



Welcome to the 2021 Quest for Success! We are pleased to bring you another dynamic conference this year and are grateful to be on this journey with all of you.

Listed below is information about each of the sessions being offered during the conference. Please keep in mind that you will only attend one breakout session per time slot. You will have access to all session recordings and presentations if you purchased the All-Access Pass.

Monday September 13, 2021

9:00 Welcome and Opening Remarks

Margot Hoffman – President and CEO – The Partnership for Excellence
George McAfee – Chair – TPE Board of Trustees

9:15 Plenary Session

Leading for Resilience and Continuous Improvement

Dr. John Chessare – President & CEO – GBMC HealthCare, 2020 MBNQA Recipient
Carolyn Candiello – VP Quality & Patient Safety - GBMC HealthCare, 2020 MBNQA Recipient



GBMC HealthCare is a 2020 recipient of the Malcolm Baldrige National Award in Performance Excellence. They also received 2019 Malcolm Baldrige Best Practice Recognition for Leadership. Dr. Chessare and Ms. Candiello will describe their implementation of the Baldrige criteria to accelerate their progress towards their vision. The speakers will focus on their formalized leadership system and how through integration with key processes it has led to sustainable change. Implementing systematic processes for change management, daily improvement and performance



management will be discussed using healthcare examples. The presenters will engage the participants in identifying key actions they can implement in their own practice. The results achieved through the deployment of the criteria will be presented.

10:15 Breakout Sessions – Select one to attend

#1. Our Journey of Continuous Improvement and Innovation

Rhonda Wyskiel – Senior Director Performance Improvement & Innovation – GBMC HealthCare, 2020 MBNQA Recipient



Building on our award-winning performance improvement approach GBMC will share how they have matured their Lean daily management to a full Lean Management system. They will share the process, tools, and the modular approach which focuses on addressing strategically aligned complex process redesigns.



#2. Empowering Nurses to Drive Change Through Shared Governance and Strategic Planning

Denise Kaetzel – Director of Organizational Excellence and Quality – Memorial Hospital and Health Care Center, 2018 MBNQA Recipient

Renae Kendall – Nursing Excellence Manager - Memorial Hospital and Health Care Center, 2018 MBNQA Recipient



During this breakout session, 2018 national Baldrige recipient, Memorial Hospital and Health Center, will present an overview of their strategic 90-Day Team process and tools and how these are used for their Nursing Strategic Plan Teams. Nurses are empowered to innovate and drive change through shared governance and these processes.



#3. Benchmarking in a Virtual World

Kay Kendall – CEO - BaldrigeCoach

Glenn Bodinson – Founder - BaldrigeCoach



Pre-COVID, benchmarking often had an element of travel and in-person exchanges of information. But travel restrictions and "virtual" meetings don't mean the end of the search for best practices! Learn how to identify potential benchmarking partners among high performing organizations, and just as importantly, learn how to make your request attractive and easy to fulfill. As a bonus, determine whether to adopt or adapt for successful implementation.



#4. Step Into Your Courage Zone Stories, 2019 – 2020 Leader2Leader Cohort

Learn what it means to step into your courage zone and hear examples from our 2020 Leader2Leader Collaborative cohort of how they stepped out of their comfort zone and into their courage zone during these past 18 months of unprecedented times.



Derrick Beczynski
Director, Business Development
ProMedica



Tiffany Johnston
Lead Nursing Director, MSN, RN, DNP
ProMedica Flower Hospital



Phil Meadows
Information Security Officer
Charleston Area Medical Center



Mason Olszewski
Director, TeleHealth Operations
Charleston Area Medical Center



Troy Remy
Vice President of Human Resources
Canal Barge Company



Andy Vollmar
Director, Performance Improvement
ProMedica



Darrell Wachowiak
President
ProMedica Flower Hospital



Chris Ward
Professor of Business
University of Findlay



11:15 Plenary Session

A Chat with the First Three-Time Baldrige Recipient

Kelsey May – CEO – MESA, 2020, 2012, & 2006 MBNQA Recipient

Terry May – President & Founder - MESA, 2020, 2012, & 2006 MBNQA Recipient



President & Founder Terry May and CEO Kelsey May will share stories and lessons learned from MESA's incredible journey to performance excellence. Paul Worstell, retired President of 2007 Baldrige recipient PRO-TEC Coating Company, will facilitate the discussion.



12:45 Breakout Sessions – Select one to attend

#1. Diversity, Equity, & Inclusion: An Approach to Enhancing Learning and Improvement

Greg Braylock Jr. – Vice President & Chief Diversity, Equity, Inclusion Officer –ProMedica, 2021 TPE Governor's Award for Excellence



ProMedica is in the early stages of deployment of an enterprise-wide approach to diversity, equity, and inclusion. Learn how they are working to enhance learning and organizational improvement through their efforts.

#2. Like Our Own

Tiffany Johnston – Quality Manager – UH Conneaut and Geneva Medical Centers



This presentation will focus on our strategies to engage customers and how we've utilized them on our journey to High-Quality Care and long-term marketplace success.



