

# *Enhancing Excellence in Nursing Practice*



## 15th National Mother Baby Nurses Conference



# 15TH NATIONAL MOTHER BABY NURSES CONFERENCE

Chicago, Illinois • September 5–8, 2012

**Y**ou name it, Chicago's got the best of everything—not to mention 26 miles of lakefront along stunning Lake Michigan. Few cities in the world can match the character and culture of Chicago. We chose this city for our 15th National Conference with you in mind. Not only is Chicago conveniently located for travel from anywhere in the U.S., Canada, and abroad, but this is a city with many choices in food, museums, music, shopping, and fun.

Plan your stay with some sightseeing time in mind. Take advantage of one of Chicago's unique, fun tours. Cruise the Chicago River to see this city's famous architecture from the water, try the Hop-On Hop-Off bus for a full 8-hour tour of your own design, or

enjoy an exciting, unusual tour on a Segway. For all you "foodies," try the Chicago Food Tour! See page 8 for more tour suggestions.

Of course, we have planned an outstanding program for you. Top experts in mother baby nursing offer an exceptional educational opportunity. Poster presenters fill in the program with interactive dialog to enhance your conference experience and enlighten you as to what's going on in units across the country and around the world. As a mother baby nurse, we understand that you need to be on the cutting edge while treatment strategies evolve and technology advances. It remains the goal of this conference to help you ensure and facilitate the best possible patient outcomes.

Join us in Chicago! See you there!

## Purpose of this Conference

The purpose of this conference is to provide current and clinically applicable information for prenatal, intrapartum, and postpartum care of the mother as well as infant care, both in the hospital and through transition to home. The educational sessions provide information to nurses and other health care professionals who care for the expectant and postpartum mother and her newborn. Specific objectives for each presentation will be listed in the conference program.

## Conference Schedule

### Tuesday, September 4

**4:00–7:00 PM** Registration Open

### Preconference Workshops

### Wednesday, September 5

**7:00 AM–5:00 PM** Registration Open

**7:30–8:00 AM** **Network with Colleagues**—Enjoy a continental breakfast (Bagels or Pastries, Coffee and Tea) while discussing mother baby nursing care around the country.

**8:00 AM–4:30 PM** Full Day Programs (6.5 contact hours)

Please note that Preconference Workshops 010 and 020 are the same topic taught by different instructors. Space is limited in these workshops, so register early.

#### Practical Sim: NRP Instructor Workshop

010 Jeanette Zaichkin, RN, MN, NNP-BC

or

020 Gary M. Weiner, MD, FAAP

Join your fellow NRP hospital-based instructors and regional trainers for hands-on learning about the 6th edition NRP provider course curriculum. Create and conduct newborn resuscitation scenarios using simple mannequins and low-tech methods suited to the community hospital setting. Practice debriefing and discover tools to build your skills. (Note: This is not an NRP Instructor Course).

**8:00 AM–12:00 PM** Morning Program (3.75 contact hours)

#### 030 Nurse on Trial: Critical Aspects of Defense

Patricia Barker, JD

Jennifer Suttle, JD

Our speakers explore key issues that arise for nurses involved in the litigation process. They attempt to debunk the myth of "If it was not charted, it was not done." The objective is to identify how the

critical elements of documentation can be utilized in a jury trial to evaluate the quality of nursing care and discuss how specific entries of documentation support clinical practice.

#### 040 Neonatal Medication Safety: Cause and Effect

**Rx = 3.75**

Beth Shields, PharmD

Medication errors are not new to the health care arena, but have been published in the neonatal literature over the last several years in increasing numbers and severity. Complexity of medication preparation, delivery, acquisition, and storage in the current environment are all examined as potential roadblocks in today's neonatal intensive care unit.

**1:00–5:00 PM** Afternoon Program (3.75 contact hours)

#### 050 Noninvasive Ventilation Made Simpler for Babies, Staff, and Families

Rangasamy Ramanathan, MD

Dr. Ramanathan discusses a novel means to provide nasal continuous positive airway pressure (NCPAP) or nasal intermittent positive pressure ventilation (NIPPV) using a nasal cannula from the delivery room to discharge in preterm and term infants requiring respiratory support. After this in-depth session, you will understand the practice of nasal ventilation as a primary or secondary mode of respiratory support.

