



# ROBERT WOOD JOHNSON UNIVERSITY HOSPITAL HAMILTON

Hosts...



## Join us for these upcoming programs!

Every hospital, clinic, group medical practice, dental practice, or freestanding medical care provider has the opportunity to distinguish themselves through exceptional quality services, leadership excellence and effective people management.

Join your local healthcare professionals for one or both days of learning and inspiration. Whether you chose to register for one or both programs, these one-day local workshops are a rare and affordable opportunity to learn best business practices from Disney insiders, and discover ways to easily and immediately adapt and apply those best practices to pick up the pace in your own organization.

**August 17, 2010: Disney's Approach to Quality Service for Healthcare Professionals** one-day local workshop will show you the importance of attention to detail - from training your employees to treating every patient as a VIP. You will hear the stories and see how Disney best practices can be easily adapted to your healthcare delivery organization.

- Explore how the Disney organizational culture is constructed, and the role of service delivery in creating loyalty to your healthcare organization.
- Discover simple things that you can do to anticipate the needs, wants, and emotions of your patients and visitors, exceed their expectations, make their experiences world-class.
- Explore the service delivery systems of the environment (setting) and processes.
- Understand how the sensory elements of your healthcare delivery arena can make or break every patient's relationship with you.
- Discover proven Disney strategies and tactics in engineering the patient and visitor experience to elicit the relationships you want.
- And much more...

**August 18, 2010: Disney's Approach to Leadership Excellence and People Management for Healthcare Professionals** one-day local workshop, featuring two topics, will show you how effective leadership and management practices can drive employee and customer satisfaction and bottom-line results.

- Discover how Disney leaders effectively "multiply themselves" to develop extraordinary people and deliver extraordinary results.
- Discover a Disney coaching tool used to balance effective leadership behaviors and sustained business results.
- Engage in an experiential activity to understand how healthcare leaders effectively share their "service" vision to align with the institution's "business" vision.
- Discover how Disney's well-designed culture enables sustained success and a powerful competitive advantage.
- Experience the business case for creating and sustaining a culture through successful design and support "mechanisms".
- Examine strategies that ensure employee recruitment and selection practices reflect the desired culture.
- And much more...

Disney Institute programming provides myriad possibilities for you to take back into your own organizations and initiate change. It will teach you effective techniques that can easily and immediately be incorporated into your own organization and will help improve business results.

### WHEN:

August 17-18, 2010  
8:00 a.m. to 4:30 p.m.

### LOCATION:

RWJ Hamilton Center for Health and Wellness  
3100 Quakerbridge Road  
Trenton, NJ 08619

### REGISTRATION AND INFORMATION:

Phone: 877.544.2384

Fax: 913.712.9247

Online: [www.KeysTrenton.com](http://www.KeysTrenton.com)

Email: [registrations@KeysUS.com](mailto:registrations@KeysUS.com)

**Important:** Please use promotional code **CSKV** to receive \$50 OFF PER GUEST/PER PROGRAM when registering. Additional group and multi-day discounts are available. See the Fees tab of the website for additional information.

To receive a \$50 discount, use promotional code CSKV.

For corporate and group sales, please contact:

Krista Valentine  
877-544-2384 ext 38  
[kvalentine@keysus.com](mailto:kvalentine@keysus.com)

Event organized by Solution Infusion  
No prerequisite training required.

Disney Institute is authorized to award ACHE Category II continuing education credit for each contact hour of educational programming, which is applicable toward advancement or recertification in the American College of Healthcare Executives. Participants apply for the credits directly through the ACHE for their accreditation or take the certificate to their own governing board. Disney Institute issues a certificate in accordance with the ACHE Level II standards.

This continuing nursing education activity was approved by the Arizona Nurses' Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

This program has been approved for six (6) contact hours.