

SGNA 46TH ANNUAL COURSE

# GREATNESS EXPECTING

*Pursuing Excellence*

»» **April 14-16, 2019**

Pre-meeting events: April 12-13  
Oregon Convention Center  
Portland, Oregon

*Welcome to the  
SGNA Regional  
Leadership Session*

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## *Regional Officer Resource Training*

Vickie Crews-Anderson, Sr. Marketing Manager  
Sarah Heemstra, Operations Sr. Associate

# Objectives

- Navigate and review the updated SGNA Regional Officers Webpage
- Learn ways to utilize the Regional Marketing Toolkit to communicate with new and seasoned SGNA members
- Develop your own SGNA membership elevator pitch

An aerial photograph of a city skyline, likely Seattle, with a dense forest of evergreen trees in the foreground. The city buildings are visible in the middle ground, and a large mountain is in the background. The image is faded to a light gray color.

*Navigating the Regional Officer Resource  
Webpage*

LOGOUT

Q SEARCH

ABOUT

LEARN

ATTEND

PRACTICE

CONNECT

SGNA Communities

Awards

Scholarships

Regions

Colorectal Cancer Awareness Month

Advocacy

Get Involved

JOIN

MY SGNA



Website sponsored by

**OLYMPUS**

Your Vision. Our Future



How it comes together! Are you on The Inside Tract? Assess competency with four simple questions. Check out the finest moments from our members! New mobile app for young IBD patients.

**RENEW TODAY**

*Renew Your Membership  
for 2019 Today!*

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## Regional Societies

SGNA's Regional Societies offer local networking and educational opportunities across the nation. All voting US members of SGNA are required to become affiliated with a Regional Society. Non-voting members and those residing outside the United States may affiliate with a Regional Society if they wish with an additional fee.

[Regional Directory](#) [Regional Events](#) [Regional Officers](#) [Find a Regional Member](#)

Click [here](#) to visit the Regional Officers Resource Page for helpful tools and documents including:

- Regional rosters (viewable by Regional Society Executive Committee members only)
- Regional President's Memo
- Regional re-chartering information
- SGNA Headquarters resources for Regional Board of Directors and more



# Regional Officers

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## Regional Officers Resource Center



LEADERSHIP CONFERENCE RESOURCES

HOUSE OF DELEGATES RESOURCES

RECHARTERING RESOURCES

REGIONAL MARKETING RESOURCES

REGIONAL OPERATIONS RESOURCES

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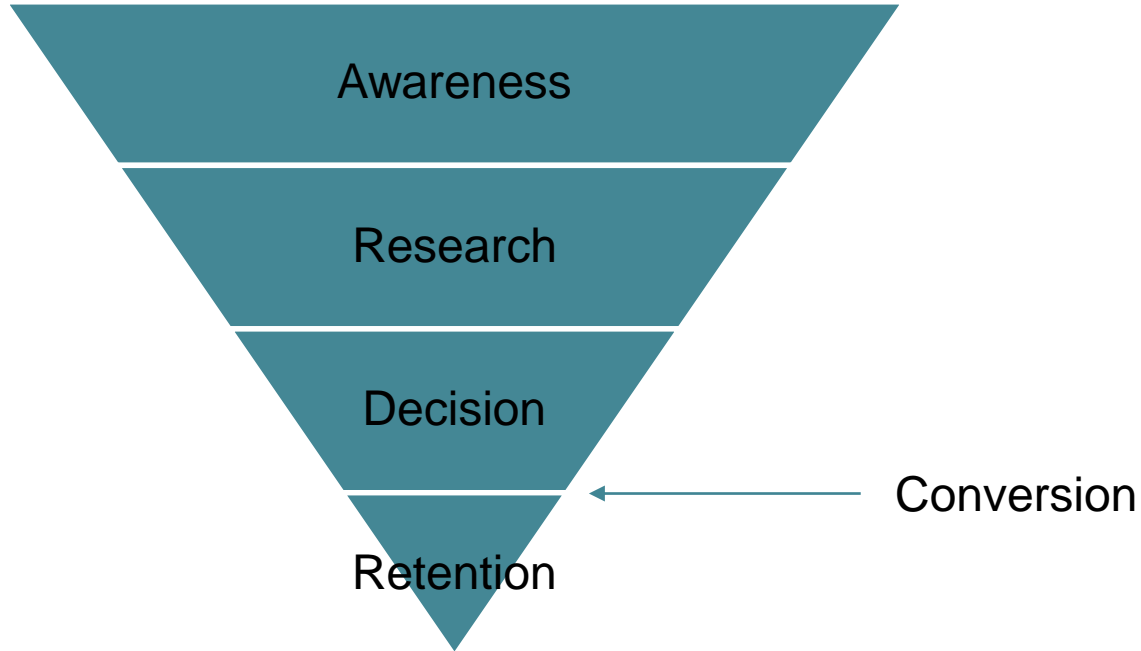


An aerial photograph of a city skyline, likely Seattle, with a dense forest in the foreground. The image is faded and serves as a background for the text.

*Using the Regional Marketing Tool Kit*



# The Marketing Journey



# New Member Acquisition – Individual Associations

Marketing channels proven to drive the most new members  
*(2018 Membership Marketing Benchmark Report)*

- Word-of-mouth recommendations (66%)
- Email (65%)
- Direct mail (31%)
- Chapters (26%)
- Local events/meetings (25%)

# Tool Kit Components

For membership & events

- Value statements
- Sample emails
- Sample social media copy
- Phone script



# Value Statements

- Can be used in any communication channel
- Speak to the benefits of SGNA membership and event attendance
- Based on member feedback around why nursing professionals become members or attend events

# Sample Emails

Helpful hints:

- Be mindful of the number of emails you send at once.
- Remember to customize and check links before sending.
- Think about customizing with the recipient's name, your personal experiences with SGNA and region-specific details to make them seem more personalized.
- They will have the greatest impact as one-on-one communications from you (or other recognizable society member).

# Social Media

Helpful hints:

- Focus on the one platform that is the most relevant.
- Post regularly, but only when you have something to say – and be concise!
- Mix self promotion with content of value to your followers.
- Incorporate images and videos whenever possible (free stock art resources: [pexels.com](https://www.pexels.com) and [unsplash.com](https://unsplash.com)).
- Tag those mentioned in your posts.
- Invite colleagues to follow your society's account/page.
- Be sure to respond to your messages.

# Phone Script

Helpful hints:

- Divide and conquer – it's less intimidating.
- Customize your script.
- Make calls when you're most likely to reach your prospective/lapsed member.
- Smile when you're talking!

# Additional Marketing Resources

- Flyer templates
- PowerPoint templates – for your presentation and walk-in/walk-out looping slides
- Web graphics



An aerial photograph of a city skyline, likely Seattle, with a dense forest of evergreen trees in the foreground. The city buildings are visible in the middle ground, and a large mountain is in the background. The image is faded to a light gray color.

*Group Activity –  
Membership Elevator Pitch*

# Developing an Elevator Pitch – Membership Recruitment Goal

In your own words, include:

- For those unfamiliar with SGNA – provide an introduction to the organization (including Regional Societies)
- Talk about top benefits of membership/what members value most
- Explain why SGNA is different/better than other resources
- Outline next steps/how to get involved

# Top Reasons Nurses & Associates Join SGNA – From Member Research

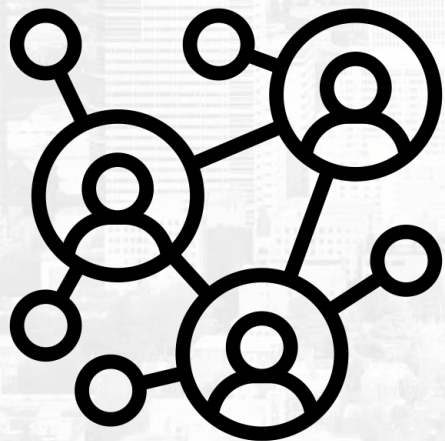
- Access to SGNA informational resources (e.g. journal, newsletters, etc.)
- Increase my self-confidence with respect to my professional abilities
- Access to SGNA regional membership
- Demonstrate passion and commitment to the profession
- Keep up to date on current and future trends/best practices
- Advance my career goals and satisfaction

