

8th Annual

The world's longest running and most respected
Lean Six Sigma Healthcare Summit

Save up to \$300!
Register by
December
14th 2007

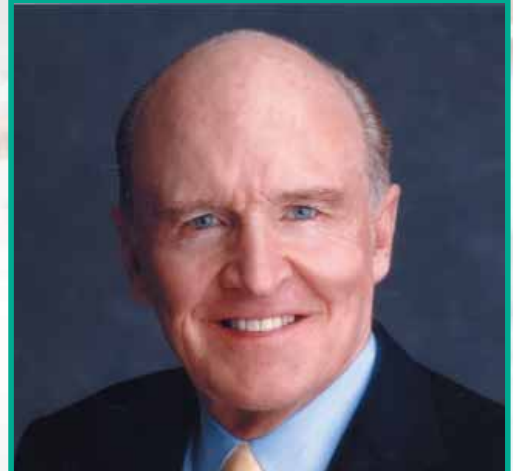
Lean Six Sigma Healthcare Summit

Conquer Change Management and achieve full workforce
buy-in for Lean Healthcare and Lean Six Sigma

January 29th-February 1st 2008 • Disney's Contemporary Resort, Orlando, FL

Guarantee Lean Six Sigma success in 2008 by
mastering how to:

- Accelerate and stabilize **change management** in your organization
- Connect with **your workforce** and achieve **physicians' buy-in**
- Align Lean Six Sigma with **long-term strategic goals**
- Deliver high **patient value to budget**



The only Lean Six Sigma Healthcare event where you can learn from Jack Welch, Former Chairman and CEO, GE

23 essential speaker insights: Gain first-hand guidance on using Lean Six Sigma Improvement from the leading C-Level speaker panel, including:



Glenn Fosdick, FACHE, President and Chief Executive Officer, The Nebraska Medical Center



Greg Stock, Chief Executive Officer, Thibodaux Regional Medical Center



Denise R. Remus, PhD, RN, Chief Quality Officer, BayCare Health System



Tom Diller, Chief Medical Officer, Blessing Hospital



Dave Munch, Chief Clinical and Quality Officer, Exempla Lutheran Medical Center



John Moeller, Chief Operating Officer, Indianapolis Neurosurgical Group



Marc De Carlo, Chief Executive Officer, Methodist Sports Medicine



Glenn Crotty Jr., MD, FACP Chief Operating Officer, Charleston Area Medical Center

With a special guest appearance and live demonstration from:



Sami Bahri - "The World's First Lean Dentist"

"Very valuable experience. Two full days of talking about Lean Six Sigma. How can you beat that?"

Mike Choi, North Memorial Healthcare and previous attendee

Presented by:



International Quality & Productivity Centre

Event Sponsor:

GE Healthcare



imagination at work

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Patients + Physicians + Lean Six Sigma = ?

“Valley Baptist Hospital loses highly valued physician group – was Six Sigma to blame?”

When you read the newspaper headlines about this, did you get that sinking feeling in your stomach as you hoped and prayed that this wouldn't start happening across the country?

“Medicare clamps down on DRG Policy Sigma”

What about this? Did you start worrying about how you'll stay afloat with reduced reimbursement?

One thing's for sure – **if you're not worrying, you should be.**

Months of one-to-one research with healthcare industry executives has uncovered that these are just two of many other things that are keeping hospital CEOs, CMOs and the rest of the executive board awake at night. This is why you need to discover proven strategies to **engage your physicians** and **improve reimbursement** at the **8th Annual Lean Six Sigma Healthcare Summit** – Jan 29th-Feb 1st at Disney's Contemporary Resort, Orlando, FL – the longest running and most respected Lean Six Sigma Healthcare event.

These are just two of the highly pressing issues to be discussed. You'll also learn exactly how to:



Recognize your strengths through benchmarking with traditional process industries
Glenn Fosdick, President & Chief Executive Officer, Nebraska Medical Center



Use Lean Six Sigma to secure patient safety, outcomes and throughput
Denise R. Remus, Chief Quality Officer, BayCare Health System



Meet the core measures with a Lean Six Sigma case study
Tom Diller, Chief Medical Officer, Blessing Hospital



For the full breakdown of detailed program content – view the extensive agenda in this prospectus, or visit us online at www.iqpc.com/us/leanhealth.

And this Summit is so much more than just a standard conference – at no other Lean Six Sigma Healthcare event will you have the option to attend “**An Audience with Jack Welch**”.

