

FEATURE ARTICLE

Power Pack Your Powerpoint

By Marie Bouvier, Wordsculpture

Are your PowerPoint presentations putting audiences to sleep? You can take your PowerPoint from boring to boardroom quality with just a few simple tips.

Instead of using PowerPoint as the visual equivalent of a road-map to your speech, try thinking of PowerPoint as a magazine, a great website, or even a movie. PowerPoint is an excellent visual tool that can be used to win people to your point of view, but most people don't take advantage of all that it has to offer. Make your presentation more powerful by putting these expert tips into action.

1. Use words sparingly.

A common rookie error is to write everything you want to say on the PowerPoint slide. Your audience can read too, and they'll be bored in minutes if you're just reading the presentation word for word.

In order to engage your audience in what you are actually saying, use words sparingly on the PowerPoint slides. One sentence to make them think is far better than ten bullet points that put them to sleep. Use text sparingly to point out key issues, ask questions, or make a call to action.

If you need notes to remember what to say, keep the notes with you. Use the slides to keep momentum going.

2. Make it visually appealing.

"A picture is worth a thousand words" is definitely true in PowerPoint. A single image can make a powerful statement about your message—and make your message much more memorable.

Thankfully, you are not limited to the clip art that comes with PowerPoint. One of the best resources for royalty-free, high-quality images is at dgl.microsoft.com (DGL stands for Design Gallery Live.) There is a box at the top of the page that allows you to search over 150,000 images, including photos and clip art. They're easy to download and add to your presentations.

Or consider adding your own images. Would you rather see an Excel spreadsheet of the shipping department's fourth quarter results or a photo of the guys in the shipping department, hard at work and smiling in front of a sign that says "98% Delivery Reliability"? Which one would you remember?

3. Keep it simple.

It can be tempting to use all of PowerPoint's bells and whistles, including dissolving transitions, sound effects, and slide print-outs. But the most effective presentations are not the ones that use a *Star Wars*-style title fade or a door knock sound; they're not the ones with fifteen-page handouts. They're the ones that leave you thinking about the key points of the presentation after the slides are all done.

Keep it simple when you design a PowerPoint presentation. You don't have to use every single PowerPoint feature to be a power user. Determine what your main points are and focus on those. Sell the message you want to get across. Use PowerPoint as a tool to communicate with your audience.

By using PowerPoint to power pack your presentations, you'll make your message—and yourself—more memorable. Change the way you think about and use PowerPoint, and all of your presentations will be a success.

*Marie Bouvier is a professional business writer and editor with Wordsculpture. She has extensive experience in writing speeches and business presentations. For more information, visit www.wordsculpture.com **Mention WHA for a 25% discount off all services.** ✦*

IT'S NOT TOO LATE TO JOIN US

WHA SPEAKER EVENT

Transforming Our Healthcare System: The Role of the Individual Advocate

featuring

Peggy Frank, MBA

CEO, Frank Public Relations Worldwide

WEDNESDAY, JUNE 4, 2008

SHRINERS HOSPITAL

LOS ANGELES

5:30PM

Contact Michelle at mtui@ca.rr.com

APRIL EVENT

Value-Driven Health Care—What’s It All About?

By Sharon L. Vickers

What is value-driven care? Why do we need it? What does quality have to do with all this? How do we obtain value-driven care, and what has been done so far? These are some of the issues that Jeff Flick, Regional Vice President, Network Management/Government Products of Anthem Blue Cross, addressed at the Sportsmen’s Lodge to an audience of over forty people at the Women in Health Administration Program on April 1, 2008.

Having served as Regional Administrator of the Centers for Medicare and Medicaid Services (CMS) from 2003 to 2007 and over twenty years in the private sector, Flick is amply qualified to talk about these matters. Additionally, he served with Tom Scully, the man often credited for developing and implementing the quality measures for the Medicare Program. Scully was the former Secretary of Health Care Financing Administration (previous name for CMS).

What is value-driven care? According to an Executive Order issued by President Bush in 2006, which binds all government agencies, there are four cornerstones of value-driven health care:

- Commit to using interoperable health information technology standards;
- Measure and publish quality information;
- Measure and publish price information;
- Provide incentives for quality and efficiency.

According to Flick, if we attempt to a mandate that everyone in the country have health insurance without these four cornerstones being implemented, we will “bankrupt the country.”

