

The LVM Users' Conference



LVM's Annual Users' Conference is held in the greater Phoenix/Scottsdale area of Arizona. The October event offers three concurrent tracks to choose from:

- Clinical*
- Marketing
- Training/Consulting

*LVM offers **Continuing Education Contact Hours** for the clinical track sessions.

2009 Conference Highlights

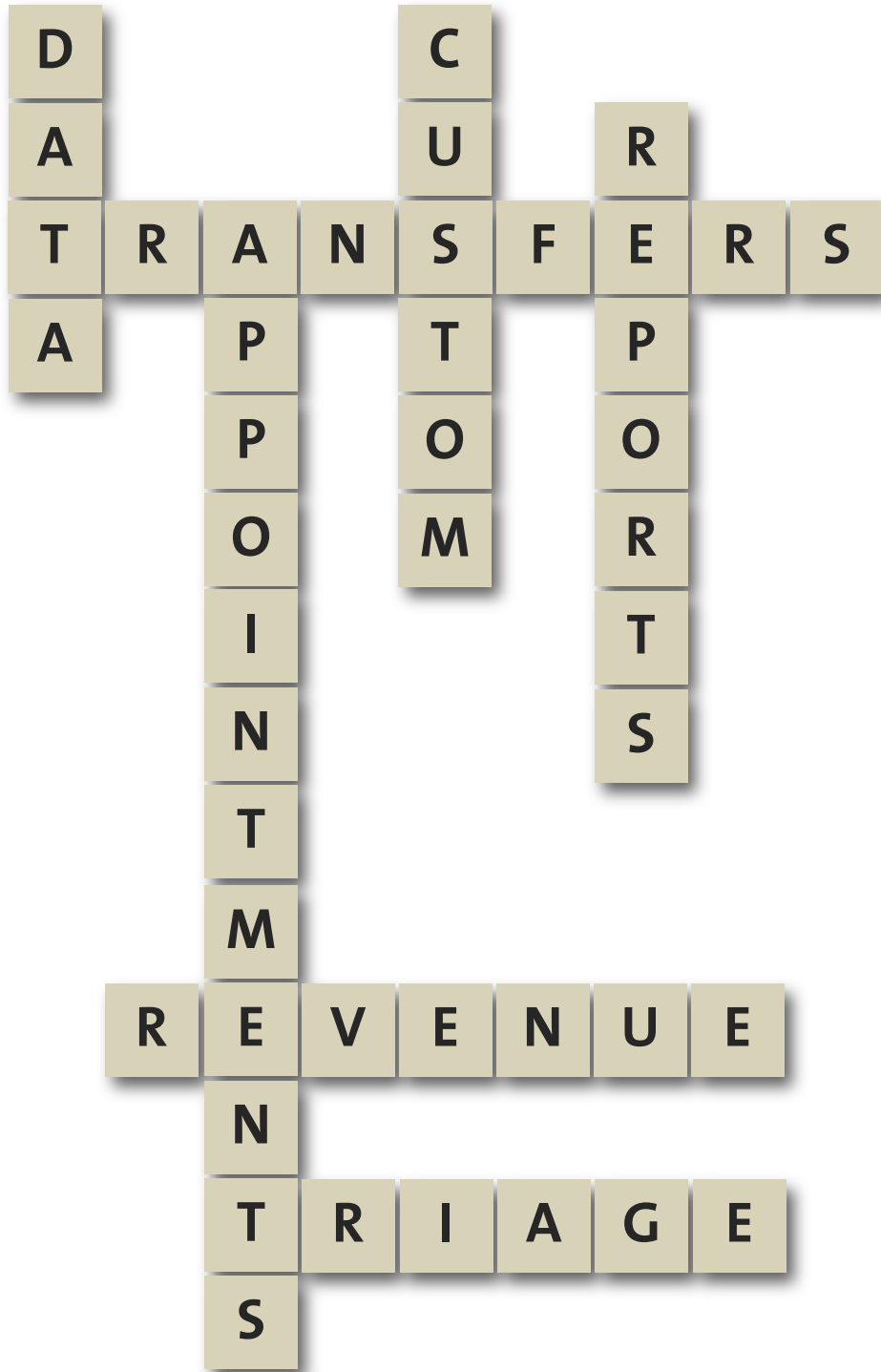
(also see brochure cover and excerpt, pages 2 & 3)

The headliners included **Doctors Barton Schmitt** and **David Thompson**, authors of the telephone triage protocols and self care guides. The physicians presented 10 Pediatric Infections Not to Miss and Dangerous Pregnancy Symptoms. They were also available for clinical networking sessions and informal Q & A.

