Making Quality Top Priority:  
Achieving Quality in the Healthcare Organization

Deborah Urbank  
Administrator  
ElderWood Health Care at Lakewood

How does a healthcare organization reach a level of quality that earns a national level quality award?  Elderwood Health Care at Lakewood, a skilled-nursing facility located Hamburg, NY, earned a top national award for quality in long-term care – achieving the American Health Care Association (AHCA) and National Center for Assisted Living (NCAL) Step III Quality Award – only one of six skilled nursing facilities in the country to earn this award.  The Step III Quality Award is based on criteria adopted from the Malcolm Baldridge National Quality Award Criteria.  Superior quality achievement is recognized in seven categories: leadership; strategic planning; customer and marketing focus; measurement, analysis, and knowledge management; workforce focus; process management; and results.  Join us to learn and discuss Elderwood Health Care at Lakewood’s performance strategies and methods that earned the organization this award.

Wednesday, April 1, 2009

7:30 a.m.: networking and continental breakfast  
8:00 - 9:15 a.m.: presentation and discussion

New York State Nurses Association  
11 Cornell Road (Airport Park), Latham, NY

For directions, visit www.albany.edu/sph/coned/breakfastprograms.htm

The cost to attend this program is $15.

Registration and payment information found on reverse side.

Deborah Urbank is the Administrator at ElderWood Health Care at Lakewood and previously served as Human Resource Coordinator, and Assistant Administrator.  Ms. Urbank holds a B.S. in Business Management from Houghton College.  Ms. Urbank is a member of AHCA, NYSHFA, Hamburg Senior Services Advisory Board and is co-chair of the Hamburg Chamber of Commerce Education Committee.  Ms. Urbank’s achievements in long term care include being a four-time winner of the NYSHFA Innovative Practice Award.  She was project coordinator for Lakewood’s application for the AHCA/NCAL Quality Awards beginning with Step I received in 2004, Step II awarded in 2005 and the ultimate Step III Award achieved in 2008.
**To register by mail or to make payment**, please send the registration form to: Sue Brooks, University at Albany, School of Public Health, Continuing Education Dept., East Campus, One University Place, Rensselaer, NY 12144 or by fax to 518-402-1137. The cost to attend this program is $15. Advanced registration is required by Friday, March 27, 2009. Please note we are unable to accept cash.

___ REGISTRATION AND PAYMENT ENCLOSED
___ PAYMENT ONLY (REGISTERED ON-LINE)

Name: ____________________________________________

Organization: ______________________________________, Friend* yes__ no__

Phone Number: _______ E-mail address: __________________________

Payment Type: ______ Check (enclosed) [payable to *University at Albany]*

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*Individual Friends and employees of Organizational Friends attend at no charge.*

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Institute for the Advancement of Health Care Management

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