

# VNAA 25<sup>TH</sup> ANNUAL MEETING

## VNAA FEATURED SPEAKERS



**Laura Peterson, BSN, SM**  
Healthcare Consultant

Peterson is a healthcare consultant who serves as the CHAMP Data and Measurement Specialist and was the lead author of the on-line content for the CHAMP Medication Management course. Before founding her consulting practice, Peterson served as Clinical Director for a home care agency. Peterson received her BSN from the School of Nursing, University of Michigan and her Master's from the Department of Health Policy and Management, Harvard School of Public Health.



**Ralph Trombetta**  
Managing Partner & Founder, Value Innovation Associates

Trombetta is Managing Partner and Founder of Value Innovation Associates. He is a senior blue ocean strategy expert in Professor Kim and Mauborgne's global Value Innovation Network and a Fellow of Baldwin-Wallace College's Center for Innovation and Growth, in Northeast Ohio. He was formerly a Vice President and member of the Executive Committee at Emergence Consulting and Principal in Renaissance Strategy. Trombetta holds an MBA degree from New York University, Stern School of Business and a BS from Pace University. He has participated in strategic management programs at Wharton, Harvard and INSEAD.



**Barry Wishner**  
Expert on Innovative Leadership

Wishner is a seasoned business leader and has served small, medium and Fortune 500 companies for the past 25 years. He is Founder and CEO of DMC, a management consulting firm with over \$50 million in revenues. An expert on Innovative Leadership in Extraordinary times, Wishner is often quoted in *USA Today*, the *Los Angeles Times*, *San Francisco Chronicle* and *CNN Financial News*. He is an Adjunct Professor at Golden Gate University School of Business Management, and has served as a Captain in the US Air Force. Wishner's high content, entertaining presentations enable his audiences to laugh while they learn.



# DAILY ACTIVITIES AND EVENTS

## TUESDAY, APRIL 24, 2007

- 4:00 pm – 8:00 pm Registration & Information Booth
- 5:00 pm – 6:30 pm Legislative/Regulatory Committee Meeting
- 5:45 pm – 6:30 pm Finance Committee Meeting
- 6:30 pm – 8:00 pm Financial Managers Group Meeting/Dinner\*
- 6:30 pm – 8:00 pm Open Immunization Group Meeting/Dinner\*
- 6:30 pm – 8:00 pm CEO Roundtable Group Meeting/Dinner\*

\* Dinner fee of \$25 required for participation. Cost of this session not included in conference registration fee. Space is limited.

  
VNAs of California  
Central Coast VNA & Hospice, Inc.  
Livingston Memorial VNA  
Ramona VNA & Hospice  
Sutter VNA & Hospice  
Visiting Nurse & Hospice Care of Santa Barbara  
VNA and Hospice of Southern California  
VNA of the Inland Counties

  
are proud to host the  
Opening Reception  
at the  
VNAA 25<sup>th</sup>  
Annual Meeting



## WEDNESDAY, APRIL 25, 2007

- 7:30 am – 5:00 pm Registration
- 8:00 am – 12:00 pm **Pre-Conference Program:  
Blue Ocean Strategy Workshop**
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- Based on the best business strategy book of 2005, “Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant,” this special presentation will be led by Ralph Trombetta. Blue Ocean Strategy is an innovative approach to growth and advancement, designed to help organizations find new opportunities.
- The session will discuss how, as the healthcare industry continues to undergo changes, as the population continues to age and as competition in the market increases, VNAs can re-envision and re-position themselves most strategically.
- Speaker:** Ralph Trombetta, Managing Partner and Founder of Value Innovation Associates
- Program Registration Fee:** \$125. Breakfast included. Cost of this session not included in conference registration fee.
- Space limited to first 125 registrants.

- 12:15 pm – 1:45 pm **Luncheon Presentation**
- VNAA CHAMP: Raising the Bar for Home Care Practice**
- Come hear how CHAMP, a unique program designed for homecare frontline nurse managers, has affected its first CHAMP teams, their agencies and patient outcomes. Developed in collaboration with the VNSNY’s Center for Home Care Policy and Research and with funding from The Atlantic Philanthropies, VNAA’s CHAMP is bringing evidence-based practices, management skill building and quality improvement techniques to homecare agencies across the country. Now two years into the project, join us for this session and hear the results of this groundbreaking multi-mode training program.
- Speakers:** Penny Feldman, Ph.D., VP for Research and Evaluation, VNSNY and Director, Center for Home Care Policy and Research
- Laura Peterson, BSN, SM, Healthcare Consultant