#3. Building Resilience is Key to Adapting to Dynamic Environments

Bill Currence - President & Founder – Cornerstone Consulting Organization
Dr. Eric Bean – Director of High Performance – HigherEchelon, Inc.



Many industries and companies did not have a strategy in place to effectively manage the disruption caused by the COVID-19 pandemic last year. The disruption served as a reminder that organizations must take proactive steps to prepare for any scenario.

In this presentation, you will learn why it is necessary to understand all the complex interdependencies of the modern business environment. More importantly, you will learn how to apply 10 intrinsic orders that are grounded in a science-backed, decision-making construct to simplify these complexities.

Whether you have an existing problem that needs to be fixed or just want to be better prepared for the next crisis, you will walk away with the tools you need to achieve high performance and successfully adapt in an increasingly dynamic business environment.



#4. Rapid Fire Session; 6 Categories – 6 Best Practices – 6 Minutes Each

In this fast-paced breakout session, six presenters from six national Baldrige recipients will each share a best practice from one of the six Baldrige Criteria process categories in less than six minutes each.

Baldrige Category 1



Lori Persohn
Chief Nurse Officer
Memorial Hospital and Health Care Center

Baldrige Category 2



Josh Kersey
Director Corporate Strategy
AARP

Baldrige Category 3



Andrew Weber
VP/Administrator
CAMC Women & Children's Hospital

Maricris Miller
Associate Administrator
CAMC Women & Children's Hospital

Baldrige Category 4



Kelsey May
CEO
MESA

Baldrige Category 5



Anna-Maria Gonzalez Palmer
Vice President & Chief Human Resources Officer
GBMC Healthcare

Baldrige Category 6



Emily Shea
Director of Performance Excellence
Elevations Credit Union



1:45 Breakout Sessions – Select one to attend

#1. Rules of Thumb for a Successful Organization

William Sheron – CEO – Wooster Community Hospital

Kathy Sifferlin – VP of Quality & Patient Safety – Wooster Community Hospital



Wooster Community Hospital Health System has been recognized by IBM Watson as a 100 Top hospital seven times. The principles that have guided the organization to achieve, maintain and sustain performance excellence are established through strong leadership and permeated throughout the organization. These principles will be shared with illustrations provided.



#2. Phishing Performance Metrics

Phil Meadows – Security Officer – CAMC Health System, 2015 MBNQA Recipient



This presentation “Phishing Performance Metrics” was developed to discuss our Cybersecurity Awareness Phishing Program at CAMC. The program has matured since this presentation was developed in 2019, but much of the initial improvements are the most interesting. Discussion topics include benchmarks, cybersecurity reporting structure, and our goals. Presentation is structured in approach, deployment, learning, and integration (ADLI) format.

#3. Improving Business Performance and Employee Pay Using Continuous Improvement

Doug Hartshorn – Director of Operations – Curaleaf



In the spring of 2017, ADL Technologies was finding it difficult not only to recruit new employees, but it was a challenge to retain current employees due to wage pressures. The company needed to find a way to fairly compensate its hourly employees while achieving profitability targets. Using the principle of continuous improvement (Kaizen), ADL was able to develop a skill-based pay system that was a win for the company and a win for employees. ADL’s approach to skills-based pay is a model for using the principles of continuous improvement to develop a strategic pay system that benefits all stakeholders.

In this presentation the business environment and challenges that ADL faced will be reviewed in creating a win-win approach for the company and its employees. There will be a description of the Productivity and Compensation Kaizen Workshop that was used to meet these challenges. Results and lessons learned of this initiative will be presented with its strategic implications for operational excellence.



#4. Lessons from Leader2Leader Collaborative, 2020 – 2021 Cohort

Our 2021 Leader2Leader Collaborative cohort shares lessons they've learned during the first 10 months of their year-long Baldrige-based leadership development experience from best practice days with Baldrige recipients, monthly web sessions, peer discussions and more.



Tamara Fuller
Chief Strategy Officer
Charleston Area Medical Center



Scott Gauthier
Director Quality, Risk, Accreditation
ProMedica



Brian King
Production Manager
City Uniforms and Linen



Brad LaClair
Associate Vice President
ProMedica



Liz Michalak
VP Operations
ProMedica



Amy Mills
Director of Care Transitions
Blanchard Valley Health System



Doug Mills
Controller
Fresh Encounter, Inc.



Patty Modrowski
VP Operations
ProMedica



Kristi Snyder
Vice President, Human Resources
Charleston Area Medical Center

Tuesday September 13, 2021

9:00 Welcome & Recognition of Individual Award Recipients

Margot Hoffman – President & CEO – The Partnership for Excellence
George McAfee – Chair – TPE Board of Trustees

9:15 Plenary Session

Learning from Transformation and Defining a Way Forward

Scott Frisch – Executive Vice President, Chief Operating Officer, & Chief Financial Officer –
AARP, 2020 MBNQA Recipient



AARP's mission, to empower people to choose how they live as they age, has never been more necessary in the wake of the pandemic that so disproportionately affected older adults. In this presentation, Mr. Frisch will speak to the Baldrige-inspired process the organization took over several years to transform themselves into an innovative, efficient, and strategic membership-focused leader.



