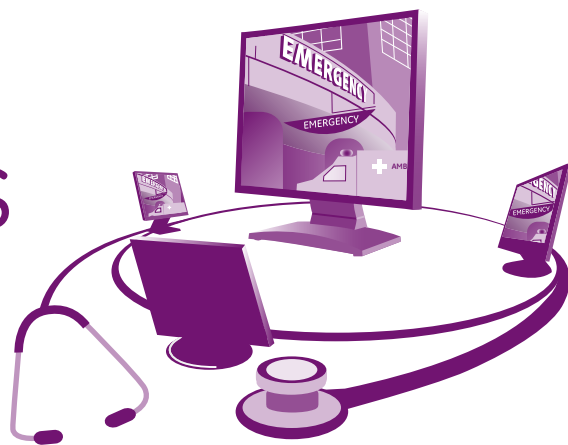


Free webcast events from GE Healthcare

Your trusted resource in emergency care



GE Healthcare is pleased to launch its 2009 series of emergency care webinars. These live webcasts feature industry experts and address topics of interest to you and your emergency department.

Nurses as the Catalyst for Change in Sepsis Management

July 9, 12:00 pm

Faculty: Thomas S. Ahrens, RN, DNS, CCNS, FAAN, Research Scientist and Barbara McLean, MN, RN, CCRN, CCNS-NP, FCCM, Nurse Intensivist and Critical Care Specialist

In this program, an introduction to the nurse's role in avoiding and managing sepsis will be highlighted. The key aspects of a successful program in sepsis management will be displayed along with the recent Surviving Sepsis Campaign updates. The required tools to help successfully implement sepsis programs will be a key part of the program.

Align your Observation Unit as an Organizational Process Improvement Initiative Both Clinically and Financially

May 14, 9:00 am and September 15, 12:00 pm

Faculty: Sandra Sieck, RN, HealthCare Reform Business Analyst, President of Sieck HealthCare Consulting

Minimize risk of lost revenue and 1 day stay audits; determine processes to deliver the right treatment to the right patient at the right time.

Disaster Preparedness – Best Practices for Protocols, Tools to Remain Sharp

June 23, 11:00 am

Faculty: Tener Goodwin Veenema PhD, MPH, MS, CPNP, FNAP, President of TenER Consulting Group

Introduction to the nationwide "ReadyRN" campaign for nurse disaster preparedness; discussion on how to keep protocols "alive" and not just written and collecting dust on the shelf.

Coordinating Care Between Hospital EDs and Pre-Hospital EMS Providers

May 12, 9:00 am

Faculty: Jim Augustine, MD, Emergency Physician and Medical Director for Several EMS Providers

Identified as a top trend in emergency care, coordinated delivery of care pre-hospital helps ensure seamless transition of patients arriving via ambulance or helicopter to the hospital ED. Learn how communities are establishing top-notch coordinated care.



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The ER Doc: Driver of Clinical Excellence and Financial Success

August 25, 9:00 am

Faculty: Kip Schumacher, MD and Francisco Loya, MD, emergency physicians

PEPPER, Core Measures, CMI, Present on Admission, etc. What are the pressures yielding zero reimbursement for your emergency department? Learn more about these reimbursement hazards and how you, as the emergency physician, play a key role in not only delivering clinical value, but also financial value based on your reimbursement best practices.

Behavioral care in the ED

August 8, 12:00 pm

Faculty: Donna L. Mason, RN, MS, CEN, consultant and emergency nurse and Elizabeth M. McCoy, RN, CEN, emergency nurse

A crisis situation that is impacting ED overcrowding is the proper care and holding of behavioral patients in emergency care settings. Where relationships exist with Mental Health/Mental Retardation facilities, the issue is improved, but what are best practices for serving patients and their caregivers when little to no psychiatric infrastructure exists?

Noninvasive Cardiac Output: How this capability impacts delivery of emergency care

May 5, 9:00 am

Faculty: Richard Summers, MD emergency physician and Rich Trayler, President of Cardio Dynamics

Noninvasive cardiac output has been around for years. How does it compare to other noninvasive methods? What are its advantages over traditionally invasive approaches? What are specific applications in emergency care?

Improving Care for the Pediatric Emergency Patient

September 10, 9:00 am

Faculty: Robert C. Luten, MD, FAAP, FACEP, Emergency Physician and Professor of Pediatric Emergency Services

The IOM report cites a need for improvement in treatment of pediatric patients in the ED from more appropriate protocols, training and equipment. Hear what systems exist today and best practices are being implemented to improve the delivery of pediatric emergency care.

Patient Kiosks in Emergency Departments: Self Check-In and Medical Interviews

April 21, 12:00 pm and May 21, 12:00 pm

Faculty: Gorsev Pristine, MD, Physician and President of Medisolve, Inc.

In the face of increasing pressure of practicing medicine with insufficient skilled staff, a growing trend in emergency department workflow management is a Patient Self-Serve Kiosk. As this has been identified as a top trend in the ED of the Future, learn how this capability can create breathing room for your department's patient flow. Hear the positive and negative aspects from your peers and take away key actions that will help you evaluate its potential.

Implementing a Freestanding Emergency Center

August 4, 9:00 am

Faculty: John Milne, MD, Medical Director for Strategic Development, Swedish Medical Center

A growing trend to deliver service convenience to suburban areas and to establish a footprint for future hospital construction, freestanding EDs are also a way to ease the pressure in primary urban emergency departments. Hear from two key markets: Houston and Seattle.



Solutions to Streamline Inpatient Flow and Improve ED Throughput

June 2, 9:00 am and June 10, 4:00 pm

Faculty: Kristen Georgia, Senior Consultant, GE Healthcare Solutions

ED boarding, prolonged ED length-of-stay, diversions, left-without-being-seen, satisfaction of patients, staff, doctors, etc - all challenges the ED faces everyday, yet often the key to efficient ED patient flow is streamlined inpatient flow. Learn how a comprehensive solution of process improvement, predictive modeling (to match inpatient discharge supply with ED admission demand), communication & visibility, and change management can drive results in the ED and revenue for your hospital.

Top Trends in Emergency Care

June 30, 9:00 am

Faculty: Lisa Bichsel, GE Healthcare Emergency Care Marketing Manager

What is the direction for emergency care? Learn what 9 top trends will be seen in the coming months along with best practices for implementation, pitfalls to avoid, and necessary actions to achieve success. This program will look at highlights of the 2008 "ED of the Future" initiative and share insights from over 300 emergency care stakeholders. Participants will receive a copy of the white paper "New Directions for Better Emergency Care: Nine trends successful providers are embracing today."

A Blueprint for Implementing an Emergency Ultrasound Program

April 3, 9:00 am

Faculty: Vivek Tayal, MD

Learn all the elements required for implementing a solid ultrasound program for your ED. Discussions will include credentialing, equipment selection, QA programs, documenting/reimbursement of exams, politics and turf battles. Hear from those experienced at implementation about pitfalls to avoid and best practices to share.

Sessions run April through September and are FREE. Attend as many as you like, but enrollment is limited, so register today! If you are unable to attend the live program, don't worry! Sessions will be recorded and available for on-demand playback 24/7.

To attend any one of these webcast events, simply visit: www.gehealthcare.com/emergencycare and complete the online registration form for the course(s) that works best for your schedule and interest level.

You will receive an email confirmation with detailed web and telephone access information prior to the event.

For more information, please contact GEemergencycare@ge.com or call 719-487-9558.