshop will empower the participants to have a clear understanding of professional opportunities in related fields. Transferable skills will be identified with a focus on the government and not-for-profit sectors. Participants will be encouraged to think outside the box and understand how their professional influence may be expanded outside of traditional venues.

OBJECTIVES

Participants will be able to:

- Define marketability in today's economy.
- Concentrate on specific areas: Government and Not-for-Profit.
- Develop strategies for promotion of social workers in health care.
- Understand politics and funding streams that impact our profession.

12:45 PM – 2:15 PM BOXED LUNCH WITH EXHIBITORS

1:00 PM – 2:15 PM SPECIAL WORKSHOP

W-14 Part I of II: Internet Academy 2004: Online Practice Issues for Social Work Leaders in Health Care

Susan Mankita, David Keene

Computer-mediated interpersonal communication has created avenues of treatment never before imagined. This workshop will explore Internet-based practice for practitioners who traditionally offer services face-to-face. As social workers are increasingly attracted to the online practice, they will require tools, skills and support to transpose their skills. This workshop will prepare participants for Internet based practice, from online therapy to online medical social work practice including online discharge planning resources.

Continued next page

OBJECTIVES

Participants will be able to:

- Explore the current state of social work, psychotherapy and online practice.
 - Get acquainted with the psychology of the Internet and human behavior in the cyber-environment and compare with face-to-face treatment.
 - Apply selected theories from the social sciences, psychology, communications and linguistics to a developing understanding of effective online treatment.
 - Learn valuable skills, tips and tricks and prepare for challenges faced in this unique practice area
 - Discuss opportunities for using the Internet to assist in online discharge planning.
 - Consider practical considerations to setting up an online practice.
 - Evaluate ethical, regulatory and legal concerns as well as identify minimum competencies for this work.
-

2:15 PM – 3:45 PM CONCURRENT WORKSHOPS

W-15 Sexual Rehabilitation and the Medically Challenged: The Clinical, Programmatic and Leadership Role of Social Work
Les Gallo-Silver

The medically challenged rarely receive help in understanding and managing their concerns about sexual intimacy resulting in a negative impact on their quality of life. This presentation for supervisors and senior clinicians will discuss cognitive/behavioral and psychodynamic interventions, the integration of sexual issues in patient education materials and programs and providing assistance and direction to the health care team.

OBJECTIVES

Participants will be able to:

- Discuss the phases of human sexuality and how this theory is used to identify areas of strength for patients.
 - Describe a variety of practical solutions for patients who want to return to intimate relationships.
 - Analyze their current patient/education materials for accuracy and “intimacy encouraging” information and identify ways to improve current materials and develop new materials/programs.
 - Instruct supervisees on how to integrate the acknowledgement of their patients as sexual beings within the psychosocial assessment and on-going work
-

W-16: Integrating Evidence Based interventions in Behavioral Health
Marcia Hobman

An enhanced role for social work in implementing evidence based interventions in mental health will be explored. Such participation is highly desirable as “best practices” frequently incorporate psychosocial issues in treatment. This session will review the current research findings that are incorporated into treatment, resulting in improved outcomes for consumers.

OBJECTIVES

Participants will be able to:

- Discuss evidence based interventions, such as illness management and recovery and family psychoeducation.
 - Understand the practice changes required by evidence based interventions.
 - Begin to conceptualize an implementation of such treatment strategies in current work settings.
-

W-17: Part II: Internet Academy 2004: Online Practice Issues for Social Work Leaders in Health Care (Continued from 1:00–2:15 PM Session)
Susan Mankita, David Keene

Continued from 1:00-2:15 PM session. See W-14 for Course Description.

