

Make your **TIGR** sing
in the Music City!

tigrcon10

nashville

OCTOBER 7 - 8, 2010

www.telehealth.com/tigrcon



TELEHEALTH
SERVICES

TIGRCon10 brings together a community of nursing educators, TIGR administrators and hospital executives to share best practices and new strategies to improve the patient experience.

This year's conference provides a special focus on clinical challenges with sessions and information to help you understand and comply with the latest requirements, address health technologies, and overcome patient education challenges.

WHATEVER YOUR CHALLENGE, YOU WILL TAKE HOME THE BEST STRATEGIES AND NEWEST IDEAS TO:

- **Meet accreditation requirements, reduce costs and transform care.**
- **Respond to the latest regulatory requirements using interactive patient care technology.**
- **Engage patients and families to impact performance improvement.**

Join your fellow TIGR users for two days of education, inspiration, and networking. It is the biggest TIGR event of the year!

Register today at www.telehealth.com/tigrcon

Letter from George



Dear TIGR Users,

Make plans now to join me and other patient education system users on October 7- 8 in Nashville, Tenn., for TeleHealth Services' TIGRCon10. At this incredible summit, you will join your peers from leading hospitals across the country to receive sound advice on best practices to achieve the most value from your system. The TIGR systems are the healthcare industry's leading interactive patient television systems, which offer a myriad of benefits to hospitals. These benefits include aiding in accreditation initiatives, increasing patient education efforts to help maximize patient satisfaction, and setting your facility apart from the rest.

Based on the feedback we received from our last conference, we have built upon the successes while striving to make this event even more beneficial. Whether you are a new V7 customer or an experienced administrator, we have designed the conference to provide a wealth of information. With our dual-track sessions spanning both the clinical and technical areas, you are guaranteed to leave with new tools to maximize the system's value in your hospital. In addition, we have obtained continuing education credits for our clinical sessions to be able to give something back to you, our partners.

Many considerations define the essence of your interactive planning. How do I implement comprehension quizzes to monitor health literacy? How can I add satisfaction surveys to my system and automate the feedback to the appropriate designee? Where can I source quality content to provide the optimal education session? How can I build custom education plans? Answering these questions will allow immense dividends for your healthcare facility. However, as you expand the capabilities of your interactive education system, a great deal of effort is still required.

That's why I am urging you to attend this dynamic conference. It is a must-attend program for anyone involved with TeleHealth Services in interactive patient care, and I look forward to seeing you at TIGRCon10.

Sincerely,
George Fleming, President
TeleHealth Services

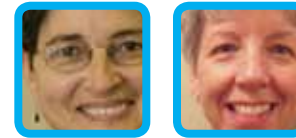
4 Reasons to Enroll Today

- 1.** **You'll receive continuing education credits**
Clinicians can qualify for up to 6.5 continuing education hours by attending TIGRCon10. The classes, validated by the Tennessee Board of Nursing, provide an in-depth look into the utilization of interactive patient education systems for multiple hospital challenges.

- 2.** **This seminar provides a great networking opportunity**
Not only will you meet a group of similar-minded patient educators and administrators, you can learn how fellow healthcare providers utilize TIGR in their everyday business practices. TIGRCon is a time to better your organization by sharing stories, results and best practices.
- 3.** **Build value into your existing TIGR system**
Find new uses and added value in your hospital interactive education technology platform. Go beyond an on-demand video education system and learn how TIGR can improve your patient satisfaction ratings, automate service recovery, and integrate with other hospital technologies.
- 4.** **Reference materials will be provided to you at no extra cost**
Included in the cost of the conference are valuable materials to bring back and share with your organization, providing you with a source of informative planning tools, case studies and goals.

Keynote Address

Enhancing Patient Education: Meeting the Standards and Improving Outcomes.



Join Diane and Kathy for an interactive discussion about patient and family education, Joint Commission standards, health literacy, cultural needs, resources and more.

Diane Moyer, MS, BSN, RN

Diane Moyer is the Associate Director for Patient Education at The Ohio State University Medical Center in Columbus, Ohio. She is a registered nurse with more than 30 years experience of which 15 years have been as an expert in health literacy and patient education.

Editorial Advisory Board of Patient Education Management • President-Elect of the Health Care Education Association (HCEA) • Member of the American Nurses Association (ANA) • Project Lead for HealthInfoTranslations.org which provides easy-to-read foreign language patient education materials without copyright restrictions that are used internationally.

Kathy Ordelt, RN, CPN, CRRN, FAHCEP

Kathy works as the Patient and Family Education Coordinator at Children's Healthcare of Atlanta. Her job has allowed her to combine three great passions in her life – nursing, teaching and writing.

