



Preview of the

8<sup>th</sup> Annual

# National Conference on Allied Health Education

Hosted by the Accrediting Bureau of Health Education Schools (ABHES)

Join ABHES as it returns to the Big Easy! In 2005, ABHES was poised for its annual national conference in New Orleans, until Hurricane Katrina struck, causing catastrophic events, including severe loss of life. The conference was cancelled. Now, five years later New Orleans is back in force and ABHES is here to support this fabulous city and its people.

**February 9-11, 2011**  
**Marriott Hotel**  
**New Orleans, Louisiana**

Discover a luxurious, recently renovated New Orleans hotel in the French Quarter, located steps from Bourbon Street, the Convention Center, downtown business district and iconic Big Easy attractions.

**"PROMOTING  
EDUCATIONAL EXCELLENCE  
*Best Practices, Best Results*"**

Register today at the  
same 2009 early bird  
registration fee!

# NATIONAL CONFERENCE ON

## PROGRAM HIGHLIGHTS

Following the success of our 2010 annual conference, the extended schedule will be offered once again with even more breakout sessions than that offered in the years' past, all with dynamic speakers that feature topics of most interest and benefit to your health care institution and programs.

The breakout sessions include:

### Online Instruction in Health Education— It Can Do More Than You Might Think!

Online instruction is rapidly accomplishing many things not considered possible for Allied Health Education less than a decade ago. Opportunities to maximize classroom space, improve retention, provide online lab simulations, and quality assessment technologies are all part of today's online classroom. Emerging technologies for collegiate course applications are rapidly adding to those capabilities. Just ten years ago skepticism dominated; "Could 'real' college-level courses be taught online?" Now, most people consider postsecondary institutions to be 'behind the curve' if they have no online offerings. Online instructional offerings can do more than you might think for your students and the institution.

*Presenter:*

Dr. S. David Vaillancourt, Online Director of Education  
Ultimate Medical Academy (UMA), Tampa, Florida

### The 7 Habits of Highly Effective Brains

In this session you will discover 7 habits that can greatly improve the effectiveness of your brain; strategies for overcoming distraction and lack of focus, and brain-based techniques to boost your mental performance. You will be presented with groundbreaking neuroscientific knowledge in plain English. You will learn how some surprisingly simple behaviors can actually change your brain for the better. By the end of the seminar, you will be able to immediately apply all these evidence-based habits to transform your brain's functioning and enhance your mental performance.

*Presenter:*

Jonathan Jordan, President  
Global Change Management, Inc., Winter Park, Florida

### Empowering Leadership Using the PEP

This session is for Deans of Education and Campus Presidents to inspire and empower department heads and program directors to have a sense of ownership in their departments, their schools and their results by utilizing the Program Effectiveness Plans. An effective process for creating the plan will also be discussed.

*Presenter:*

Elizabeth Beseke, Regional Vice President  
Anthem Education Group, St. Louis Park, Minnesota

## INVITED KEYNOTE SPEAKER

Marcus Engel is an expert in communicating the patient's perspective and inspiring health care professionals to excellence.

After being blinded and catastrophically injured by a drunk driver, he endured years of hospitalization, rehabilitation and recovery. Marcus is a sought-after professional speaker and has authored several books including "After This: An Inspirational Journey for All the Wrong Reasons," "The Other End of the Stethoscope" and most recently, "I'm Here: Compassionate Communication in Patient Care."

Part of Marcus' story has become a short film and can be viewed free online at [TheDropMovie.com](http://TheDropMovie.com). To learn more, visit [MarcusEngel.com](http://MarcusEngel.com) and [FaceBook.com/MarcusEngel](http://FaceBook.com/MarcusEngel).  
[www.Marcus@MarcusEngel.com](mailto:www.Marcus@MarcusEngel.com)



### The Reward for Effective Teaching

Best teaching practices is a most effective way to increase student retention in the classroom. The session emphasizes the importance of setting the tone in the classroom, soliciting and implementing student feedback and working with the adult student. Introducing multiple learning styles, methods and supplies are also key to managing an effective leaning environment.