The marketing and strategy keynote was **Travis Froehlich, Vice President of Planning** for the **Seton Family of Hospitals** in Austin, Texas. Over the previous three years, Froehlich had expanded Seton's triage call center to an enterprise-wide hub for patient navigation, including disease management, transfers, and referral services. Moving the Call Center to an Enterprise Role was extremely well-received by vice presidents and managers with a grander vision for access management and optimizing patient connections.

The 20+ additional presentations were lead by call center managers and industry leaders. Highlights included:

- [National Call Center Survey Results](#) (Sue Altman, President, 3CN)
- [Transfer Process – From Business Case to Implementing](#) (Julie Bruns, Director, Call Center and Market Research, BJC HealthCare)
- [“10 Things That Keep your CEO Awake at Night and how your Call Center Can Help”](#) (Tess Niehaus, Vice President, Marketing and Communications, St. Anthony’s Medical Center)
- [ROI – Real dollars from Real life](#) (Marti Van Veen, VP, Call Center Operations, HCA Florida, Consult-a-Nurse/Healthcare Referral and Mark Dwyer, COO, LVM Systems)
- [Quality Improvement: What We Learned this Year](#) (Dr. Barton Schmitt; Kelli Massaro, Level IV RN, Children’s Hospital; Teresa Hegarty, Call Center Clinical Manager, The Children’s Hospital)



Essential Pieces, Supporting your Success.

2009 LVM Users' Conference, October 21-22, 2009
Scottsdale Plaza Resort



Keynote Speakers



Barton D. Schmitt, M.D., FAAP

Author of Pediatric Triage Protocols, Parent Advice Messages and Self Care Guides

Dr. Schmitt is a Professor of Pediatrics at the University of Colorado School of Medicine. He is the Medical Director of the After-Hours Call Center at Children's Hospital in Denver. Some of his accomplishments include the first book on pediatric telephone triage (Pediatric Telephone Advice, 1980), the first computerized pediatric telephone triage algorithms (NHES, 1994), the American Academy of Pediatrics publishing the printed version of his guidelines (Pediatric Telephone Protocols), an award winning child care book for parents (Your Child's Health), and over 100 articles and chapters on pediatric health care.



David A. Thompson, M.D., FACEP

Author of the Adult Triage Protocols and Self Care Guides

Dr. Thompson is a part-time faculty attending emergency physician in the Northwestern Memorial Hospital Emergency Department and also works clinically in the MacNeal Hospital Emergency Department. He is Board Certified in both Internal Medicine and Emergency Medicine. He served for six years as Medical Director and Chair of the Department of Emergency Medicine at MacNeal Hospital and five years as Medical Director of the MacNeal Health Network Medical Call Center.

Dr. Thompson has a strong interest in the areas of quality assurance, training, and information technology. He has developed databases and educational tools to promote benchmarking and quality improvement for medical call centers and the emergency department. The past several years, he has worked with a select group of medical call centers, aggregated data from approximately 2 million telephone triage calls, and published an annual benchmarking report. Dr. Thompson lectures in the area of telephone triage and has published a number of medical articles, with several in two fields of special interest to him: chief complaint coding and patient satisfaction.

Working very closely with Dr. Barton Schmitt, Dr. Thompson has authored a comprehensive set of cross-compatible telephone triage protocols. He is the author of Adult Telephone Triage Protocols 2nd Edition, published by the American Academy of Pediatrics (AAP) and the author of the Adult HouseCalls Online (internet consumer self care guidelines).



Travis Froehlich, VP, Planning

Seton Family of Hospitals

Travis Froehlich is chief strategy officer for the Seton Family of Hospitals. His responsibilities include strategy and operations planning and reporting for the 10-hospital healthcare system that is part of Ascension Health. With his guidance, the Seton Call Center expanded its services from 24-hour triage and referral to include support of disease management, behavioral health and hospital transfer services. To accommodate this enterprise expansion, Seton decentralized its use of E-Centaurus, allowing service lines to use the software directly in support of their unique operations.

Travis was educated in marketing and advertising at The University of Texas at Austin and managed his own marketing research, advertising and public relations agency for 15 years before joining Seton more than 20 years ago. He concentrates his civic work in issues vital to the Central Texas region, currently serving as Chair Elect of Envision Central Texas.