OBJECTIVES

Participants will be able to:

- Explore the current state of social work, psychotherapy and online practice.
 - Get acquainted with the psychology of the Internet and human behavior in the cyber-environment and compare with face-to-face treatment.
 - Apply selected theories from the social sciences, psychology, communications and linguistics to a developing understanding of effective online treatment.
 - Learn valuable skills, tips and tricks and prepare for challenges faced in this unique practice area.
 - Discuss opportunities for using the Internet to assist in online discharge planning.
 - Consider practical considerations to setting up an online practice.
 - Evaluate ethical, regulatory and legal concerns as well as identify minimum competencies for this work.
-

W-18: Social Work and Security: Partnering to Ensure a Safe Work Environment

Kathleen Wade, Marilyn Hollier, Susan Smith

Increasing violence in society creates challenges for social workers involved with potentially violent patients and families. This presentation will describe a social work/security partnership that can be replicated in most settings. The presenters will demonstrate how to identify “hot spots”, prepare for JCAHO, ensure workplace safety and reduce physical management.

OBJECTIVES

Participants will be able to:

- Learn strategies to prevent workplace violence and ensure a safe environment for patients and staff.
 - Identify components of a training program for de-escalating potentially violent patients and reducing the need for physical management.
 - Understand the benefits of a social work and security partnership in disaster planning, JCAHO preparedness and violence management.
-

4:15 PM – 5:45 PM CONCURRENT WORKSHOPS

W-19 Promoting Innovative Psychosocial Interventions in the Current Health Care Environment

May Mamiya, Adrienne London

Social work administrators and clinicians will learn how a Case Management Department in a 300 bed community hospital used quantitative outcome measures and assertive marketing to build innovative psychosocial support program. Guided imagery, meditation and clinical hypnotherapy interventions are now available to patients in diverse areas.

OBJECTIVES

Participants will be able to:

- Discuss strategies to promote core social work services from multidisciplinary base.
 - Define effective ways to measure impact of psychosocial interventions.
 - Understand some of the applications of guided imagery/meditation/hypnotherapy intervention in the acute care setting.
 - Describe ways to “market” services.
-

W-20 Geriatric Human Sexuality: Everything You Always Wanted to Know about Sex and the Elderly, but were Afraid to Ask.

Judith Kessler

This session will foster a discussion of the following issues: Disability and capability; companionship or lack of; the sexual being in a nursing home; attitude of health care staff and professionals; attitude of family; attitude of older person; impact of medication; couple relationships

OBJECTIVES

Participants will be able to:

- Gain an understanding of attitudes around sexuality and the older person. Demystifying the myths. Cultural impact on the sexual being.
 - Analyze techniques around training health care staff and families to understand and accept healthy sexuality in the aged.
 - Understand the physiological, psychological, emotional, and cognitive changes of the elderly that impact on the sexual being and the aging process. Effects of illness, disease and medication.
-

W-21 Using Management Engineering Principles to Effectively Communicate SW Department Needs

Cathy Cook, Roque Perez-Velez

This presentation is intended for social work leaders who are involved in hospital discharge planning. The core content focuses on improving efficiency in the discharge process through careful planning, using focus groups, benchmarking and a process called, “structured estimating” with a goal of shifting “clerical” work to a more appropriate level.

OBJECTIVES

Participants will be able to:

- Articulate discharge efficiency goals.
 - Analyze their own discharge planning processes, in terms of efficiency goals.
 - Understand the process involved in “structured estimation.”
 - Initiate the process of efficiency analysis, using structured estimating with their own discharge planning process.
-

W-22 Beyond Case Management Collaboration and Confusion: A Clinically Focused Case Management Model

Mary Lou Krieger, Jennifer Husted

Working with leaders from five disciplines from six hospitals within their health care system, the presenters developed a collaborative case management model to fit all shapes and sizes of staffing and facilities. In this session, we will examine how it failed to provide consistent and timely communication within the multidisciplinary team and for patients and their families. This session will review the strategies to restructure the entire process and analyze the outcomes for the social work services departments within the entire health care system. The critical components to the success of the new Clinical Continuum of Care Model were: (1) a provision for a clearly defined role for social work (2) a service excellence standard for clinical practice in a continuum of care and diverse setting environment (3) a recognition for social work within the case management environment with a specific aspect of promoting the profession as a separate entity of the care management team.