Donning an Anthem Blue Cross baseball cap in part to celebrate Blue Cross Of California’s name change, which took effect on the day of Flick’s speech, and to express his enthusiasm for being a part of Anthem, Flick spoke animatedly about his experiences at both CMS and Anthem. To share in this moment, Flick asked all of the people from Anthem to stand up. More than half a dozen did so.

Closing his presentation, Flick cited achievements in both the public and private sectors in implementing value-driven initiatives: the popular Medicare Part D Prescription Drug Program is a prime example. “When was the



(L to R) WHA President Diane Ung, speaker Jeff Flick, WHA Past President Judy Vaccaro

last time the U.S. government created the biggest benefit program ever and came in 40 percent below budget?” Flick said about Medicare Part D.

Another example is the MedicareCompare program available on www.medicare.gov. This program allows consumers to compare data on price, quality and other factors for hospitals in their area. Flick says that Anthem Blue Cross will soon be able to do this as well, and will also be able to include data on patient assessment.

Although many in both the public and private sectors are doing things along these lines, there is no uniform standard yet. Flick says that, “Eventually we will get to a common standard. First we must figure out who does the best job and come to an agreement on this and have real transparency, but for now we are still in this experimenting period.” ❖

Join us at the June 4th WHA Speaker Event for networking and an excellent discussion on becoming an advocate for change in our healthcare system.



Watch your inbox for the WHA Fireside Chat program in July.

2008 WHA SCHOLARSHIP**WHA Scholarship Committee Announces 2008 Award***By Judy Vaccaro*

WHA continues its tradition of awarding an annual scholarship to a deserving graduate student in health administration. We are happy to announce that our 2008 scholarship recipient is Caron Hill. Caron is a student in the Chapman University MHA program specializing in geriatrics. After obtaining her degree next year, Caron's goal is a career in hospital administration.

In addition to her studies, Caron is employed full time as a Lean Fellow in the Memorial Care corporate office. Lean initiatives focus on removing non-value-added prac-

tices, reducing inventory and streamlining processes to maximize utilization of resources. Caron is also an RN and her past jobs include Med-Surg RN, ER RN and ER Clinical Coordinator. In her spare time Caron has served on foreign medical-mission teams, traveling to such places as Mexico, Honduras, Guatemala, Cambodia and Zambia.

Please join us in congratulating Caron on her accomplishments and wishing her well in her chosen career path.

HHS Public Health Emergency Medical Countermeasures Enterprise (PHEMCE) Stakeholders Workshop 2008

September 24-26, 2008
Crystal Gateway Marriott, Arlington, VA

Please join public and private sector PHEMCE stakeholders from around the country for a dynamic dialogue on critical issues surrounding the development, acquisition, distribution and utilization of medical countermeasures targeting chemical, biological, radiological, and nuclear (CBRN) threats, and naturally emerging diseases such as pandemic influenza.

Don't miss this opportunity to discuss plans for moving forward to enhance the Nation's capabilities to respond to a public health emergency and the current state of medical countermeasure preparedness.

The Third Annual PHEMCE Stakeholders Workshop will feature interactive forums on a variety of topics of interest to state and local public health responder communities, including:

- *PHEMCE progress over the past year in medical countermeasure development and acquisitions targeting CBRN threats and pandemic influenza—successes, lessons learned, and vision for the future*
- *The Public Readiness and Emergency Preparedness (PREP) Act (P.L. 109-148): Criteria for liability immunity and process for requesting coverage*
- *Pandemic and All-Hazards Preparedness Act (PAHPA) implementation (P.L. 109-417)*
- *Biomedical Advanced Research and Development Authority (BARDA): Past successes and anticipated advanced development contracts and medical countermeasure procurements utilizing the Special Reserve Fund authorized by the Project BioShield Act of 2004*
- *Cutting-edge biodefense medical countermeasure technologies*
- *Effective utilization and deployment of Strategic National Stockpile (SNS) resources*
- *National Biodefense Science Board (NBSB): Charges and plans for the future*

For agenda and hotel information, and to register for the Workshop, please visit www.hhs.gov/aspr/barda

There is no fee to attend, but space is limited- [Register now](#)

HFMA 18th Annual Fall Conference

September 14-16, 2008
Hyatt Regency, Newport Beach, CA

The Northern and Southern HFMA Chapters invite WHA members to register for their Fall Conference taking place in Newport Beach, CA, from September 14-16, 2008.

WHA is a co-sponsoring organization of the conference—WHA members may register at the HFMA member rate.

