



Mayo School of Continuous Professional Development

# MAYO CLINIC CONFERENCE ON SYSTEMS ENGINEERING & OPERATIONS RESEARCH IN HEALTH CARE



**August 10-12, 2011**

Rochester Marriott Hotel,  
Marriott Ballroom  
Rochester, Minn.

In association with  
Production and Operations Management Society  
and Society for Health Systems



**REGISTER ONLINE NOW!**

<http://www.mayo.edu/cme/special-topics-in-health-care-2011r092>

## COURSE DESCRIPTION

The 4th Annual Mayo Clinic Conference on Systems Engineering and Operations Research in Health Care will take place August 10–12 at the Marriott Ballroom at the Rochester Marriott Hotel in Rochester, Minnesota. Conference attendees will have the opportunity to join colleagues discussing how clinicians and SE/OR/OM practitioners and academics can collaborate to address the challenges faced by the health care industry to deliver patient care that is high quality, safe, effective, efficient, and affordable through the application of advanced analytical methods and tools.

## COURSE LEARNING OBJECTIVES

Upon conclusion of this program, participants should be able to:

- Assess knowledge of colleagues and educational tools to introduce SE/OR in their practice.
- Identify bottlenecks in patient access and scheduling.
- Assess issues and methodologies for evaluating health outcomes.
- Develop a cost-effectiveness model for new clinical information technologies.
- Understand how SE/OR can be used to improve real-time control of health care operations.
- Identify the resources necessary to adopt use of SE/OR tools in practice.
- Compare the sophisticated and electronic analytic tools available for use in health care systems engineering.

Attendance at this Mayo course does not indicate nor guarantee competence or proficiency in the performance of any procedures which may be discussed or taught in this course.

## INTENDED AUDIENCE

The target audience for this conference includes physicians, administrators and managers, allied health providers, health care systems engineers, operations research professionals, and SE/OR academics.

## CREDIT

College of Medicine, Mayo Clinic, is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

College of Medicine, Mayo Clinic, designates this live activity for a maximum of 14.25 *AMA PRA Category 1 Credits*<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

### Other Health Care Professionals

A certificate of attendance will be provided to other health care professionals for requesting credits in accordance with state nursing boards, specialty societies, or other professional associations.

## REGISTRATION

To register online, visit <http://www.mayo.edu/cme/special-topics-in-health-care-2011r092>, or complete the attached registration form and return by mail or fax. The registration fee includes tuition, comprehensive course syllabus (electronic), continental breakfasts, break refreshments, lunch (Thursday and Friday), reception, and tour. Although it is not Mayo School of Continuous Professional Development (CPD) policy to limit the number of registrants for a course, conference room facilities may necessitate closing of enrollment; therefore, early registration is advised. A letter of confirmation will be sent upon receipt of payment and completed registration form. Please present the confirmation letter when checking in at the meeting registration desk.

### For additional information, contact:

Mayo School of Continuous  
Professional Development  
Plummer 2-60  
200 First Street SW  
Rochester, MN 55905

**Website:** [www.mayo.edu/cme](http://www.mayo.edu/cme)

**E-mail:** [cme@mayo.edu](mailto:cme@mayo.edu)

**Phone:** 800-323-2688 or 507-284-2509

**Fax:** 507-284-0532

## CANCELLATION POLICY

If you cancel your participation in this course, your registration fee, less a \$75 administrative fee, will be refunded when written notification is received by Mayo School of CPD before **July 27, 2011** (cme@mayo.edu or fax#: 507-284-0532). No refunds will be made on or after July 27, 2011. Canceled registrations are nontransferable.

Mayo School of CPD reserves the right to cancel or postpone any course due to unforeseen circumstances. In the unlikely event Mayo School of CPD must cancel or postpone this course, Mayo School of CPD will refund the registration fee, but is not responsible for any related costs, charges, or expenses to participants, including fees assessed by airline/travel/lodging agencies.

## LODGING ACCOMMODATIONS

Guest rooms have been reserved for attendees and their guests with special course rates at each of the following downtown Rochester hotels. In order to receive the special rate, reservations must be made before the room block is filled or before the expiration date of **July 21, 2011**, whichever comes first. Reservations will be taken following this date based on space and rate availability. Please identify yourself as a participant of the SEOR Conference when making your reservation.

