

CEO Report to the Hospital Authority Board

Open Session

Donna Katen-Bahensky

President and CEO

December 5, 2012

CEO Activities

- Maintenance and Plant Engineering Employee Recognition Week Lunch
- Staff Forums
- AFCH Halloween Celebration
- Presentation of the Film *Escape Fire*
- Authority Board Meeting
- Pinstripes and Pinot
- Layton Ridders Dinner
- Butterfly Gala
- Overture Testimony

CEO Activities

- AHA Board of Trustees Meeting
- Breakfast with the CEO
- Patient Centered Activity
- Job Shadowing
- AFCH Tree Lighting Ceremony
- East Side Executive Committee Meeting
- Departmental Staff Meetings

Updates and Announcements

- National Healthcare Internet Conference Awards
 - Best Redesigned Web Site Among AMCs- uwhealthkids.org
 - Best Use of Multi-Channel Marketing- Sick Kids Can't Wait Campaign
 - Best Overall Social Media Strategy- AFCH Radiothon
 - Best Integrated Marketing Campaign- Platinum for Sick Kids Can't Wait
 - Best Overall Website- Gold for uwhealth.org
 - Best Doctor Directory- Gold for uwhealthkids.org
 - Best Site Design- Silver for uwhealthkids.org
 - Best Interactive Site- Silver for uwhealth.org
 - Best Social Networking- Award of Distinction for uwhealth.org

Updates and Announcements

- Dr. Carla Pugh, the Clinical Director of the UW Simulation Center, was awarded a \$2 million U.S. Army contract to study how clinical skills decay when clinical personnel are called up for military service
 - She will be developing simulation-based methods to conduct this study
- The Commission for Accreditation of Rehabilitation Facilities (CARF) has renewed our certification for 3 years

Updates and Announcements

- Children's Hospital Association
 - The *Sick Kids Can't Wait* Campaign is One of only Three Finalists Nationwide for the 2013 Impact Award
 - The Campaign will be Showcased at the CHA's annual Creating Connections Conference in March
- To better serve patients and families, American Family Children's Hospital will begin offering valet parking as an option for patient families who are bringing a child in for a same-day clinic, radiology or day treatment appointment, or for a same-day surgery procedure.