



**BUSINESS  
CONFERENCE  
FACILITATION**

Online Conference

# **Nurse Management & Perspectives on Nursing Leadership**

**27<sup>th</sup> of May 2021**

**3:00 pm CET**



BCF group is proud to announce that our online conference «**Nurse Management and Perspectives on Nursing Leadership**» will take place on **Thursday, May 27, at 3 pm CET** on BigMarker platform.

The aim of the conference is to create an international platform to exchange knowledge on nurse management by bringing together expert speakers who explore the ways to overcome current issues in the field. This is a great opportunity to meet others within nurse management to network and to learn about the latest information in the field straight from forward-thinking nurse leaders.

The «**Nurse Management and Perspectives on Nursing Leadership**» online conference is designed around key targets: learning, exchanging opinions, and networking enabled by live presentations followed by dynamic questions & answers sessions as well as panel discussion with keynote speakers.

### **Benefits of Attending «Nurse Management and Perspectives on Nursing Leadership» Online Conference:**

- 5 different topics
- panel discussion
- networking with business professionals and industry experts
- additional materials

If you would like to participate, kindly book your spot. The seats are limited. Broadcast Link will be provided via email post registration.

## **KEY POINTS**

- Nursing Management
- Healthcare Retention
- Healthcare Workforce
- Nurse Recruitment
- Healthcare system
- Clinical Nursing
- Healthcare Management
- Healthcare Environment

## **WHO SHOULD ATTEND**

Chief Nursing Officers (CNO), Chief Nursing Executives (CNE), Executive Medical Directors, Directors of Nursing, Nurse Supervisors, Nurse Coordinators, Chief Nurses, Nurse Managers, Nurse Leaders from:

- Medical Practice
- Hospital & Health Care
- Emergency Nursing
- Nursing Education
- Nurse Recruitment

✦ **420 214 214 720**

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3:00 pm – 3:05 pm CET

WELCOME AND OPENING REMARKS FROM THE MODERATOR

3:05 pm – 3:30 pm CET



**Joatam Junior**  
Healthcare Innovation Manager  
**United Health Group**

Challenges for Healthcare New  
Business Model (Value-Based)  
+ Q&A

3:25 pm 3:55 pm CET



**Dr. Airica Steed**  
Executive Vice President /  
Chief Operating Officer  
**Sinai Health System**

Post-Covid Management for  
Nurse Leaders  
+ Q&A

3:55 pm – 4:00 pm CET

COFEE BREAK

4:00 pm – 4:25 pm CET



**Dr. Ophelia M. Byers**  
Vice President and Chief Nursing Officer  
**NewYork-Presbyterian  
Hudson Valley Hospital**

Developing Retention Strategies  
for Nursing  
+ Q&A

4:25 pm – 4:50 pm CET



**Rich G Kenny,**  
**MMCi, RN, EMT-B, CEN**  
Digital Transformation Lead,  
Nursing Informaticist  
**Duke Health**

The Future of Healthcare.  
Are Your Nurses Ready?  
+ Q&A

4:50 pm – 4:55 pm CET

COFEE BREAK

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4:55 pm – 5:20 pm CET



**Raul A. Godínez JR.,  
MSN, RN, CCRN**  
Director of Nursing and Clinical Services  
**Kindred Healthcare**

Leading Today - Motivating,  
Empowering, and Leading the Modern  
Nurse  
+ Q&A

5:20 pm – 5:50 pm CET

**PANEL DISCUSSION**  
Human Nurses and Robotic Nurses

5:50 pm – 5:55 pm CET

CLOSING SESSION REMARKS

until 07/05

230 €

until 21/05

260 €

until 27/05

300 €

**CONFERENCE RECORD € 80**

[CLICK HERE FOR REGISTRATION ONLINE](#)

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**Joatam Junior**  
Healthcare Innovation  
Manager  
**United Health Group**

I have been working with people's knowledge integration for business management delivery in unison. With international experience at healthcare's challenges utilizing the analysis of data to make informed decisions that are focused on competitive strategy and operational efficiency. Analytics and Innovation on care coordination systems, clinical information, incorporation of new technologies, health plans, and population health program outcomes. Focus on health and care systems to remain sustainable.

Glad to be a Lecturer - Post-graduation at Lean Six Sigma Healthcare and Healthcare Economics and Ethics, with excellent feedback from pairs and students.

As a health care management executive, I have experience in assessing opportunities for the implementation of business remedies that are based on robust theoretical analysis and putting into work. The aim is to contribute to an increase in revenue and profit margins by using differential management to optimize the ROI - and ultimately share with the supply chain and stakeholders to increase the agreement and sustainability.

I also have experience in business analysis and intelligence with Data extraction, interpretation, compiling statistics, evidence-based, with active participation: the creation of information related to company operations and financial, economic value system, primarily to Accountable Care Organization strategy and Value-Based Healthcare-associated with Innovation across the industries.

My Medical background still alive - Regular shift at the Intensive Care Unit as a specialized Physician (including COVID-19 outbreak) and Cardiovascular Surgery as a Hobby.



**Dr. Airica Steed**  
Executive Vice President /  
Chief Operating Officer  
**Sinai Health System**

Dr. Airica Steed serves as the first minority appointed System Chief Operating Officer for Sinai Health System, which is an urban teaching healthcare system comprised of four hospitals (acute and post acute), 800 physician medical staff, 4000 employees, an epidemiologic research institute focused on healthcare disparities, and a community institute offering more than 25 programs serving a population of 1.5 million people. Dr. Steed is a highly accomplished and award winning transformational healthcare executive and scholar with over 20 years of exceptional leadership skills and proven track record of driving results and execution excellence. She is currently charged with spearheading and quarterbacking large scale transformation to drive system level integration/alignment, high quality outcomes, profitable growth/retention, organizational excellence, and a world class customer experience to become the "Employer and Provider of Choice".