Write Your  
Pitch!  
In 5 minutes



# Share Your Pitch





*Regional Leader  
Speed Networking*



## *Beverage Break*

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# SGNA *Communities*

*Elevating your Regional Society*

SGNA™



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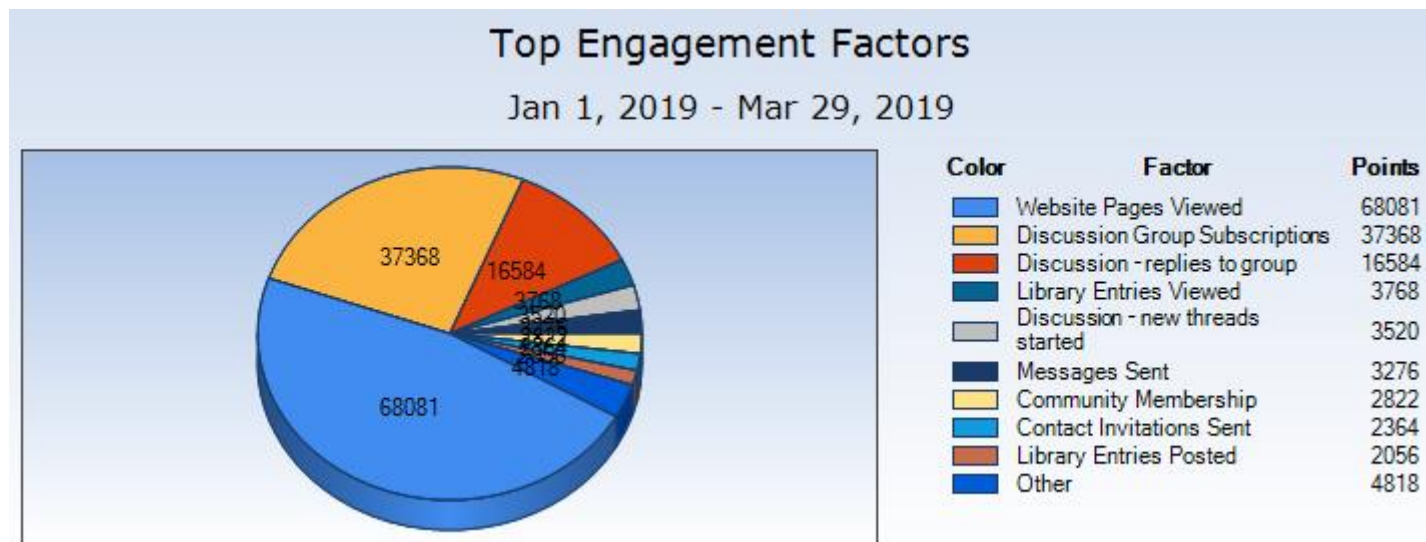
# *SGNA Communities*

Facilitating more active and regular communication and engagement between SGNA members.

# SGNA Communities Statistics



As of April 1, 1679 unique logins



An aerial photograph of a city skyline, likely Seattle, with a dense forest in the foreground. The image is faded and serves as a background for the text.

SGNA Communities Widgets

*Discussion / Events / Announcements / File*

# Widget Opportunities



## Discussion Forum

- Monthly Newsletters (include action items or questions for people to respond in the forum)
- Meeting follow up



## Events

- Educational offerings (RS/other local opportunities)
- Regional Society meetings
- Membership renewal reminders
- Deadlines for registration, submission of forms, and voting



## Announcements

- Message from regional president
- Monthly member highlight
- Action Item reminders



## File Library

- Meeting minutes
- Financial tracking (transparency)
- Bylaws/policies
- Photos from events

# Best Practices

- Purpose and alignment
  - What are your regional society goals and how can SGNA Communities be a tool to further those goals?
  - How would you like for your Regional Society to utilize SGNA Communities? What things need to be in place for your members to utilize it in this way?
- Responsibilities

# Things you should know

- Personal
  - Security
  - Notifications – Consolidated Daily Digest
- Community
  - Customize your Community header
  - Community Admin Privileges
  - Announcements only shows 2 at a time



*Thank you!*

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AMERICAN BOARD OF CERTIFICATION  
FOR GASTROENTEROLOGY NURSES

# ABCGN Update

SGNA Leadership Meeting  
Nancy Schlossberg, ABCGN President  
April 12, 2019



# 2018 - Certification Vital Statistics



- ▲ 3,924 certified nurses.
- ▲ 534 nurses sat for the CGRN exam, resulting in a 70.5% pass rate.
- ▲ 753 CGRNs eligible to recertify, 411 recertification applications received, 55% recertification rate.

# 2018 - GI-Specific Contact Hour



## ▲ GI-Specific Application Stats

- ▲ Vendors, SGNA Regional Meetings
- 129 programs submitted
- 539 number of hours reviewed
- 528 GI Specific hours approved

## ▲ SGNA Approvals

- 142 programs submitted
- 185.8 of hours reviewed
- 158 GI Specific hours approved
  - ▲ Annual Course
  - ▲ GNJ Articles
  - ▲ SGNA Programs

## 2018 - Initiatives

- ▲ Digital Badging for CGRN's
- ▲ New 2018 – 2020 Strategic Plan
- ▲ ABCGN Rebranding & Website Redesign launched 12/2018.

# Digital Badging for CGRN's



- ▲ Launched February 2018
  - Electronic representation of a stakeholders' certifications, awards and other continuing education experiences in a format that can be readily shared online.
  - What does a Digital Badge Deliver?
    - ▲ Verified skills and expertise
    - ▲ Differentiation in the job market
    - ▲ Convenience (online delivery/outreach)



**BADGECERT**

Certified Gastroenterology Registered Nurse - CERTIFIED BADGE

**Issued To** : Nancy Schlossberg  
**Issued By** : American Board of Certification for Gastroenterology Nurses (ABCGN)  
**Location** : Chicago IL  
**Issue Date** : 01/01/1986  
**Expiration Date** : 12/31/2020

**Description** : Certification is awarded to individuals who meet eligibility criteria based on experience and who pass an examination covering a broad range of knowledge and skills relevant to their professional practice. Those individuals who achieve ABCGN certification can be recognized by a designation used after their names-CGRN. Once certified, nurses maintain their certification by recertifying every five years. Candidates may recertify either by retesting or by completing a specified program of continuing education.

**URL evidence** : [www.abcgcn.org](http://www.abcgcn.org)

# 2018 – 2020 Strategic Plan



1. Enhance the visibility and recognition of the value of the CGRN certification.
  - Brand Awareness Campaign - starting with website redesign.
2. Ensure ongoing relevance of the CGRN exam content and format.
  - Benchmarking with 25 other nursing certification programs.
3. Ensure certification requirements maintain and enhance the value of the CGRN certification.
  - Additional survey questions to maintain exam relevance with current practices.

# Mission & Vision Leads Brand Awareness Initiatives

## Mission

- ▲ The American Board of Certification for Gastroenterology Nurses provides a certification and recertification program for gastroenterology and gastroenterology endoscopy registered nurses that promotes their knowledge, skills and competencies in order to ensure quality patient care and outcomes.

## Vision

- ▲ To lead and promote professional excellence in the practice of gastroenterology nursing.

# New Logos



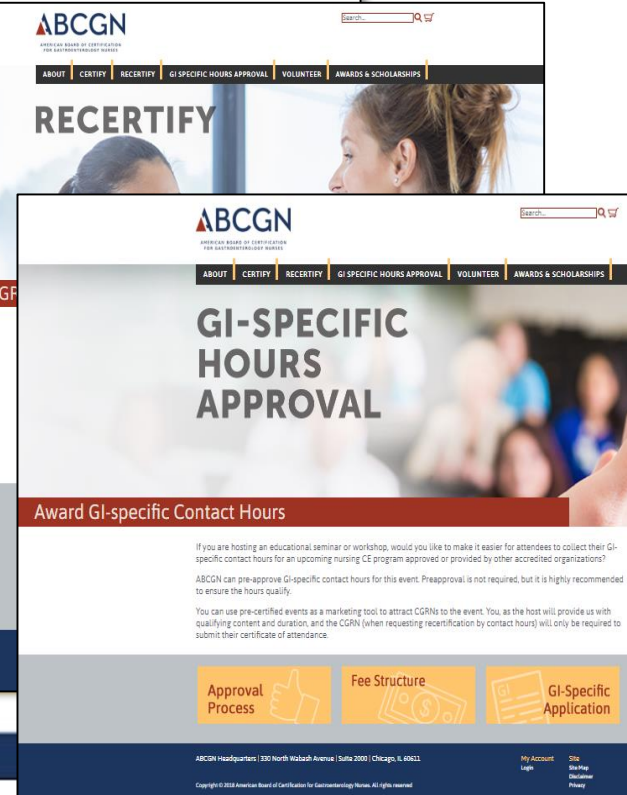
AMERICAN BOARD OF CERTIFICATION  
FOR GASTROENTEROLOGY NURSES



# Redesigned Website



- ▲ Internal landing page.
- ▲ Mobile-responsive.





# New in 2019 – ABCGN Board of Directors



- ▲ Proudly welcomes new 2019- 2020 Director Bonnie Streeter.



## New in 2019 - Virtual Annual Business Meeting

- ▲ Allows a greater number of ABCGN certificants to attend and participate interactive webinar.
  - ▲ Tuesday, April 9, 2019
    - ▲ 62 Registrants
    - ▲ 40 unique meeting attendees
    - ▲ Web link will be made available on the ABCGN website
    - ▲ Running slides of the meeting can be viewed at the ABCGN Booth

# New for 2019



- ▲ New GI Specific Logo
- ▲ Certification, Recertification & GI Specific Marketing Materials
- ▲ Newly Designed Certificate





**PROMOTE CERTIFICATION!**

# Promote Certification



- ▲ Share ABCGN information
  - Share links to ABCGN website – [www.abcgn.org](http://www.abcgn.org)
  - Request ABCGN PowerPoint to share at regional meeting.
    - ▲ Heather Rich, Executive Director – [hrich@smithbucklin.com](mailto:hrich@smithbucklin.com)
  
- ▲ Quest for Success Program
  - Implemented in 2015.
  - Opportunity for exam takers to have second opportunity if needed.
  - Applicants who do not pass exam can take test second time for half price.
  - Must apply for consecutive exam, one-time discount only.
  - 210 candidates have taken advantage of this option.

- ▲ Want to increase attendance at 2019 Regional meetings?