#### 060 Quality Improvement: Leading Your Organization Through Uncharted Waters

Kenneth P. Anderson, DO, MS, CPE

Elizabeth Behrens, RN

Our speakers identify the leadership qualities needed to help health care systems maximize their potential to "create" health in their communities in an era of growing importance for performance excellence and financial limitations, using real life performance improvement opportunity stories with pre- and post-implementation data. They focus on the "quality tools" required to support quality project work and how to obtain and practice those skill sets. They discuss the inherent strengths needed in people, process, and technology domains to identify and generate solutions to quality conundrums, using data derived from electronic health records.

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## Thursday, September 6

**6:30 AM–6:00 PM** Registration Open

**6:30–7:30 AM** **Network with Colleagues**—Enjoy a continental breakfast (Bagels or Pastries, Coffee and Tea) while discussing mother baby nursing care around the country.

### General Sessions

**7:30–7:45 AM** Welcome/General Announcements

**7:45–8:45 AM**

**GS 141 The Tyranny of Dead Ideas: Evolving and Emerging Perspectives on Mother Baby Nursing**

*Terry S. Johnson, APN, NNP-BC, MN*

Mother baby nursing continues to evolve into a unique specialty area that fosters best care and outcomes for the mother, newborn, and family. Emerging best practice models in mother baby nursing assures improved outcomes, promotes patient safety, and induces high degrees of patient and nursing satisfaction. Ms. Johnson examines the continued growth and development of this crucial subspecialty of nursing care.

**8:45–10:00 AM** **Refreshment Break**—Please visit with our Exhibitors and Learn from the Posters (Coffee, Tea)

**10:00–11:00 AM**

**GS 142 Delayed Cord Clamping in Term and Preterm Infants**  
*Judith Mercer, PhD, CNM, FACNM*

Dr. Mercer examines the practicalities involved in delaying cord clamping at the births of preterm and term infants. How does one keep the infant warm? What about the need for resuscitation? What techniques should be employed? When should cord clamping not be delayed? All of these questions are discussed.

**11:00 AM–12:00 PM**

**GS 143 Can You WWW (Work Well With) Others?**

*Joanne LaMantia Watts, APN, FNP-BC, ACNS-BC*

Ms. Watts explores the concepts of lateral violence, communication, and respect. Lateral violence is prevalent at all levels of nursing and in every hospital; sometimes we aren't even aware that we are the ones doing it. How can you make your unit and your hospital a healthier work environment by identifying and eliminating lateral violence?

**12:00–1:15 PM** **Lunch**—Exhibits Open and Poster Viewing

### 1:15–2:15 PM A Workshops (Concurrent Sessions)

**151 Cesarean Birth: Short- and Long-Term Complications**

*Carol Burke, RNC, MSN, APN*

Cesarean birth is at an all-time high, impacting current and future maternal morbidity. Complications of hemorrhage, thrombus, and infection are discussed. Subsequent pregnancy concerns of adhesions and abnormal placentation are presented.

**152 1-800-Nurse4U: Effective and Safe Nursing Staffing Levels**

*Sherri Lee Simons, MSN, CCRN, RNC-NIC*

Want more nurses? Ms. Simons reviews the latest staffing guidelines that serve as a foundation for safe and effective perinatal nursing care. Evidence-based staffing practices and realistic implementation strategies will be provided to serve as a roadmap on how to make a business case for implementing safe staffing in any environment.

**153 Follow the Yellow Brick Road! Understanding Hyperbilirubinemia Through Case Studies** **Rx = 0.25**

*Terri Russell, DNP, APN, NNP-BC*

Jaundice is a common problem in newborns. Dr. Russell uses case studies to explore causes of jaundice and increase your understanding of the pathophysiology, and prevention and treatment strategies for infants at risk of developing hyperbilirubinemia.

**154 Ensuring the Future of Maternity Care: Precepting Nursing Students on the Unit**

*Darlene O'Callaghan, MEd, MSN, RN*

Experienced staff nurses on the maternity unit are invaluable to the clinical education of nursing students. They bring critical thinking, decision making, and problem solving skills to the unit as they care for women and newborns. The role of preceptor is discussed and key methods useful to this role are identified.

### 2:30–3:30 PM B Workshops (Concurrent Sessions)

**161 Leading with Lollipops and Laughter: The Secret Weapons Revealed**

*Sherri Lee Simons, MSN, CCRN, RNC-NIC*

Join this session for a wild ride on the leadership side! Ms. Simons focuses on eliminating demotivators in the work environment through employee recognition, rewards, and humor. You will leave this workshop with practical ideas for next-day use.

**162 From the ICU to the Postpartum Unit**

*Peggy Cowling, APN, CNS*

*Manisa Baker, APN, CNS*

Our speakers discuss the emotional impact of ICU admission for the postpartum woman and the challenges to provide support and follow-up care.

