



Colorado Women's Forum in Health Administration November 2009 Newsletter

NOVEMBER MEETING INFORMATION

- SPEAKER:** Christine Forkner
Chief Financial Officer,
National Jewish Health
- TOPIC:** Piloting Non-Profits through
Turbulent Times
- DATE:** Thursday, November 19th at
5:30 p.m.
- TIME:** Social time begins at 5:15 p.m.
Speaker begins at 5:30 p.m.
Meeting ends approx. 7:00 p.m.
- WHERE:** The Children's Hospital
2nd Floor Conference Center
13123 E. 16th Avenue
Aurora, CO 80045
- BRING:** Toiletry items such as
shampoo, deodorant,
toothbrushes or toothpaste, or
feminine products to donate to
The Gathering Place, a non-
profit women's drop-in shelter
dedicated to helping women
and their children in poverty or
homelessness.

Meeting sponsored by University of Colorado
Denver Health Administration Program

PARKING: Validated parking in the
Children's Hospital parking structure
located directly across from the front
entrance.

Directions from I-225: Exit at Colfax and go
west. The hospital is on the north side of
Colfax. Turn north (right) on Children's Way
or Aurora Court and look for dedicated
parking for The Children's Hospital.

SPEAKER BIO

Christine K. Forkner, Chief Financial Officer, joined National Jewish in 1994 as Controller, and was appointed Chief Financial Officer in July 1997. She graduated *magna cum laude* from the University of Denver with a Bachelor of Accountancy Degree in 1990, and received her CPA credentials from the Colorado State Board of Accountancy three years later. She holds memberships in HFMA (Healthcare Financial Management Association), and the Colorado Society of Certified Public Accountants, from whom she received the Golden Key Award. Prior to joining the Center, Ms. Forkner worked as a Senior Accountant at KPMG Peat Marwick. In her spare time she enjoys spending time with her husband and three children.

PRESIDENT'S MESSAGE

Dear CWFHA members and guests,
We are all privileged. We all have something to share. We are obligated to share our skills because we are privileged. We can all be productive with just short, brief periods of time, such as 20 minutes. While these are all very axiomatic statements, and may elicit stronger reactions from some of you than others, these are four phrases that have resonated with me in my recent opportunity to attend the International Association of Relationship Research conference. This year's conference centers around new directions in close relationships, integrating themes and theories from inter-disciplinary fields including psychology, sociology, anthropology, communications and family studies. What is fascinating to me is just how important our social connections are, yet how often we undermine them. I hope during the month of November that you take that time to reflect on how you are privileged, be it your occupational skill or position, your health, your close social relationships, your knowledge, or those innate skills that identify us as unique individuals. I hope you reflect and

recognize that this privilege does not make us better than one another, but provides us with the opportunity to share that privilege with others in a way that will provide meaning and service to our partners, family, friends, colleagues and community. I hope you consider the opportunity to use, *gasp*, 20 minutes to move forward that project you are procrastinating, to call to your parents or long-lost friend, or just to allow yourself 20 minutes of quiet, introspective meditation.

November is a great time, prior to the rush and hubbub of the holidays, to challenge your thoughts and perceptions. Now is a great time to realize that just 20 minutes of focused productivity can move forward whatever you may be procrastinating and **now** is the best time to dedicate your unique talents for the greater good.

To provide you with an opportunity to establish and strengthen your social relationships while sharing our privileges, CWFHA invites you to join us on December 6th to donate and organize sack lunches for the women and children of The Gathering Place. We will meet, socialize and stuff the sack lunches on Sunday, December 6th at 4 pm at the Dental Center located at The Children's Hospital. The Dental Center is located one block east of TCH, and has parking near the premises. Please stay tuned for more information via our website, www.cwfha.org, and at our November 17th program meeting.

We are excited to have Christine Forkner, EVP, Chief Financial Officer from National Jewish Health close out our fantastic, re-designed 2009 CWFHA program year. She will present on "Piloting Non-Profits through Turbulent Times". We look forward to seeing you again soon and wish you and yours a wonderful holiday season!