OBJECTIVES

Participants will be able to:

- Discuss case management theories and outcomes that served to enhance a model promoting service excellence to patients, families, the multidisciplinary team and social work staff.
 - Identify challenges associated with defining skill mix requirements of adapting a collaborative model to a clinical expertise model.
 - Analyze the process used to identify outcomes in both models (collaborative case management and clinical continuum of care).
 - Discuss challenges associated with restructuring and implementing a revised process for patient care including the discharge planning service.
 - Evaluate the satisfaction of service provision with the clinical continuum of care model for patients, their families, the multidisciplinary care team and the social work professional staff.
-

6:30 PM – 8:30 PM PRESIDENT’S RECEPTION

Join SSWLHC President, Mary Norris Brown, MPH, LCSW, for an evening of great food and dancing! Not only will this be a celebration you won’t want to miss, it is also an ideal opportunity to network with your colleagues.

Friday, April 30, 2004

7:00 AM – 6:00 PM	REGISTRATION
7:00 AM – 8:00 AM	CONTINENTAL BREAKFAST IN EXHIBIT HALL
8:00 AM – 9:30 AM	CONCURRENT WORKSHOPS

W-23 The Latino Health Project: An Innovative Approach for Providing Care for a New Patient Population

Muki Fairchild, Rebecca Reyes

This workshop is intended for social work leaders who are working in areas where there is a new immigrant population. The speakers will present their experience at Duke University Hospital in Durham, NC, an area that has historically only had Caucasian and African American patient populations, but which has experienced a 730% increase over the last 10 years with a newly arrived Latino population. The Latino Health Project, with only one dedicated MSW, was created in 2001 to address the many complex issues that arose in caring for this new group. The focus of the workshop will be on presenting one model of integrating a non-English speaking population into an English speaking health care organization. Core content areas that will be discussed include: rationale for creating a centralized office dedicated to one ethnic group, goals and objectives for the project, and strategies for increasing and integrating diversity in the organization.

OBJECTIVES

Participants will be able to:

- Identify the main components of Title VI legislation and analyze their applicability to your healthcare setting.
- Discuss possible goals and objectives of a centralized program for a non-English speaking patient population.
- Identify 3 strategies for integrating a non-English speaking patient population into a healthcare organization.

W-24 After the “Oops!” Service Recovery Saves The Day

Ellen Moscinski

This presentation will discuss ways that one Social Work Department integrated customer service activities into their functions. The role as a patient and family advocate has frequently taken a back seat to rapid discharge planning needs. With increased attention paid to customer relations, the social worker's problem solving, communication and facilitation skills are a perfect fit for the work needed to perform superior service recovery work.

OBJECTIVES

Participants will be able to:

- Describe service excellence, culture change and the role of service recovery.
- List the common characteristics of top service recovery programs and how they can work for you and your organization.
- Establish a plan to sustain a strong service recovery program over the long haul.
- Establish goals to help determine if your service recovery program is really working.

W-25 Families as Educators and Catalysts of Change: Transforming Organizations One Conversation at a Time

Lyn Kratz, Lawrie Williams

Many endorse the principles of family-centered care, yet, moving people from a theoretical appreciation to a deeper understanding and a more personal practice, is a profound shift. We have found that one of the most compelling catalysts for change, both individually and organizationally, has been involving patients and their parents in teaching roles.

This presentation will highlight three approaches to involving families in a training capacity: The Families as Teachers program, a home-based residency training; the Parent Players, a readers theatre presentation called “Do You Know What They Said to Me?”; and The Art of Family Centered Care, a video developed by the Family Advisory Council. These are well established, highly successful approaches proven to positively impact individuals and instrumental in affecting the hospital's culture, moving it toward more family-centered practices. Participants will learn about three approaches to involving families in a training capacity.