## GI-Specific Hours Program Application Fee Structure Chart

<b>2018 New Pricing Structure. Effective February 1, 2018</b>		
<b>Contact Hours</b>	<b>SGNA Regional Program</b>	<b>Non-SGNA Regional Program</b>
0 - 3	\$50	\$100
3.1 - 6	\$75	\$125
6.1 - 8	\$90	\$150
8.1 - 12	\$100	\$175
More than 12.1	\$150	\$200
<b>Recurring Program</b>		
<b>Category 1 (Live)</b>	\$75	\$500
<b>Category 5 (Recorded)</b>	\$100	\$1000

# Promote ABCGN Awards



- ▲ Nominate a friend or colleague:
  - ▲ Certified GI Professional of the Year
  - ▲ Outstanding Region
  - ▲ Excellence in Professionalism
- ▲ Awards deadline November 30th
- ▲ Criteria and application forms located on the ABCGN website - <https://www.abcgcn.org/Resources/Awards-Scholarships>

# Promote ABCGN Scholarships



## ▲ Apply for a Certification or Recertification Scholarship

### Certification Scholarship

The ABCGN Certification Scholarship provides financial assistance for the certification exam.

- Fall Exam: Applications due April 1
- Spring Exam: Applications due November 30

### Re-certification Scholarship: Due November 30

The ABCGN Re-certification Scholarship provides financial assistance for recertification by contact hours.

## ▲ <https://www.abcgcn.org/Resources/Awards-Scholarships>



Thank You!

ABC GN



# Questions?

**Contact:** Heather Rich, Executive Director – [hricht@smithbucklin.com](mailto:hricht@smithbucklin.com)



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## Delivering Excellence in Regional Society Mentorship

Eileen Babb, BSN RN CGRN CFR  
SGNA Board of Director

Kimberly Cooper, MSN RN CGRN  
Old Dominion SGNA Treasurer/ President-Elect

# Disclosure

The speakers do not have any relevant relationships with commercial interest organizations whose products are related to the program content.

The Society of Gastroenterology Nurses and Associates, Inc. is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's (ANCC) Commission on Accreditation.

# Today's Objective

Review Old Dominion SGNA's process for developing successful education conferences.

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**SGNA**

# ODSGNA's Innovative Practices Shared with:

- DelMarVa SGNA (Chesapeake and Delaware SGNA)
- Eastern North Carolina SGNA
- North Texas SGNA
- Northern New Jersey SGNA

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# Mentoring Testimonial from Northern New Jersey SGNA

AnnMarie Allarey-Quimbo, BSN, RN, CGRN  
NNJSGNA Treasurer

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# ODSGNA Regional Conference Blueprint

## Annual:

- Back to Basics/ Beyond the Basics Conference Series
- DelMarVa SGNA Annual Conference
- ACG/VGS/ODSGNA Regional Postgraduate Course

## Need Based:

- Certification Course
- Endoscope Reprocessing Course
- Pulmonary Endoscopy Course



**What:** ODSGNA's 1<sup>st</sup> Educational Offering for 2019  
7.25 contact hours approved by MNA  
7.25 GI-specific hours by ABCGN and CBSPD

**When:** March 9, 2019 from 0800 – 1645

**Who** (Target Audience): GI Nurses and Associates

**Where:** (3) "LIVE" sites  
Charlottesville: University of VA Health System  
Newport News: Riverside Healthcare  
Richmond: Hunter Holmes McGuire VA Medical Center

**How:** Video Teleconference

# 2019 Old Dominion SGNA Beyond the Basics Conference



Newport News Location



Charlottesville Location



Richmond Location

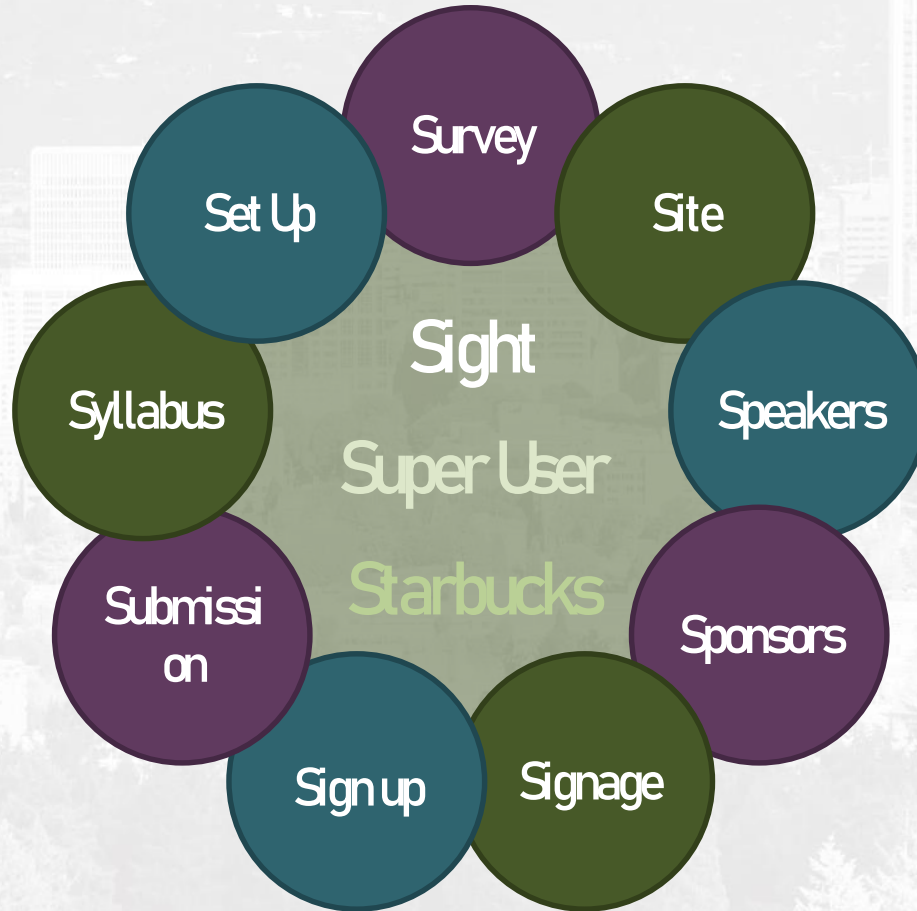
# Beyond the Basics Conference Synopsis

- Registration fees ( online registration):
  - \$25 for SGNA Associates/ \$50 for Non-SGNA Associates
  - \$35 for SGNA Nurses/ \$70 for Non-SGNA Nurses
  - \$300 for Exhibitor Table
- 204 total registered attendees
- 13 registered vendors
- No facility charge for all 3 sites
- No AV/ video teleconferencing charges for all 3 sites
- Speakers spoke from their respective hospitals/  
Standard \$100 speaker fee
- Syllabus link sent to attendees prior to the conference

# Beyond the Basics Conference Synopsis (cont.)

- Conference Planning:
  - Communication: Doodle Poll/ / GoToMeeting / Weekly updates via emails
  - Budget per Head: \$12.50 (food budget)
  - Designated Lead Planner for each location
  - Designated Facility Liaison for each site in charge of set up, staging meals, and etc.
  - All 3 locations used the same caterer for lunch
- The Day of the Conference:
  - Group texting for the planning committee
  - Online format for Q&A, Evals, and speaker comments

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# Where to Begin?

- Vision
- Event Planning
- Event Management
- **Communication is key!**



# Sight

- Develop a game plan and stick to it.
- Stay within your budget
- Use the 4W's and 1 H Approach
- Enforce your timeline!
- Put together a checklist





# Formula for Success



# Timeline

## 9-12 months prior to conference

- Initial planning meeting

## 6-9 months prior to conference

- Planning meeting or conference call
- Speakers confirmed
- Letters sent out to exhibitors

## 4-6 months prior to conference

- Speaker info due for CE application
- Planning committee bios due for CE application
- Online registration set-up

## 3 months prior to conference

- Approved brochure mass emailed to database
- Online registration opening date



# Timeline - continued

## **90 days - 2 months prior to conference**

- CE application completed & submitted to CE approver org, ABGCN, and CBSPD
- Reminder letters to exhibitors with deadline
- Speaker syllabus material due

## **2 weeks prior to conference**

- Syllabus uploaded to website
- Reminder email to attendees with link to download electronic syllabus

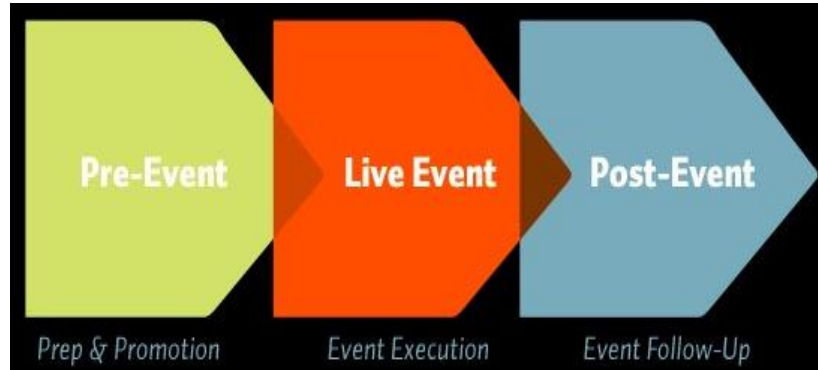
## **2 weeks after the conference**

- Wrap up meeting or conference call
- Send necessary paperwork to CE approver org
- Send evaluation feedback to speakers