In health,
Lisa M. Betthausen

2009-2010 CWFHA Board

Co-Presidents: Lisa Betthausen and
Janine Costantini
Vice-President: Kathy Ryan Morgan
Membership: Janine Costantini
Treasurer: Tracy King
Newsletter Chair: Jeannie Miller
Student Liaison: Lizzy Chapman
Program Chair: Open

Upcoming CWFHA Events:

December 6, 2009 –

4:00 – 6:00 pm

Dental Center, The Children's Hospital
Volunteer Opportunity
Assemble brown bag lunches for
The Gathering Place

January 21, 2010 –

Anita Kumar-Gill, MD

Psychiatrist & Medical Director
Eating Disorder Center of Denver
Title: ***The Other Side of the Mirror:
Reflections on Eating Disorders***

February 18, 2010 –

Melinda McIntyre, RN

Rocky Mountain Cyberknife

March 18, 2010 –

Jandel Allen-Davis, MD –

Vice President , Government and External
Relations, Kaiser Permanente

April 15, 2010 –

Katherine Reed, MA, LPC

Manager, Ponzio Creative Arts Therapy
Program and

Geri Nelson, MSW, LCSW

Bereavement Coordinator
The Children's Hospital

Title: ***Creating from Loss: Teen/Young
Adult Video Project***

May 20, 2010 –

Ellen E. Stewart, JD

Partner, Berenbaum, Weinshienk & Eason
**Colorado Healthcare Legislative Update -
2009**



Minutes from Meeting 10/15/09

Speaker: Jena Hausmann, COO

The Children's Hospital

Title: Staying Focused (and Balanced) in Today's Tumultuous Healthcare Reality

Jena spoke on 3 points:

1. My Journey and Lessons Learned: Talent/Skill PLUS...
2. Challenges (AND Opportunities) Facing Healthcare Leaders Today
3. Thoughts on Balance and Focus

She described her journey to becoming a Healthcare Leader from her college days in 1989-1993, to working on a grass roots advocacy focus on Seniors/End of Life. Then Graduate School 1994-96. She took part in a unique fellowship where the leader of the program left, leaving her to head up the project during her fellowship. She began a career which was the experience of a lifetime, then left it to move to Colorado so that her husband could attend school in Boulder. Her message was that you must take big risks, then even bigger risks and always believe that you are ready!

Today's Leadership Challenges – In General

1. Information Overload
2. Galloping pace of change
3. Rising uncertainty & complexity
4. More frequent decisions
5. Conflicting goals (diverse stakeholders)
6. Fewer historical precedents
7. Higher stakes (Winner Takes All)
8. Globalization

Healthcare Reform...Top Uncertainties

- Future payment models
- Fiscal conditions of states & federal government
- Clinical advances that could reduce the demand for our services
- Degree of regionalization /specialization of hospitals
- Payments aligned with expanding lower cost care
- Availability of primary care and sub-specialists
- Viability of the private practice physician model/Degree of physician integration
- Ability of hospitals to sustain expensive community missions

- Degree to which hospitals will remain independent or become integrated within larger health systems
- Degree of industry shift to focus on wellness and prevention
- Impact of comparative effectiveness efforts
- Economic incentives for disease-based management
- Access to capital

She described the Decision Process: Framing the issues, Gathering Intelligence, Coming to Conclusions, Learning from Experience, then repeating the cycle.

In 1968, GM "framed" their assumptions that cars are status symbols, that the US car market was isolated from the rest of the world, and that fossil fuels would remain cheap and abundant – an example of how frames can distort what we see.

Intelligence Gathering Traps include over-confidence in our judgment, over-weighting the available information, and confirmation bias.

Many things can prevent you from learning from experience: not enough time to make sense of the available information, a tendency to jump to conclusions, ignored or distorted feedback.

Scenario and Strategic Planning exercises can help with balancing short and long-term horizons. Scenarios bound the realm of future possibilities, are shaped by multiple types of forces, draw attention to possibilities we may otherwise not have taken seriously, and create "memories of the future" allowing us to recognize "weak signals" as the future unfolds.

Balance and Focus: Daily activities to clarify your intention and set must-do tasks at the beginning of the day. Conduct a weekly review of goals/project lists, review your calendar, prune your email inbox.

Interruptions are the Hidden Commitment: Manage interruptions by planning daily time for interruptions that are important, rearrange your space, turn off email and IM alerts, spend the first hour of the day on what's difficult and essential, empower subordinates.