Dr. Steed is Modern Healthcare's "Top 25 Innovators and Minority Leaders", Diversity MBA Magazine's "Top 100 Executive Leaders Under 50", and Becker's Hospital Review "Rising Star" and "Top 130 Female Healthcare Leaders to Know". She is recognized as a strategic and visionary change leader, cultural architect and international expert in Lean Six Sigma, Malcolm Baldrige framework, and "Big 4" management consulting across community and specialty hospitals, ambulatory clinics and network, academic medical centers, multi-site healthcare systems, and Federally Qualified Health Centers (FQHCs). Dr. Steed is a results driven change agent with significant experience large-scale strategy initiatives to drive high quality care, operational efficiencies, customer satisfaction, workforce and provider engagement, profitable growth, and value optimization.

Dr. Steed has served in several key executive leadership roles, including industry firsts and also holds faculty appointments at several leading academic institutions. She has published numerous peer reviewed articles and book chapters and has been an active speaker in the industry. She holds a Bachelors degree in Nursing, a Masters of Business Administration, and a Doctorate in Leadership, in addition to numerous credentials and certifications, including a Master Black Belt and International Certification in Lean Six Sigma and Fellowship from American College of Health Executives.

## BIOGRAPHIES



**Dr. Ophelia M. Byers**  
Vice President and Chief  
Nursing Officer  
**NewYork-Presbyterian  
Hudson Valley Hospital**

Ophelia M. Byers DNP, APRN, WHNP-BC, NEA-BC, CPXP, she/her(s), is the Vice President of Patient Care Services and Chief Nursing Officer at NewYork-Presbyterian Hudson Valley Hospital in Cortlandt Manor, New York. Dr. Byers has been in the nursing profession for over 21 years, inclusive of a clinical background in Women and Children's Health and progressive leadership roles over the last 12 years. With diversity/equity/inclusion, team engagement, and employee retention as key priorities in her leadership practice, Dr. Byers has conducted research on racism-related stress and psychological resilience in Black/African American nurses. Recently, her research manuscript has been accepted by a peer-reviewed nursing journal in the U.S., and publication is forthcoming. Dr. Byers, her husband, and their two children live in the New York Metropolitan Area.

Learn more about Dr. Byers's professional background here: [www.linkedin.com/in/DrOMByersDNP](http://www.linkedin.com/in/DrOMByersDNP)



**Rich G Kenny,**  
**MMCi, RN, EMT-B,**  
**CEN**  
Digital Transformation  
Lead, Nursing  
Informaticist  
**Duke Health**

Rich Kenny is a nurse first, with a mission to co-create a world more beautiful, more integrated, and more meaningful. By way of a non-linear career journey, Rich now serves Duke Health in Durham, North Carolina, U.S. by innovating new care delivery models and driving digital transformation efforts specifically aimed at delivering high acuity and end of life care in patients' homes.

As a former helicopter flight nurse, Rich was the last hope for many, but that also meant there was often a failure in the healthcare system upstream. Never one to accept the status quo and with the belief that slow incremental change is not good enough, he tackles complex systemic problems holistically across people, process, and technology. Rich's passion and character afford him opportunities to navigate a mosaic of innovations in teaming and workforce upskilling (people), process improvement and automation (process), and usability and experience design (technology).

He has become known throughout his 15+ years of real-world clinical, operational, informatics, and big-four consulting experience as someone who stays calm in the midst of the storm, leads with empathy, seeks to understand before being understood, creatively solves problems, and expects excellence in himself and others. Rich holds a Bachelor of Science in Nursing (BSN) from Milligan University and a Master of Management in Clinical Informatics (MMCi) from Duke University School of Medicine and The Fuqua School of Business. He has also completed an NIH grant-funded Health Informatics program at the Duke University School of Nursing.



**Raul A. Godinez JR.,**  
**MSN, RN, CCRN**  
Director of Nursing  
and Clinical Services  
**Kindred Healthcare**

Greetings and thank you for participating in the Nurse Management & Perspectives of Nursing Leadership Online Conference. My name is Raul and I am a Director of Nursing and Clinical Services with Kindred Healthcare and I have had the privilege of being in leadership positions with Advocate Aurora Health and Northwestern Medicine. I am a critical care nurse by trade having spent the formative years of my career at Northwestern Memorial Hospital in the cardiac/transplant surgery ICU (CTICU) as a charge nurse and Chief ECMO Specialist.

My passion for leadership started when I was involved in committees with senior hospital leadership and truly saw the difference and impact they made on a regular basis. Critical care and ECMO will always have a special place in my heart, but it was through those committees that I knew that leadership would be my calling. I am a leader who truly believes that the best way to lead your team is to lead by example and have them buy into and believe in the vision of delivering the highest level of care to the patients that you serve.

Leadership is not a position that is given; it is earned through hard work, dedication, and persistence. Leadership is also not a destination; it is a journey that spans the length of your career for as long as you choose that path. Leadership is about touching lives, motivating, inspiring, and empowering your team to be the best that they can be. As nursing leaders, we must serve as a shining beacon to the next generation of nurses to guide them, mentor them, and to instill a positive culture into their core to continue to elevate the profession of Nursing.

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