2018 DOROTHY M. SMITH NURSING LEADERSHIP CONFERENCE

UNLEASHING INNOVATION & CREATIVITY TO TRANSFORM HEALTH CARE

01.24.18

J. WAYNE REITZ UNION
GAINESVILLE, FLORIDA
CONFERECE OBJECTIVES

In this day-long conference, attendees will learn how entrepreneurship, intrapreneurship and social entrepreneurship (E, I, SE) can be successfully applied to address practice problems that adversely impact the cost, quality and efficiency of care. Participants will experience a variety of experts and creative methods aimed at promoting active learning that builds the skills needed to design and carry out solutions to practice problems.

Attendees will gain confidence in:

- Identifying practice problems in one’s health care job setting
- Describing how E, I and SE can be used to address practice problems
- Inquiring about relevant E, I and SE opportunities within or outside one’s work setting
- Discussing with a decision-maker in one’s work setting how to remove barriers to E, I, SE
- Seeking collaborators to help build out one’s E, I and SE ideas
- Supporting creative colleagues to build out E, I and SE solutions
- Taking a first step with at least one other colleague in applying an E, I, or SE solution to a practice problem

COLLEGE OF NURSING LEADERSHIP

ANNA M. McDaniel, Ph.D., R.N., FAAN, was named the fifth dean of the University of Florida College of Nursing in the spring of 2013. In addition to serving as dean, she also holds the title of Associate Vice President for Academic-Practice Partnership at UF Health Shands Hospital. McDaniel serves as the Chair-elect of the Florida Association of Colleges of Nursing, as a reviewer for professional journals and scientific meetings, and as an ad hoc member of NIH review panels in her areas of research expertise.

Previously, McDaniel served as the Associate Dean for Research at the Indiana University School of Nursing and as a Chancellor’s Professor in both the Schools of Informatics and Nursing. Her research focuses on using technology for cancer prevention and control, specifically the treatment of nicotine dependence. McDaniel is currently the principal investigator on a $3.2 million study funded by the National Cancer Institute, which is studying the efficacy of technology for enhancing telephone-based smoking cessation services to prevent smoking relapse and achieve abstinence.
AGENDA

8:00-8:30 a.m. | Reitz Union Grand Ballroom
COFFEE AND CONTINENTAL BREAKFAST

8:30-9:15 a.m. | Reitz Union Grand Ballroom
KEYNOTE SESSION 1
Building Out Your “Innovative” Ideas at Work
Saurabha Bhatnagar, M.D., Associate Director of PM&R Residency Program, Harvard Medical School

9:20-10:20 a.m. | Reitz Union Grand Ballroom
SUPER SEMINAR INTERACTIVE COLLABORATION
Generating and Moving Your Creative Ideas
Facilitator: Saurabha Bhatnagar, M.D.

10:20-10:30 a.m.
BREAK

10:30-11:15 a.m.
BREAKOUT SESSION 1 (pick one session: a, b or c)
Expanding Your Resources: Creating an Interdisciplinary Culture of Innovation and Executing Your Creative Ideas

11:25 a.m.-12:10 p.m.
BREAKOUT SESSION 2 (pick another session: a, b or c)
a) Fostering a Culture of Innovation and Developing a Local High-Tech Industry | Reitz Union Room 2335
Rodney Guico, Ph.D., Director of the Florida Engineering Experiment Station Network, University of Florida Engineering Innovation Institute

b) Teaching, Coaching, Inspiring | Providing Tools and Experience to Creatively Pursue Opportunities and Innovations | Reitz Union Room 2365
Michael Morris, Ph.D., M.B.A., Academic Director, University of Florida College of Business Entrepreneurship & Innovation Center

c) Transferring Your Discovery to the Market
Reitz Union Grand Ballroom
Jim O’Connell, M.Eng., Assistant Vice President and Director, University of Florida Office of Technology Licensing

12:10-12:50 p.m. | Reitz Union Grand Ballroom
LUNCH
Dorothy M. Smith, Her Legacy of Innovation
Presentation: UF College of Nursing’s Kim Curry, Ph.D., ARNP, FAANP