**163 Oh No! When Bad Things Happen (and How to Prevent Them!)**

*Kelley Shultz, MD*

Unfortunately, bad things happen to good patients, physicians, and nurses in hospitals. Join this informative workshop to learn realistic ways to prevent adverse events in any perinatal setting. Steps to mitigate adverse events are explored.

**164 Sexually-Transmitted Infections (STIs): What You Need to Know About Mother and Infant**

*Kenneth Alexander, MD, PhD*

Dr. Alexander discusses common neonatal sexually-transmitted infections. He also discusses means for preventing transmission of STIs to infants and therapeutic options for treatment of infected neonates.

**3:30–4:15 PM** **Refreshment Break**—Please visit with our Exhibitors and Learn from the Posters (Iced Tea, Lemonade)

### 4:15–5:15 PM C Workshops (Concurrent Sessions)

**171 Danger Zones in the L & D 'Hood: Case Analysis** **Rx = 0.2**

*Nan Troiano, RN, MSN*

Nurses beware! You are entering the perinatal 'hood. Challenging case studies will be explored pointing out the dangers of this specialty. Participating in this workshop leaves you armed and capable of preventing harm.

**172 Crack, Ice, Ecstasy and More: The Realities of Perinatal Substance Abuse** **Rx = 1.0**

*Kelley Shultz, MD*

Perinatal substance abuse remains a major concern for health care providers. This sobering workshop discusses the realities of illicit perinatal substance abuse, commonly abused street drugs, and the effects on mothers and neonates. Screening and treatment modalities are explored.

**173 Presentation and Management of the Infant of the Diabetic Mother**

*Linda J. Juretschke, PhD, RNC-NPT, APN/NNP-BC, CCNS*

Diabetes in pregnancy poses significant risks to the mother and the fetus. Dr. Juretschke discusses the pathophysiology of diabetes in pregnancy, the effects on the fetus and newborn, and nursing management of the infant of a diabetic mother in the immediate newborn period. Specific perinatal and neonatal complications are discussed.

**174 Debriefing for Dummies**

*Shirley Scott, MS, RNC-OB, RNC-EFM, APN*

This workshop is designed for beginners and newcomers interested in learning about the basics of debriefing. Ms. Scott presents debriefing techniques with an opportunity for practice.

### Can't Attend This Conference?

Take advantage of our online CE library. You can purchase online access to recorded conference sessions at the conclusion of the conference. You will be able to access audio recordings with synched PowerPoint for most sessions and earn CEs.

Visit our online library at [prolibraries.com/ann](http://prolibraries.com/ann).



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## Friday, September 7

**6:30 AM–5:00 PM** Registration Open

**6:00 AM** **Fun Run Walk** (sunrise is at 5:30 AM). Start your day enjoying a walk, or run, alongside Lake Michigan!

**6:45–7:30 AM** **Networking Opportunity** (Coffee, Tea, Pastries)

**7:30–7:45 AM** Announcements

### General Sessions

**7:45–8:45 AM**

**GS 241 When Low-Risk OB Becomes High-Risk OB Rx = 0.25 at Warp Speed**

*Nan Trioano, RN, MSN*

Everyone who provides care to pregnant women can encounter situations where complications or emergencies quickly arise. Pregnant women with a serious complication or critical illness have unique clinical needs. Tools are presented to detect and plan for the care of this patient population.

**8:45–10:15 AM Refreshment Break**—Last Chance to Visit Exhibits. Poster Viewing

**10:15–11:15 AM**

**GS 242 The Baby-Friendly Hospital Initiative**

*Marianne Brophy, BCom, IBCLC, RLC*

The Baby-Friendly Hospital Initiative (BFHI) provides a 10-Step framework with measurable outcomes for implementing best practice and guiding informed decision making by hospital administrators, health care providers, women, and families. Ms. Brophy explores the BFHI journey, step by step, with a focus on overcoming barriers to the implementation and sustainability of standards.

**11:15 AM–12:15 PM**

**GS 243 Do's and Don'ts of Depositions: Critical Survival Skills for YOU!**

*Steven C. Steinback, JD*

Ninety percent of malpractice cases are resolved before trial, and the deposition is often the turning point. This session provides the do's and don'ts for you if you have to give a deposition.

**12:15–1:30 PM Lunch** on your own *or*



Industry-sponsored lunch symposium. Notification to reserve your space will be sent via email to registered attendees. Seating is limited. Preregistration is required.

