



Thursday, November 5, 2009, ASQ St. Joseph/ Benton Harbor Section Presents:

Using Baldrige to Lead Your Organization to Excellence

Speaker: Michelle Serbenski

Vice President of Performance Excellence for Bronson Healthcare

Description:

Several years ago, Bronson began a journey in pursuit of excellence to achieve its vision of being a national leader in healthcare quality. At that time, they adopted the Baldrige criteria, which is a set of questions based on sound business principles that play a major role in helping organizations achieve performance excellence. In 2005, Bronson Methodist Hospital was one of only six organizations in the nation to be named a recipient of the Malcolm Baldrige National Quality Award, the nation's highest Presidential honor for quality and organizational performance excellence. Bronson is the very first healthcare organization to be awarded the recognition on the first site visit and is the only healthcare recipient in 2005. Learn about Bronson's journey to excellence and how you can use the Baldrige criteria to lead your organization to excellence.



Speaker Bio:

Michele Serbenski is Bronson's Baldrige coordinator. She leads the organization in using the Baldrige healthcare criteria in pursuit of performance excellence. She worked closely with the internal category teams to prepare for Malcolm Baldrige National Quality Award application and site visit, leading to recognition as the only Baldrige healthcare recipient in 2005. Since receiving the recognition, Michele has been sharing Bronson's story and assisting other organizations as they are using the criteria to pursue excellence. Bronson's journey using the criteria continues as the organization has plans to reapply for the award when eligible in 2011.

In addition to her Baldrige responsibilities, Michele is responsible for the Bronson Experience, Customer Service Department, Customer Service Institute, Patient Relations, Pastoral Care, Valet Parking, Bronson Referral and Information Center, and Volunteer Services.

Michele is a senior Baldrige examiner and holds a bachelor's degree in journalism from Boston University and master's degree in organizational communication from Western Michigan University.

Location: Five O'clock Sports Bar and Restaurant in Stevensville, MI.

Time: Get Acquainted: 6:00 pm

Dinner: 6:30 p.m.

Program: 7:30 pm

Meal: Sliced Top Round, Roasted Red Skin Potatoes, Green Beans, Salad & Rolls, Pumpkin Pie
(Vegetarian meals available upon request.)

Cost: \$15.00

Contact Penny Swank for reservations at swankpenny@yahoo.com or call 269-325-0108.

Deadline for reservations is Noon - Wednesday, Nov. 4, 2009.