*Presenters:*

Rose Lynn Greene, Director of Compliance,  
Career Path Training Corporation, Orlando, Florida  
Bill Lane, Director of Education,  
Central Florida Institute, Orlando, Florida  
Pam Hibbits, Assistant Director of Education,  
Central Florida Institute, Orlando, Florida



# ALLIED HEALTH EDUCATION

## Utilizing Technology in the Multigenerational Classroom Description

Today's higher education classrooms are multigenerational – students of various ages are learning side-by-side. While faculty should incorporate numerous teaching strategies to meet the needs of students of varying ages and experiences, implementing this in the classroom can be a challenge. Effective use of technology can help overcome these challenges and enhance the learning for students of all ages.

This session will explore faculty experiences of teaching in a multigenerational classroom. Common challenges and responsive strategies will be described. Examples of effective teaching strategies incorporating technology will be provided. While the session is primarily for instructional faculty, academic administrators can also benefit.

*Presenters:*

Teresa Twomey, MSN, RN, Assistant Professor of Nursing  
Goodwin College, East Hartford, Connecticut  
Danielle Wilken, MS, MT (ASCP), Associate Professor and Chair of Health and Natural Sciences, Goodwin College, East Hartford, Connecticut

## Communication and Conflict Management: Solving the Puzzle

Differing conflict management styles and ineffective communication often generate problems within organizations. Through the use of teams working together to build a simple puzzle, while being restricted in the ways they will be allowed to communicate, the participants of this workshop will fully experience the natural way people within organizations attempt to solve conflict through ineffective means. This experiential exercise will anchor into the participants' minds the value of collaboration and help teach the highly effective communication skills needed to create an atmosphere of true team work.

*Presenter:* David A. Kahn, MS, LPC, LPCS, President  
The Counseling Center of Florence, LLC, Florence, South Carolina

## Shedding Light on Cohort Default Rates and Default Prevention

This session will help schools recognize the challenges we face in a bad economy with the realities of the new 3-year Cohort Default Rates to develop successful programs to manage their student loan portfolios. Because there is not one miracle that reduces the chance of student loan defaults, this compilation of ideas and practices collectively reduces those risks by improving communications, enhancing support, and giving ownership of the loan responsibilities to the students who benefit from them.

*Presenter:*

Mary Lyn Hammer, President & CEO  
Champion College Services, Tempe, Arizona

\*Sponsored by Champion College Services

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## SCHEDULE AT A GLANCE

### Tuesday, February 8, 2011

9:00 a.m. - 5:00 p.m. Initial Accreditation Workshop  
Renewal Accreditation Workshop

### Wednesday, February 9, 2011

8:00 a.m. - 2:00 p.m. 4<sup>th</sup> Annual Golf Tournament

8:00 a.m. - 12:00 p.m. Program Specialist Training Workshop

1:00 p.m. - 5:00 p.m. Team Leader Training Workshop

12:00 p.m. - 5:00 p.m. Attendee & Exhibitor Registration

2:00 p.m. - 3:00 p.m. Special Guest Speaker

3:15 p.m. - 4:45 p.m. ABHES Membership Business Meeting  
(Including Commissioner Elections)

5:00 p.m. - 7:00 p.m. Welcome Wine & Cheese Reception

### Thursday, February 10, 2011

8:00 a.m. - 10:00 a.m. General Assembly  
(Includes deluxe breakfast with exhibitors and keynote address)

10:00 a.m. - 12:15 p.m. Eight Breakout Sessions

12:30 p.m. - 1:45 p.m. Buffet Luncheon with Exhibitor-Led  
Roundtable Discussions

2:00 p.m. - 4:15 p.m. Eight Breakout Sessions

4:30 p.m. - 5:30 p.m. Credentialing Panel

5:30 p.m. - 7:30 p.m. Board of Director's Reception

### Friday, February 11, 2011

8:00 a.m. - 10:00 a.m. Awards Bruncheon featuring the following:  
• Master Teacher Award  
• Distinguished Evaluator Award  
• Distinguished Committee Member Award  
• Luebke Scholarship Award  
• Zero Violation School Awards  
• Departing Commissioner Recognition

