
ATTENDEE GUIDE

Creating Service Excellence Across the Country and Around the Globe

#GHLS
A Warm Welcome

About us

Lead4Excellence is the go-to resource for leadership development and training in service excellence. Experience counts...

Experience counts...Candy

• Fellow of the National Academies of Practice
• Over 40 years as HC clinical, administrative, academic
• CEO of Global Education /Consulting/Speaking Firm
• Award-winning actor, author, filmmaker
• “Top 40 Nursing Blogs” 2019
• Business Strategist/Thought Leader
• Healthcare research historian
• Florence Nightingale portrayal

Experience counts...Sharon

• Fellow of the American Academy of Nursing
• Over 15 Years as a Corporate Executive
• CEO of a Global Coaching/Consulting/Speaking Firm
• Director of an International Leadership Institute
• Best Selling Author/First Place in Consumer Health 2015
• Business Strategist/Thought Leader
• Certified Speaking Professional (CSP) and Certified Virtual Presenter
• Chief Judge, Cancer for Sharecare HC Awards, 2021

info@lead4excellence.com • www.lead4excellence.com
The Guide

The Global Healthcare Leadership Summit was designed with you in mind. We are pleased to share relevant content for each level of leader, great presenters, fantastic handouts in this digital format, giveaways, self-care breaks, a unique Virtual Innovation Town Center, and fun! In these uncertain times, nursing and healthcare leaders need to harness the integrity, insight, and innovation of our professions.

What to expect

• Log in by 11 am ET each day
• Enjoy the sessions and self-care breaks
• Visit the Virtual Innovation Town Center (VITC) anytime https://lead4excellence.com/virtual-innovation-town/
• Participate in the 1:1 chats with speakers
• Visit the Speaker Roundtables (a choice of three of your favorites) between 3:30 and 5:00 pm ET each day
  – See the Gallery at our Main Conference Zoom Link each day
• Follow the link in the Chat Room to purchase your copy of the Official Summit Playbook with Digital Downloads or place your order here.

Enjoy the program!
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<tr>
<th>Time</th>
<th>Event Description</th>
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<tr>
<td>10:30 am ET</td>
<td>Login – The Excitement Begins</td>
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<tr>
<td>10:45 am ET</td>
<td>Your Hosts: Candy Campbell &amp; Sharon Weinstein Join us for the Countdown</td>
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<tr>
<td>11:00 am ET</td>
<td>Welcome to The Summit – Getting Started Candy Campbell &amp; Sharon Weinstein Virtual Innovation Town Center open all day!</td>
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<tr>
<td>11:05-11:25 am ET</td>
<td>Chris Hennessy Surviving Cancer/Touched by Hannah</td>
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<td>11:30-11:50 am ET</td>
<td>Mary C. Kelly Pivot: Post Pandemic</td>
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<tr>
<td>12:00-12:30 pm ET</td>
<td>Best Practices: Global System Risk Brought to you by Candy Campbell &amp; Co. - Facilitator: Candy Campbell - Panelists: Liz Dietz, Randy Keirn, Alina Kushkyan</td>
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<tr>
<td>12:40-12:55 pm ET</td>
<td>SELF-CARE BREAK and Virtual Innovation Town Center Hosted by Candy &amp; Sharon</td>
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<tr>
<td>1:00-1:20 pm ET</td>
<td>Martie Moore What Must Leaders Know and Do?</td>
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<tr>
<td>1:30-2:00 pm ET</td>
<td>Cleaning Up Post Pandemic Brought to you by MDF Instruments - Facilitator: Sharon Weinstein - Panelists: KT Waxman, Bob Dent, Stephen Weinstein</td>
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<tr>
<td>2:10-2:40 pm ET</td>
<td>Succession: Innovations in Leadership Brought to you by Purdue Global &amp; Fitzgerald Health Education - Facilitator: Sharon Weinstein - Panelists: Margaret Fitzgerald, Melissa Burdi, Kristin Baird</td>
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<tr>
<td>2:50-3:20 pm ET</td>
<td>Healthcare Staffing &amp; Employee Engagement Brought to you by HR Maximizer &amp; IntelyCare - Facilitator: Candy Campbell - Panelists: Rollis Fontenot III, Dan Weberg, Chris Caulfield</td>
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<tr>
<td>3:30-5:00 pm ET</td>
<td>Speaker Roundtables</td>
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<td>5:00 pm ET</td>
<td>PRIZES &amp; CLOSE</td>
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Speaker Roundtable Day One

3:30 – 5 pm ET
Click on the headshot and chat with a speaker!