Most importantly, you'll experience a combination of highly effective education styles. As well as Jack Welch, individual presentations and panel discussions, you'll experience **highly interactive seminars**. Addressing predominantly the ‘people side’ of Lean Six Sigma, take a chance to practice applying your new found knowledge in the safety of the seminar room before you return to your organization and apply your new knowledge in earnest. For further details or if you have any questions, do not hesitate to contact the IQPC team – all contact details are at the bottom of each page of this prospectus. Register early enough and you can save up to \$300 too!

You'll enjoy an entire hour with Jack Welch – the unequivocal ‘Godfather of Six Sigma’ to improve takes away inspiration on leadership and the direction of your improvement program.



Jack won't be giving a standard presentation, he'll be answering questions from the floor for an entire hour and he'll be brutally honest in his answers. All you need to do is make sure you're a part of this hour and you're sure to experience a change in your way of thinking:

“I found the Jack Welch session very inspiring!”

Peter Browning, Philips Lighting - Summit attendee in 2005, the last time Jack Welch joined IQPC

Wednesday January 31st, 2008
 6.00-10.00



Sunset Gator “Hunt” by Airboat and Dinner (optional)

Join us as we head out to the Turn of the Century fish camp, located in the middle of nowhere, miles from anywhere, and on the banks of the “CENTRAL FLORIDA EVERGLADES”. Here you'll sample some gator-tail, handle live alligators and snakes and enjoy your Florida “Cracker-Style” buffet dinner. We'll wait for the right moment, before sunset, to board airboats for the Gator “Hunt”. During the twilight portion of the expedition you'll learn of the fresh water ecosystem of the St. John's River, Alligators, & the huge assortment of wildlife you will encounter on this thrilling dinner adventure. But as the sun sets, we'll travel into complete darkness at speeds up to 40 miles per hour, “hunting” in the habitat of giant reptiles. Piercing out from the darkness, the red eyes of the gators are sure indicators you're not alone. You will see this wildlife in a whole new light! This trip takes you into the seldom-visited heart of natural Florida. You'll experience beautiful protected wetland hammocks, travel by airboat into pristine fresh water marshes and into a bald cypress swamp. You'll fall in love with the original beauty of old Florida. In fact, this is a real Florida “Cracker” experience you'll talk about forever. Dress Code: Casual

Tuesday January 30th, 2008 8.00-Late

Annual Process Excellence Awards & Gala Dinner (optional)
 Celebrate with North America's Award-Winning Lean Six Sigma leaders as the winners of the 2008 Excellence Awards are announced. After the welcome cocktails, there'll be plenty of music, entertainment, suspense and, perhaps, a few surprises along the way!



Visit www.sixsigmaawards.com for full information. Dress code: Dress To Impress

Congratulating the 2007 Winners:

NewYork Presbyterian Hospital



& CHRISTUS Schumpert Health System



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7.00 Breakfast & Registration

Seminar A: 8.00-10.45

Silence Kills: The 7 Crucial Conversations To Healthcare Success

A recent survey known as 'Silence Kills' found that 84% of doctors have seen co-workers taking short cuts that could be dangerous to patients and 88% of doctors work with people who show poor clinical judgement. However, fewer than 10% of physicians, nurses and other clinical staff directly confront colleagues about their concerns. These figures don't add up, but when patient safety is at risk, you need to take action.

In this engaging, interactive and hard-hitting session, Emily will discuss practical, actionable skills that will result in immediate improvements in high quality execution of mission-critical plans.

You will:

- Discuss the research findings from Silence Kills
- Identify the 7 most Crucial Conversations in your organization
- Discover how the most skilled 2% of people handle these crucial conversations -learn how to step up to these risky and often political topics
- Find out how your organization can make rapid and measurable improvements in how people handle crucial conversations
- Leave with an action plan with clear steps to implement these changes in your organization

When leaders are skilled at holding these 7 conversations, the odds of success increase 50-80%. Make sure you're one of them.

Led by:



Emily Moss, MD, VitalSmarts Facilitator Faculty

11.00 'An Audience With Jack Welch'

-12.00 Introduced and moderated by Dan Quinn, President and CEO of Rath & Strong, don't miss the full one hour interactive session with Jack himself...



