

You are cordially invited to attend



By Invitation Only

La Costa Resort and Spa, Carlsbad, CA

May 21-24, 2005



FOR SENIOR MANAGEMENT IN LONG TERM CARE



# The Executive MBA Workshop

We are adding a new educational element to the LTC 100 Conference this year, a half-day business-school format educational workshop. Our intent is to offer a top MBA program-caliber workshop to long term care executives, and enable you to dive into an important topic in some depth. It is scheduled for Saturday morning to avoid taking any more time out of your business week, plus allow you to enjoy an open afternoon (Saturday) at the resort, perhaps with your spouse.

The format involves both lecture and small-group exercises, to enable you to learn the concepts more deeply by actively participating in a small group. Your title must be C-level (CEO, CFO, COO) or at least Senior VP with significant people-management and P&L responsibilities within your organization in order to participate.

**Fee – Just \$250/\$200 (Early Bird).**

At a free-standing executive MBA workshop, a half-day fee would normally range from \$500 - \$1,000. We are offering it to LTC 100 Conference attendees for less than market value because we feel a lower price/higher attendance well serves our educational mission of helping advance management excellence at the top levels of long term care.



## Introduction to *Blue Ocean Strategy*

This half day workshop will introduce you to the powerful theory and practical applications of *Blue Ocean Strategy*, created by Professors W. Chan Kim and Renee Mauborgne of the European business school, INSEAD. These concepts are based on fifteen years of research across thirty industries.

In today's overcrowded markets, competing head-to-head and searching for competitive advantage results in nothing but a bloody "red ocean" of rivals fighting for a shrinking pool of profit. You will be introduced to a radically different way of thinking about business strategy, and learn how companies have created "blue oceans" by challenging conventional assumptions about their industries and making the competition irrelevant.

The workshop will help you think more creatively about your company's strategy and positioning by introducing the *Value Curve* and *Six Paths Framework*, as well as actual examples of companies that have created uncontested market space by rewriting the rules of established industries. Breakout sessions will allow you to apply these tools to long term care.



Ralph G. Trombetta, a member of Professors Kim and Mauborgne's global Value Innovation Network, will present and facilitate the workshop. Trombetta has been collaborating with Professors Kim and Mauborgne and bringing the powerful concepts of *Blue Ocean Strategy* to business leaders through university-sponsored executive education programs and directly within Fortune 500 corporations.

Trombetta is the founder and Managing Partner of Value Innovation Associates and holds an MBA with distinction from the Stern School of New York University. You can learn more about Value Innovation Associates and *Blue Ocean Strategy* at the web site: [www.viassociates.com](http://www.viassociates.com).

## Executive MBA Workshop Schedule

Time	Topic
7:00 a.m. – 8:00 a.m.	Breakfast
8:00 a.m. – 9:00 a.m.	Introduction to <i>Blue Ocean Strategy</i>
9:00 a.m. – 9:30 a.m.	Breakout into Groups: Discuss <i>Value Curves</i>
9:30 a.m. – 10:15 a.m.	Group Presentations
10:15 a.m. – 10:30 a.m.	Break
10:30 a.m. – 11:00 a.m.	Introduction to <i>Six Paths Framework</i>
11:00 a.m. – 11:45 a.m.	Breakout into Groups: Applying concepts to long term care
11:45 a.m. – 12:20 p.m.	Group Presentations: Long term care applications
12:20 p.m. – 12:30 p.m.	Conclusion

6:30 PM – 7:30 PM

### Reception

(Jackets for men and equivalent attire for women requested)

Sponsor: 

7:30 PM – 9:00 PM

### Dinner

Sponsor: 

9:00 PM – 10:15 PM

### After-Dinner Social

## TUESDAY, MAY 24

7:00 AM – 8:00 AM

### Breakfast

Sponsor: 

8:00 AM – 9:30 AM

### Keynote Session

#### Blue Ocean Strategy and Value Innovation Concepts



**CHAN KIM** is one of the world's leading authorities on business strategy and innovation. He is a professor of strategy and international management at INSEAD, Europe's leading business school, and a former professor at the University of Michigan Business School. He is the author, together with Renee Mauborgne, of *Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant*, published in February, 2005. The first printing quantity of this book is the most ever for a Harvard Business School Press book. His keynote address will introduce the concepts of his book, which is a systematic framework for thinking about creating "Blue Oceans," which are relatively uncompetitive markets where companies can create powerful leaps in value ("value innovation"), and dominate competitors for long periods of time. This framework was developed out of a study conducted by the authors of 150 strategic moves by companies spanning 30 different industries, where they discovered that lasting success came not from battling competitors, but rather from making bold moves into uncontested market space.

9:30 AM – 10:00 AM

### Refresher Break

10:00 AM – 11:00 AM

### Two Concurrent Sessions

#### • Creating a Pipeline of Management Talent for Your Organization

This session will discuss how high-performing companies both from within as well as outside of long term care approach developing middle and senior-level talent. Panelists from academia, consulting and providers will draw from their experiences and make recommendations on the following top-

ics: how to design an ideal skills portfolio for middle and senior-level managers; how to assess and remedy management skill gaps; how to identify talent; how to identify the causes of management churn; how to create a culture of leadership development; and how to determine the investment required to meet the organizational skills strategy.



Panelists (from l to r:)

**Randy Johnson** (Moderator), Executive Director, Leadership in Healthcare Executive MBA Program, Yale School of Management

**Lenora Booth**, EVP Human Resources, Erickson Retirement Communities

**Heidi Fisher**, Senior Vice President, Human Resources, Sun Healthcare Group

**Jim Paxton**, Senior Client Manager, Korn/Ferry International

**Peter Prichard**, Senior Consultant, Hay Group

#### • Driving Employee Satisfaction to Achieve Improved Resident Satisfaction and Quality

The satisfaction measurement firm Press Ganey will deliver some interesting empirical evidence from their long term care database on the link between employee satisfaction and resident satisfaction. Ideal Senior Living, a retirement community from Endicott, NY, will then share the highlights of their recent successful three-year experience of trying to improve the quality of patient care through focusing on employee satisfaction and the overall corporate culture.



**Presenter**  
**Maria Motsavage**  
President & CEO  
Ideal Senior Living



**Presenter**  
**Tom Widmer**  
Division Director,  
Non-Acute Markets  
Press Ganey

11:00 AM – 11:30 AM

### Coffee Break

Sponsor: 

11:30 AM – 12:30 PM

### Concluding General Session

#### The Art and Science of Teaming



**CLINT MAUN**, co-founder of the healthcare consulting firm Maun-Lemke, will deliver a concluding session on how to set up and effectively use teams within your organization. Teams offer several advantages to traditional forms of hierarchical management, including more loyalty to team members than to bosses, a built-in ability to brainstorm and pool ideas, and the removal of bureaucratic layers. Learn how to create successful teams - whether they be assigned to clinical improvement, recruitment and retention, mission statement development, culture change, marketing, etc. - and establish proper boundaries of responsibilities for these teams. Clint Maun has over 35 years of experience in delivering healthcare consulting and in creating leadership development and quality improvement programs.