Chris Hennessy
Surviving Cancer Lessons Learned

Dr. Margaret Fitzgerald
Innovations in Education

Kristin Baird
Culture of Leadership

Dr. KT Waxman
Increasing Your Financial Savvy

Dr. Dan Weberg
Preparing Leaders for innovation

Dr. Melissa Burdi
Future of Education

Thanks to each of you for attending the Speaker Roundtables!
Don’t forget to subscribe to the Recordings & Digital Downloads...right here!

Go To Downloads
<table>
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<tr>
<th>Time</th>
<th>Event</th>
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| 10:45 am ET     | Login in – the excitement begins  
|                 | **Virtual Innovation Town Center is open all day!**                  |
| 11:00 am ET     | Welcome to Day Two – Building on the Excitement of Day One:  
|                 | Leading 4 Excellence & Introduce Speaker  
|                 | Candy Campbell & Sharon Weinstein                                    |
| 11:05-11:35 am ET | LeAnn Thieman  
|                 | Surviving a War Zone: 4 Points for Resilience                       |
| 11:45-12:15 pm ET | Work/Life Balance  
|                 | *Brought to you by SMW Group LLC*  
|                 | - Facilitator: Sharon Weinstein  
|                 | - Panelists: Colleen Marzilli, Ann Marie T. Brooks, Kim LaMontagne,  
|                 | Khadijah Tuitt                                                       |
| 12:20-12:40 pm ET | **SELF-CARE BREAK** and **Virtual Innovation Town Center**           |
| 12:45- 1:15 pm ET | Communicating Effectively - Employee Engagement Concerns  
|                 | *Brought to you by R3Results*  
|                 | - Facilitator: Candy Campbell  
|                 | - Panelists: Renee Thompson, G.A. Bartick, Helen Holton              |
| 1:25- 1:55 pm ET | Innovation in Products and Services  
|                 | *Brought to you by BD and Avkin*  
|                 | - Facilitator: Sharon Weinstein  
|                 | - Panelists: Lance Baily, Amy Cowperthwait, Judy Lajoie              |
| 2:00-2:40 pm ET | Finding Your Voice - Speaking Out in the Media  
|                 | *Brought to you by PR/PR*  
|                 | - Facilitator: Candy Campbell  
|                 | - Panelists: Keith Carlson, Kelley Johnson, Russell Trahan           |
| 2:50 -3:30 pm ET | Virtual Innovation Town Center and **GIVEAWAYS!**                    |
| 3:30 pm ET      | Speaker Roundtables                                                   |
| 5:00 pm ET      | GIVEAWAYS & CLOSE                                                     |
Speaker Roundtable Day Two

3:30 – 5 pm ET
Click on the headshot and chat with a speaker!

Thanks to each of you for attending the Speaker Roundtables! Don’t forget to subscribe to the Recordings & Digital Downloads...right here!

Dr. Colleen Marzilli
Compassion Fatigue

Dr Khadijah Tuitt
Power of Self-Reinvention

Kim LaMontagne
Mental Health in the Workplace

Dr. Renee Thompson
Address Disruptive Behaviors

G.A. Bartick
Verbally Defuse a Violent Confrontation

Dr. Helen Holton
Navigating Inclusion in a Polarized World

Amy Cowperthwait
Covid-19: Impact on Patient Safety and Staff

Lance Baily
Innovative Simulation

Keith Carlson
Share your Voice

Kelley Johnson
Nursing in the Media

Go To Downloads
Keynote Presenters

LeAnn Thieman, CSP, CPAE, Surviving a War Zone: 4 Points for Resilience, shares life-changing lessons learned from her daring Operation Babylift adventure, when she helped to rescue 300 babies as Vietnam was falling to the communists! Believing we all have individual "war zones," she inspires audiences to balance their lives and make a difference in the world.

Mary C. Kelly, PhD, CSP, CPAE, Commander USN (ret), Pivot-Post Pandemic, uses lessons from the Gulf Wars and 9-11 to get us through the painful aspects of our challenges, embrace change, and turn disruption into evolution. She’ll share strategic and tactical leadership through crisis and the power of P.I.V.O.T.

Chris Hennessy, Surviving Cancer/Touched by Hannah: Motivational Speaker, shares speaking stories and confidence-building messages from real-life experiences. Touched by Hannah is a global award-winning trailer film.