"Ultimately, [Six Sigma] drives leadership to be better by providing tools to think through tough issues" Jack: Straight From The Gut

Engage in a dialogue with Jack Welch, the most admired CEO of modern times. This unique opportunity will give you insight on: Leadership • Management • Execution

"I called Six Sigma the most ambitious undertaking the company had ever taken on. Quality can truly change GE from one of the great companies to absolutely the greatest company in world business." Jack: Straight From The Gut

In his 20 years at General Electric, Jack Welch transformed the company from a bureaucratic monster to a dynamic and revered powerhouse.

During his tenure, GE market value grew from \$13 billion to \$500 billion. In the process, Welch's management innovations have made him the most influential CEO of his era. Hear what was said when Jack headlined this event before:

"Jack Welch is a legend. Just to be within fifty yards of him and feel his presence – it'll be a memory of a lifetime for me."

Susan L. Gillman, Director/Founder Lean Enterprise Group, Seagate – Summit attendee in 2005, the last time Jack Welch joined IQPC

12.00 Networking Lunch

Seminar B: 1.30-4.30

Understanding People To Maximize The Power Of Lean Six Sigma Within Healthcare

The tools of Lean Six Sigma assume no variation between people when, in reality, human variance frequently is the difference between success and failure in project results. During the first half of this highly interactive 3-hour workshop, attendees will have an opportunity to take the Predictive Index (P.I.) needs assessment survey and find out this tool measures human variance in ways directly related to work. Attendees will be demonstrated a toll that can help them:

- Select belts
- Select Teams
- Motivate and coach teams and individuals
- Assess and improve productivity as a tool in HR based projects

In the second half of the workshop, John Moeller, COO of Indianapolis Neurosurgical Group and Mark DeCarlo, Vice President of Methodist Sports Medicine and Monica Brown, Training and Development Consultant of the American Health Network – three users of P. I. – will discuss how they've used the tool within their own organizations and the results they have achieved.

Led by:



**Mark De Carlo, CEO
Methodist Sports
Medicine**



**Bob Wilson, President,
Advisa**



**John Moeller, COO,
Indianapolis
Neurosurgical Group**



**Heather Haas, Director of
Strategic Initiatives,
Advisa**

**Monica Brown, Training and
Development Consultant,
American Health Network**

OR

Seminar C: 1.30-4.30

Successfully Combining Lean And Six Sigma To Gain The Often Elusive Synergy

There is absolutely no doubt that Lean and Six Sigma as separate process improvement methodologies deliver results, as proven countless times over literally thousands of projects across hundreds of businesses. What is often difficult is marrying the two methodologies into one completely integrated approach and gaining the obvious synergies between them.

Learn from a veteran Lean Sigma deployment professional the tricks of integrating the two methodologies:

- The basics of Lean and Six Sigma - understanding the reality of what they are and how they work to build a firm foundation for the integration
- Leveraging Lean and Six Sigma as parallel activities to reap the rewards without setting up competing empires
- The fully integrated approach - picking the right tool at the right time to solve problems efficiently and effectively
- Practical application – learn from case studies in the healthcare industry
- Avoiding the potential pitfalls when combining Lean and Six Sigma
- Methods to accelerate the approach to see results in days and weeks vs. months

Led by:



Dr. Ian Wedgwood, Executive Director, Sigma Breakthrough Technologies and author of Lean Sigma – A Practitioner's Guide

8.00-late



Annual Process Excellence Awards & Gala Dinner (optional) Celebrate with North America's Award-Winning Lean Six Sigma leaders as the winners of the 2008 Excellence Awards are announced. After the welcome cocktails, there'll be plenty of music, entertainment, suspense and, perhaps, a few surprises along the way! Visit www.sixsigmaawards.com for full information. Dress code: Dress To Impress



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8.30-9.30 Breakfast & Registration

Seminar D: 9.30-12.30

The ISSSP Healthcare Leadership Circle: Performing Six Sigma On Your Six Sigma Deployment

- Is your Six Sigma deployment at its optimum state?
- Have you measured your Six Sigma deployment lately?
- Are you ready to assess the current state of your deployment and determine any gaps and/or opportunities for improvements?

Start getting together your plan to 'perform Six Sigma on your program' NOW with this 3-hour workshop! With Roxanne's extensive experience with the healthcare industry and contribution from attendees, you will quickly identify the areas of your deployment that need critical assessment. You will then go onto use both quantitative and qualitative techniques to review potential Lean and Six Sigma tools that will provide the information you need during the assessment process. You will leave with an action plan to start or enhance your current assessment process immediately.