### Hilton Garden Inn

225 South Broadway  
800-445-8667 or 507-285-1234  
\$109.00 single/double

### DoubleTree Hotel

150 South Broadway  
507-281-8000  
\$119.00 single/double

### Kahler Grand Hotel

20 Second Avenue SW  
800-533-1655 or 507-282-2581  
\$93.00 single/double

### Rochester Marriott Hotel

101 First Avenue SW  
877-623-7775 or 507-280-6000  
\$149.00 single/double

The hotels listed above are connected by skyway and pedestrian subway to conference facilities, downtown shops, and restaurants. You may wish to visit the Rochester Convention and Visitors Bureau website ([www.rochestercvb.org](http://www.rochestercvb.org)) and/or [www.rochester411.com](http://www.rochester411.com) for additional accommodation options and area information.

*Lodging arrangements are the sole responsibility of the individual registrant.*

Mayo School of CPD is not responsible for expenses incurred by an individual who is not confirmed and for whom space is not available at the meeting. Costs incurred by the registrant such as airline or hotel fees or penalties are the responsibility of the registrant.

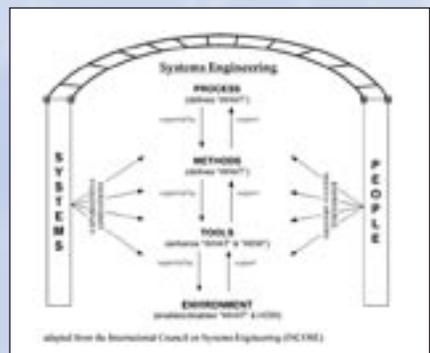
## WELCOME RECEPTION - AUGUST 10, 2011 - 6-7 p.m.

Attendees and their guest(s) are cordially invited to join the course faculty for the Welcome Reception in the Marriott Ballroom foyer. This casual reception welcomes you to Mayo Clinic, officially opens the conference, and offers you the perfect opportunity to make connections with existing and new colleagues. Preregistration is requested.

## FACULTY

### Course Directors

Mark J. Hayward, M.S.  
Janine R.A. Kamath, M.B.A., M.A.  
John B. Osborn, M.Sc.  
Thomas R. Rohleder, Ph.D.  
Veronique L. Roger, M.D.



## HIGHLIGHT SPEAKERS



*John Noseworthy, M.D., President and Chief Executive Officer, Mayo Clinic*

Dr. Noseworthy is a professor in the Department of Neurology at Mayo Clinic. He served as chair of the Department of Neurology from 1997 to 2006, as medical director of the Department of Development and as vice chair of the Mayo Clinic Rochester Executive Board. Prior to becoming president and CEO, Dr. Noseworthy led the "Mayo Clinic in the Year 2020" task force, which established long-term institutional direction. Born in Melrose, Mass., Dr. Noseworthy received an M.D. degree from Dalhousie University in Halifax, Nova Scotia, Canada. He completed his neurology training at Dalhousie University and the University of Western Ontario and a research fellowship at Harvard Medical School.



*Carl Clark, M.D., Chief Executive Officer, Mental Health Center of Denver*

As chief executive officer of the Mental Health Center of Denver (MHCD), Dr. Clark leads the organization in "focusing on what people can do, not what they can't do." He is a recognized community mental health leader in Colorado as well as nationally. Under Dr. Clark's visionary leadership MHCD was awarded the National Council 2010 Excellence in Service Innovation Award and the 2010 and 2009 SAMHSA Science and Service Awards as well as many other prestigious awards. Dr. Clark believes people with mental illness can recover and has dedicated his career to delivering quality mental health services to people with mental illness.



*David C. Lane, Ph.D., FORS. London School of Economics and Political Science*

Dr. Lane was educated at Bristol and Oxford universities and worked for Shell for five years. He is now Reader in Management Science at London School of Economics, LSE where he specializes in the application of system dynamics modeling to policy issues in various domains, including health services. Dr. Lane is a Fellow of the Operational Research Society and a Jay W. Forrester Award winner; he has received two teaching awards at LSE and is currently president of the System Dynamics Society.