# Super User

- Communication is key
- Know your Team and **delegate**
- Event Planner versus Event Manager



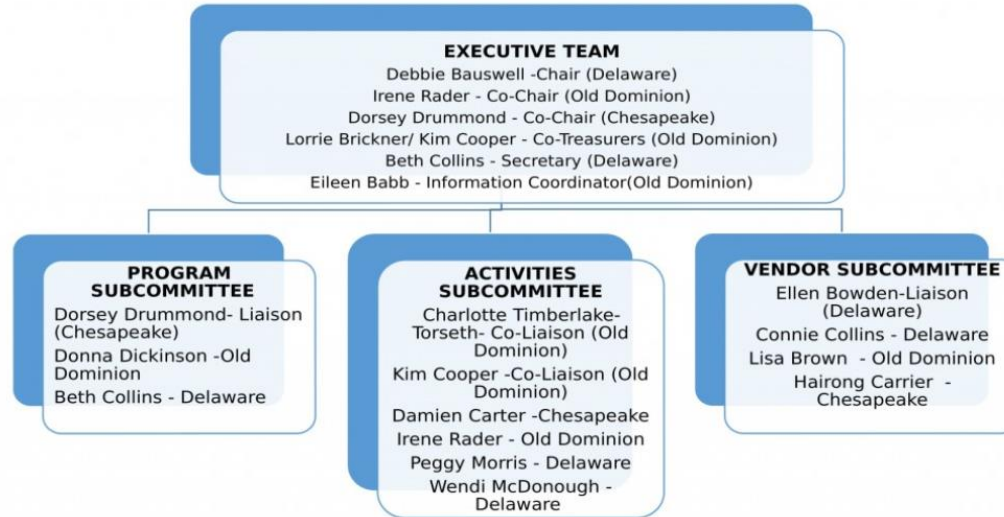
# 5 Event Planning Skills Needed for Success

- Highly Organized
- Personable
- Excellent Communicator
- Creative
- Multi-tasker



# Know your Team and Delegate!

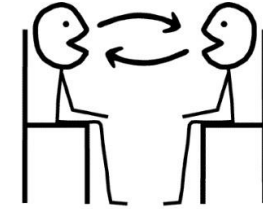
**2017 - 2018 DelMarVa SGNA Planning Committee**  
Thank you all for ensuring that we have a successful conference this year!!!



# “Starbucks”

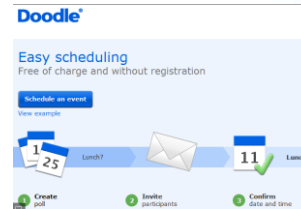
## Behind the Scenes Planning

- Face to Face Meeting
- Conference Calls
- Email Correspondence
- Internet



## Tools

- Doodle Poll
- GoTo Meeting



THE  
SIX RULES  
OF EFFECTIVE  
MEETINGS

- 1 Always have a meeting agenda
- 2 Start and finish on time
- 3 Divert calls to voicemail
- 4 Listen to other people
- 5 Agree actions and responsibilities
- 6 Send out meeting minutes on the same day



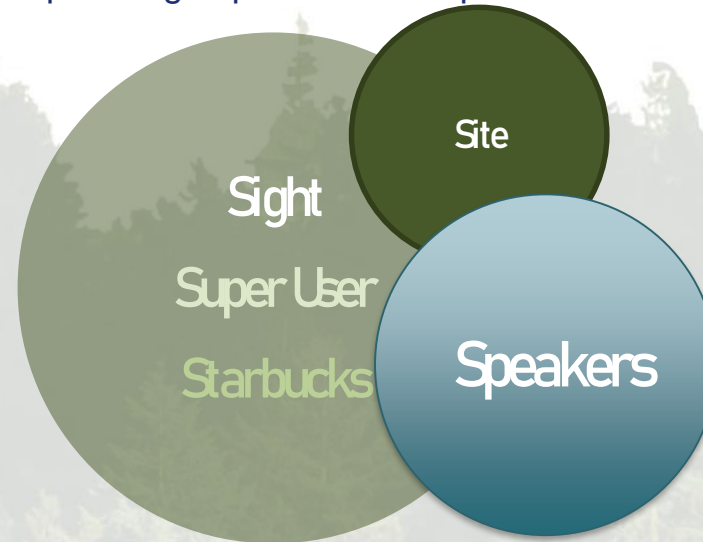
# Site Selection

- Location, location, location!!!
- Tap into your area hospitals
- Find a space for your event BEFORE you settle on and publicize the date



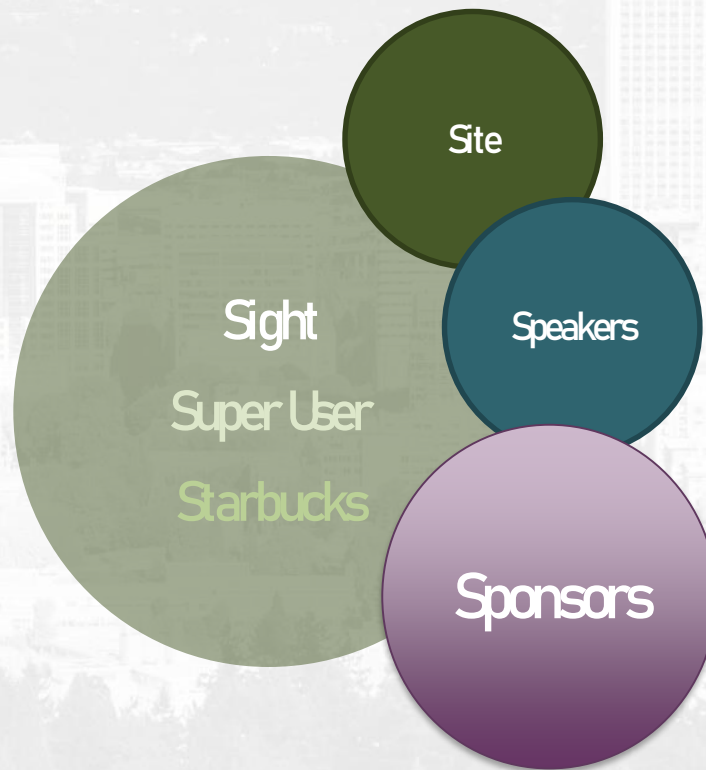
# Speaker Selection

- Speaker Liaison
- Biographical Data and Conflict of Interest Forms
- Speaker Letter with Expectations – deadline for submitting speaker materials/ syllabus using formatted template
- Are your Speakers aware that you are planning to publicize the speaker materials?
- Speakers to match variety of topics
- Topics based on audience needs



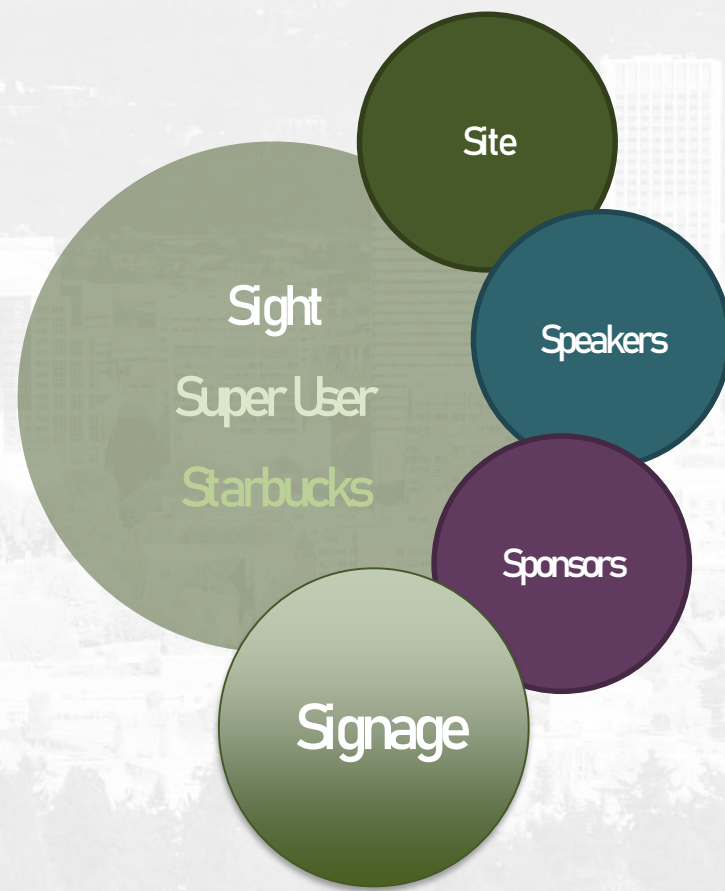
# Exhibitors

- Vendor Liaison
- Vendor Letter of Invitation
- Grant Application Process
- Vendor Open House

