The Affordable Care Act as Opportunity:
Advancing the Contribution of Nursing to the Public’s Health

October 1–3, 2014
Seattle Airport Marriott
SeaTac, WA

FEATURING SPEAKERS

Peter Buerhaus  
David DeLong  
Deborah Gardner  
Darcy Jaffe  
Tara Isa Koslov  
Debra McElroy  
Jack Needleman  
Eileen O’Grady  
Barbara Safriet  
Joanne Spetz
Dear Nursing Colleagues –

At NWone we are always listening to our members, whether through their evaluative comments related to our programs, personal emails, or feedback during our meetings of the membersh- i”p. Through these communications you have shared your interest in learning more about the impact and implications of the implementation of the Affordable Care Act on nursing practice. Additionally we have heard that you are interested in an educational shift away from hospital centrality while still providing content that is relevant to the acute care setting.

Our fall conference attempts to begin our response to these requests with a line-up of nationally recognized speakers who are experts in the areas of advanced practice nursing, health care workforce, nursing productivity and financial issues associated with labor costs, health care law and issues related to restraint of trade as we attempt to ensure that all nurses work to the top of their license.

Speakers who will address these issues include:

Peter Buerhaus, PhD, RN, FAAN, is a nationally recognized expert in the area of health care workforce, and the Director for the Center for Interdisciplinary Health Workforce Studies, Institute for Medicine and Public Health at Vanderbilt University Medical Center. Peter is a prolific researcher in the areas of both nurse staffing and the outcomes of Advance Practice Nursing.

Jack Needleman, PhD, FAAN, is Professor of Health Services in the Department of Health Services at the UCLA School of Public Health. Jack is specifically known for his research in the area of nurse staffing and the impact of nurse staffing on patient mortality.

Joanne Spetz, PhD, is a Professor at the Institute for Health Policy Studies, UCSC, Associate Director for Research Strategy at the UCCS Center for the Health Professions, and Director of the Workforce Research Center. Joanne is an expert in labor economics, and has published on the impact of nursing ratios in the state of California.

Tara Isa Koslov, JD, is the Director of the Office of Policy Planning at the Federal Trade Commission and an Editor for the Antitrust Law Journal. She has worked through the FTC to promote fair and equitable competition within the health care industry and to assure that affordable services are widely available to consumers and patients who need them.

Barbara Safriet, JD, is currently a Visiting Professor of Law for the Lewis & Clark Law School after serving as the Associate Dean for Academic Affairs at the Yale Law School. Her area of expertise is in Health Law & Policy and the Regulation of Health Care Providers. She has taught administrative law, constitutional law, and health law.

David DeLong, PhD, is a Research Fellow at the MIT Age Lab. His research is focused on both the organizational and per- sonal challenges imposed by an aging workforce. Dr. DeLong is the author of Lost Knowledge: Confronting the Threat of an Aging Workforce, and The Executive Guide: High-Impact Talent Management.

Deborah Gardner, PhD, RN, is the Immediate Past Executive Director of the Hawaii State Center for Nursing, a member of the Editorial Board of Nursing Economics, and a past Senior Advisor at the Federal Bureau of Health Professions, Health Care Services. Her area of expertise is in Health Law & Policy and the Regulation of Health Care Providers. She has taught administrative law, constitutional law, and health law.

Health Care Providers. She has taught administrative law, constitutional law, and health law.

Eileen O’Grady, PhD, RN, is a certified adult nurse practitioner and a certified wellness coach who has practiced in primary care for over two decades. She is passionate about working with people interested in living a life that they truly want.

Additionally we will be presenting NWone’s launch of the CAP2 database into the northwest. CAP2 was developed by the Center for Advancing Provider Practices, out of Chicago. This is a new national database that examines organizational credentialing practices for both Advance Practice Nurses and PAs while also providing a toolkit with APN job descriptions, orientation tools, and credentialing process tools available for your use.

We hope that you will be joining us for a rich day of program content and networking with your colleagues, and that you might also choose to attend our annual Legislative Boot Camp which is offered as a preconference to the fall program. We look forward to seeing you in October!

Virginia Lundquist
Chair, NWone Education Commission

Gladys Campbell
CEO, NWone

NWone President, Presiding

The Affordable Care Act as Opportunity: Advancing the Contribution of Nursing to the Public’s Health

Wednesday, October 1, 2014 (Pre-Conference Day)

7:00am Registration, Breakfast
8:00am Welcome | Pam Steinke and Jane Hutcheson
8:15am How a Bill Becomes a Law – Civics 101 | Gladys Campbell
9:00am Legislative Testimony – The Real World of a Lobbyist | Lisa Thatcher
10:00am Break
10:30am The Power of Persuasion: Testifying with the Outcome in Mind | Scott Palmer
11:30am Recognition of the 2014 NWone Health Care Policy/Advocacy Award Winner: Using My Voice for Change | Christina Cowgill
12:30pm Lunch
1:15pm How to Work With Your Legislator

Wednesday Evening, October 1, 2014

5:00pm Registration and Reception with the Exhibitors
6:00pm Welcome, Dinner and Opening Keynote The Affordable Care Act As Opportunity: Is Nursing Ready to Advance Our Preferred Professional Future? Deborah Gardner