Led by:

Roxanne O'Brasky, President, ISSSP



Denise R. Remus, PhD, RN, Chief Quality Officer, BayCare Health System



OR

Seminar E: 9.30-12.30

Understanding And Using The Critical Success Factors For Change Management In Healthcare

It is largely recognised that successful organizational transformation requires more than just a technical understanding of approaches such as Lean Six Sigma. So, while most healthcare providers have a sound grasp of the methods, tools and overall deployment of techniques, what are the real critical success factors?

Organizational transformation that embraces performance and culture, people and process is the key to delivering both immediate and long-term, sustainable results. If you can shape disparate ways of working into one unified, high-performance culture – throughout the organization from the CEO and leadership team down – you'll see a dramatic improvement in performance.

This dynamic, participative workshop will explore the critical success factors for Change Management in healthcare, combining hands-on learning with inspirational advice.

- Presentation of the key topics for discussion and round-table debate to explore the issues
- Insight into exemplar case studies with opportunities for advice on how key elements can be applied to your organisation

Led by: John Guadagnino, President, Quest Worldwide North America



12.30-1.30 Lunch, Networking & Final Registration

1.30-1.45 Main Summit commences with Chairman's Welcome

1.45 Conquering Change Management In Healthcare: Nothing Changes Unless Behavior Changes

For the healthcare industry to reap the rewards of Lean Six Sigma, make multi-million dollar savings and improve patient outcomes, the simple truth is this: Nothing changes unless behavior changes – and this is truer of healthcare than any other industry. This session will explore accountability for leading the change that must take place for Lean Six Sigma success. Additionally you will discover how your Change Management strategies must evolve as your Lean Six Sigma program progresses. This session will leave you better equipped to deal with change in your organization, and so increase the chance of bringing in the high dollar wins through Lean Six Sigma application.

- Creating a support system to manage the impact of change in healthcare
- Developing tailored plans to accommodate for the way in which different departments are affected
- Motivating and sustaining change for long term Lean Six Sigma success

Denise R. Remus, Chief Quality Officer, BayCare Health System



2.30 Engaging Your Workforce And Achieving Physicians' Buy In

In the tough challenging healthcare industry, it is vital to meet and exceed patient needs and move as quickly as new technology and practices are developed - and all whilst keeping your workforce onboard! This session is focused on how you can achieve all of these requirements and above all will focus on winning physician buy-in – the Holy Grail of Lean Six Sigma in healthcare.

- Engaging physician groups and winning their support for your program
- Deploying swiftly across your organization to achieve uniform and standardized practice
- Focusing on the patient as well as satisfying your workforce that your program is beneficial

Glenn Crotty Jr., MD, FACP, COO, Charleston Area Medical Center



3.15 Break

3.45 Healthcare Panel Discussion: Ingredients For A Successful Lean Six Sigma Program: A Discussion With Healthcare Executives

Lean Six Sigma success in healthcare definitely requires strong leadership support and participation. But what exactly is required to fully engage your team, achieve clinical and operational goals and sustain the results over time? First, executives need to get over the fact that Lean Six Sigma "was not invented here!" This C-Level panel of healthcare executives will share their best practices and guide you through recipes for success, including: Creating a strategy and plan; using technical assistance; establishing a steering committee; ensuring accountability; process management, project selection and review, and executive sponsorship.

- Establishing ongoing motivation including reward, recognition and continued involvement at all levels in the organization, especially senior management
- Involving finance or accounting to measure cost and benefits and ROI on every project to continually motivate the organization and constitute an executive scoreboard that continues to reinforce the leadership role

Panellists include:



Glenn Fosdick, President & CEO, Nebraska Medical Center



Greg Stock, CEO, Thibodaux Regional Medical Center

6.00
-10.00

Sunset Gator "Hunt" by Airboat and Dinner

see page 2 for details



7.30 **International Society Of Six Sigma Professionals (ISSSP) Master Black Belt Circle** – Invitation Only



8.15 Breakfast and registration

8.45 **Chairman's Opening from: Monica Painter, Associate Partner, Public Sector Operations Strategy Leader & Americas Lean Sigma Leader IBM Global Business Services**

9.00 **Recognize Your Strengths By Benchmarking Your Results And Deployment Against More Traditional Process Industries**
As Lean Six Sigma deployments in healthcare are developing and are embracing more and more complex projects, it has become necessary to look outside the healthcare industry for inspiration and benchmarks. This session will analyze what can be learned from other industries and how you can adapt your new knowledge to suit healthcare. Additionally you'll discover how you can benchmark your deployments against other industries, and what you should do with the benchmarking data that you collect.



