

1985-02-28

## USD to Host National Conference on "Economics of Health Care" March 28-29

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### Digital USD Citation

Office of Public Information, "USD to Host National Conference on "Economics of Health Care" March 28-29" (1985). *News Releases*. 3580.

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For immediate release

### USD TO HOST NATIONAL CONFERENCE ON "ECONOMICS OF HEALTH CARE" MARCH 28-29

Dr. Maryann Fralic, senior vice president for nursing at Middlesex General-Community Hospital in New Brunswick, New Jersey will be the keynote speaker at a national conference on "The Economics of Health Care: Challenges and Imperatives for Nursing," sponsored by the University of San Diego's Philip Y. Hahn School of Nursing on March 28 and 29.

The conference will commemorate the 10th anniversary of the school's founding. The public is invited to attend the conference.

"The economics of health care is the most critical health care issue facing the United States today," said Dr. Janet Harrison, assistant professor of nursing, who will moderate the conference. "This conference will clearly identify the many problems facing health care within a constrained economic environment." Among the topics to be addressed by national experts are the factors reshaping health care in the United States today, the effect of economic constraints on the nursing profession, the future of hospitals, and health care policy issues affecting the aged.

Dr. Fralic will address the conference at 9:20 a.m. on March 28 on "Responding to the Challenge of Health Care Economics: A Message for Nurse Executives."

The schedule of other guest speakers includes:

MARCH 28

10:45 a.m. "The Future of Hospitals: Trends and Strategies:

Dean M. Crowder, chief executive officer, San Diego Hospital Association (The Sharp Hospitals)

more

USD TO HOST NATIONAL HEALTH CARE CONFERENCE

ADD 1

- 1:30 p.m. "Ripple Effect of Prospective Payment on Home Healthcare"  
Kaye Daniels, president, Hospital Home Health Care  
Agency of California
- 2:30 p.m. "Employer Demands for Effective Health Care"  
Christine Brown, coordinator of health promotion and  
business services, Scripps Memorial Corporation
- 3:50 p.m. "Ethical Decision Making in a Constrained Economic  
Environment: A Message for Nurse Executives"  
Dr. Sara T. Fry, assistant professor of nursing,  
University of Virginia, Charlottesville

MARCH 29

- 10:20 a.m. "Policy Issues in Healthcare Financing and Service  
Delivery for the Aged"  
Dr. Charlene A. Harrington, assistant professor of  
family health care nursing; associate director of  
the Aging Health Policy Center, University of  
California, San Francisco
- 11:20 a.m. Reaction Panel: "Nursing Imperatives for 1985 and  
Beyond"  
Sharon Burt, program director, Scripps Memorial HomeCare  
Mary Louise Braney, vice president for patient services,  
Children's Hospital and Health Center  
Dr. Mary Ann Hautman, assistant professor of nursing,  
University of San Diego  
Dianne Niemeier, assistant director of patient care  
services, University of California Medical Center
- 12:20 p.m. "Conference Summary and Evaluation"  
Dr. Janet Harrison, assistant professor of nursing,  
University of San Diego

Registered Nurses attending the conference will earn nine continuing education credits from USD. Registration fee is \$120 per person. Those interested in attending the conference should contact the Philip Y. Hahn School of Nursing, (619) 260-4548.

For additional information, contact Dr. Janet Harrison, 260-4548.