**1:30–2:30 PM D Workshops (Concurrent Sessions)**

**251 When You Find Yourself in a "Bloody Mess:" Hemorrhage and Disseminated Intravascular Coagulation (DIC) Rx = 0.25**

*Nan Trioano, RN, MSN*

Obstetric hemorrhage and DIC remain serious complications during pregnancy and are responsible for a significant number of maternal deaths annually. Clinical concepts are discussed in this presentation.

**252 When Breastfeeding is Challenging**

*Marianne Brophy, BCom, IBCLC, RLC*

Breastfeeding challenges cause many women to wean prematurely and thus not meet their breastfeeding goals. Our speaker focuses on a simple framework that empowers self-efficacy through anticipatory guidance, assessment, and problem solving without medicalizing breastfeeding.

**253 And the Beat Goes On...Newborn Screening for Congenital Heart Disease**

*Mary L. Puchalski, MS, APN, CNS, NNP-BC*

Congenital heart disease (CHD) is the most common birth defect in newborns. Some of the most serious and life threatening CHDs are not symptomatic until after the second or third day of life, when an infant may have already been discharged home. Universal screening for CHD has the potential to allow for early diagnosis and treatment.

**254 Creating a Culture of Change**

*Lori Beyer, CNM, WHNP-BC, MSN, RNC-OB*

The state of health care is changing. Ms. Beyer discusses the many things that are influencing this change, including the economy and the lack of physicians outside of urban, academic settings.

**2:45–3:45 PM E Workshops (Concurrent Sessions)**

**261 The Impact of Chorioamnionitis on the Infant and Mother**

*Carol Burke, RNC, MSN, APN*

Ms. Burke discusses the etiology and diagnosis of maternal chorioamnionitis and the potential impact on the newborn.

**262 Old Topics and New Trends: Now What Do I Do? Rx = 0.2**

*Kelley Shultz, MD*

Come aboard for this fast-paced journey through new screening and treatment guidelines when caring for neonates. Dr. Shultz combines her clinical expertise with a fun adventure through the latest and greatest evidence-based approach to syphilis. You are cleared to come aboard and will thoroughly enjoy the ride, so buckle your seatbelts.

**263 Common Syndromes and Congenital Anomalies**

*Darrel Waggoner, MD*

Dr. Waggoner focuses on common findings and indications to suggest possible syndrome diagnoses and the need for further genetic evaluation. The genetic bases of common congenital anomalies are discussed.

**264 Bringing Nursing Research to the Bedside**

*Susan Okuno-Jones, DNP, MS, MA, RNC, RN-BC*

Limited knowledge and resources have been identified as barriers in preventing bedside nurses from conducting research. Best practices in bringing research to the bedside are discussed to empower and enlighten the nurse at the point of care.

**3:45–4:45 PM Poster Session**—View posters and dialog with Poster Presenters

## Saturday, September 8

**7:00 AM–12:30 PM** Registration Open

**7:00–8:00 AM** **Networking Opportunity** (Coffee, Tea, Pastries)

### General Sessions

**8:00–8:15 AM** Raffle Prizes, Announcements

**8:15–9:15 AM**

**GS 341 Perinatal Hemorrhage**

*James Keller, MD*

Hemorrhage remains one of the largest contributors to both maternal and fetal morbidity and mortality. Dr. Keller highlights the causes of hemorrhage before and after delivery as well as management schemes. Discussion focuses on both mechanical and pharmacologic management of hemorrhage.

**9:15–10:15 AM**

**GS 342 The Late Preterm/Early Term Infant: Prenatal and Postnatal Considerations**

*Brett R. Galley, MD*

Late preterm birth is a growing health problem. Dr. Galley explores the underlying causes of this increase and outlines strategies for caring for the late preterm/early term infant.

**10:15–10:45 AM Refreshment Break** (Coffee, Tea)

**10:45–11:45 AM** Combined Session with National Neonatal Nurses Conference

**GS 343 Care with Compassion: The Power of One**

*Amy Steinbinder, PhD, RN, NE-BC*

There is no doubt that nurses care deeply. These days, the pressures and stresses of work and life outside of work make our minds race, and we run the risk of becoming so task-oriented that our caring doesn't come across strongly to the families we serve. Ms. Steinbinder will pinpoint and illustrate the practical communication skills that help us live our caring mission and make our compassion and caring felt by the people we serve.