12:50-1:50 p.m. | Reitz Union Grand Ballroom
PANEL DISCUSSION
A Conversation with Nurse Entrepreneurs
Facilitator: Dr. Gail Keenan, Ph.D., R.N., FAAN
Featuring UF College of Nursing alumni Paul Ingledue, M.B.A., B.S.N., and Carr Scott, M.B.A., B.S.N.
Both graduates of the UF College of Nursing, Ingledue now owns 31 companies, and Scott is an entrepreneur who specializes in health care informatics and technology

1:50-2:00 p.m.
BREAK

2:00-2:45 p.m. | Reitz Union Grand Ballroom
BREAKOUT SESSION 3 (pick one session: d, e or f)
The Process: How These Entrepreneurs Delivered on their Innovative Concepts

2:55-3:40 p.m. | Reitz Union Grand Ballroom
BREAKOUT SESSION 4 (pick another session: d, e or f)
d) Educational Software for Interactive Learning Environments for Nursing and Allied Health Education Programs | Reitz Union Room 2335
David Massias, J.D., & Ben Lok, Ph.D., Co-Founders, Shadow Health: A Nursing-Focused Business

e) VA Innovators Network | A Safe Space for Testing New Ideas and Joining Forces with Stakeholders Across the Community | Reitz Union Room 2365
Julie Whitney, M.S.N., R.N., NEA-BC, Intrapreneurship Structures: Exemplar VA

f) Concierge Health Care: Unlimited Access to Your Provider | Reitz Union Grand Ballroom
UF alumnae Lisa Magary, D.N.P., ARNP, CPNP, FNP-BC, and Della Tuten, M.S.N., ARNP, FNP-BC, Co-Founders, Celebrate Primary Care

3:40-3:50 p.m.
BREAK

3:50-4:50 p.m. | Reitz Union Grand Ballroom
KEYNOTE SESSION 2
Social Entrepreneurship: Home at Last
Employs and trains those affected by homelessness, mental health issues and more to renovate homes, which are then leased to mental health organizations for transitional housing or low-income families
Patrick Monahan, Ph.D., Behavioral Scientist, Social Entrepreneur & Professor of Biostatistics, Indiana University

4:50-5:00 p.m.
CONCLUSION

CONTINUING EDUCATION CREDIT
In order to receive the 6.9 continuing education contact hours, participants must attend the entire program and complete/submit an evaluation form.
This continuing nursing education activity was approved by the Montana Nurses Association, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation.
SAURABHA BHATNAGAR, M.D., is the Associate Residency Program Director and Chair of the Clinical Competency Committee in the Department of PM&R at Harvard Medical School. He completed his undergraduate studies in Computer Science at the Illinois Institute of Technology, his doctorate at The Chicago Medical School/RFUMS, and residency training in Physical Medicine and Rehabilitation at Wayne State University Oakwood, where he served as Chief Resident for two years. Bhatnagar completed a Neurorehabilitation/Traumatic Brain Injury Fellowship at Harvard Medical School/Spaulding Rehabilitation Hospital. In the VA Boston Healthcare System, he is an Innovation Officer and involved in the national Innovation rollout in the VA. Bhatnagar’s philosophy is that health care innovation involves characteristics of human-centered design, Lean/Six Sigma, value-based health care and systems redesign.

GAIL KEENAN, PH.D., R.N., FAAN, is the Annabel Davis Jenks Endowed Professor for Teaching and Research in Clinical Nursing Excellence at the University of Florida and Chair of the Department of Family, Community and Health System Science. Keenan came to UF in 2014, having previously been on faculty at the University of Illinois — Chicago and the University of Michigan. Keenan is an international leader in nursing informatics whose work has helped improve electronic communications among health care teams. Keenan’s research program focuses on continuously refining a “big picture” standardized clinical data set to provide a summary of patient care, support day-to-day communication between members of the care team and universalize electronic health records. As a recipient of more than $7.5 million in research funding, Keenan has focused her research on creating and implementing useful electronic health records. Specifically, her research team has built and refined an electronic plan of care method — HANDS — designed to improve the consistency of documentation and handoff communication.