*William P. Pierskalla, Ph.D., Distinguished Professor Emeritus of Decisions, Operations and Technology Management, Anderson Graduate School of Management at UCLA*

Dr. Pierskalla has a Ph.D. in Operations Research from Stanford University and served as Dean of the John E. Anderson Graduate School of Management at UCLA. He is a pioneer in the application of operations research to health care and is co-editor of the influential book: *Operations Research and Health Care: A Handbook of Methods and Applications*. The best paper award granted annually by the Health Applications Section of the Institute for Operations Research and Management Science is named in his honor. Dr. Pierskalla has served as chief editor of *Operations Research* and was a member of the editorial board of *Health Care Management Science* among many others.

## ABSTRACTS

A Poster session for presentation of original research dedicated to the field of health systems engineering and operations research applied to health care will be held. Any projects that pertain to the training and practice of Patient Access, Medical Decision Making, Quality Control/Improvement, Health Care Resources Management, Patient Flow, Simulation and Optimization are welcome. They may include statistical and mathematical modeling analyses, outcomes studies, practice innovations, or analyses. Posters will be chosen from all abstracts received by the **June 30, 2011** submission deadline. Visit our conference website for details on registration and submission of a poster abstract <http://www.mayo.edu/cme/special-topics-in-health-care-2011r092html>

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E-mail cme@mayo.edu  
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**Register online at [www.mayo.edu/cme/special-topics-in-health-care-2011r092](http://www.mayo.edu/cme/special-topics-in-health-care-2011r092)**

**Contact Information** (Please print or type all information. You may duplicate this form for multiple registrations.)

Name of Registrant - first name, middle name or initial, and last name		Degree - select all that apply <input type="checkbox"/> MD <input type="checkbox"/> PhD <input type="checkbox"/> PA <input type="checkbox"/> NP <input type="checkbox"/> DO <input type="checkbox"/> Other - specify	
Name of Institution		Medical Specialty	
Preferred Mailing Address - select one <input type="checkbox"/> Work/Business <input type="checkbox"/> Home			
Work/Business Address - street address		Work Phone - include all country and city/area codes as needed along with complete phone number	
City	State or Province	ZIP or Postal Code	Country
Home Address - street address		Home Phone - include all country and city/area codes as needed along with complete phone number	
City	State or Province	ZIP or Postal Code	Country
E-mail Address	FAX - include all country and city/area codes as needed along with complete phone number	FAX Location - select one <input type="checkbox"/> Work/Business <input type="checkbox"/> Home	
<div style="background-color: #0056b3; color: white; padding: 5px; display: inline-block;"><b>SPECIAL NEEDS</b></div> If you have special assistance needs or dietary restrictions, describe here:			

### Registration

<b>Reception - August 10, 2011 - 6-7 pm • Marriott Ballroom Foyer, Rochester Marriott Hotel</b>		
Attendee plans to attend (complimentary): ___Yes ___No		
<b>Complimentary Tours (optional)</b> Please select from one of the tours listed below by checking the box.		
<input type="checkbox"/> In-Patient System Tour	<input type="checkbox"/> Medical Lab Tour	
<input type="checkbox"/> Out Patient System Tour	<input type="checkbox"/> I will not participate in the tours	
<b>Registration Fee: Conference Dates August 10-12, 2011</b>		
Physicians/Scientists	\$449.00	\$ _____
Allied Health Members, Engineers, Administration, Educators	\$349.00	\$ _____
Partner POMS & SHS Members	\$299.00	\$ _____
Students/Poster Presenters	\$199.00	\$ _____
<b>Registration Fee: Tutorial Sessions (optional Add-on)</b>		
August 10 - Morning Sessions	\$100.00	\$ _____
<b>Payment Total</b>		\$ _____

### Payment Information

<input type="checkbox"/> Check is enclosed in the amount shown at right - make checks payable to Mayo Clinic		
Credit Card - select one <input type="checkbox"/> Discover <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa	Account Number	Exp Date - mm/yy
Name of Cardholder - as it appears on the card	Signature of Cardholder - required <b>X</b>	

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