Board of Directors for the Health Care Education Association • Experience in both staff and patient education • Written numerous resources for Children's, as well as for commercial patient education companies • Conducts multiple presentations for physicians, educators and clinical staff every year.

Guest Speakers



Kimberly Hume, MSN, RN, FAHCEP
Resource Center Manager – St. Louis Children’s Hospital



Elizabeth (Beth) Gibbs, MS, RN, LMT
Manager for Nursing Excellence – Alegent Health



Michele Heacox, MS, RN
Project Manager, Patient & Visitor Services – Johns Hopkins Hospital



Becky Harwell, MA
Director of Education – Arkansas Heart Hospital



Jodi Reid-DeMarco, MS, CHES
Health Educator, Department of Patient Education – Cleveland Clinic



Robert Tucker
Digital Multimedia Services Manager – UNC Health Care



Ruth Gonsoski, RNC-OB, C-EFM, MSN
Perinatal Program Manager – Northridge Hospital Medical Center



Sally Carmen, RN, MSN, CPNP
Director of Education – North Hills Hospital



Barbie Brunner, MEd, CHES
Director of Education – University of Arkansas for Medical Sciences



Dimitra Limperopoulos, Sr. HCPPA
Special Projects Manager – Elmhurst Hospital Center



Susan J. Auger, MSW
President and Founder – Auger Communications



David Paradi, MBA
Adjunct Faculty Member and Author – Rush University Medical Center

Awards & Education

TeleHealth Innovation Awards

TeleHealth Services is committed to working with organizations that find innovative ways to increase patient education and satisfaction. Technology greatly enhances the interactivity between patients and staff resulting in greater potential comprehension. TIGR’s on-demand education systems are a key component to getting results, but your personal touch is what separates your organization apart from the rest. Individuals and hospitals will be honored at the TIGRCon10 User Conference for achievements in interactive patient care that resulted in better patient outcomes and performance improvements.

Submit your innovative use! The top nominees will be honored during our TIGRCon10 Awards Presentation.

INNOVATION AWARD SUBMISSIONS COULD INCLUDE:

- Ideas that greatly increased use of your system;
- Projects that increased nursing efficiency in the hospital;
- Interactive plans that increased patient quality, safety and satisfaction;
- Innovative uses that generated incremental revenue in the hospital;
- New ward or department uses.

Continuing Education Credits

Qualify for up to 6.5 continuing education hours by attending TIGRCon10! Look for classes marked with our continuing education symbol and be sure to attend those sessions to earn credits. Courses are validated by the Tennessee Board of Nursing and provide an in-depth look into the utilization of interactive patient education systems for multiple hospital challenges.

Schedule

 Continuing Education Credit





For Complete Class Description go to www.telehealth.com/tigrcon

| Day 1 THURSDAY OCTOBER 7 | |
|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:30 am – 11:45 am | REGISTRATION OPEN |
| 8:00 am – 11:30 am <i>*The 2 classes to the right will run simultaneously.</i> | TIGR V 6.0 REFRESHER TRAINING Jim Rock – <i>TeleHealth Services</i> TIGR V 7.0 REFRESHER TRAINING Dan Wagner – <i>TeleHealth Services</i> |
| 11:45 am – 12:45 pm | WELCOME LUNCHEON |
| 1:00 pm – 2:15 pm |  KEYNOTE ADDRESS: Joint Commission Patient Education Standards Diane Moyer, MS, BSN, RN, – <i>The Ohio State University Medical Center</i> Kathy Ordelt, RN, CPN, CRRN, FAHCEP – <i>Children’s Healthcare of Atlanta</i> |
| 2:30 pm – 3:30 pm <i>*The 2 classes to the right will run simultaneously.</i> |  HEALTH LITERACY: The Photonovela Approach Susan Auger – <i>Auger Communications</i> EMR & ADT Jim Rock – <i>TeleHealth Services</i> |
| 3:30 pm – 3:45 pm | |
| 3:45 pm – 5:15 pm | PANELIST DISCUSSION: The Stages of Interactive Patient Education Systems Becky Harwell, MA – <i>Arkansas Heart Hospital</i> Robert Tucker – <i>UNC Health Care</i> Michele Heacox, MS, RN – <i>Johns Hopkins Hospital</i> Jodi Reid-DeMarco, MS, CHES – <i>Cleveland Clinic</i> |
| 6:00 pm – 9:00 pm | COUNTRY MUSIC HALL OF FAME MUSEUM Dinner and Entertainment |
| 9:00 pm – 11:00 pm | FREE TIME |