Keenan holds key policy-related leadership roles. She serves as chair of the clinical information systems work group and is co-chair of the nursing work group policy task force for the American Medical Informatics Association. She is also a member and past chair of the American Nurses Association Committee on Nursing Practice Information Infrastructure. Keenan also serves as president and CEO of Healthteam IQ, a plan of care software product and training module that can be used alone or as a component of any electronic health record. She is a fellow of the American Academy of Nursing.
PAUL INGLEDEUE, M.B.A., B.S.N., began his career as a dental hygienist while stationed in New Mexico with the Air Force. Today, he serves as the President of Downstream Strategies LLC, a holding company for a diverse group of companies that include health care, restaurants, motorcycle fabrication and customization, a wearable fitness device, apparel and commercial property. Ingledue is also a partner at Upstream Strategies LLC, a company that collaborates with hospitals and physicians to improve the business of health care by utilizing their extensive knowledge of health care finance, regulations, insurance, hospital operations, physician practices and clinical care. Prior to joining Upstream, Ingledue spent 11 years with MedCath Partners LLC, moving through the ranks from director of outpatient cardiac services in 1997 to serving as vice president of operations from 2003 to 2008.

Ingledue is a recent Gator100 winner, an event that recognizes the top 100 fastest-growing businesses owned by UF alumni. His company ranked 23 out of 100.

CARR SCOTT, M.B.A., B.S.N., is an entrepreneur specializing in health care informatics and technology. Scott started Poseidon Group in 1998 with a focus on emergency physician documentation and web-based evidence systems. That quickly spread to the entire Emergency Department — nursing and ancillary staff — as they created and implemented the first web-based Emergency Department Information System that seamlessly integrated with existing hospital information systems. This included an affiliation with UF Health Shands, where they automated a busy and complex Shands ED from 2005 to 2012.

In 2006, as urgent care centers began to emerge in the market, Scott and business partners started Urgent Care Works, which automated documentation at urgent care centers and had a practice management front end and electronic coding and claims backend. In 2012, he sold The Poseidon Group and Urgent Care Works to NextGen Healthcare. Since then he has founded Charles Sebastian Consulting, named after his children, which is focused on start-ups and investing, advising and growing businesses. Scott also served in the U.S. Army Reserve from January 1990 to December 2013 in a Combat Support Hospital. He has sat on multiple advisory boards within the American College of Emergency Physicians and the Urgent Care Association of America.
RODNEY GUICO, PH.D., was appointed as the Director of the Florida Engineering Experiment Station Network (FLEXNet) at UF’s Herbert Wertheim College of Engineering in September 2015. Guico is responsible for the external outreach functions of the Florida Engineering Experiment Station (FLEXStation) encompassing management of the FLEXStation Network, which includes developing and delivering applied research, educational and workforce development programs to Florida’s entrepreneurs, industries and citizens. He is also Director of Electronic Delivery of Gator Engineering, or EDGE, which is the distance learning program for online engineering master’s degrees, certificates and professional education courses at UF.

Prior to assuming his current role, Guico served as Director of Industry Programs for the Herbert Wertheim College of Engineering, coordinating and developing industrial and corporate relations under the auspices of the Office of Research and Facilities.

Rodney holds a Bachelor of Science degree and research doctorate in Materials Science and Engineering, both from Northwestern University.

PATRICK MONAHAN, PH.D., is a behavioral scientist, social entrepreneur and professor of biostatistics at Indiana University’s Richard M. Fairbanks School of Public Health. Monahan teaches the graduate course Applied Multivariate Statistical Methods for Public Health, designed for Ph.D. students in the public health program. In the research arena, Monahan oversees biostatistical and psychometric analyses for the IU Cancer Control Program, studies mental health issues — primarily depression — and is a major collaborator and lead investigator on studies that develop and validate instruments for measuring latent constructs in behavioral medicine. His methodological research is focused on improving statistical methods for detecting differential item functioning and improving latent dimensionality assessment methods.

Monahan is the founder of Home at Last, a social entrepreneurial venture that has a vision to facilitate success for persons experiencing homelessness through jobs, affordable housing and social support. Home at Last employs persons who have previously experienced incarceration or homelessness to renovate abandoned properties in blighted neighborhoods, then leases the houses to transitional programs for persons living with mental illness, or sells the homes to owner-occupied buyers with low or middle income.