10:15 Breakout Sessions – Select one to attend

#1. **AARP’s Dashboard: The North Star for Performance Measurement**

Walter Harris – Senior Vice President for Enterprise Performance Measurement & Business Analysis – AARP, 2020 MBNQA Recipient



AARP’s Dashboard plays a critical role in its performance measurement system – anchored in a risk-based approach for goal setting to ensure difficult, but attainable targets, the dashboard stimulates the organization’s culture of innovation and fuels incremental, but consistent gains.

#2. **Hendricks Regional Health Strategic Planning Process**

Warren Barlow – Manager - Strategy & Business Intelligence - Hendricks Regional Health, 2021 TPE Governor’s Award for Excellence
Brandon Smith – Manager – Business Development - Hendricks Regional Health, 2021 TPE Governor’s Award for Excellence



This session provides an overview of the ongoing journey Hendricks Regional Health embarked on to achieve excellence in its strategic planning process through self-assessment and application of the Baldrige framework. This case study illustrates how an organization with a small but nimble team with the support of senior leadership has elevated the strategic planning process to be more inclusive of stakeholders and the Voice of the Customer, assure greater accountability, promote innovation and intelligent risk-taking, and identify strategic objectives and



strategies that best leverage limited resources to sustain its mission and pursue its vision.

#3. **Knowledge Management Development in Pharma Co.**

Dialah Hutabalian – Learning Facilitator Senior Specialist, PT ANTAM Tbk



In this session, a case study is presented on the approach taken by pharmaceutical company, Phapros, to systematically build a knowledge management system. Dialah Hutabalian will be presenting this session from Indonesia.



#4. **Listening to and Acting on the Voice of the Customer – Part 1**

Dr. Michael Colburn – Performance Improvement Consultant, Colburn & Associates



This interactive two-part session will demonstrate a process to actively engage the organization with its customer that will drive strategy and ongoing process improvement. Determining the Voice of the Customer is a critical component in building a quality organization and improving process performance.

The session participants will learn how to:

- Ask four important questions to determine the customers current and future needs
- Implement a process for building a true customer focus throughout the organization
- Engage their associates to deepen their understanding of the customers' needs and expectations
- Analyze the information gathered for identifying internal process improvement opportunities
- Create an ongoing process to build win-win relationships with the customers

11:15 **Plenary Session**

The Truth Is Out There

Gerry Agnes – CEO – Elevations Credit Union, 2020 & 2014 MBNQA Recipient



An overview of Elevations Credit Union and the story of why Elevations selected the Baldrige Performance Excellence framework. Gerry walks through how the framework helped Elevations establish a structure and processes to support a culture where employees feel seen, heard and valued. Gerry also provides an overview of how the credit union, members and employees have been positively impacted by our commitment to the Baldrige Performance Excellence Framework.

12:45 **Breakout Sessions – Select one to attend**

#1. **Strategy**

Michael Calcote – CFO – Elevations Credit Union, 2020 & 2014 MBNQA Recipient



An overview of Elevations Credit Union's strategic planning process with a detailed look into the development of a member-centric strategic plan. Michael will discuss Elevations' three strategic goals, the strategic planning cycle, and how Elevations evaluates and incorporates an evolving environment into the planning process. Michael will also break down Elevations' Foundational Elements and share an overview of the 'what' and 'how' that drive the credit union to achieve excellence.



#2. Go Big AND Go Home!

Erin Clark – Director of Data & Analytics, Lilly Patient Services, 2021 TPE Category Lead Performer – Category 6

Susie Hays – End-to-End Strategy Leader, Lilly Patient Services, 2021 TPE Category Lead Performer – Category 6



Lilly Patient Services, a division of Eli Lilly and Company, was honored to be awarded in 2021 a best practice in Category 6. What does it take to be recognized with process efficiency, effectiveness, and security? Join us to learn how Lilly manages their four strategic pillars of: data, technology, vendor management, and workforce.



#3. The Voice

Michelle McClurg – Director of Patient Experience – Reid Health

Jennifer Ehlers – Vice President & Chief Quality Officer – Reid Health



Learn how Reid Health in Richmond, Indiana has included the voice of the customer in their strategic and operational decisions. Discussion and techniques relative to PFAC (Patient Family Advisory Council) projects, daily rounding, MyChart and more will be shared.



#4. Listening to and Acting on the Voice of the Customer – Part 2

Dr. Michael Colburn – Performance Improvement Consultant – Colburn & Associates (Please see photo and description – Part 1)

1:45 Q&A with TPE Governor’s Award Recipients

Kevin Speer – President & CEO – Hendricks Regional Health

Randy Oostra – President & CEO - ProMedica



Randy Oostra, President and CEO of ProMedica, and Kevin Speer, President and CEO of Hendricks Regional Health will share their experiences, stories and best practices achieved during their pursuit of the TPE Governor’s Award for Excellence. Al Faber, President & CEO of the Baldrige Foundation, will facilitate the discussion.



2:15 2021 Award Recipients Recognition and Final Remarks