10:15 a.m. - 12:00 p.m. Regulatory Panel

12:00 p.m. Closing Remarks

## Calculating Credit Hours in Online and Blended Learning

How can the Carnegie model be used to calculate credits in online programs? This session will review different models for calculating credit hour equivalencies for online programs and discuss how the models relate to the Carnegie model and ABHES criteria. Distance education and regulatory professionals concerned with the renewed interest of the U.S. Dept. of Education in the definition of a credit hour under the new HEOA should attend. The session addresses both synchronous and asynchronous models, as well as blended programs that combine both in-residence and online class work. Examples will be drawn from online health care programs.

### *Presenters:*

Don Corvin, CIA, Asst. VP, Compliance,  
American Career College, Costa Mesa, California  
Errin Heyman, Ed.D., Director of Online Instruction,  
American Career College/West Coast University, Costa Mesa, California  
Bill Kakish, J.D., Ph.D., Asst. VP, Compliance,  
West Coast University, Costa Mesa, California

## Digging Deeper — Incentive Compensation, Gainful Employment, 90/10

A discussion of the changing regulations that may significantly affect your institution. Topics include incentive compensation, gainful employment and 90/10. Get a perspective from legal counsel, a financial and compliance auditor, and a private-sector college representative. We will discuss how to stay compliant, how these changes may affect your financials and your program offerings.

### *Presenter:*

Eileen Keller, CPA, Director of Education Services, Dallas, Texas

## Recruiting the Best Students and Keeping Them

In this seminar, we spotlight on how everyone in the organization—from top to bottom—plays a role in obtaining and retaining students. From ideas on creating a positive work environment to why continual training of school's staff is important, this presentation provides a team approach to retention and how a staff can make a difference in a school's retention numbers.

### *Presenters:*

Gregory Graff, CEO and Chairman  
Gragg Advertising, Kansas City, Missouri  
Lisa Olmedo, Director of Business Development  
Gragg Advertising, Kansas City, Missouri

\*Sponsored by Gragg Advertising

## Electronic Health Records in the Classroom

The impact of Electronic Health Records (EHRs) on today's healthcare educational programs is profound. Today's employers are looking for prospective candidates who have a strong working knowledge of EHRs. You can ensure that your students are in high demand by providing them with proper training. This session will leave you with strategies you can use in your program to fully prepare students to be proficient with this emerging technology.

### *Presenter:*

Amy DeVore CPC, CMA (AAMA),  
Instructor and Program Advisor, Medical Coding and Medical Assisting  
Program, Butler County Community College, Butler, Pennsylvania

\*Sponsored by Elsevier

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## INVITED GUEST SPEAKER



**Dr. Judith S. Eaton** is president of the Council for Higher Education Accreditation (CHEA), the largest institutional higher education membership organization in the United States. A national advocate and institutional voice for self-regulation of academic quality through accreditation, CHEA is an association of 3,000 degree-granting colleges and universities and recognizes 60 institutional and programmatic accrediting organizations.

Dr. Eaton has served as CHEA's president since 1997, one year after CHEA's formation. Under her leadership, CHEA has emerged as an major voice in discussions of higher education and accreditation. As the only organization focused exclusively on accreditation, CHEA serves as a reliable and comprehensive source of information on accreditation and as an effective representative of member institutions. Prior to her work at CHEA, Dr. Eaton served as chancellor of the Minnesota State Colleges and Universities, where she was responsible for leadership and coordination of 32 institutions serving more than 162,000 students statewide. Previously, she was president of the

Council for Aid to Education, Community College of Philadelphia and the Community College of Southern Nevada, and served as vice president of the American Council on Education.

She also has held full- and part-time teaching positions at Columbia University, the University of Michigan and Wayne State University. CHEA works with the presidents and chief academic officers of colleges and universities, accreditors, policy makers and higher education leaders around the world, providing authoritative information and leadership on issues related to accreditation and quality assurance, the federal government-accreditation relationship and enhancing public confidence in accreditation. CHEA is the only private sector body in the United States that "recognizes" U.S. institutional and programmatic accreditors for quality, scrutinizing these organizations and affirming that they meet CHEA's quality standards.