Monahan earned both his master’s and doctorate degrees in Educational Measurement and Statistics from the University of Iowa, a Ph.D. Minor in Biostatistics from Iowa, a bachelors of psychology and philosophy from Iowa State University.
MICHAEL MORRIS, PH.D., M.B.A., is the George and Lisa Etheridge Professor of Entrepreneurship at the University of Florida’s Warrington College of Business. A pioneer in curricular innovation and experiential learning, Morris’ entrepreneurial outreach efforts have facilitated the development of hundreds of ventures, along with three ventures of his own. Morris is the director of the Experiential Classroom, founded in 1999, which shares best practices in entrepreneurship education with faculty from around the globe, and annually coordinates the Entrepreneurship Empowerment in South Africa Program. He has published 11 books and over 130 articles in peer-reviewed journals. He co-edits the Prentice-Hall Entrepreneurship Series, and is editor emeritus of the Journal of Developmental Entrepreneurship.

Morris is a past president of the United States Association for Small Business and Entrepreneurship, or USASBE, and has chaired the American Marketing Association’s Entrepreneurship & Marketing Taskforce. He has received the Ernst and Young Entrepreneur of the Year award in the supporter category, and been awarded the Edwin & Gloria Appel Prize for contributions to entrepreneurship. A former Fulbright Scholar, Morris was selected as a top 20 entrepreneurship professor by Fortune Small Business, received the Leavay Award from the Freedoms Foundation for impacting private enterprise education, and the Dedication to Entrepreneurship Award from the Academy of Management. USASBE recognized him as Entrepreneurship Educator of the Year in 2012. Morris earned his Ph.D. from Virginia Tech in 1983.

JIM O’CONNELL, M.ENG., is the University of Florida Technology and Licensing Director and Assistant Vice President of Technology Transfer. O’Connell started at the university in April 2017 by way of the University of Miami, the University of Michigan, industry and the Armed Forces. O’Connell has broad-based expertise managing and building teams and commercializing technology. Most recently, he served as the Director of the Office of Technology Transfer at the University of Miami, acting as an agent of change from June 2013 until he arrived at UF. At Miami, O’Connell increased deal flow by 100 percent while reducing expenses, made it easier for faculty to disclose their inventions, and founded programs to reach out to faculty on Miami’s engineering and marine science campuses.

Prior to Miami, O’Connell was the Director of the Michigan Venture Center with the University of Michigan, where he led an office that produced more than 10 startups per year based on university technology. Between 2008 and May 2013, he founded and created Michigan’s first startup company accelerator, directed a mentor-in-residence program to draw entrepreneurial talent into the university, and managed relationships with more than 100 venture capital firms. He was the driving force behind the Coulter Translational Program that earned a $20 million endowment from the Coulter Foundation and nurtured technology business formation that led to more than $30 million in venture capital funding.

Before his engineering industry ventures began, O’Connell served as Chief Evaluator Helicopter Pilot, 89th Operations Group, at Andrews Air Force Base. He earned a Master of Science in engineering management from the University of Maryland and a Bachelor of Science in aeronautical engineering from Rensselaer Polytechnic Institute.
DAVID MASSIAS, J.D., is the co-founder and CEO of Shadow Health Inc., which is a multidisciplinary educational software developer of rich learning environments and Digital Clinical Experiences™, or DCEs. Shadow Health develops educational environments to address the critical issues facing our national and global health care systems, maintaining quality of care in the face of increasing provider shortages. The environments are positioned to reform the status quo of allied health care education delivery by providing a virtual, accurate and in-depth clinical environment to practice diagnostic reasoning, communication and procedural skills.

Prior to the establishment of Shadow Health, Massias was a partner with the V2R Group, focused on acquiring and commercializing university technologies (i.e., ICU Data Systems Inc., Red Lambda Inc.), and a member of the PricewaterhouseCooper's mergers and acquisitions group in their New York City and Chicago offices since 2000. As an adjunct professor at the University of Florida, Massias was honored with the 2008 Outstanding Faculty Award from the Masters of Science in Entrepreneurship Program at the Warrington College of Business at UF. He also serves on education-centric boards such as the Cade Museum for Creativity and Invention and with the University of Florida’s College of Education.