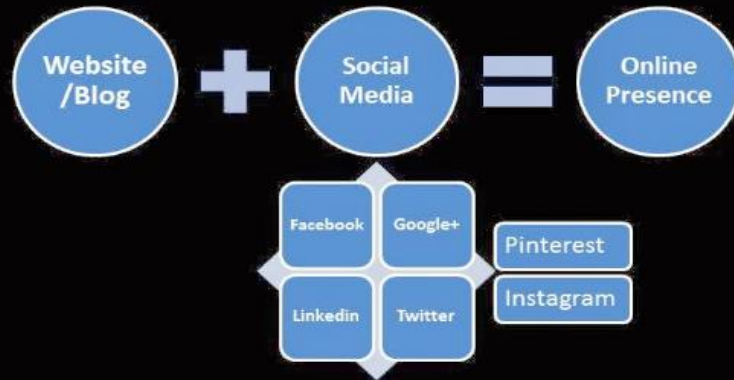


# Advertisement

- Send the Message Effectively  
5 “W”s and 1 “H”
- Save the Date
- Electronic Brochure
- Mailing Options – snail mail  
versus email blast
- Access to the most up-to-date SGNA  
Regional Membership List
- Social Media Presence
- Website



# How to Create an Online Presence



## FACULTY

**E. Babb, BSN, RN, CGRN, CFER**  
Chesapeake Regional Healthcare, Chesapeake, Va

**John Boyd, MD**  
Riverside Internal Medicine, Newport News, Va

**K Cooper, MSN, RN CGRN**  
Chesapeake Regional Healthcare, Chesapeake, Va

**M. Cooley, CRNA**  
University of VA Health System, Charlottesville, Va

**Andrew Copland, MD**  
University of VA Health System, Charlottesville, Va

**D. Dickinson, MSN, RN, CGRN, CMSRN, CFER**  
Bon Secours Saint Mary's Hospital, Richmond, Va

**Johnathan Gaspar, MD**  
Gastrointestinal Specialists, INC, Richmond, Va

**Pramod Malik, MD FACG, FASGE, AGAF, CPI**  
Virginia Gastroenterology Institute, Suffolk, Va

**Irene Rader, BSN, RN, CGRN**  
University of VA Health System, Charlottesville, Va

**Paul Ricketts, MD**  
Gastroenterology and Associates, Chesapeake, Va

**Linda Romeo, BSN RN CGRN**  
University of VA Health System, Charlottesville, Va

**Tilak Shah, MD**  
McGuire VA Medical Center, Richmond, Va

**Vanessa Shami, MD**  
University of VA Health System, Charlottesville, Va

**Dushant Uppal, MD**  
University of VA Health System, Charlottesville, Va

**Bruce Waldholtz, MD**  
National Board of Directors  
American Cancer Society Cancer Action Network



# OLD DOMINION SGNA

PRESENTS



## BEYOND THE BASICS 2019

March 9, 2019

*Now live in 3 locations!*

University of VA – Charlottesville  
Riverside Regional Medical Center –  
Newport News  
Hunter Holmes McGuire VA – Richmond

## CONTACT INFORMATION

**Charlottesville:**  
Irene Rader: [Irenerader55@gmail.com](mailto:Irenerader55@gmail.com)

**Newport News:**  
Eileen Babb: [Endonurse123@gmail.com](mailto:Endonurse123@gmail.com)

**Richmond:**  
Donna Dickinson: [eickinson4326@verizon.net](mailto:eickinson4326@verizon.net)

**Registration questions:**  
Kim Cooper: [kimscoop1@gmail.com](mailto:kimscoop1@gmail.com)

## LOCATIONS:

### Hunter Holmes McGuire VA Medical Center

1201 Broad Rock Blvd  
Richmond, VA 23249

Room: 2K-113/115; Second floor along catwalk  
overlooking the cafeteria and Patriot Store.

*\*Vendors will need to check in at the kiosk in  
front called REPTRAX to get a visitor pass*



### RIVERSIDE Riverside Regional Medical Center

500 J. Clyde Morris Blvd.  
Newport News, VA 23601

*Use the Annex Entrance to the Conference Center*

### University of Virginia Pinn Hall Conference Center

Room 1005  
1340 Jefferson Park Ave  
Charlottesville, VA 22903

GREATNESS

*Pursuing Excellence*

SGNA



## AGENDA:

- 0700 – 0745 Registration
- 0745 – 0800 Welcome
- 0800 – 0830 Tips for Optimal Polypectomy
- 0830 – 0900 ESD
- 0900 – 0930 GI Potpourri
- 0930 – 1000 Updates in Interventional GI
- 1000 – 1030 Break/Vendors
- 1030 – 1045 Navigating SGNA website & Social Media
- 1045 – 1115 Single Balloon Enteroscopy
- 1115 – 1145 EUS Topic
- 1145 – 1215 Pearls of GI Nursing
- 1215 – 1300 Lunch Break / Vendors
- 1300 – 1330 Colorectal Cancer Screening:  
New Guidelines & New Slogan
- 1330 – 1400 Scope Reprocessing
- 1400 – 1430 Anesthesia Safety  
Considerations for our GI Patients
- 1430 – 1500 GI Bleed
- 1500 – 1515 Break / Vendors
- 1515 – 1545 Gastric Bypass
- 1545 – 1615 Infection Prevention
- 1615 – 1630 SGNA Membership &  
Certification – Raffle Drawing
- 1630 – 1645 Q&A/ Evaluations/Closing  
Remarks/ Adjournment

*Agenda, Speakers, and/or Topics are subject to change.*

## REGISTRATION FEES:

SGNA Members (TECH): \$25.00  
SGNA Members (NURSE): \$35.00  
Non-SGNA members (TECH): \$50.00  
Non-SGNA members (NURSE): \$70.00

### Register online/ snail mail

- Online: *preferred method*  
[www.ODSGNA.com](http://www.ODSGNA.com)  
OR
- Mail completed registration w/payment:  
OLD DOMINION SGNA  
1053 Weather Vane Ct  
Virginia Beach, VA 23464

Make checks payable to: [ODSGNA](http://www.ODSGNA.com)  
Payment must accompany your registration.

**Registration Deadline: February 24, 2019**

### Cancellation Policy:

Cancellations must be received in writing via [kimscoop1@gmail.com](mailto:kimscoop1@gmail.com). Cancellations after February 24, 2019 subject to cancellation fees of \$25. No refunds will be made for no-shows.

Name: \_\_\_\_\_

SGNA Member #: \_\_\_\_\_

Title: \_\_\_\_\_

Employer: \_\_\_\_\_

Work Address \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_

E-mail address: *please print legibly*

-----  
Diet restrictions? \_\_\_\_\_

Registration confirmation will be sent to the email address above.

**Registration fees include beverage and snack breaks, lunch, conference packet, downloadable link to electronic syllabus, and contact hours.**

## TARGET AUDIENCE:

GI/ Endoscopy Nurses and Techs.

## OBJECTIVES

The Beyond the Basics Conference will provide an overview of current applications, and new therapies in the field of gastroenterology, thus enabling GI nurses and associates to integrate the latest developments and expert

## ACCREDITATION STATEMENT

This continuing nursing education applied for through the Montana Board of Nursing, an accredited approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

GI/ Endoscopy Nurses and Techs will earn 7 nursing contact hours for attending the conference. Application for GI specific contact hour designation has been submitted through the American Board of Certification for Gastroenterology Nurses (ABCGN). Up to 6 GI specific contact hours are expected.

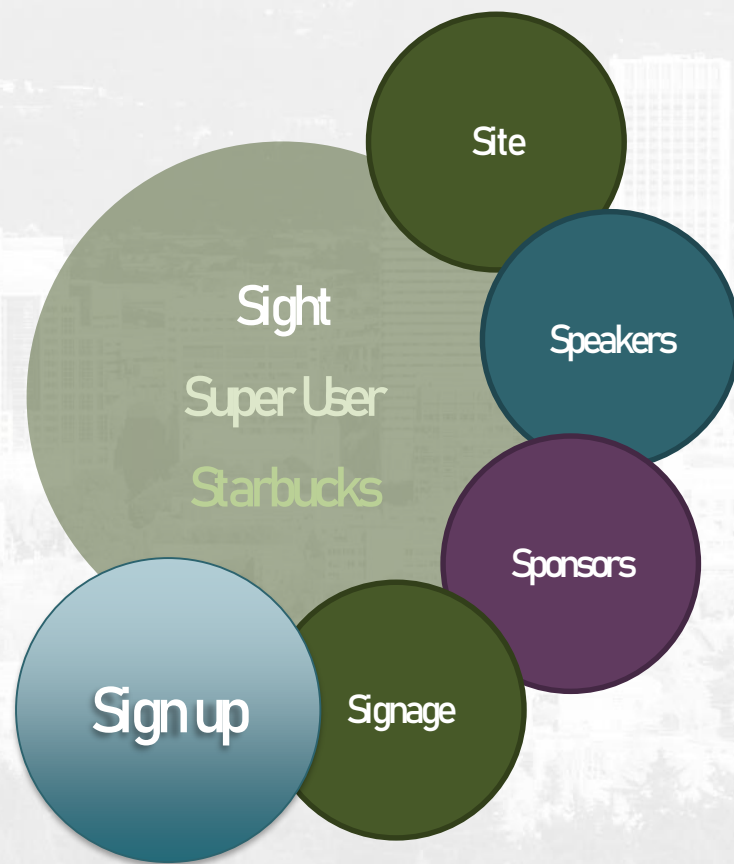
CFER CEU's will also be available.