OBJECTIVES

Participants will be able to:

- Discuss the principles of family-centered care.
- Learn about three approaches to involving families in a training capacity.
- Discuss the essential elements of effectively involving family members as educators.
- Analyze the difference between individual practice change and culture change.

W-26 Continuum of Care Management

Greg Jensen, Jay Cayner

Continuum of Care Management is an umbrella interdisciplinary department and multi-faceted set of strategies to improve hospital capacity, patient, staff and referral source satisfaction. CCM is a social work/nursing development and includes: Admissions and Bed Placement and Transfer Center, Inpatient Case Management/care coordination/continued stay review, Expedited Discharge, and increased access to the medically necessary continuum of care. CCM is overseen by social work and contributes directly to the financial performance of the hospital. The workshop will focus on the process/approach to developing the umbrella department, the intervention strategies and outcome data. The workshop will be of interest to social workers, care coordinators, utilization management and nursing.

OBJECTIVES

Participants will be able to:

- Identify strategies to increase hospital capacity.
- Identify data that documents outcome.
- Identify methods for demonstrating financial contribution.
- View opportunity for social work role in developing and implementing institutional change.

9:30 AM – 10:45 AM BREAK WITH EXHIBITORS

Be sure to stop by the exhibit hall for the last chance to see posters and visit with exhibitors. A Vendor Raffle will be held and the winner will receive a complimentary registration to the 2005 Annual Conference in Houston.

11:00 AM – 12:30 PM CONCURRENT WORKSHOPS

W-27 Leadership Development: Challenges and Opportunities Continued

Judith Trachtenberg, Sona Euster

Healthcare social work needs leaders at all levels of practice; individuals working in a self directed manner with distinctive approaches to clients and systems and a strong sense of self. This workshop will explore why social workers do not consistently feel secure or able to express their thinking as leaders. It will discuss avenues for change and ways to empower line staff to reach practice excellence.

OBJECTIVES

Participants will be able to:

- Define and discuss leadership in the 21st century.
 - Analyze generational and other differences in workers as they pertain to interest in and willingness to embrace leadership roles.
 - Discuss current leaders' willingness and/or ambivalence to share governance.
 - Develop strategies that empower staff to take on leadership roles.
-

W-28 Pharmacy & Social Work: Interprofessional Initiative

Maura Conry

A highly-developed initiative to create social work specialists in medication management, who can collaborate with physicians/pharmacists in a unique care-team relationship. The new professionals will integrate social work skills into pharmacy practice for enhanced delivery of care with a strong psychosocial-case management component, especially in the areas of medication adherence and polypharmacy.

AWARDED:

National Leadership in Education Award 2002

Innovative Practice Award State of Kansas 1998

OBJECTIVES

Participants will be able to:

- Assess when clients may have medication-related problems.
 - Collaborate with pharmacists in a care team model.
 - Define polypharmacy and its impact on health care.
 - Assist clients to take medications regularly and safely.
-

W-29 Social Work Staffing: One More Model

Edward Woomer

Consensus among Social Work Directors' regarding a formula for staffing in hospitals has always alluded our profession. Many models have come and gone over the past several years. Cases per worker per month, patient acuity, patient contacts, units of work or some other measurement have all been attempted. In his quest to comply with JCAHO and their requirement of staffing variance reports, this presenter discovered another model for staffing and variance reporting. This workshop will review previous attempts at social work staffing formulas then present a model of staff variance reporting that was effective in meeting the JCAHO requirement in a recent survey. It will be a practical, hands-on workshop presenting the model as it was developed in his department.

OBJECTIVES

Participants will be able to:

- Discuss the historical models of staffing for hospital social work departments.
 - Present a different model to address staffing.
 - Offer a tool for JCAHO Staffing Variance Reports.
-

W-30 Lifecare Plus: A Sure Bet for the Elderly on Medicare

Barbara Clark, Nancy Mintz

Geriatric and Home Care Social Work Leaders will learn about Lifecare Plus, a CMMS funded Research Study measuring the effectiveness of Care Coordination in reducing costs and increasing services to medically frail, community Medicare recipients. Presentation will include care coordination model, demonstration design, budget and staffing, implementation, and initial results.

