

10th Biennial SDA Business Teachers Conference



Andrews University
School of Business Administration
July 11-13, 2017

**Lessons from the Healthcare Industry: Addressing the Triple
Bottom Line of Cost, Access, and Quality in Business Education**



Plenary Speakers



Liz Muhlenbeck, PhD, MHA

Using Ambiguity to Construct a New Framework for Business School Education: Evolutionary Lessons from the Healthcare Industry

Dr. Muhlenbeck is an Associate Professor of Management and Adventist Health System Endowed Chair in the School of Business Administration at Andrews University. Prior to academe, Dr. Muhlenbeck served for 13 years as a consultant and senior executive conducting strategic planning and business development for health systems and venture projects. Her experience has led her to the forefront of innovation in health systems design. For over 10 years, Dr. Muhlenbeck has taught organizational behavior and healthcare administration at the graduate and undergraduate levels, as well as developed curriculum for multiple universities. She has served on the board of several non-profit organizations in the education and broadcasting sectors and currently sits on the board of a long-term care facility in Louisville, Kentucky and the Berrien County Historical Association in Berrien Springs, Michigan.

Sy Saliba, PhD, MBA, MA

Lessons in Leadership from Adventist Health System

Dr. Sy Saliba has been employed by Florida Hospital since 1993. In his role as Senior Vice President and Chief Marketing Officer, Dr. Saliba oversees the implementation of multi-platform marketing strategies, business development, campaign initiatives, media relations, research objectives and promotional activities for the eight-campus Florida Hospital system, and for the 22-campus Florida Region, an Adventist Health System Division. He has been a Director of LIFT Orlando Community Land LLC since August 2016. Additionally, he is active in his local community and on a larger scale as well by serving as a member on several Boards in the global community. Dr. Saliba leads Florida Hospital's community engagement strategy and is involved in a number of initiatives to transform the community into a Healthy Central Florida community.



Judith Lloyd Storfjell, PhD, RN, FAAN

The Triple Aim

Dr. Storfjell is a national consultant, entrepreneur, and administrator. She is Professor Emeritus and former Associate Dean for Practice, Policy and Partnerships at the University of Illinois at Chicago where an annual award and lecture series is named in her honor. Following her retirement, she served as Sr. VP and Chief Nursing Officer at Loma Linda University Health. Her early career was in public health nursing, home health and hospice care. While in graduate school she founded a multi-corporate home health and hospice organization with offices in 4 states. For over 30 years she has consulted throughout the US and internationally with specific emphasis on the organization and management of health care entities. She has special expertise in integrating financial and operational strategies and has lectured and published extensively on productivity, health care costs and care management.

Conference Schedule

A detailed schedule will be included in the registration packet upon arrival to campus.

Tuesday, July 11

8:30-9:30am	Registration
9:30-10:00	Welcome/Worship Thought
10:00-11:30	Plenary I - Liz Muhlenbeck
11:30-1:00	Lunch
1:00-2:30	Breakout Session A
2:30-3:00	Break
3:00-4:30	Breakout Session B
4:30-5:00	Break
5:00-7:00	Conference Banquet
7:00pm	Plenary II - Sy Saliba

Wednesday, July 12

9:00-9:15am	Worship Thought
9:15-10:45	Plenary III - Judith Storfjell
10:45-11:15	Break
11:15	Load bus for Business Trip
11:30-5:00	Business Trip to TBA
5:00-7:00	Dinner
7:00pm	Plenary IV - Duane McBride

Thursday, July 13

9:30-10:00am	Worship Thought
10:00-11:30	Plenary V - Loren Hamel
11:30-1:00	Lunch
1:00-2:30	Breakout Session C
2:30-3:00	Break
3:00-4:30	Breakout Session D
4:30-5:00	Break
5:00-7:00	Fellowship Dinner
7:00pm	Plenary VI - Peter Landless

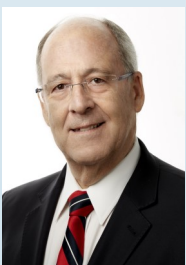


Duane C. McBride, PhD, MA
 The Provision of Healthcare Amidst Macro Secular Trends within the Unfolding Hegelian Dialectic

Dr. Duane C. McBride is a professor of Sociology at Andrews University as well as Director of the University's Institute for the Prevention of Addictions. Working with great colleagues, he has published over 100 articles, chapters, books, and monographs in the areas of drug abuse policy, health services research, the correlates of health risk and protective factors and crime and delinquency in scientific and professional journals. He also has published frequently in Adventist publication venues from the Adventist Review and Ministry magazine to the Journal of Adventist Education. In addition, he has chaired and served on health boards for the last 37 years. Dr. McBride and his colleagues' research has been supported by a number of funding agencies and he also serves as a grant reviewer for these agencies as well as currently chairing an NIH grant review committee. He also has served as a consultant to other major universities, including the University of Michigan and Notre Dame.

Loren Hamel, MD, MHSA
 Culture As Strategy

Dr. Loren Hamel has served as President and CEO of Lakeland Health, St. Joseph, Michigan since 2009. An experienced family physician, Dr. Hamel treated Southwest Michigan residents for 23 years at University Medical Specialties in Berrien Springs. In addition to seeing patients, he served Andrews University in a number of roles, including as a clinical professor, director of AU's Health Services, president of the alumni association, and board member. He joined the medical staff at Lakeland Health in 1980 and has served multiple elected roles, including President of the Medical Staff from 1997-98. He joined Lakeland Administration as the VP of Medical Affairs and Executive VP before serving as President & CEO. Dr. Hamel is a member of the Alpha Omega Alpha Honor Medical Society as well as Phi Kappa Phi. He serves as a board member of MHA Board & Executive Committee, Affirmant Health Partners, Southwest Michigan Economic Growth Alliance, and as co-chair of Michigan Great Southwest Council.



Peter Landless, MB, BCh, MFamMed, MFGP(SA), FCP(SA), FACC, FASNC
 Healthcare Quality and Safety: Our Mandate and Our Mission

Dr. Peter Landless is the Executive Director of the International Commission for the Prevention of Alcoholism & Drug Dependence (ICPA), and Director of the General Conference Health Ministries Department. In addition to his work with the GC and ICPA, he currently serves as an Adjunct Associate Professor of Public Health at Loma Linda University (LLU) School of Public Health, Adjunct Associate Professor of Medicine at LLU School of Medicine, and Adjunct Professor of Medicine at the University of Maryland School of Medicine. He also serves as Chair or Member on several different Boards, including serving as Chairman of the Adventist Professional Health & Humanitarian Services, and has been published in several medical journals and church publications. He is originally from South Africa, where he was in academic and private practices as a clinical cardiologist. He was also actively involved in pastoral work and is an ordained minister of the SDA church.

CONFERENCE INFORMATION

Accommodations

The AU School of Business Administration (SBA) will cover accommodation costs for the nights of Monday, July 10 through Thursday, July 13 (check-out on Friday the 14th) for all conference attendees who are willing to share a room. If the attendee wishes single occupancy or chooses to bring family members to the conference, the attendee will be asked to pay a portion of the room cost.

Payment will be due at Conference Registration on Tuesday morning. Accommodations are located on campus for your convenience and should be booked through the SBA.

Meals

Most meals may be eaten in the Terrace Café or the Gazebo here on campus at your own expense. The SBA will provide the following meals at no expense to you:

- Tuesday, 5pm—Conference Banquet
- Thursday, 5pm—Fellowship Dinner





**The 10th Biennial Seventh-
Day Adventist Business
Teachers Conference is
sponsored by:**



**Andrews University
School of Business Administration**

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