**11:45 AM–12:15 PM** Conclusion and Evaluations

*Topics and speakers are subject to change*

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## Faculty

### **Kenneth Alexander, MD, PhD**

Professor of Pediatrics  
Chief, Pediatric Infectious Diseases  
The University of Chicago Medical Center  
Chicago, Illinois

### **Kenneth P. Anderson, DO, MS, CPE**

Chief Medical Officer  
NorthShore University HealthSystem  
Evanston, Illinois

### **Manisa Baker, APN, CNS**

Clinical Nurse Specialist  
Intensive Care Unit  
Advocate South Suburban Hospital  
Chicago, Illinois

### **Patricia Barker, JD**

Attorney  
Barker & Castro, LLC  
Chicago, Illinois

### **Elizabeth Behrens, RN**

Vice President of Quality  
NorthShore University HealthSystem  
Evanston, Illinois

### **Lori Beyer, CNM, WHNP-BC, MSN, RNC-OB**

Manager, Family Birth Center/Pediatrics  
Advocate South Suburban Hospital  
Hazel Crest, Illinois

### **Marianne Brophy, BCom, IBCLC, RLC**

Lactation Consultant  
Baby-Friendly Initiative Consultant and Educator  
Breastfeeding Committee for Canada  
North Vancouver, British Columbia

### **Carol Burke, RNC, MSN, APN**

Perinatal Advanced Practice Nurse  
Northwestern Memorial Hospital  
Prentice Women's Hospital  
Chicago, Illinois

### **Peggy Cowling, APN, CNS**

Clinical Nurse Specialist  
Family Birth Center  
Advocate South Suburban Hospital  
Hazel Crest, Illinois

### **Brett R. Galley, MD**

Neonatologist  
Renaissance Medical Group  
Oak Lawn, Illinois

### **Terry S. Johnson, APN, NNP-BC, MN**

Neonatal Nurse Practitioner  
Lodestar Enterprises, Inc.  
Downers Grove, Illinois

### **Linda J. Juretschke, PhD, RNC-NPT, APN/NNP-BC, CCNS**

Neonatal Nurse Practitioner  
The Ronald McDonald Children's Hospital at  
Loyola University Medical Center  
Founder/President, NICU Solutions, Inc.  
Bolingbrook, Illinois

### **James Keller, MD**

Chair, Department Obstetrics and Gynecology  
Advocate Lutheran General Hospital  
Park Ridge, Illinois  
Medical Director, Maternal Fetal Medicine  
Advocate Medical Group  
Oak Brook, Illinois

### **Judith Mercer, PhD, CNM, FACNM**

Professor, University of Rhode Island  
Adjunct Professor of Pediatrics  
Alpert School of Medicine, Brown University  
Research Scientist  
Women & Infants Hospital  
Providence, Rhode Island

### **Darlene O'Callaghan, MEd, MSN, RN**

Assistant Dean for Special Initiatives  
St. Xavier University  
Chicago, Illinois

### **Susan Okuno-Jones, DNP, MS, MA, RNC, RN-BC**

Director of Professional Development and Service Excellence  
Advocate Lutheran General Hospital  
Park Ridge, Illinois

### **Mary L. Puchalski, MS, APN, CNS, NNP-BC**

Director of Neonatal Nurse Practitioner Services  
Rush University Medical Center  
Instructor, Neonatal Nurse Practitioner Program  
Rush University College of Nursing  
Chicago, Illinois

### **Rangasamy Ramanathan, MD**

Professor of Pediatrics  
Section Head and Medical Director  
Division of Neonatology  
LAC+USC Medical Center  
Keck School of Medicine  
Los Angeles, California

### **Terri Russell, DNP, APN, NNP-BC**

Neonatal Nurse Practitioner  
Coker Children's Hospital at the University of Chicago  
Chicago, Illinois

### **Shirley Scott, MS, RNC-OB, RNC-EFM, APN**

Perinatal Outreach Educator  
University of Illinois Perinatal Center  
Chicago, Illinois

### **Beth Shields, PharmD**

Associate Director, Pharmacy Operations  
Pharmacy Specialist, Pediatrics  
Rush University Medical Center  
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### **Kelley Shultz, MD**

Director, Mother Baby Unit  
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Cincinnati Children's Medical Center  
Cincinnati, Ohio

### **Sherri Lee Simons, MSN, CCRN, RNC-NIC**

Senior Nurse Program Manager  
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Simons and Company  
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### **Steven C. Steinback, JD**

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### **Nan Troiano, RN, MSN**

Director, Women's and Infants' Services  
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Johns Hopkins Medicine  
Washington, DC

### **Darrel Waggoner, MD**

Medical Director, Department of Human Genetics  
Associate Professor Human Genetics and Pediatrics  
The University of Chicago  
Chicago, Illinois