OBJECTIVES

Participants will be able to:

- Learn about Medicare's cutting edge research focus.
 - Learn about efficient ways to provide preventive services to elderly in the community.
 - Learn about the differences between Case Management and Care Coordination.
-

12:30 – 2:00 PM

**POLITICAL ACTION COMMITTEE
LUNCHEON (DONATION
REQUIRED TO ATTEND)**

Stay tuned to www.sswllhc.org for more information about the guest speaker for the PAC luncheon and to register to attend.

2:15 PM -3:45 PM CONCURRENT WORKSHOPS

W-31 Field Education: Preparing the Next Generation of Social Work Leaders in Health Care

Rebecca Banks

This workshop will be directed toward social workers who are interested in field education whether they are thinking about becoming a field instructor or have experience.

OBJECTIVES

The content will include discussion of:

- Knowledge and skills students need to acquire during their practicum in order to be prepared for practice in today's health care settings;
- Methods of integrating what is learned in the classroom with what is experienced in the field;
- Learning style theory and its relevance to field education
- Alternatives to the traditional single field instructor model.

W-32 Promoting Positive Youth Environments

Laurie Emmer

The following presentation will discuss the NASW PIPPAH Pack toolkit as it relates to adolescent health. The toolkit contains an introductory guide that explains the concept of Promoting Positive Youth Environments and how social workers can contribute to creating environments that are safe, supportive, inclusive, accepting and affirming for young people.

OBJECTIVES

Participants will be able to:

- Better understand tools that are needed to promote positive youth environments.
- Better understand protective factors related to adolescent health.
- Better understand the social work role in promoting positive adolescent health.

W-33 Social Work in Health Care: Who Moved Our Profession?

Linda Pitella, Eileen Landry

This open-for-all workshop will present major components of the Insurance/Managed Care Social Work Delivery Model and discuss the impact of social work competencies within insurance companies, Managed Care Organizations, and provider communities.

Key areas will include: Moving our profession, client promotion, collaboration, access, utilization, quality, Behavioral/Medical Case Management, program development, evidenced-based evaluation, training, certification.

OBJECTIVES

Participants will be able to:

- Describe and implement the Insurance/Managed Care Social Work Delivery Model and analyze why it works.
- Identify and create opportunities for Legislature and organizational policy that will ensure a meaningful Social Work presence in medical arenas.

- Identify effective ways of promoting client rights to privacy and self-determination within Health Care to create balance, empowerment, and responsible choices.
- Create environments for effective utilization of Social Work Case Managers who perform full-range services such as: Behavioral Health/medical social work, discharge planning, interdisciplinary mediation and collaboration.

W-34 The Health Care Social Worker as Educator in the Workplace
Kay Davidson

This interactive workshop will focus on the wide range of educational roles played by social workers in health care. Educational approaches that enhance direct practice and interprofessional collaboration and teamwork will be reviewed. Various methods for strengthening informal and formal teaching of social work content will be discussed and developed.

OBJECTIVES

Participants will be able to:

- Identify multiple educational opportunities in their social work practice environments.
- Extend their knowledge of adult learning and teaching methods.
- Apply content discussed and illustrated in the workshop to their work settings.

3:45 PM – 4:00 PM TRANSITION BREAK

4:00 PM – 5:30 PM CONCURRENT WORKSHOPS

W-35 The Station Night Club Fire: Traditional and Non-Traditional Roles for a Department of Clinical Social Work in Response to a Community Tragedy

William Kirkpatrick

The 4th worst nightclub fire in US history challenged the entire Rhode Island community, severely testing individual and hospital resources. The social work department became the "ad hoc" disaster center once the acute phase of the tragedy subsided, resulting in a myriad of traditional and non-traditional roles and demands being negotiated simultaneously.