Glenn Fosdick, President & CEO, Nebraska Medical Center

9.45 **Sustaining Your Program: 'Making Lean Six Sigma the Way You Do Business'**

A challenge often identified by healthcare professionals is integrating evolving Lean Six Sigma skills into the organization's day-to-day work. Lean Six Sigma is often viewed as "something else" to do, rather than how work is done. To sustain Lean Six Sigma in your healthcare organization, it is essential to clearly position Lean Six Sigma as the way in which work is done. But how do you achieve this? This is exactly the aim of this session: To assist you in identifying what initiatives will ensure Lean Six Sigma does not become the 'program of the day', but rather becomes fully integrated into the organization, in a way that ensures sustainability.

- Making results transparent to the entire organization – how and which metrics?
- Taking practical steps to ensure that Lean Six Sigma becomes fully integrated to the organization
- Strategies to maintain momentum of the program – sustain, sustain and sustain...



Rick Allen, Healthcare Program Director, SBTI

10.30 Networking Break

C-Level Strategic Track Share and discuss with fellow C-Level healthcare attendees how Lean Six Sigma can help you achieve your long term strategic goals		Vice President Tactical Track Use this track to share and discuss with other healthcare Vice Presidents which Lean Six Sigma tools and tactics can be used to deliver on organizational strategy	
Lean Case Study	11.00-11.40 Leading Long-Term Success In Your Organization By Aligning Process Excellence With Long Term Strategic Goals With transparency, pay-for-performance and public reporting increasing the expectations on Healthcare systems, how extensively have you been exploring the potential of Lean and Six Sigma to eliminate the extraordinary waste and unnecessary variation that currently exists? Despite intensive investigation, healthcare systems often fail in their efforts because they will not have addressed the transformational requirements of Policy Deployment, Leadership and Management that are necessary for this approach. Using Exempla Healthcare as a case study, Dr. Munch will focus on these critical elements to improve the likelihood of clinical and financial success.  Dave Munch, Chief Clinical and Quality Officer, Exempla Lutheran Medical Center	Spreading A Process Friendly Culture Throughout Your Organization To Ensure Non-Process Employees Embrace Lean Six Sigma Combining Lean and Six Sigma brings the best of both methodologies, but how does this affect the culture of your healthcare organisation? In this session you'll discover proven methodologies that have encouraged the creation and spread of a process lead culture in healthcare. <ul style="list-style-type: none"> • Realising the culture difference between Lean and Six Sigma to ensure a case-by-case approach to improving the culture • Understanding how Lean and Six Sigma compliment one another for pain free integration in healthcare • Comparing and contrasting the benefits of "combining" and "layering" to understand what will work best for you • Adapting your cultural strategy to suit different departments and sub-cultures  Doug Sears, Director of Performance Improvement/Knowledge Transfer, Bon Secours Health System	
	11.45-12.30 Utilizing Lean Six Sigma To Minimize Risk When Upgrading Facilities, Applying New Practices And Adopting New Technology As healthcare services are growing rapidly day by day, new technology is being injected and practises are continually evolving – how do you make sure that you are making these developments as smoothly, and with as little disruption, as possible? Discover how Lean Six Sigma has been used in strategic decisions as large as decided to double the size of facility buildings. Lean Six Sigma has been used with tremendous success to minimize risk in future developments of healthcare providers, and this session will give you an insight as to how you can use Lean Six Sigma in the same way.  Greg Stock, CEO, Thibodaux Regional Medical Center	Safe and Lean in Healthcare: A Tailor-Made Approach It is widely known that Lean and Six Sigma improvement methodologies are being used in healthcare to achieve: 1) greater efficiency 2) a more service-oriented approach to patient care, and 3) increased health and safety levels. But it can be hard to use Lean and Six Sigma in the very niche healthcare industry. IBM's specialised application of Lean and Six Sigma combined with IBM innovation is helping to shape these methodologies with the development of Safe and Lean, an approach specifically for healthcare. Discover how Safe and Lean blends Lean and Six Sigma with technology innovation and other business process improvement methodologies to maximize your organization's transformation efforts. David Brecheisen, Managing Consultant, IBM Public Sector Lean Six Sigma Practice & Doug Clovis, Executive Consultant, IBM Clinical and Business Transformation Service Line	
12.30-1.45 Networking Lunch			
1.45-2.25	Thinking Long Term: Using Lean Six Sigma To Secure Patient Safety, Outcomes and Throughput How do you do it all? Offer perfect medical care, guarantee patient safety and move patients quickly through the system? Plus budgets are bearing down on you from every direction. It's no wonder with so many antagonistic pressures that accidents happen. However, Lean Six Sigma has proven to be successful in improving the long-term approach to meeting all of these demands and as such hospitals are seeing improvement on delivering high value on budget. Find out how you can also achieve this change in strategy through the application of Lean Six Sigma  Denise R. Remus, Chief Quality Officer, BayCare Health System	Creating and Training Quality Teams To Prevent Future Dips In Process Productivity And Patient Experience The key to success in any healthcare organization is having high quality performance teams that run the continuous improvement programme. By creating the correct teams, you can secure the future of your improvement programme and Lean Six Sigma principles within your organization. <ul style="list-style-type: none"> • Starting with the right people: If they've got the will, you can teach them the skill • Investing in your future managers through dedicated training and mentoring to ensure you have talent for the future • Gaining trust from other functions – make them want to work with you  Ed Craven, Director Performance Excellence, New York-Presbyterian Hospital	
2.30-3.15	Meeting The Core Measures: A Lean Six Sigma Case Study The Core Measures: Core to securing maximal reimbursement, yet continuously hard to meet the required standard. Whether you are in reaching distance of meeting acceptable standards or a long way off the mark, Lean Six Sigma has been used to make a step further towards meeting the various core measures. Find out how you can make steps towards meeting core measures yourself with insight into this unique case study.  Tom Diller, CMO, Blessing Hospital	Harnessing The Power Of Design For Six Sigma In Healthcare Little used in the healthcare industry, but with enormous results where it has been – how can Design for Six Sigma (DfSS) help your organization? As innovation becomes an increasingly pressing issue, find out what new concepts have been developed using DfSS and what should be measured in new concept development. Metrics drive human behavior and only a few are possible in concept development that will drive the right behaviors. Examine as well what variation can be allowed, controlled and reduced with DfSS. The answers to the many questions that surround using DfSS in healthcare organizations and many more design related questions will be answered with direct reference to how DfSS can help your organization to improve patient safety and the bottom line. <ul style="list-style-type: none"> • Where did DfSS come from anyway? What were the origins? • Which roadmap is the right one? IDOV, DMADV, CDOV? • What about technology projects? Are they the same as DFSS or different?  Barbara Knutzen, VP of Ambulatory Services, Agnesian Healthcare	