## ACKNOWLEDGEMENT

The officers and board directors of Old Dominion SGNA would like to extend a HUGE thank you to UVA, McGuire VA, and Riverside Regional Medical Center for their technological support and a comfortable place to provide training. A special thank you, to our vendors for sharing their immense knowledge of GI specific needs & solutions, and their monitory support.

# Registration Process

- Work Smarter, not Harder
- Online Payment Processing
- Cancellation Policy Disclosure
- Keep and Track ALL Attendees Information on one Excel Spreadsheet





# Reasons to Use Online Registration Forms

- **Ease of Use** - Program experience not required/ portable
- **Yes, it is Secure!** 128-bit SSL encryption for enhanced security.
- **Customizable Reports** – Filter entries, create reports, & build graphs. Export to Excel
- **Website Integration** – Easy copy/paste solutions for integrating form into a web page
- **Affordability** – Cheaper than utilizing desktop software, programmers, and IT
- **Notifications Alerts** – Customizable notification method via email or text, when submissions come
- **No Long Term Contracts**



# Integrated Online Payment Processing

- **Stripe** is an online payment API that's best fit for high-tech business-to-consumer ecommerce companies.
- **PayPal** offers online checkout experiences, invoicing, and in-person payments best fit for ecommerce companies that need easy online payments.
- **Square** offers POS systems, online checkout experiences, and invoicing best fit for brick-and-mortar businesses.



# Cost Comparison

Stripe	PayPal	Square
<ul style="list-style-type: none"> <li>No hardware options</li> <li>Transaction fees: 2.9% + \$0.30</li> </ul> <p>Because the payments API that Stripe offers is so straightforward, Stripe fees will also be just as easy to understand.</p> <p>If you choose to go with their Integrated payments API, then you'll only have to pay for successful transactions—Stripe charges no monthly fees or setup fees whatsoever.</p> <p>For each payment that your Square API processes, you'll simply have to pay 2.9% of the transaction value, plus \$0.30 per transaction.</p> <p>No additional cost if manually keying in the card information online</p>	<ul style="list-style-type: none"> <li>Hardware cost: \$14.99 to \$99.99</li> <li>Transaction fees: 2.7% to 3.5% + \$0.15</li> </ul> <p>Most payments processed through a PayPal product will cost your business 2.9% of the transaction value, plus \$0.30 per transaction. While PayPal Checkout and PayPal Payments Standard will simply carry that default payment processing fee, PayPal Payments Pro will cost you \$30 a month along with that same 2.9% + \$0.30 transaction fee.</p> <p>If a card reader is needed, then cost of the hardware will range \$14.99-\$99.99.</p>	<ul style="list-style-type: none"> <li>Hardware cost: Free to \$999</li> <li>Transaction fees: 2.5% + \$0.10 to 3.5% + \$0.15</li> </ul> <p>Can use a smart phone or iPad, if you process a card payment through a Square Bluetooth reader (which range in price from free to \$49), then it will cost your business 2.75% of the transaction value. Be sure to note: Any transaction that you process through any Square point of sale system <u>by keying in the card</u> information, you'll pay 3.5% + \$0.15.</p> <ul style="list-style-type: none"> <li>In-person transactions: 2.5% + \$0.10</li> <li>In-app transactions: 2.9% + \$0.30</li> <li>Online transactions: 2.9% + \$0.30</li> </ul> <p>Square will provide the company with one free card reader.</p>



Social Media

## 2019 Beyond the Basics –Vendor Registration

March 9, 2019

Contact OD/SGNA Treasurer Kim Cooper at  
kimberly.cooper@theaspapeakerregional.com for any  
registration questions.

Total **\$300.00**

Vendor Table Fee \$300.00

### Company Name \*

### Company Address

Street Address

Address Line 2

City

State / Province / Region

Postal / Zip Code

Country

### Products and services to be displayed

### Full name and salutation of exhibitor \*

### Email of exhibitor

### Phone number of exhibitor

### - ## - ####

### Exhibitor 1: Gluten sensitive diet?

- NO  
 YES

## 2019 Beyond the Basics Conference

March 9, 2019

### Locations:

Please note that online registration to all sites will be closed  
without notice as soon maximum capacity is reached.

### Secure your spot by registering today! \*

- Charlottesville: UVA Health System  
 Newport News: Riverside Regional Healthcare  
 Richmond: Hunter Holmes VA Medical Center

Total **\$0.00**

### Name \*

First Last

**Credentials:** This will appear on name badge. Example: MD,  
RN, CGRN / LPN, CGN / CTS, AGTS, CPER

### Are you a current CGRN (Certified Gastroenterology Registered Nurse)?

- Yes  
 No  
 N/A

### Are you a current CPER or CCR (Endoscopy Reprocessing)?

- Yes  
 No

### Hospital / Practice Affiliation \*

### Work address \*

Street Address

Address Line 2

City

State / Province / Region

Postal / Zip Code

United States

Country

**Primary EMAIL address. Course updates and syllabus will be  
emailed to this address. \***

### Best PHONE number to contact you? \*

### - ## - ####

### Dietary Restrictions? \*

- Gluten-Free  
 Vegetarian  
 Regular

### Special Assistance Needed? \*

- NO  
 YES (please indicate below)

### Comments:

### Registration Rates \*

- \$25 ASSOCIATE SGNA Member Rate. All SGNA  
members will be verified using the most current  
SGNA national membership database.  
 \$55 NURSE SGNA Member Rate. I SGNA members  
will be verified using the most current SGNA  
national membership database.  
 \$50 NON - Member ASSOCIATE Rate  
 \$70 NON - Member NURSE Rate

### Payment Summary

Please review the following details for this transaction.

Description	Item Price
<b>Registration Rates</b>	
<i>\$35 NURSE SGNA Member Rate. I SGNA members will be verified using the most current SGNA national membership database.</i>	\$35.00
<b>Total</b>	<b>\$35.00</b>

### Billing Information

Enter your payment details below.

### Cards Accepted



### Credit Card \*

Secure

First Name

Last Name

Credit Card Number

Expiration Month Year Security Code

### Billing Address \*

Street Address

City

State / Province / Region

Postal / Zip Code Country

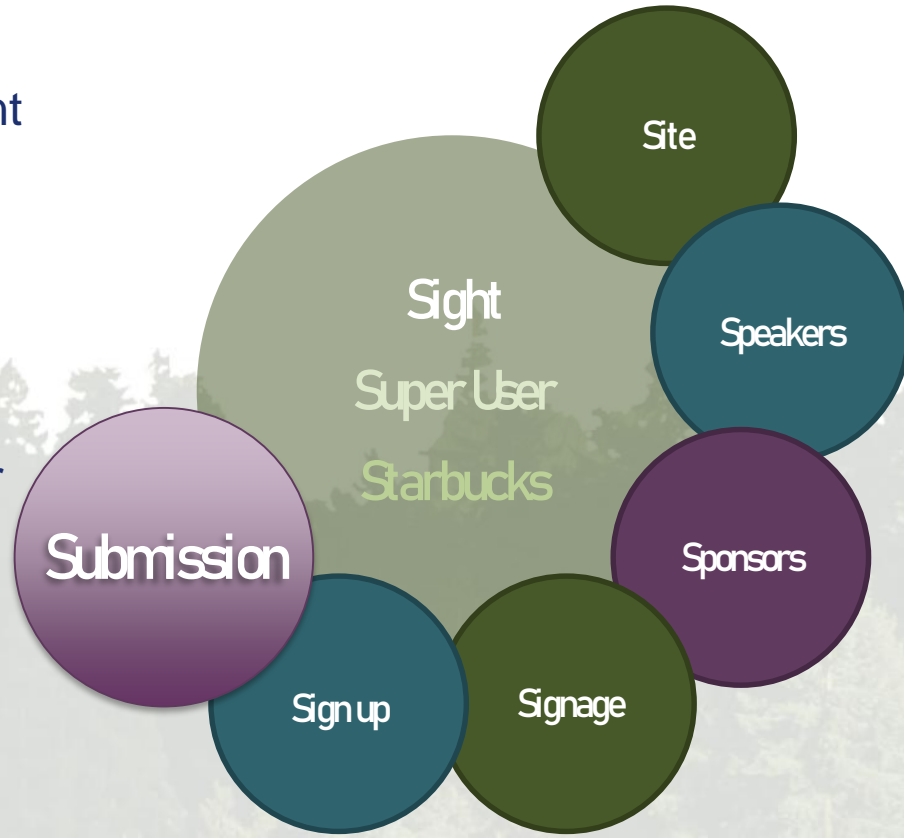
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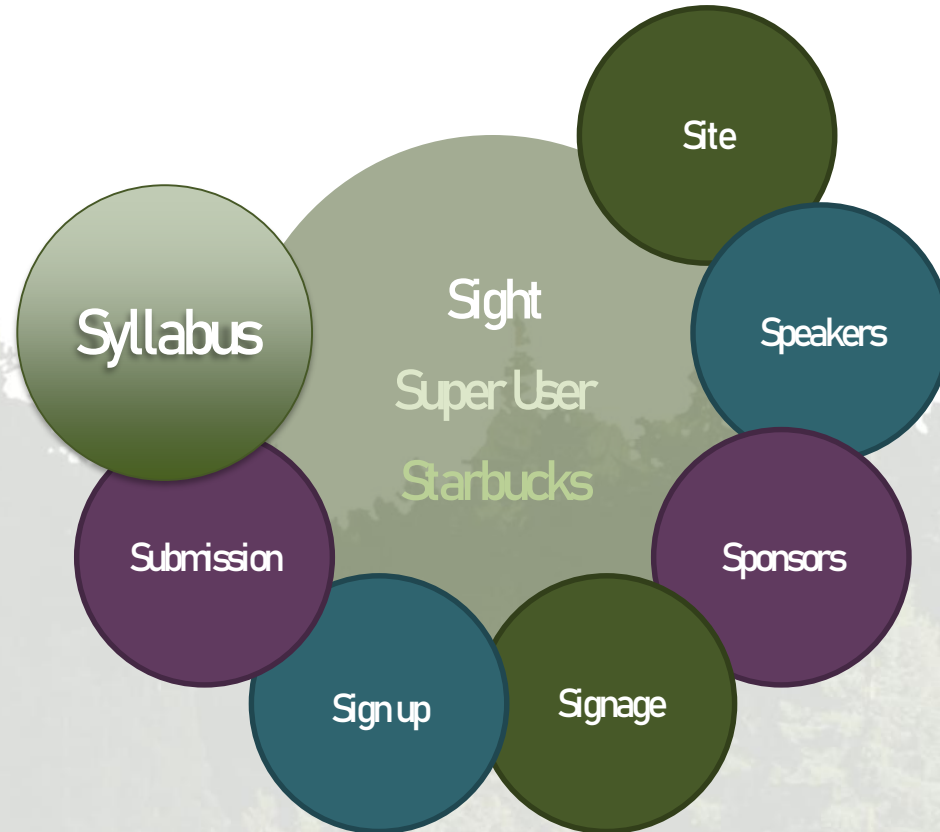
# CE Approver Unit Application