For more information regarding the conference and registration, please visit www.hfma-cafallconf.org

Executive Forum is published four times a year by Women In Health Administration of Southern California. We welcome your comments, suggestions and article submissions. Please contact:

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WHA would love to hear from you! Please let us know of any important news in your lives, ideas for events and activities, book reviews, articles, etc. Better yet, get involved and lend your talent and ideas by joining one of the WHA committees!

APRIL FIRESIDE CHAT

Contract Negotiations Skills Workshop

By Kimberly Panzuto

Attracting over 30 WHA members and guests from various healthcare professions and backgrounds, Ms. Leeba Lessin, the Chief Executive Officer of Care-More Medical Enterprises gave an informative talk and encouraged open discussion on the necessary skills for successful contract negotiation at Parker's Lighthouse in downtown Long Beach.

Instead of delving immediately into her presentation, Ms. Lessin asked the participants to introduce themselves. Performing these introductions set the tone for a more comfortable and engaged talk. After introductions, Ms. Lessin began her remarks by briefly covering what she believed to be the basis of negotiation, drawing from her over 18 years of experience in the healthcare and managed care industries. Her talk was filled with personal examples and life experiences that illustrated the following highlights from the workshop.

- Agreement- not winning- is the goal. If agreement is not the goal, it is not a negotiation.
- Prepare for negotiation dynamics- Know your counterparts. Know your teammates. Know your hotspots. Know yourself.
 - Ms. Lessin gave an effective example of being adequately prepared for a negotiation by outlining the first time she participated in a union negotiation. Ms. Lessin had come prepared for the union meetings with statistics, objective goals, tools, and info that she believed would well equip her for the negotiation. At the time she was unaware that unlike a business negotiation, often union negotiations are subjective and not necessarily focused around data and facts.
- Prepare for sealing the deal- Devise a strategy. Envision an acceptable outcome. Prioritize, be clear and finally, be prepared to walk.
- Know what your organization will accept and the difference in value between you and your counterpart. Talk to your boss and your finance department prior to beginning negotiations.
- Expect conflict, misunderstanding, and diversions.
- LISTEN- speak only when necessary. There is a high probability that your counterpart will inadvertently give you insight. The one who talks the most learns the least.
- Ask- good questions are a powerful tool. Do not ask yes/no questions unless you are looking for closure.
 - While attempting to contract with a system of Mormon Hospitals, Ms. Lessin learned only after coming to the table with the hospital reps that they did not contract with any business that weren't Mormon themselves. Luckily she was able to bend the ear of local Mormon priests who convinced the hospital system that contracting with Ms. Lessin's organization would result in assessable care for local members of the Mormon Church. This experience emphasizes the importance of asking the right questions, ahead of time where possible.
- Trade- a negotiation is a give and take. Know what you are willing to give and what you must take.
- Be consistent- Do not call a topic nonnegotiable when it may be. Do not change issue on a closed position nor should you radically change tactic. Do affirm important points. Be honest.
- Document- avoid double-giving by providing clear on-going documentation of what has been agreed to so far. Continually emphasize agreements achieved.
- Reassess- do not hold onto incorrect assump-



Fireside Chat speaker Leesa Lessin.

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APRIL FIRESIDE CHAT (CONT'D)

... Contract Negotiations

tions. Proactively modify strategy and deal points with new information. Admit technical mistakes where appropriate.

- Close the negotiation- do not be ambiguous in where you stand; even in disagreement there is agreement. Take a few remaining issues as a whole and determine to finish, even if finishing is walking away.

Ms. Lessin fielded a handful of thoughtful questions that divulged more valuable advice on how to successfully negotiate a contract. Her advice included having the intent to override the language of a contract when negotiating after the contract is signed. When negotiating the contract after the fact, try to work with those you negotiated with originally. Fight fire with fire when necessary: create a list of items in the contract that are positively ambiguous for your organization to use when the other party will not let up. You can be completely honest and at the same time not spill the beans on everything you



Enjoying brunch at Parker's Lighthouse in Long Beach.

know; the take home point is not to make untrue statements.

Ms. Lessin closed her formal talk by telling the audience to maintain emotional distance during negotiations: be able to easily walk away and start a new day. ☒

SOCIAL OUTING – SATURDAY, MAY 31ST

Downtown LA Flower Mart and Chinatown Dim Sum



(L to R, front) Yvette Chen, Ada Cheng, and Dinah Tomas.
(L to R, back) Marsha Chen and Diane Ung.



Marsha Chan and Yvette Holguin enjoying dim sum.

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