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3.15 Networking Break

3.45 **Delivering What The Patients Wants, When They Want It: Listening to "Voice of the Patient"**

The World's First Lean Dentist will be joining us for a unique presentation and demonstration on how he is achieving high-level patient satisfaction. Services industries worldwide are using Lean Six Sigma to improve their customer experience. How can you make that happen in your organization? By creating an innovative 'flow manager' position, Dr. Bahri is able to treat patients for all necessary in more that twice as efficiently than before implementing lean. In fact, the average number of visit has been reduced from 7, to 3. Find out how Dr. Bahri used 'Voice of the Patient' to support to transform patient satisfaction.

- From satisfaction to loyalty: A "patient-in vs.. patient-out" view to deliver high-quality, sustained and measurable treatment levels
- Developing and implementing strategy and tactics to create "practice" excellence for all phases of patient treatment
- Balancing and keeping promises to patients



Sami Bahri, "The World's First Lean Dentist", Bahri Dental Group



4.30 **Panel Discussion: Improving The Reimbursement Issue**

There's nothing that we can do about the new reimbursement legislation, but this discussion session is for sharing examples of where your organization has used Lean Six Sigma to contribute towards increased reimbursements. Areas for discussion will include meeting the core measures and coping with the changes to recent legislation, but the hour will be carefully facilitated to focus on all areas that attendees wish to address.