Martie Moore, RN, MAOM, CPHQ, What Must Leaders Know and Do? Martie is with the Patient Safety Movement. A strategic transformer, innovator, and inventor, she sees solutions in complex challenges by applying systems thinking and more.
Top Presenters

Candy Campbell, DNP, RN, CNL, CEP, FNAP, Facilitator, is President and CEO of Lead4Excellence. “The Innovation Nurse” is also an award-winning author, actor, and filmmaker. You may know her programs on interprofessional communication using applied improvisational exercises or from her third solo show, An Evening With Florence Nightingale: A Reluctant Celebrity.

Sharon M. Weinstein, MS, RN, CRNI-R, CSP, FACW, FAAN, Facilitator, is Vice President and COO of Lead4Excellence. A stressbuster, she has mastered stress and crisis management. An award-winning author, she is a Certified Speaking Professional (CSP), keynote speaker, virtual presenter, a Sharecare Nursing Expert and Healthcare Awards Emmys Judge, 2021.

Rollis Fontenot III, Innovative Ways to Address Increasing Nurse Shortages, President of HR Maximizer, Inc. is a talent acquisition and human capital consultant. You may know him through LinkedIn Live, where he hosts regularly scheduled programs and interviews the healthcare industry’s finest leaders.

Judy LaJoie, DNP, RN, CRNI, Vascular Access Management: Assess, Analyze, Innovate, is the chief nurse of medical solutions and outcomes for BD Medical. For the past 6 years Judy has been responsible for building programs and solutions around vascular access management. She holds a Lean Six Sigma Healthcare Green Belt.
Melissa Burdi, DNP, MSN, RN, Restructuring the Learning System, is Academic Dean and Vice President, Purdue Global University. She has provided senior-level leadership in the academic arena leading both DNP and RN-BSN programs. Her expertise is in leadership development, nursing mentorship, and process improvement.

Margaret A. Fitzgerald, DNP, FNP-BC, FAANP, CSP, FNAP, FAAN, Leadership Impact: Planning for the Future, is an experienced clinician, successful entrepreneur, award-winning author, and renowned speaker. She is Founder of, and principal speaker at, Fitzgerald Health Education Associates, a leading national provider of NP certification preparation and continuing education. Sponsored by fhea.com

Renee Thompson, DNP, RN, CSP, Bullying and Incivility, founded the Healthy Workforce Institute and shares her message on creating a healthy workforce culture by eradicating bullying and incivility.

Helen Holton, D.Min, PhD, MA, Listening with Intention, is a thought leader, innovator, and Gallup Certified Strengths Coach and Trainer. A servant leader called to speak truth to power and bring light into the darkness, she is a bridge-builder to the beloved community rooted in resilience, inclusion, diversity, and equity.
Top Presenters

Kelley Johnson, MSN, FNP-C, Media Training, is a TV host and beauty pageant titleholder. A doctoral student, she is a chief nursing advocate for nurses and their image. Her monologue, “Just a Nurse” revealed that she is more than just a nurse; she is a lifesaver!

Robert L. (Bob) Dent, DNP, MBA, RN, NEA-BC, CENP, FACHE, FAAN, FAONL, Community Disaster Response, is Vice President, Patient Care & Chief Nursing Officer for three hospitals within Emory Healthcare. He maintains an academic appointment with Emory University School of Nursing. Bob is a past president of the American Organization for Nursing Leadership.

Ann Marie T. Brooks, PhD, MBA, RN, FAAN, FACHE, FNAP, Resilience, is the 2020 recipient of the American Organization for Nursing Leadership (AONL) Lifetime Achievement Award. Former President of Mount Carmel College of Nursing, she is a renowned global healthcare consultant and a Magnet Team Leader. She is a GEDI Founding Director.

Keith A. Carlson, BSN, RN, NC-BC, Podcasting for the Greater Good, is an expert career coach, freelance writer, podcaster, motivational speaker, and award-winning nurse blogger. His platforms reach nurses worldwide, and he can be found at NurseKeith.com and on social media.
Khadijah Tuit, DNP, PMHNP-BC, Reinventing Oneself, is a Psychiatric Mental Health Nurse Practitioner. As a child, she experienced homelessness and neglect and by the time she reached adulthood she was a convicted felon. Her story of trials and triumphs helps organizations understand the barriers that many Black and underserved individuals face.

G.A. Bartick, BS, 1:1 Conflict, is President at R3Results. Laser-focused on helping midsize and large organizations to accelerate sales, customer service and communicate more effectively, he helps employees deal with stressful situations such as irate customers or associates.