OBJECTIVES

Participants will be able to:

- The response by social work to an unprecedented disaster in the community;
- Non-traditional roles and collaboration with other internal and external services and resources;
- Managing media demands and behavior;
- Long term impact on individuals and the department;
- A unique department specific disaster plan that was developed to encompass all of the roles and demands that evolved.

W-36 Research and Clinical Aspects of a Rapid Psychosocial Screening Tool

Margo Aron, Christine Callahan

This is a follow-up presentation regarding the use of a rapid psychosocial screening tool at the NIH Clinical Center to more efficiently capture high-risk, vulnerable patients participating in clinical trials. This presentation is geared to any clinician and/or manager who provides services for medically ill patients. The previous presentation addressed the implementation of a screening tool; this workshop will be presented in conjunction with a paper assessing the tool's reliability and validity. The presenters will describe the concurrent research and clinical applications involved as well as the modification of the tool.

OBJECTIVES

Participants will be able to:

- Understand the critical components regarding psychometric properties of a screening tool.
- Understand the regulatory and ethical processes involved in psychosocial research which includes the role of Institutional Review Boards.
- Understand how clinicians can be used more efficiently and effectively through the use of a valid and reliable tool.
- Understand how social work departments can accomplish research and enhance clinical care.

W-37 On Site Social Work Services in Primary Care

Sandra Loyer, Wendy Jaffe

For the last seven years the presenters have provided on site social work services to five primary care clinics serving both children and adults. Two full time social workers provide counseling, crisis intervention, concrete services, mental health education and parenting groups. The value to patients and providers of this type of integrated care will be presented.

General Information

What is Included in the Conference Fee?

- Unlimited course selection beginning with the opening session on April 28 and continuing through adjournment on April 30
- Entrance to Exhibits & Poster Sessions
- Business Meeting
- First Time Attendee Orientation with Boxed Lunch
- Daily Continental Breakfasts
- Welcome Reception
- President's Reception
- Vendor Prize Raffle
- On-Site Conference Binder

Guest Fee

Admittance to the Networking and President's Receptions is included in your registration fee, but if you would like to bring a spouse or friend, you are welcome to. The fee for a guest pass to either reception is \$25.

Preconference Intensive Workshops

An additional \$125 fee is required to attend an Intensive Workshop.

OBJECTIVES

Participants will be able to:

- Identify the steps to implementing and maintaining this type of program.
- Obtain instruments of measurement for ongoing evaluation of these services.
- Learn from statistical material which shows the breakdown of services provided, populations served and presenting problems for referral to social work.
- Learn from patient satisfaction surveys that will be shared in the workshop.

W-38 Social Work in Inpatient Psychiatric Settings: Can We Turn Back to the Clinical?

Brigitte Folz, Laura Collins

Focus on inpatient social workers and shifting roles and clinical responsibilities as part of dynamic treatment teams. At Harborview Medical Center, psychiatric social work activity had increasingly focused on utilization management activities. Clinical Social Workers 10 years ago were regular facilitators of treatment /skills groups. Currently this is rare.

This session will focus planning for a return to clinical social work activities in a skills based group intervention model.

OBJECTIVES

The content will include discussion of:

- The Changing roles of social work in psychiatric settings;
- Group Treatment planning for inpatient units;
- Setting of Social Work clinical priorities.

5:30 PM

CONFERENCE ADJOURNMENT.
IT'S TIME TO HIT THE VEGAS STRIP!

Confirmation Information

- Include payments with your registration form. Send check, money order, or charge authorization to: SSWLHC, Registration, 1211 Locust Street, Philadelphia, PA 19107.
- Faxed registrations must have payment secured with a Visa, MasterCard, or American Express credit card and should be faxed to 215-545-8107.
- Early discount fees must be postmarked or faxed on or by March 31, 2004.
- A registration confirmation will be sent to you in the mail. The confirmation will include your payment receipt.
- All registrations postmarked after March 31, 2004 will be processed at the late fee, with any balance due on-site prior to receiving registration materials.