BEN LOK, PH.D., is a professor in the Computer and Information Sciences and Engineering Department at UF’s Herbert Wertheim College of Engineering and co-founder of Shadow Health Inc., an educational software company. His research focuses on virtual humans and mixed reality in the areas of computer graphics, virtual environments and human-computer interaction. Lok received his master’s and doctorate degrees from the University of North Carolina at Chapel Hill, and a Bachelor of Science degree in Computer Science from the University of Tulsa.

Lok received a UF Term Professorship (2017-2020), the Herbert Wertheim College of Engineering Faculty Mentoring Award (2016), a NSF Career Award (2007-2012) and the UF Association for Computing Machinery Computer & Information Science & Engineering Teacher of the Year Award in 2005-2006. Lok and his Virtual Experiences Research Group have received Best Paper Awards at the Association for Computing Machinery I3D and Institute of Electrical and Electronics Engineers Virtual Reality conferences. He currently serves on the Steering Committee of the IEEE Virtual Reality conference. He was general co-chair of IEEE VR 2014 and IEEE VR 2013, and program co-chair for the ACM VRST 2009, IEEE Virtual Reality 2010 and IEEE Virtual Reality 2011 conferences. Lok is an associate editor of Computer and Graphics and ACM Computing Surveys.
How can we make it better? That is the question **JULIE WHITNEY, M.S.N., R.N., NEA-BC**, has asked throughout her nursing career, whether at the bedside, as a consultant, educator or leader. This passion for excellence and improvement led Whitney to pursue her Master’s Degree in Nursing at the University of Florida after several years of bedside nursing and years in education and management in service to veterans and those who provide their care. Whitney achieved certification as Nurse Executive — Advanced and as a Green Belt — with facilitation of projects to enhance care and enrich the team with a passion. Whitney is currently rolling out the Innovation program at the North Florida/South Georgia Veterans Health System, embracing learning and change. Whitney’s desire to help others stretch and excel while having a little fun is the driver that gets her going daily.

**LISA MAGARY, D.N.P., ARNP, CPNP, FNP-BC**, is founding partner and health care provider with Celebrate Primary Care of Gainesville, alongside Della Tuten, M.S.N., ARNP, FNP-BC. Magary is dual-certified in family practice and pediatrics as a nurse practitioner, and is passionate about helping patients maximize their health. Magary earned her DNP in 2010, MSN in 2006 and BSN in 2005, all from the University of Florida.

Her years in a primary care setting, where the expectation was to see each patient for less than 15 minutes, pushed Magary to seek out a new model for health care — a model that put the patient at the center, not billing codes and government requirements. Opening a practice with Tuten was a dream, but that dream was always at the mercy of rapidly changing insurance laws and heavy burdens placed on health care providers by insurance companies. Late in 2014 after reading an article about direct primary care, everything changed as new options came into focus; options like earning a living and getting to spend a lot of time with patients while making a lasting positive impact on their health. The direct primary care model allows just that. In 2015, Magary and Tuten opened Celebrate Primary Care.
DELLA TUTEN, M.S.N., ARNP, FNP-BC, is founding partner and health care provider with Celebrate Primary Care of Gainesville, alongside Lisa Magary, D.N.P., ARNP, CPNP, FNP-BC Tuten and Magary attended nursing school together at the University of Florida and always knew that they wanted to open a practice together. A Gainesville native, Tuten became a triple University of Florida graduate in 1999, 2005 and 2006. She has been practicing as a Nationally Board-Certified Family Nurse Practitioner in North Central Florida since finishing her education at UF.

Tuten is focused on preventive medicine and holistic care, and works diligently to educate her patients and help each individual achieve optimum health. She is passionate about having a positive impact and making a difference in the lives of each of her patients. Tuten’s ultimate goal is to improve the delivery of primary care to the Gainesville community and beyond.