## PRE-CONFERENCE ACTIVITIES

### Accreditation Workshop

This one-day workshop will provide an overview of ABHES policies and procedures. Instruction will also be provided on the accreditation standards, the Self-Evaluation Report (SER) and site visit preparation. The workshop is for initial applicants, institutions and/or programs seeking a renewed grant of accreditation, and individuals interested in learning more about the accreditation process. (Reminder: The Commission mandates that a representative from each campus seeking accreditation attend the Accreditation Workshop prior to submission of the Self-Evaluation Report (SER)).

A separate registration fee is required to attend this workshop, which is being held just prior to the annual conference. A \$100 discount off of the conference registration fee will be provided to all who register for both the accreditation workshop and the conference "at once". **THE DISCOUNT CANNOT BE PROVIDED TO INDIVIDUALS WHO FAIL TO REGISTER FOR BOTH THE ACCREDITATION WORKSHOP AND THE CONFERENCE AT THE SAME TIME.**

### Program Specialist Training Workshop

This workshop will train participants to serve on accreditation site visits. Participants will be taught how and where to find visitation report answers, gain expertise in report writing, and learn how to address common concerns while avoiding areas of risk. Note: There is no registration fee to attend this workshop. (Target audience: Individuals that possess expertise in School Administration and/or a specific program fields (e.g., medical assisting, dental assisting, nursing, diagnostic medical sonography, massage therapy, or surgical technology)).

### Team Leader Training Workshop

This workshop will train participants to serve as team leaders on ABHES accreditation site visits. Participants will be exposed to key practices for success in serving in the capacity of team leader, including a review of the role and responsibilities of team leader, communication issues specific to team leaders, and ABHES policies, procedures and standards. **PRE-REQUISITE:** To register for this workshop, attendees must have conducted an evaluation visit for ABHES or other nationally-recognized accrediting agency. There is no registration fee to attend this workshop. (Target audience: Individuals that possess excellent organizational, administrative, and leadership skills).

### WORKSHOP REGISTRATION INSTRUCTIONS

Please visit the ABHES website at [www.abhes.org](http://www.abhes.org) to view the online registration procedures.

### ABHES ANNUAL MEMBERSHIP MEETING

ABHES brings together commissioners and staff to update its membership on accomplishments, tasks at hand, and issues facing ABHES and its accredited institutions and programs. Commissioner elections will also be held during this meeting for two positions, Administrator in a HealthCare related area and Commissioner at large. This is a must-attend event for ABHES members!

### 4th ANNUAL GOLF TOURNAMENT

Sponsored by:  
 **McGraw-Hill Higher Education**

Please join ABHES for "A PGA TOUR Experience" at the TPC Louisiana Golf Course for its 4th Annual Golf Tournament being held from 8:00 a.m. to 2:00 p.m. on Wednesday, February 9, 2011.

Bringing championship golf to the vibrant charm of New Orleans, TPC Louisiana is as unique as the celebrated city itself. Legendary architect Pete Dye designed the course to be a perfect complement to the local ambiance – meandering between the rolling hills, lush wetlands and native cypress trees that lie just across the great Mississippi.

The course is home to the state's only PGA TOUR event, the Zurich Classic of New Orleans. A stadium design brings fans up close to the action at every hole, making for a superb spectator experience. And five sets of tees on each hole ensure a rewarding round for every player – no matter his or her ability. For more course details, visit [www.tpclouisiana.com](http://www.tpclouisiana.com).

If attending the conference, there is a separate registration fee of \$125 per person, which includes green fees, breakfast, box lunch, 18 holes,



golf cart, scoring, cart signs, scoreboard, and transportation to and from the Marriott to the course, tax and gratuity. Rental clubs available include Titleist, TaylorMade and Callaway and can be rented directly from the golf course at the time of play. Rental fee is not included in the registration fee. Prizes will be awarded as part of the fun in the "Best Ball" events.