Questions Regarding Registration

For questions regarding the program or registration, please contact the SSWLHC office by toll-free phone at 866-237-9542 or e-mail at info@sswlhc.org. No registrations will be accepted by phone as the cardholder's signature is required for credit card payments.

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SSWLHC 2004 Annual Meeting Registration Form

Please print legibly or type. Do not register more than one person attending sessions on this form. This form may be duplicated, or you may obtain additional forms from the SSWLHC National Office at 866.237.9542. Please mail form to: Society for Social Work Leadership in Health Care, 1211 Locust Street, Philadelphia, PA 19107, or fax to 215.545.8107.

Registration Fee Schedule Payable in U.S. Dollars

CATEGORY	POSTMARKED BY MARCH 31, 2004	POSTMARKED AFTER MARCH 31, 2004	
National Member	<input type="radio"/> \$450	<input type="radio"/> \$550	Non-Member registration fee includes a one-year regular membership in SSWLHC at no extra charge.
Non-Member	<input type="radio"/> \$550	<input type="radio"/> \$675	
Transitional/Unemployed	<input type="radio"/> \$250	<input type="radio"/> \$300	
Retired Emeritus Member	<input type="radio"/> \$250	<input type="radio"/> \$300	
One Day	<input type="radio"/> \$180	<input type="radio"/> \$200	

Yes, I want to be a Presider

A Presider introduces the session speaker(s) and distributes handouts for that session if they are not already included in the conference notebook. This person also alerts conference staff of any last minute problems with audio visual equipment. Every attempt is made to assign a presider to a session he or she has already selected to attend.

FIRST NAME _____ LAST NAME _____

TITLE _____

INSTITUTIONAL AFFILIATION _____

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Phone: 866.237.9542 Fax: 215.545.8107

E-Mail: info@sswlhc.org

Or mail this form with correct tuition fee to:
SSWLHC, 1211 Locust Street, Philadelphia, PA 19107

Method of Payment

Please enclose payment with your registration and return it to the conference registrar at the above address, or fax your credit card payment to 215-545-8107.

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Session Selection: To get a general sense of the demand for each session, we ask that you please indicate your concurrent session selections below. You are free to change your selection at any time without notifying the SSWLHC office.

Wednesday, April 28th

1:15 – 2:15 PM First Time Attendee Orientation
4:45 – 6:15 PM W-1 W-2 W-3 W-4

Thursday, April 29th

8:00 – 9:30 AM W-5 W-6 W-7 W-8
11:15 AM– 12:45 PM W-10 W-11 W-12 W-13
1:00 – 2:15 PM W-14
2:15 – 3:45 PM W-15 W-16 W-17 W-18
4:15 – 5:45 PM W-19 W-20 W-21 W-22

Friday, April 30th

8:00 – 9:30 AM W-23 W-24 W-25 W-26
11:00 AM – 12:30 PM W-27 W-28 W-29 W-30
2:15 – 3:45 PM W-31 W-32 W-33 W-34
4:00 – 5:30 PM W-35 W-36 W-37 W-38

\$125 PreConference Intensive Workshop

(check one) \$ _____

- I-1: Home Health Care
- I-2: Pediatric
- I-3: JCAHO Anonymous:
The First Step is Admitting You Have a Survey!
- I-4: Cultural Competence in a Diverse Workplace
- I-5: The Social Worker in Trauma: Skills, Strategies and Program Development in Hospital and Community Crisis Work
- I-6: Leadership, Management and Power: Strategies for Optimizing Personal Influence in Health Care Organizations
- I-7: Creating Life Until Death: It's Not Over 'Til It's Over

Guest

Welcome Reception @ \$25 each \$ _____
 President's Reception @ \$25 each \$ _____

Membership Renewal

Full Member, Management @ \$125 each \$ _____
 Full Member, Direct Patient Care, Transitional, Emeritus, Faculty and Student @ \$70 each \$ _____
 Associate Member @ \$150 each \$ _____

Total Amount Due: \$ _____