Thursday, October 2, 2014

7:00am Registration, Breakfast and Exhibit Hall Time
8:00am Welcome
8:15am The Leadership Landscape Under the Affordable Care Act | David DeLong
9:15am Advancing Provider Practices – Research on the Work and Impact of Advance Practice Nurses | Peter Buerhaus
10:30am Break

Friday, October 3, 2014

7:00am Registration, Breakfast and Exhibit Hall Time
8:00am Welcome
8:15am Advance Provider Practices: The CAP2 Project and Database | Debra McEroy, Gladys Campbell and Christy Cowgill
9:30am Advancing Practice Nursing: Self-Care and the New Health Care | Eileen O’Grady

NWone Meeting of the Membership | Laurie Brown, NWone President, Presiding
The Affordable Care Act as Opportunity: Advancing the Contribution of Nursing to the Public’s Health

LOCATION:
Seattle Airport Marriott
3201 S. 176th Street • SeaTac, WA 98188

• The conference registration fee does not cover the cost of your hotel room. You must make your own room reservations.

• The room block guaranteed rates for this conference are:
  ° Single $149
  ° Double $149

• To make hotel reservations:
  ° Before September 10, 2014, go to www.marriott.com or call the hotel directly at 800.228.9290. Please reference NWone Fall Program to get the group rate.
  ° The room rates listed above have been guaranteed through September 10, 2014. You must make your room reservations by then to secure the rates.

• Additional meal tickets for spouse/significant others who are attending with you may be ordered at the time your registration is submitted. Please see the registration form for details.

• If you need vegetarian meals, please indicate on the registration form. If you have other special needs related to disability, please add them to the registration form or call Wendy Ray at 206.216.2516.

• You may register after the registration deadline of Friday, September 10, 2014. However, you will not be able to get the guaranteed room rate for this conference.

REGISTRATION DEADLINE:
Registrations must be received at the NWone office no later than 4:00pm, Friday, September 12, 2014 to qualify for the “before 9/12/14” rates.

CANCELLATION FEE:
A $50 handling fee per person will be charged for cancellations received through September 12, 2014. Refunds will not be made after this date. Substitutions will be accepted.

ONLINE / TELEPHONE / FAX REGISTRATIONS:
You can register online at www.nwone.org by clicking the register button on the home page.
Telephone registrations can be made Monday through Friday, 9:00am–5:00pm PST, by calling Wendy Ray, 206.216.2516. Telephone registrations must be charged to a VISA or MasterCard.
Secure FAX registrations can be made by faxing the Registration Form to 206.577.1940. FAX registrations must be charged to a VISA or MasterCard.

NWone Commission on Education:
A special thank you to the Education Chair, Virginia Lundquist, and to the membership of the commission for their leadership and conference planning.

Special Thanks to Our Sponsors:
Without their support we could not continue to offer high caliber programming for our membership.

It is permissible to copy and distribute this brochure within your organization and among colleagues.
The Affordable Care Act as Opportunity:
Advancing the Contribution of Nursing to the Public’s Health

October 1–3, 2014 | Seattle Airport Marriott

Conference Events:*  

<table>
<thead>
<tr>
<th></th>
<th>BEFORE 9/12/14</th>
<th>AFTER 9/12/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program and Pre-Conference 10/1–10/3:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individual NWone Member</td>
<td>$760</td>
<td>$835</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$920</td>
<td>$995</td>
</tr>
<tr>
<td>Team of 3 or more NWone Members**</td>
<td>$710</td>
<td>$785</td>
</tr>
<tr>
<td>Program Only 10/2–10/3:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individual NWone Member</td>
<td>$670</td>
<td>$745</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$750</td>
<td>$825</td>
</tr>
<tr>
<td>Team of 3 or more NWone Members**</td>
<td>$650</td>
<td>$725</td>
</tr>
</tbody>
</table>

Legislative Boot Camp Pre-Conference 10/1:  
<table>
<thead>
<tr>
<th></th>
<th>BEFORE 9/12/14</th>
<th>AFTER 9/12/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual NWone Member</td>
<td>$75</td>
<td>$100</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$100</td>
<td>$125</td>
</tr>
</tbody>
</table>

* NWone members may attend the Meeting of the Membership without registering for the Fall Program and without charge. If you did not register for the program but wish to attend the membership meeting on Friday, October 3 at 2:00pm, please stop by the registration table for a special nametag.

** Registrations must be submitted together to secure the team discount.

NAME:

TITLE:

FACILITY / ORGANIZATION NAME:

ADDRESS:

CITY / STATE / ZIP:

TELEPHONE NUMBER:  EMAIL:

PAYMENT METHOD:  CHECK  VISA  MASTERCARD  AMOUNT DUE:  $

CARD NUMBER:  EXP. DATE:  SECURITY CODE:

NAME ON CARD:

Please attach additional names, titles & facilities/organizations for team discount.

Additional Meal Requests:
☐ I need _____ additional meal ticket(s)
☐ For entire conference ($350)
☐ For dinner on Wednesday evening only ($75)
☐ I wish only vegetarian meals (no additional charge)

Make checks payable to NWone and return registration form and payment to:
NWone, Registrations
300 Elliott Avenue West, Suite 300
Seattle, WA 98119

Register online at www.nwone.org by clicking the register button on the home page.

Fax registrations with credit card information to secure fax line: 206.577.1940.

For questions regarding the conference, Meeting of the Membership registration, fees or to register by phone, please contact Wendy Ray, 206.216.2516 or email wendyr@wsha.org.