- Know your Audience
- Review ANCC Content Integrity Standards
- CE Approver Requirements
- ABCGN Contact Hour Approval
- CBSPD Process



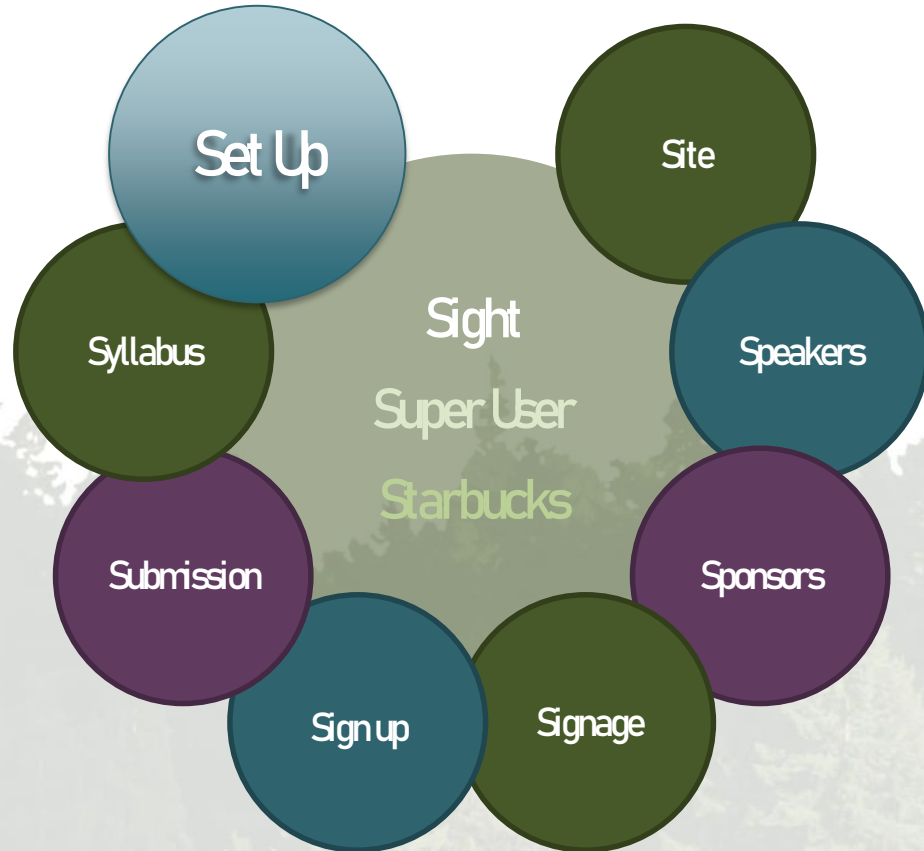
# Electronic Syllabus

- Go Green Movement
- Send secure electronic copy prior to the conference
- Speakers must understand importance of submitting ppt presentation in timely manner using formatted template



# Set-Up

- Spearheaded by Site Liaison
- Dress Rehearsal prior to the Conference
- Have an Emergency Kit
- Back Up Plan





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2019 Beyond the Basics Conference  
Charlottesville / Newport News / Richmond  
March 9, 2019

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March 9, 2019

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[Speaker Questions](#)  
[Post Conference Evaluation](#)  
[Conference Related Comments](#)

NEWSLETTER

Congratulations to Old Dominion SGNA for winning the American Board of Certification for Gastroenterology Nurses' 2015 Outstanding Certified Region of the Year Award.

***"Leading the next generation beyond best practices for a disease-free gut"***

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## Beyond the Basics Conference Speaker Questions Form:

During each speaker's presentation, please type any questions you have below. At the end of each talk, randomly selected questions will be chosen to ask the presenter.

\* Required



Please type your brief question(s) below: \*

Your answer

SUBMIT

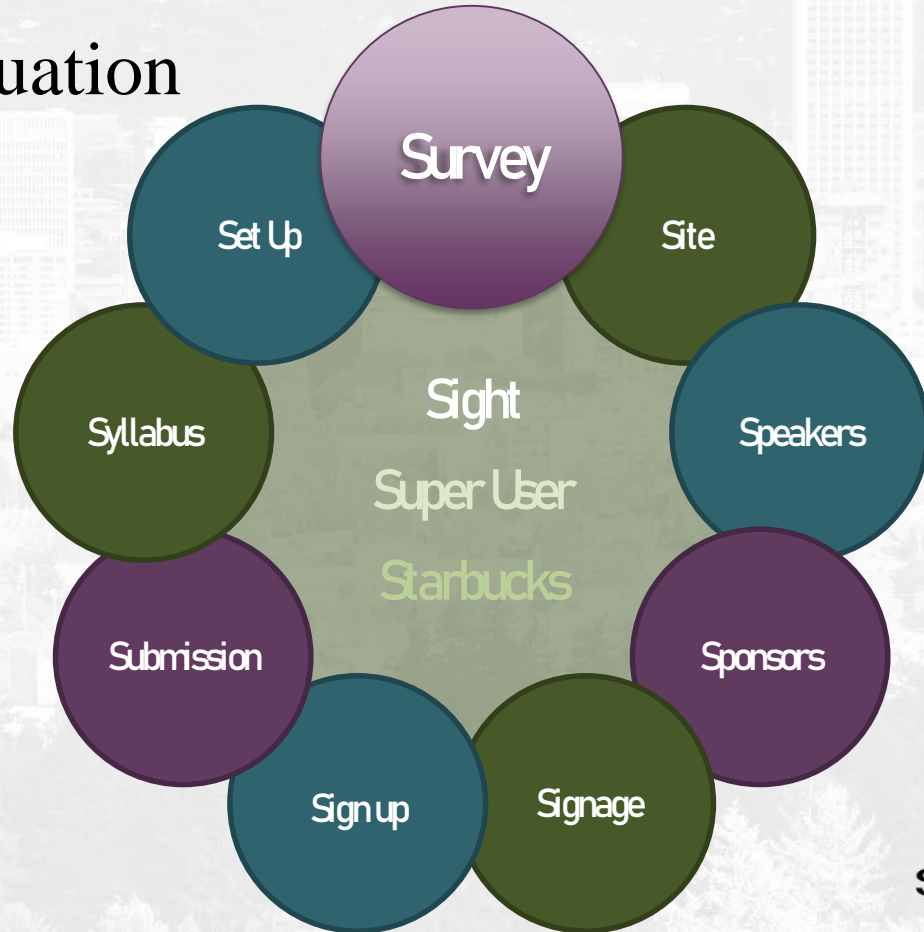
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# Post Conference Evaluation

- Online options
- Set deadline for completion



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QUESTIONS RESPONSES 1/20

## ODSGNA Beyond the Basics Evaluation Form:

Type your name in the space below, then select either "Yes" or "No" to the following questions.

Image title



First and Last Name: \*

Short answer text

The session objects were relative to the overall purpose of the program. \*

Yes  
 No

The presenters demonstrated expertise on the topics they presented. \*

Yes  
 No

The teaching strategies used by the speakers were appropriate. \*

Yes  
 No

My practice will change after having participated in this conference. \*

Yes  
 No

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CLICK HERE TO REGISTER NOW! ★★★★★

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QUESTIONS RESPONSES 8

## Beyond the Basics Conference Comments:

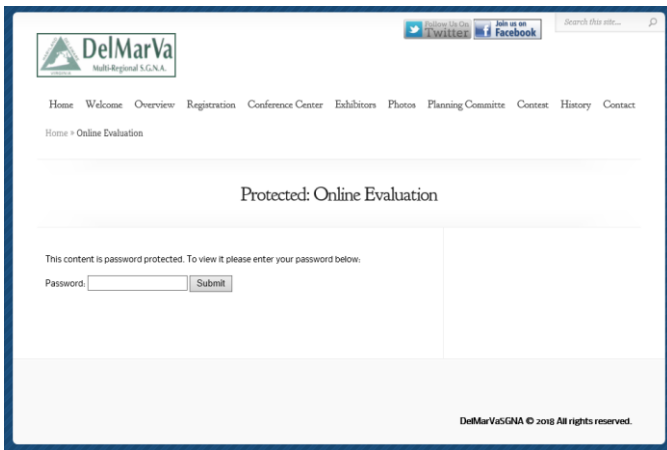
Any time during the event, feel free to leave any comments about a specific speaker/topic, the venue, or any comments in general. We would love to hear ideas about future topics and speakers!

