As the culture of healthcare is impacted today by industry demands, regulatory mandates, government requirements and consumer expectations, everyone even remotely involved in the patient and caregiver experience must practice a universal and interpersonal standard of hospitality. The consequences of failing to do so are life threatening to the patient and the provider.

Our distinguished moderators and panel will help attendees see the healthcare culture through the eyes of a consumer, family member and caregiver. Additionally, you will learn why even a single event can have catastrophic outcomes impacting your reputation, referral patterns, patient perceptions, employees and your bottom line.

Further, we will be conducting a live, electronic attendee survey providing immediate feedback to our audience.

**WHO SHOULD ATTEND?**
CEOs, administration executives, department directors, admission staff, discharge planners, quality assurance personnel, marketing staff, foundation directors, human resource managers, private practice administrators and leaders in a wide range of healthcare positions.

**MODERATORS:**
Dr. Walter Iwanenko, Dean of Adult and Graduate Studies, Hilbert College.
Thomas P. McNulty, President, Success Stories, Inc. – A healthcare management consulting firm. Host of Spotlight on Health on JOY-FM since 2003

**PANEL:**
Jeffrey O. Dann, CPA, FACMPE
President and CEO
Sleep Insights Management Services, LLC

Ryan P. McNulty, MBA
President, Success Stories, Inc.
Host: Spotlight on Health 96.1 JOY-FM

Robert Seth, CCM
Saturn Club of Buffalo

Aimee C. Gomlak, MBA, FACHE
Vice President, Women’s Service Line
Catholic Health System

Mary Ellen Ashe
Founder and President
On Point Healthcare Solutions

**WHERE:** Hilbert College Swan Auditorium, 5200 South Park Avenue, Hamburg, NY 14075

**WHEN:** Friday, September 19, 2014
REGISTRATION AND CONTINENTAL BREAKFAST: 8 a.m.
PROGRAM STARTS: 8:30 a.m.

**COST:** $20/person payable to Hilbert College

**R.S.V.P. TO:** Center for Adult and Graduate Studies at 716-926-8949 or email: graduatestudies@hilbert.edu

Light Morning Snacks and Beverages Will Be Served

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