### **Joanne LaMantia Watts, APN, FNP-BC, ACNS-BC**

Clinical Develop Specialist  
Advocate Health Care  
Oak Brook Support Center  
Oak Brook, Illinois

### **Gary M. Weiner, MD, FAAP**

Associate Clinical Professor  
Neonatal-Perinatal Medicine  
St. Joseph Mercy Hospital  
Ann Arbor, Michigan  
Wayne State University  
Detroit, Michigan

### **Jeanette Zaichkin, RN, MN, NNP-BC**

Coordinator, Neonatal Outreach Program  
Seattle Children's Hospital  
Seattle, Washington  
Editor, *Instructor Manual for Neonatal Resuscitation*

## Conference Chairpersons

### **Peggy Cowling, RN, MSN, APN**

Clinical Nurse Specialist  
Family Birth Center  
Advocate South Suburban Hospital  
Hazel Crest, Illinois

### **Debbie Fraser, MN, RNC-NIC**

Associate Professor  
Athabasca University  
Neonatal Nurse Practitioner  
St. Boniface General Hospital  
Editor in Chief, *Neonatal Network*<sup>®</sup>  
Executive Director, Academy of Neonatal Nursing™  
Winnipeg, Manitoba

### **Sherri Lee Simons, MSN, CCRN, RNC-NIC**

Senior Nurse Program Manager  
Business Information Technology Solutions, Inc.  
Simons and Company  
Stafford, Virginia



## Conference Hotel

**Hilton Chicago Hotel**  
**720 South Michigan Avenue, Chicago, Illinois 60605**  
**Reservations: 312-922-4400 Fax 312-922-5240**

Single/Double: \$169 + 15.4% tax (taxes subject to change)

Triple: \$189, Quad: \$209

**This hotel is a 100% non-smoking facility.**

**Reservations must be received no later than Friday, August 10, 2012. Reservations made after this date will be on a space and rate available basis. Make your hotel reservations online at [academyonline.org](http://academyonline.org).**

Visit [academyonline.org](http://academyonline.org) for complete descriptions of all sessions

## Conference Information

### Group Discount

Send four (4) for the price of three (3). Any facility/unit registering four (4) nurses together, will only pay for three (3). Discount of 25% will be applied to each of the four (4) registrants who sign up together for the full, main conference. All registrations must be submitted together, no exceptions. **Please note:** *If a member of the group cancels, the group is no longer eligible for this discount, and the discount is forfeited. Cannot be combined with any other offer.*

### Continuing Education Information

The main conference provides 14.5 contact hours (based on a 60-minute contact hour). *Additional contact hours are available for preconference workshops and poster presentations.*

The Academy of Neonatal Nursing is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Committee on Accreditation.

The provider, the Academy of Neonatal Nursing, is approved by the California Board of Registered Nursing, Provider #CEP 6261. Florida Provider #FBN 3218, content code 1300.

### Session Handouts

In an effort to keep your registration fees down, session handouts will *not* be printed in the program guide. **Handouts will be available for free download** beginning approximately two weeks prior to the conference for registered conference participants. After the conference, handouts, audio recordings, and PowerPoint presentations will be available for most sessions and you will have access for one year postconference.

The login instructions for accessing the handouts will be e-mailed to you when handouts become available. You are strongly encouraged to bring with you **only the handouts for the sessions you plan on attending**, or download them to your computer for review after the conference. There will be room for note-taking in the program guide.

Power strips, printers, and paper copies of handouts will *not* be available on site.

### Photography

Please note that attendance at the Mother Baby Nurses Conference, sponsored by the Academy of Neonatal Nursing (ANN), constitutes an agreement by the participant to ANN's use and distribution (now and in the future) of the participant's image. These images are for ANN's use only and may appear on ANN's website, in printed brochures, or other promotional materials. Attendee registration constitutes consent for ANN's use of these images.

### Cancellation, Transfer, and Refund Policy

- All cancellations and transfers must be received in writing. For cancellations received prior to August 22, 2012, we will refund registration costs, less a \$50 administrative fee. We are unable to grant refunds after August 22, 2012, but will gladly transfer your registration to a colleague if the request is made in writing to Anthony J. Jannetti, Inc., National Mother Baby Nurses Conference, East Holly Avenue, Box 56, Pitman, NJ 08071-0056, or email your request to Charlene Fuhrer at fuhrerc@ajj.com.
- Refunds will be processed within 2 weeks after the conference.
- If it becomes necessary to cancel the 15th National Mother Baby Nurses Conference for any reason, including labor strikes or natural disasters, liability shall be limited to a full refund of registration fees.
- Notification of a cancelled conference will be mailed at least 15 days prior to the first day of the conference, if possible.