- Examining Lean Six Sigma project examples that have improved reimbursement
- Is it favourable to be a "Preferred Provider"
- Avoiding classic reimbursement pitfalls using Lean Six Sigma management

Panelists include:



Ed Craven, Director Performance Excellence, New York-Presbyterian Hospital

5.15 Close of Day 3

Day 4: Friday, February 1st, 2008

Seminar F: 9.00-12.30

Applying Lean Six Sigma Principles To The Buying Process: Make The Process More Effective For Your Organization And Your Physicians

How often do you find a new piece of equipment is purchased at tremendous cost to the organization, but then it is not used to the extent expected? If like most people you find this more often than you would like, do not miss this Seminar! The buying process should and can be logical, allowing for the use of the DMAIC principles. However, this is rarely the case and until you factor in the emotional elements of the sale or purchase of an item, you will often create conflict. The reality is that most buying decisions made by the end user are based on Wants and Desires, NOT Needs. Then these perceived needs are justified "by the facts".

- Using the DMAIC methodology after a physician has already requested a purchase is too late. Because the motivations for the product are no longer based on need and logical discussion - the true motivations are not being addressed. So how can you use DMAIC principles to improve purchasing and therefore your organization's

investment and development?

This Seminar connects well with the *Personality Indexing* workshop on January 29th and focuses on:

1. Understanding how personal desires can overshadow the real needs and requirements involved in buying decisions
2. Creating a process for the implementation of DMAIC principles at the beginning of the buying process

Having been a professional sales person for 30 years, and now embarking on a new route to help hospitals make better choices, Tim will provide exceptional insight into the buying and selling process.



Led by: Tim Ferguson, Expert in the Art of Purchasing and Development

12.30 Networking Lunch & final business card swap

1.30 Close of Summit

Session Sponsors



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SBTI is the leading Lean Six Sigma consultancy with a history of 60+ corporate deployments. SBTI delivers a full range of services that include strategic planning & assessments, multilevel leadership workshops and Belt training. We provide the knowledge needed to link Lean Sigma with your strategy bringing quick and effective results. Building Better People. Building Better Companies. www.sbtionline.com

Workshop Sponsors



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Europe, North America, Australia, Asia and the Middle East, Quest Worldwide focuses on helping business leaders to achieve sustained results through:

- Focused strategy development and implementation
- Improved operational excellence and agility
- Greater people engagement, energy and motivation

Quest's expertise lies in harnessing the knowledge and skills that already exist within an organization and focusing them on achieving ambitious business objectives. It is a powerful approach which looks at an organization as a whole to add value at every level, from senior leaders to individual employees.

Experienced consultants work in a collaborative, participative style to ensure that the impact of working with Quest Worldwide does not end when a project ends – the positive effects are embedded in the culture of our client organizations to deliver long-

term improvement. Clients such as Unilever, MasTec, Clarke American and Philips have experienced the benefit of Quest Worldwide's expertise, commitment, proven techniques and inspirational guidance. www.quest-worldwide.com



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VitalSmarts, an innovator in corporate training and organizational performance, is home to the award-winning Crucial Conversations® Training and bestselling book of the same title. The course improves key organizational outcomes by focusing on high-leverage skills and strategies. Along with Influencer, their latest book, the VitalSmarts authors have written two New York Times bestsellers, Crucial Conversations and Crucial Confrontations. VitalSmarts has implemented training at hundreds of hospitals and healthcare systems and has been recognized by leading healthcare associations and organizations as experts in creating cultures of safety. The company conducted the nationally recognized Silence Kills study – a comprehensive research study that examined cultures of silence within the healthcare industry. www.vital-smarts.com

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Using Innovation & Advanced LSS To Achieve Crucial Business Goals

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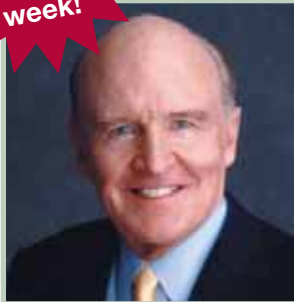
There are several conference providers in Six Sigma, but IQPC is the leader. I'm delighted to be speaking at this Summit as it is the highest profiled and best Lean Six Sigma event in the world.

Gary G Jing, Sr. Mgr, Global Lean Sigma, Entegris Inc.



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Jack Welch, Former Chairman and CEO, GE

HEADLINING KEYNOTE

"Jack Welch is a legend. Just to be within fifty yards of him and feel his presence - it'll be a memory of a lifetime for me."

Susan L. Gillman, Director/Founder Lean Enterprise Group, Seagate - Summit attendee in 2005, the last time Jack Welch headlined at this event

Key Contributors:

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