Colleen Marzilli, PhD, DNP, MBA, RN-BC, CCM, PHNA-BC, CNE, NEA-BC, Compassion Fatigue, is associate professor of nursing at The University of Texas at Tyler. She teaches and coordinates nursing students of all levels by empowering their success. She is passionate about cultural competence and eliminating health disparities and promoting health. She is a GEDI director.

Kim LaMontagne, MBA, Mentally Healthy Workplace, is a thought leader on the topic of mental health in the workplace. She teaches organizational leaders how to create a “culture of safety” in the workplace that empowers employees to step forward and ask for help without fear of stigma, judgment, or retribution.
Top Presenters

Chris Caulfield, RN, NP-C, Alternatives to Traditional Staffing, is Co-Founder and Chief Nursing Officer at IntelyCare. An award-winning nurse innovator and entrepreneur, he builds user-friendly technology to combat the nursing shortage.

Alina Kushkyan, MD, PhD, Global Partnerships, is Director of the Armenian-American Medical College “Erebouni”. Throughout her career, she has committed to service to the healthcare, social, community, and voluntary sectors, and academic and research activities. An advocate for nurses and international partnerships, she has been recognized and honored for her professional work.

Randy Keirn, EFO, MPA, BSN, RN, EMT-P, CSP, First Responders, is an international leadership trainer and coach specializing in conflict management. A District Chief with over 30 years of experience in the fire service, he previously worked for 15 years as an emergency room nurse.

KT Waxman, DNP, MBA, RN, CNL, CHSE, SENP, FSSH, FAONL, FAAN, Global Pandemic: Financial Crisis, is a nurse leader/author who teaches Advanced Financial Management at the University of San Francisco in the Executive Leadership DNP Program. Her expertise is in healthcare leadership, finance and simulation.
Top Presenters

Kristin Baird, MHA, BSN, RN, Be the Leader Nobody Wants to Leave, is president of the Baird-Group and the creator of “Raising the Bar on Service Excellence: Step by Step,” a five-part Web series designed to help healthcare leaders implement the five essential competencies for building a service-centered culture.

Stephen M. Weinstein, Consumerism and Telehealth…the Growth of a New Market, is a seasoned healthcare executive, financial turnaround specialist and change agent. He has led acute care organizations facing mission-critical challenges, and now works in the prevention and detection space.

Amy Cowperthwait, RN, MSN, ACNS-BC, Innovations in Education, is founder and CEO of Avkin. A renowned leader in the field of healthcare simulation education, Amy is clinical faculty at the University of Delaware.

Lance Baily, Innovating During a Pandemic-Sim, is a digital media producer with the background and experience necessary to guide online websites, marketing & sales initiatives, healthcare simulation projects, and media productions to the next level. He oversees HealthySimulation.com and CareersinHealthcare.com.
Top Presenters

Liz Dietz, RN, CSN, EdD, MSN, Community Disaster Response, is Director, Disaster Response at the American Red Cross. Professor Emeritus from San Jose State University, she is an ambassador for Service to the Armed Forces.

Russell Trahan, How to Use Media to Get the Message Out, is Owner and President of PR/PR Public Relations and author of "Sell Yourself Without Saying A Word: The Experts' Guide to Placing Articles In Print and Online." PR/PR has a 20+ year history of getting 100% of their clients’ placements.

Dan Weberg, PhD, MHI, RN, The Changing Nursing Workforce, is the Head of Clinical Innovation for Trusted Health, where he creatively disrupts the healthcare workforce through innovation, nursing and technology. He creates amazing experiences for all nurses to find their passion and link it to their work.
Introducing the Virtual Innovation Town Center

- The Virtual Innovation Town Center is a new experience in exhibits...allowing our sponsors to shine, to meet you, and to connect on a personal level.
- Click on each of the links and enjoy the journey to their spaces, their sites, and their content.
- Experience Insight, Integrity, and Innovation for 2020 and beyond.
Open throughout both days! Click on a link to explore Innovation, Insight, & Integrity.
Listen • Evaluate • Articulate • Develop

Who should attend?
Accomplished and aspiring leaders in the healthcare and human resource spaces

Creating service excellence, across the country and around the globe

Log in and follow the link in the Chat Room to purchase your copy of the Official Summit Playbook with Recordings & Digital Downloads or place your order here.

Why attend?
- It’s FREE
- We offer dynamic content
- Networking
- A Digital Playbook
- Live Chats with Exhibitors, Speakers and Hosts
- Step by step plays
- Giveaways

What is the format?
Keynote Presentations and Panels on critical content

Enroll NOW and take advantage of the online, virtual program on November 5-6th

Register here...

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