## Travel Information

### Weather Conditions

Fall is a fabulous time of year in Chicago. Daytime temperatures in the "Windy City" in September average from a high of 80 degrees to a low of 60 degrees. Just remember to pack a light jacket or sweater if you plan to stroll around town in the evening.

### Hotel

A block of rooms at the Hilton Chicago has been secured for attendees at a special rate of \$169 single/double, \$189 triple and \$209 quad. Rates are subject to applicable state and local taxes, currently 15.4%. This special conference rate will be available until August 10, 2012. Reservations received after this date will be accepted on a space and rate available basis. To make your reservations, call 312-922-4400 or make your reservation online at [academyonline.org](http://academyonline.org).

### Airlines

American Airlines has been contracted as the official airlines for the conference. To obtain the discounted rates through American Airlines call American's Meeting Services Desk at 800-433-1790 or make your own reservations online at [www.aa.com](http://www.aa.com) and refer to STARfile number 8892BJ.

### Airport Information

Chicago O'Hare International Airport is located approximately 18 miles from the hotel. Rail Service from the airport costs \$2.25 one way. Take CTA Blue Line Train (to 54th/Cermak) to Jackson/Dearborn. The hotel is located 0.6 miles southeast. Shuttle service is available for approximately \$25 one way and a taxi costs about \$30 one way.

Midway International Airport is located approximately 12 miles from the hotel. Rail Service is available from the airport and costs \$2.25 one way. Take CTA Orange Line Train (Orange Line) to Roosevelt. The hotel is located 0.5 miles North. Shuttle Service is available for approximately \$20 one way and a taxi costs about \$25 one way.

### Car Rental

Avis has been chosen as the official car rental agency for the National Mother Baby Nurses Conference. Rates will be in effect from August 29 to September 15, 2012, and include unlimited free mileage. For details, call reservations at Avis directly at 1-800-331-1600 or make online reservations at [academyonline.org](http://academyonline.org). To receive the discount rates please refer to the Avis Worldwide Discount (AWD) number J907463.

### Parking

Self Parking is available for \$45/day and Valet Parking is available for \$57/day per vehicle.



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Register online at [academyonline.org](http://academyonline.org)

Please Print Clearly. Confirmation will be sent *via email only*.

Name \_\_\_\_\_ Credentials \_\_\_\_\_  
E-mail \_\_\_\_\_ Phone ☐ Home ☐ Work ☐ Cell \_\_\_\_\_  
Home Address \_\_\_\_\_ Nursing License # \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Employer/Hospital \_\_\_\_\_

**We use your email address to deliver your receipt and conference information.**

We occasionally provide e-mail addresses of attendees to carefully screened vendors to share information on nursing-related products and services.

☐ Check here if you prefer not to have your e-mail address provided to vendors.

## Conference Fees

**September 5, 2012, Preconference Workshops** (See page 2 for workshop descriptions.)

### Full Day Preconference Workshops

**8:30 AM–5:00 PM**

010 NRP Instructor Workshop \$185

**Presenter:** Zaichkin

020 NRP Instructor Workshop \$185

**Presenter:** Weiner

### Morning Preconference Workshops

**8:30 AM–12:30 PM**

030 Nurse on Trial \$100

040 Neonatal Medication \$100  
Safety

### Afternoon Preconference Workshops

**1:00–5:00 PM**

050 Noninvasive Ventilation \$100

060 Quality Improvement \$100

## September 6–8, 2012, Main Conference Registration

### Registration Dates

Early Bird through 7/23/12

\$395

Regular 7/24/12–8/22/12

\$415

### Registration Dates

After 8/22/12 or onsite

\$465

Thursday or Friday only (circle one)

\$185

Saturday only

\$120

**Group Discount:** See page 6 for details. Promotional prices do not apply to Group Discount.

**Student and Retiree Discounts:** \$210. Student must provide proof of student status, nursing programs only. Retirees must be at least 65 years of age.

## Workshops

Indicate the workshop sessions you wish to attend by filling in the number of the workshop next to each session listed here. See [academyonline.org](http://academyonline.org) for complete workshop descriptions.