Image title



Please type your brief comment(s) below: \*

Long answer text



The screenshot shows the "ODSGNA Scope Reprocessing Course Evaluation" form. The form title is "ODSGNA Scope Reprocessing Course Evaluation". The description is "ODSGNA 'Soap, Scour, Shower: Scope Reprocessing from A-Z' Charlottesville, VA November 10, 2018". The form title alignment is "Center Aligned" and the description alignment is "Center Aligned". The language is "English" and the label placement is "Top Aligned".

**Tracking**

- Enable Google Analytics tracking (?)
- Collect IP addresses of respondents (?)

**Confirmation Options**

- Show Text (?)
- Redirect to Website (?)

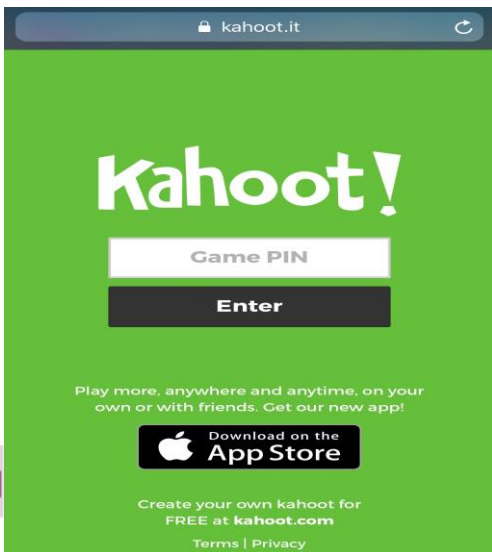
**ODSGNA Scope Reprocessing Course Evaluation**  
 ODSGNA "Soap, Scour, Shower: Scope Reprocessing from A-Z"  
 Charlottesville, VA  
 November 10, 2018

For tracking and auditing purposes, please enter your full name here. \*

First Last

Please respond to the following items on a scale from 5 (highest) to 1 (lowest). \*

	5	4	3	2	1
The session objectives were relative to the overall purpose of the program.	0	0	0	0	0
OEM Resources for Reprocessing Flexible Endoscopes were discussed.	0	0	0	0	0
The teaching strategies used by	-	-	-	-	-



**Beyond the Basics Post Conference Evaluation Form**  
 Circle either "Yes" or "No" to the following questions, then sign your name in the space below.

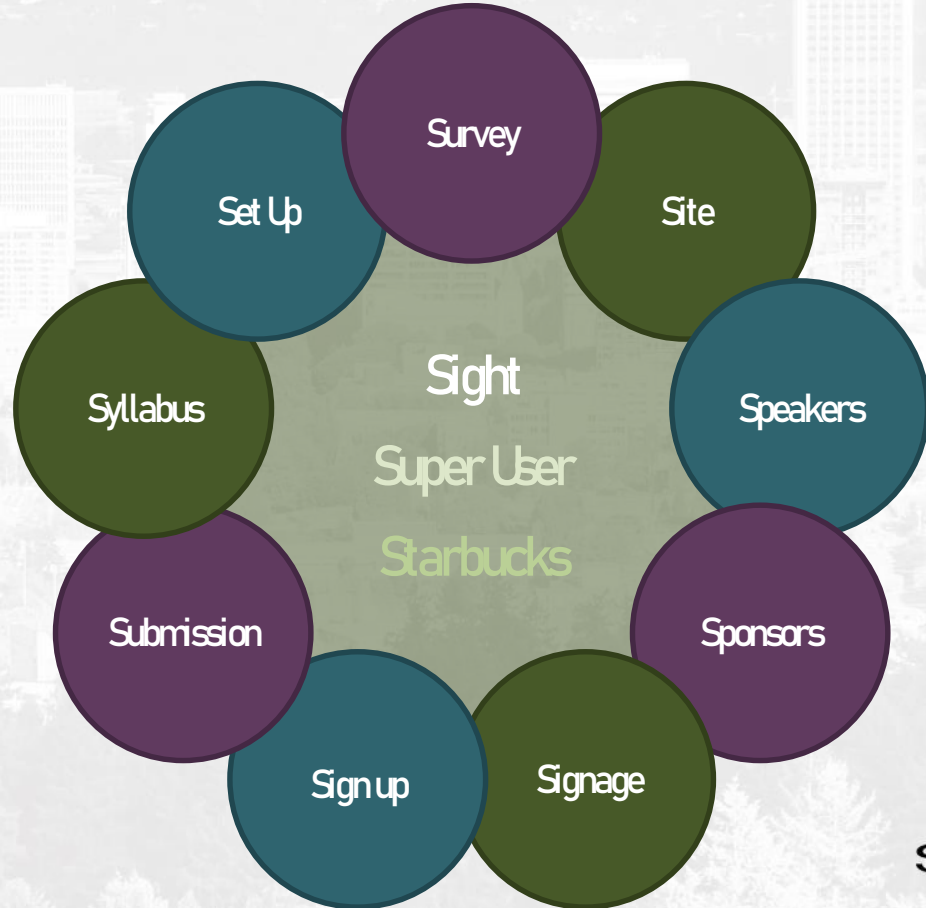
- The session objects were relative to the overall purpose of the program.  
 - Yes      - No
- The presenters demonstrated expertise on the topics they presented.  
 - Yes      - No
- The teaching strategies used by the speakers were appropriate.  
 - Yes      - No
- My practice will change after having participated in this conference.  
 - Yes      - No

Signature: \_\_\_\_\_

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# Sweet Stuff (Bonus Step)





# Sweet Stuff

## Ideas to make your learning event meaningful and memorable

- Theme
- Opening pizzazz
- Contests
- Planning Committee recognition
- Vendor open house/ Welcome reception/ Closing reception
- Photo booth experience
- Membership drive

DelMar Va SCNA 20th Annual  
Educational Conference

March 24, 2018  
Ocean City, MD







18th Annual Educational Course  
March 11-13, 2016  
Newport News, Virginia

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# Things To Do After A Conference

- Send thank you notes
- Create a conference recap (Lessons Learned)
- Schedule a wrap-up meeting with your team
- Share successes via social media
- Provide eval comments to speakers
- Send required post-conference materials to CE approving organization





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» **April 14-16, 2019**

Pre-meeting events: April 12-13  
Oregon Convention Center  
Portland, Oregon

## *Succession Planning for Your Region's Future Leaders*

Cathy Bauer, MSN MBA CGRN CFER

SGNA 46TH ANNUAL COURSE

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»» **April 14-16, 2019**

Pre-meeting events: April 12-13  
Oregon Convention Center  
Portland, Oregon

## *Succession Planning: Who's job is it?*

Catherine Bauer RNBS, MSN, MBA,  
CGRN, CFR





The Society of Gastroenterology Nurses and Associates, Inc. is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's (ANCC) Commission on Accreditation.

Disclosure: Relationships with commercial interest organizations whose products are related to the program content include: None

# Objectives

- Define Succession Planning
- List the resources available to provide succession planning for your region
- Develop a plan to take back to your region

# Define

- Succession planning is a process for identifying and developing new leaders who can replace old leaders when they leave, retire or die. Succession planning increases the availability of experienced and capable members that are prepared to assume these roles as they become available.

# Succession Planning - A 5 Step Process



- Step 1: Identify critical positions. Critical positions are the focus of succession planning efforts. ...
- Step 2: Identify competencies. ...
- Step 3: Identify succession management strategies. ...
- Step 4: Document and implement succession plans. ...
- Step 5: Evaluate Effectiveness.

# What Is Succession Planning? Your Steps to Success



- Be proactive with succession planning. ...
- Keep an open mind. ...
- Make the vision known. ...
- Offer regular feedback to protégés. ...
- Provide training to peak performers. ...
- Do a trial run of your succession plan. ...
- Use your plan to develop a strategy.

# Why is it important



- **Succession planning** can be an **important** way to identify regional members who have the current skills--or the potential to develop skills--that can help them move up in the region, or on to other positions on committees. A management **succession plan**, in particular, leaves your **region** prepared to replace board members.
- "**Succession planning** is successfully encouraging talent and helping people grow and develop to effectively ensure regional success." It involves attracting, developing, recruiting and retaining individuals who the region considers valuable



## How does it work

- Succession planning aims to attract the best talent, retain those individuals, and develop them through well-targeted development efforts. Succession planning helps build the bench strength of a region to ensure the long-term health, **growth** and stability of the region.





# Exercise



- Create small groups of 3 or 4
- Write down the 3 “W”s
  - What are your opportunities that you will consider
  - Who will be responsible for initiating these
  - When will it be done, set a time line



*Thank you for attending the  
Regional Leadership Session*

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