LUNCH PRESENTATION —

DOROTHY M. SMITH: 
HER LEGACY OF INNOVATION

KIM CURRY, PH.D., ARNP, FAANP, retired as Associate Dean for Student Affairs at the University of Florida College of Nursing in December 2017, where she oversaw the admissions, registration and academic advising functions in the College of Nursing. Curry’s research interests include primary prevention with a focus on immunizations and public health history. Curry maintains an active clinical practice in primary care at the Helping Hands clinic in Gainesville. She is a fellow in the American Association of Nurse Practitioners, and is an active member of Sigma Theta Tau as well as local and state nurse practitioner organizations.

Curry received her Bachelor of Science in Nursing from the University of Florida, a Master of Business Administration from Southern Illinois University, a Master of Science with a major in Family Health Nursing from the University of South Florida, and a Ph.D. in Adult Education from the University of South Florida.
Dorothy M. Smith was born in 1913 in Bangor, Maine, and went on to receive her bachelor’s and master’s degrees from Teachers College in Columbia University and Harvard University.

In 1956, under a ramshackle Quonset Hut on the University of Florida campus, Smith and her colleagues developed a dream that became the philosophy of the UF College of Nursing — one of the first two colleges at UF’s brand new J. Hillis Miller Health Science Center. As founding Dean, Smith dreamt of a new form of nursing education — a school where knowledge-based clinical excellence was the norm for administrators, faculty members, staff nurses and students alike. Smith was one of the early nursing leaders to fully integrate nursing education, practice and research, which laid the groundwork for advanced nursing practice and the shift in nursing research to clinical effectiveness and outcomes.

She developed the UF baccalaureate program in nursing and brought national recognition to the program through the introduction of many important and bold nursing innovations, often contrary to established practice and, therefore, highly controversial.

A significant nurse leader of her time, Dorothy Smith’s work moved nursing into the mainstream of higher education, unified nursing education and practice, and led to the development of evidence-based nursing practice. A pioneer and visionary in the nursing field, Smith laid the foundation for many of the most important nursing advances over the past few decades.

This conference honors the memory of Mr. R. Murray Jenks, a dear friend and supporter of the College of Nursing who passed away in December at the age of 92. Mr. Jenks was a long-standing trustee of The Thomas M. and Irene B. Kirbo Charitable Trust, which has been a major presenting sponsor of the Dorothy M. Smith Nursing Leadership Conference since the conference’s inception. The Kirbo Trust has committed nearly $3 million to the College of Nursing, establishing two endowed professorships, supporting numerous scholarships and fellowships, as well as support for nursing research and faculty development.

The College wishes to continue to celebrate Mr. Jenks and honor his legacy for generations to come. We would like to thank those generous individuals and organizations who have already made gifts in his honor. We invite you to please consider making a gift in Mr. Jenks’ memory to help build upon the foundation of the Kirbo Trust’s dream of excellence in nursing education, research and practice at the University of Florida. Contact Anna Harper at aemiller@ufl.edu or 352-273-6360 for more information.
Thank You

PRESENTING MAJOR SPONSOR:  
The Thomas M. and Irene B. Kirbo Charitable Trust

The Thomas M. and Irene B. Kirbo Charitable Trust has a history of providing student and faculty development funds and scholarships to the University of Florida College of Nursing. The Kirbo Trust has endowed two chairs in the College for both clinical nursing excellence and cancer nursing. Contributions from the Kirbo Trust have funded a wide array of nursing education and research programs. We are especially grateful to the late Mr. Murray Jenks, who was a Kirbo trustee and Jacksonville resident, for his longstanding commitment to nursing. The UF College of Nursing expresses its deepest gratitude to the Jenks family and the Kirbo Trust.

SPECIAL THANKS
Dr. Karen Reed for her leadership and assistance in providing continuing education credit for this conference.

THE DOROTHY M. SMITH NURSING LEADERSHIP CONFERENCE PLANNING COMMITTEE
Chair: Dr. Gail Keenan   Yancy Lawrence   Travis Shepard
Dean Anna McDaniel     Toni Lindsey    Kelly Sobers
Anna Hoffman           Ellen Sattler    Julie Whitney

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