Thursday Sessions

A # 1 \_\_\_\_

B # 1 \_\_\_\_

C # 1 \_\_\_\_

Friday Sessions

D # 2 \_\_\_\_

E # 2 \_\_\_\_

## Conference Registration Fees

1. Preconference Workshop # 0 \_\_\_\_ \$ \_\_\_\_

2. Preconference Workshop # 0 \_\_\_\_ \$ \_\_\_\_

3. Main Conference Registration Fee \$ \_\_\_\_

**Total Amount Due** \$ \_\_\_\_

## Please let us know who you are:

1. I work in:

☐ Mother/Baby Unit ☐ L & D ☐ Postpartum ☐ Nursery  
☐ LDRP

2. My primary role is:

☐ Staff Nurse ☐ Manager ☐ Educator ☐ CNS

3. Number of deliveries per year in my facility:

☐ <200 ☐ 200–500 ☐ 501–1,000 ☐ >1,000

## Payment

☐ Check enclosed payable in U.S. funds to: **MBC**

☐ VISA ☐ MasterCard

Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Exp. date \_\_\_\_\_ CVV-code \_\_\_\_\_  
(3-digit code located in the signature strip on back)

Signature \_\_\_\_\_

☐ Billing address same as above. If different:

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

**Register online** at [academyonline.org](http://academyonline.org) or

return this form to:

**MB Conference Registration,**

**Anthony J. Jannetti, Inc.,**

**East Holly Ave., Box 56, Pitman, NJ 08071**

**Telephone inquiries: 856-256-2352 Fax: 856-218-0557**

**Registration will not be processed without payment.**

**See page 6 for cancellation policy.**

**Cancellation Policy:** All cancellation requests must be received in writing on or before August 22, 2012. See Page 6 for refund policy.

Visit [academyonline.org](http://academyonline.org) for complete descriptions of all sessions



## 15th National Mother Baby Nurses Conference—*Register Early for Best Price!*

### EXPERIENCE CHICAGO!

There are many tours and activities to choose from to make the most of your stay in the Windy City.

Visit [academyonline.org](http://academyonline.org) for information on booking a tour.

**Note:** These tours are suggestions only and not affiliated with the Mother Baby Nurses Conference or the Academy of Neonatal Nursing. You are responsible for making your own arrangements.

#### Navy Pier

You can't truly experience Chicago without a trip to Navy Pier. This 50-acre playground of entertainment, museums, activities, restaurants, and shops is the perfect place for some family fun time.

#### Architecture Tours

Marvel at Chicago's soaring towers on a 90-minute, narrated river cruise. This tour spotlights more than 50 significant sites and provides a whole new perspective on the city. Come aboard these well-appointed vessels and experience the city and its architecture from the river!

#### Segway Tours

If you're looking for fun things to do in Chicago, try a guided Segway tour! Segways are easy to learn and exciting to ride!

#### Chicago Detours

Smart, creative, and engaging guided tours for curious people. Experience Chicago's history, culture, and architecture through educated commentary and multimedia on iPads. Explore stories and places even locals don't know about with regularly scheduled tours for the public. Tours include "Inside the Loop: Explore the Unexpected" and "Our Chicago Sound: Jazz, Blues & Beyond."

#### Hop-On Hop-Off Trolley Tours

Enjoy a scenic tour of Chicago's lake front and downtown area aboard Trolley buses and new Upper Deckers! The Hop-On Hop-Off Trolley and Upper Decker Tours allow you the chance to get on and off the Trolley Bus or Upper Decker to visit the Field Museum of Natural History, the Adler Planetarium, the Shedd Aquarium, the Art Institute, and many other famous city attractions.

#### Chicago Food Tours

Hungry for an authentic Chicago culinary and cultural experience? Chicago Food Planet specializes in Food Tours through Chicago's most historic, delicious neighborhoods. This 3-hour experience is enjoyed by native Chicagoans and visitors alike. Enjoy a culinary, cultural experience one delicious taste at a time.

#### Historic Chicago South Shore Tour

Here is a tour full of interest, history, and beauty! You'll travel through Grant Park, the front lawn of the city and site of Soldier Field, Adler Planetarium with its sky dome, and the Joseph Petrillo outdoor band-shell where Chicagoans listen to fine music throughout the summer nights.



#### Panoramic and Scenic North Side Tour

This is the tour for those looking to experience the vitality and excitement of Chicago! You'll go through Chicago's main business section, one of the financial centers of the world that is always bustling with activity. You'll tour the famous "Loop" and State Street—the great street where Chicago's fame began.

#### Chicago Film Tour

Hop aboard the Chicago Film Tour! The Chicago Film Tour hits more than 30 sites where over 80 movies were shot, from Hollywood blockbusters to movie classics. You will experience over 30 miles in less than two hours, venturing from Chinatown to Uptown, Lakeview to Downtown, and everything in between.