Visit the ABHES website at [www.abhes.org](http://www.abhes.org) to register online and be sure to indicate the names of those you wish in your foursome. We will attempt to accommodate all requests.

## Maintaining Compliance with New DOE Regulations

We live in a time of unusual and heightened federal regulatory activity and scrutiny of the postsecondary education sector. This session will focus on several selected areas of high relevance and concern to many private career schools including some which only recently became law. In particular, we will discuss how to stay in compliance with Department of Education's 90/10 Title IV revenue test, as special provisions terminate in July 2011, and the new cohort default rate requirements as well as new laws which we anticipate to be in place as of November 1, 2010, regarding incentive compensation, and meaning and consequences of the DOE's credit hour definition. Implementation and best practices will be presented from CEO of an ABHES accredited institution.

### *Presenters:*

Peter S. Leyton, Ritzert & Leyton, P.C., Fairfax, Virginia  
Sheryl Davis, MBA, CPA, Deemer Dana & Froehle LLP, Savannah, Georgia  
Paul Mitchell, President & CEO,  
Ross Education LLC, St. Clair, Michigan

## The New Federal Title IV Regulations and Their Impact on Your Everyday Business Practices

This session is designed to provide the attendees with the latest information on final Title IV Regulations with an effective date of July 1, 2011 and their impact on institutional business practices. The interactive discussion will provide details on institutions responsibilities in scrutinizing the validity of high school diplomas and administering ATB testing. Critical issues will be discussed such as the definition of credit hour and how this change may directly impact your programs of study.

The presentation will also address and clarify many of the changes and practices such as a simplified verification process, SAP guidelines and limiting financial assistance to students that need to retake course work. The Return of Title IV calculations for term-based programs with modules or compressed courses as well as a change in how to determine if a school is required to take attendance and its impact on R2T4 calculation.

### *Presenter:*

Sally Samuels, VP Regulatory Affairs, FAME, Ft. Lauderdale, Florida  
\*Sponsored by FAME

## Bridging the Gap Between Knowledge and Practice: Incorporating the Use of Simulators in Teaching Medical Assisting

How do you assess your medical assisting students' preparedness for their externship, especially the soft skills such as communicating with patients? Students entering Medical Assisting Programs are charged with mastering theoretical content and being able to perform numerous skills with proficiency. In addition, the student must be able to apply

The always informative regulatory panel session, which includes invited guests Sharon Bob, Harris Miller, and Tom Netting, has been tentatively scheduled for Friday, February 11. Don't miss it!

learned principles when interacting with patients in the clinical settings. This instructional session will provide instructors with an overview of how simulators can improve learning outcomes for students by immersing them into real-world situations that require the use of both hands-on and interpersonal skill sets.

### *Presenter:*

Kathryn A. Booth, RN-BSN, MS, RMA, RPT, CPhT  
Total Care Programming, Palm Coast, Florida  
\*Sponsored by McGraw-Hill Higher Education

## To Regulate or Not? A Discussion of Allied Health Certification and Regulation Considerations

Doctors, nurses and pharmacists are some of the more highly regulated practitioners in the health professions. But, as the demand for healthcare increases, the need for qualified para-professionals also increases. The Bureau of Labor Statistics predicts a healthy growth for jobs in the allied health professions and this is evidenced by the increasing numbers of schools and programs. With increased interest in these professions and a heightened interest in quality, accreditation and certification take on increasingly important roles. This break-out session will review the regulatory environment of the allied health professions, the credentialing processes that exist and discuss the pros and cons of mandated certification. This session will also clarify commonly misunderstood differences between licensure, registration, and certification.

### *Presenter:*

Rebecca Rabbitt, PharmD, Executive Director, Allied Health Certification Assessment Technologies Institute, Stilwell, Kansas  
\*Sponsored by Assessment Technologies Institute

## Dietary Myths of Our Times: Allied Professionals Must Educate Their Patients

We seek to teach you why and how your students as future health professionals can educate their patients, and ultimately their communities, with regard to healthy eating, and the potential dangers of what we call "the standard American diet."

