

Wednesday, November 29		
Time	Event	Content
10 – 10:30 a.m.	Introduction	Welcome and preview of the conference; what do you want to know? Why are you here?
10:30 – 11:30 a.m.	Keynote: The Changing World of Anesthesia	Overview of what is affecting the anesthesiologist today and tomorrow, (e.g., new Medicare regulations) and the general need for teams, value-added programs, EQ and change management.
11:30 a.m. – 12:30 p.m.	A Day in the Life of an Anesthesiologist	What occurs daily that may not be evident: research, planning, patient meetings, reacting to emergencies... chief concerns as the day goes on.
12:30 – 1:30 p.m.	Lunch (<i>provided</i>)	
1:30 – 2 p.m.	Glossary Game	All the acronyms you need to know.
2 – 3 p.m.	Communicating with Anesthesiologists: What Neuroscience Tells Us	What type of people are drawn to this profession? What are their concerns?
3 – 3:15 p.m.	Break	
3:15 – 4 p.m.	Critical Thinking, Emotional Intelligence, and Your Role	What are the key questions you need to ask? What needs can you help fulfill? What sensitivities do you need to be aware of when dealing with anesthesiologists?
4 – 5 p.m.	One-on-Ones with the Anesthesiologist	"Everything you wanted to know."
5 – 5:15 p.m.	Wrap-Up of Day 1	
5:15 – 6:45 p.m.	Reception and Tour of Wood Library-Museum of Anesthesiology	
Thursday, November 30		
Time	Event	Content
7 – 7:30 a.m.	Breakfast (<i>provided</i>)	
7:30 – 8 a.m.	Welcome Back; Introduction to Day 2	
8 – 9 a.m.	Building a Model of the Anesthesiology Ecosystem	How does each type of system function? Identify and create a model tied to value creation.
9 – 10 a.m.	Working Within the New Ecosystem: How to Invest Your Time	From the perspective of a parallel industry: What are the issues involved in working as a trusted advisor? What are some ways to best use your time and concentrate on things that will help the most?
10 – 10:15 a.m.	Break	
10:15 – 11:15 a.m.	Developing Your Value Proposition	What can <i>you</i> do in your role to support anesthesiologists? What value can you and your company provide beyond a particular product?
11:15 a.m. – Noon	Putting Yourself in the Mix	Based on questions by participants, act out examples of how to promote your value within the system.
Noon – 12:45 p.m.	Lunch (<i>provided</i>)	

12:45 – 1:45 p.m.	Patients in the Center: the Care Team	How we work together.
1:45 – 2:30 p.m.	Breakout #1: Critical Situations	What role does each member of the team perform in a critical situation? What are the issues, irritants, opportunities and potential negative outcomes?
1:45 – 2:30 p.m.	Breakout #2: Creating Value	Leading change management in anesthesia, measuring patient satisfaction with anesthesia, the importance of building high performance teams in anesthesiology.
2:30 – 3 p.m.	My Plan to Create Value	What are the top five things you learned? How might those be applied?