



OREXCELLENCE™ 2010

2nd Annual OR Excellence Conference & Exhibits • www.orexcellence.com
Harbor Beach Marriott Resort & Spa, Ft. Lauderdale, Florida • October 27-29, 2010

OR Excellence in Ft. Lauderdale: Cost-Justifying Your Attendance

Even in a slow economy, this educational investment pays you back.

Especially in a recovering economy like this one, it's important to make sure every expenditure provides a return on investment. We're confident you'll receive an excellent ROI from attending OR Excellence in Ft. Lauderdale. The new, proven, practical management advice you'll get has the potential to bring hundreds of thousands of dollars of benefits to your facility. Let's take a look at the potential costs and returns of attending OR Excellence... please feel free to share this information with others!



To register, view our syllabus, reserve your room or ask a question, please visit us at www.orexcellence.com or call (888) YOUR ORX.

Estimated Cost of Attending OR Excellence

Early registration (breakfasts, lunches included)	\$675
Inland Waterway Yacht cruise (dinner included)	\$49
2 nights at Marriott Harbor Beach (including taxes)	\$420
Airfare to Ft. Lauderdale	~\$350
Incidentals	~\$175
Total	~\$1,669

Financial Benefits of Attending OR Excellence

Attending these Courses/Events at OR Excellence...	...Enables you to	Producing these economic results for your facility
<ul style="list-style-type: none"> • Making the Best of a Bad Economy • Reimbursement: Are You Leaving Money on the Table? • Succeeding in the New Healthcare Economy • Delay and Underpay: Understanding Why Insurers Do What They Do and How to Stop Them • Marketing 101 for Facility Managers • 3 Specialties to Consider Adding Now 	learn new ways to build case volume/increase market share.	If knowledge gained at ORX allows you to add even one more case to your facility this year, it will pay your way. The average charge for an outpatient surgery case at an ASC is \$3,307; at a hospital, it is \$6,335.
<ul style="list-style-type: none"> • Strategies for Standardizing Products and Equipment • Trim Payroll the Smart Way • Patient Safety and OR Efficiency <u>Can</u> Co-exist • Going Paperless? 	get new ideas for cutting case costs, improving revenue per case and increasing profit margin.	If your facility is doing 2,000 cases/year, and if tips garnered at ORX enabled you to increase revenue by \$10 and cut costs by \$10 per case, the increase in net income would be \$40,000
<ul style="list-style-type: none"> • Is This Malpractice? 10 Things That Could Get You Sued • Is This Proper Infection Prevention? • What Surgical Facilities Should <u>Not</u> Do: Cautionary Tales 	glean tips on how to prevent sentinel events which could lead to costly litigation/public relations disasters	If the courses you attend prevent even one such event at your facility, you will likely save hundreds of thousands or even millions of dollars worth of litigation costs, time and energy and reputational value.
<ul style="list-style-type: none"> • Healing Nurse-to-Nurse Hostility & Creating Healthy Relationships • HR for Dummies • Improving Surgeon-Nurse Relationships 	receive expert advice on maximizing employee productivity/minimizing turnover	If your OR time costs \$15 a minute, saving just one hour per week by being more efficient could net you \$46,000/year per OR. Improving a work environment and reducing turnover could save more; it's estimated that hiring and training a new employee to replace one who left costs between 30% and 400% of the person's salary.
Wednesday night cocktail reception, sit down lunch sessions Thursday and Friday, Sunset Dinner Cruise on Thursday night, "Tournament of Champions" on Thursday morning	share challenges/ solutions with colleagues and build relationships that will serve as a problem-solving network for the future	Priceless

The goal of **OR Excellence** is to transmit powerful knowledge to facility managers who can implement what they've learned the day they return, to the benefit of their patients, their physicians, their employees and their stakeholders. It is the educational experience that pays you back in multiples, immediately and in the long run. *We hope to see you there!*