Health professionals can lead groups teaching about the body systems and how they are interconnected. The health professional can facilitate a program through a strong group dynamic teaching about the benefits of eating a high plant-based diet, and how to move from patients from their current eating habits into a simple 2-week program, forming new habits. Connections and successes created through this program will extend through participants lifetimes and into generations to come.

### *Presenters:*

Margaret E. Karg, MS, DC, DACBSP  
Plant-based Nutrition for Wellness, Weston, Massachusetts  
Linda Tighe, The Wellness Initiative, Natick, Massachusetts

\*NOTE: Conference schedule and breakouts sessions are subject to change without notice.

All ABHES conference & workshop registrations and payments to be completed online at [www.abhes.org](http://www.abhes.org).

## REGISTRATION

The following information will be requested for online registration:

- Registrant: Mr./Ms./Dr. (choose one):
- First Name for Badge:
- Title:
- Institution/Organization:
- Address
- E-mail:
- Is your institution/program accredited by ABHES? Yes / No



## CONFERENCE REGISTRATION

Early Registration Fee (Received by 10/15/2010)	\$400
Regular Registration Fee (Received 10/16/2010 through 1/14/2011)	\$495
Late/On-Site Registration Fee (Received 1/15/11 through 2/11/2011)	\$595

**\*NOTE: A \$100 discount will be given to those who register for both the Accreditation Workshop and the Conference at once. The discount cannot be provided to individuals who fail to register for both the accreditation workshop and the conference at the same time.**

## WORKSHOP REGISTRATION

Accreditation Workshop Registration Fee	\$500
Late/On-Site Registration Fee (received within 30-days of the workshop)	\$550
Program Specialist Training Workshop Registration	-\$0 -
Team Leader Workshop Registration	-\$0 -

## CONFERENCE EXTRA TICKETS

The following tickets will **ONLY BE AVAILABLE FOR PURCHASE ON-SITE** by registered attendees wishing to bring a guest to the following meal functions:

- Exhibit Hall Reception @ \$60 each
- Exhibit Hall Deluxe Breakfast @ \$50 each
- Exhibit Hall Luncheon @ \$60 each

## GOLF REGISTRATION

\$125 per person (includes green fees, breakfast, box lunch, 18 holes, golf cart, scoring, cart signs, scoreboard, transportation to and from the Marriott to the course, tax and gratuity).

Rental clubs available include Titlist, TaylorMade and Callaway and can be rented directly from the golf course at the time of play. Rental fee is not included in the registration fee.

**Foursome Request:** Names of those individuals you wish to be in your foursome (including yourself). We will attempt to accommodate requests as best we can.

## Registration & Confirmation



Visit the ABHES website to view the online registration procedures.

## Cancellations

If you register and cannot attend, you may either cancel or transfer to another person. In either case, please send written notice to ABHES postmarked no later than January 7, 2011. A \$50 processing fee will be retained for all cancellations. Registration fees will not be refunded for registrations cancelled after January 7, 2011. All refunds will be made following the Conference.

## Hotel Information

A block of rooms have been reserved at a special discounted rate of \$169 at the New Orleans Marriott located at 555 Canal St., New Orleans, Louisiana. Participants are responsible for making their own hotel reservations. To make a sleeping room reservation, contact reservations directly either online at New Orleans Marriott >> or by calling 800-654-3990. If making a reservation by phone, be sure to indicate that you are attending the National Conference on Allied Health Education hosted by the Accrediting Bureau of Health Education Schools (ABHES) to receive the discounted rate.

The reservation deadline for the ABHES sleeping room block is January 17, 2011; however, the discounted rate and room availability



is only available on a first-come, first-served basis. This is a popular destination, so it is strongly recommended that hotel reservations be made early.

### New Orleans Marriott

555 Canal Street

New Orleans, Louisiana

Reservations: 800-654-3990

For general questions regarding the conference contact ABHES at (703) 917-9503 or e-mail [info@abhes.org](mailto:info@abhes.org).



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