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 Continuing Education Credit

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| Day 2 FRIDAY OCTOBER 8 | |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:15 am – 8:15 am | NETWORKING BREAKFAST |
| 8:30 am – 9:45 am | PANELIST DISCUSSION: Energizing Your Facility to Maximize Usage Dimitra Limperopoulos, Sr. HCPPA – <i>Elmhurst Hospital Center</i> Barbie Brunner, MEd, CHES – <i>University of Arkansas for Medical Sciences</i> Ruth Gonsoski, RNC-OB, C-EFM, MSN – <i>Northridge Hospital Medical Center</i> Sally Carmen, Sr. HCPPA – <i>North Hills Hospital</i> |
| 10:00 am – 11:00 am <i>*The 3 classes to the right will run simultaneously.</i> |  HEALTH LITERACY Golden Year’s Clinic on Century Square Kimberly Hume, MSN, RN, FAHCEP – <i>St. Louis Children’s Hospital</i> TIGR V6 – TIGR STREAMING Matt Chase – <i>TeleHealth Services</i> TIGR V7 – CONTENT MANAGEMENT SYSTEM Jim Rock – <i>TeleHealth Services</i> |
| 11:00 am – 11:15 am | AM BREAK |
| 11:15 am – 12:15 pm <i>*The 3 classes to the right will run simultaneously.</i> |  EVALUATION OF PATIENT LEARNING Beth Gibbs, MS, RN, LMT – <i>Alegent Health</i> Kathy Levine – <i>TeleHealth Services</i> TIGR V6 – ADDING & EDITING VIDEO CONTENT Jim Rock – <i>TeleHealth Services</i> TIGR V7 – ADDING & EDITING VIDEO CONTENT Dan Wagner – <i>TeleHealth Services</i> |
| 12:30 pm – 1:30 pm | LUNCHEON Awards Presentation |
| 1:45 pm – 2:45 pm <i>*The 2 classes to the right will run simultaneously.</i> |  PERSUASIVE VISUALS David Paradi, MBA – <i>Rush University Medical Center</i> IPTV Matt Chase – <i>TeleHealth Services</i> |
| 3:00 pm – 4:00 pm | SETTING THE STAGE FOR THE FUTURE & CLOSING Richard Bootes – <i>TeleHealth Services</i> |
| 4:15 pm – 5:00 pm |  ENCORE PRESENTATION, GREATEST HITS David Paradi, MBA – <i>Rush University Medical Center</i> |

General Information

Venue



Hutton Hotel
1808 West End Ave
Nashville, Tennessee 37203
Tel: 615-340-9333
www.huttonhotel.com



In addition to educational programming, TIGR delivers exceptional service and we wouldn't choose a conference location that does not deliver the same. The Hutton Hotel, located in the popular West End, is a sophisticated addition to Nashville, combining attentive service with stylish, contemporary design. Experience a four-star lodging destination with guest rooms and suites that are casually elegant and offer all of the comforts of home while you're away on business. Lavish granite showers, plush bedding, wireless Internet, and flat screen televisions with media hubs are standard at the Hutton Hotel.

Networking



Country Music Hall of Fame
222 Fifth Avenue South
Nashville, Tennessee 37203
Tel: 615.416.2001
www.countrymusicHallofame.org



The Country Music Hall of Fame® and Museum, which will host our Thursday evening networking event, sets the stage for all things country. Enjoy a tour that presents the crown jewels of its vast collection to illustrate country music's story as told through the turns of two centuries. Included is a treasure trove of historic country video clips and recorded music, dynamic exhibits and state-of-the-art design. Then enjoy dinner and live entertainment.

Registration

Register Now. It's Easy!

1. Please visit <http://www.telehealth.com/tigrcon>
2. REGISTER NOW!
3. For the best rate, register by August 15
Early Bird \$199.00 / \$299.00 After August 15 (Deadline is September 3, 2010)
4. Registration includes:
Entrance to all Education Sessions
Thursday's Welcome Luncheon
Thursday's Networking Dinner
Friday's Networking Breakfast
Friday's Luncheon & Awards Presentation

Hotel Reservations

All hotel reservations will be made through the TeleHealth room block as part of your conference registration process. No charges will be made to your credit card until October 1st, 2010.

For more information about the Hutton Hotel, call 615-340-9333 or visit www.huttonhotel.com.





tigrcon10

Register Today.

For the best rates, register today!

Visit www.telehealth.com/tigrcon

for more details and to register.

TeleHealth Services

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