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**International Health Leaders to Share Innovations in Patient-Centered Care at  
2009 Planetree Annual Conference  
October 4-7 at Baltimore Waterfront Marriott**

July 23, 2009—"Patient-centered care" is in the consciousness of most every health care leader. Organizational mission statements reference it, special committees have been convened to address it, and considerable resources are expended to solicit patient feedback on it. Nevertheless, many organizations continue to struggle with what "it" is. Planetree, the pioneers in patient-centered care, will convene health care practitioners, long term care specialists, academics, patient advocates, nurses, executives, Veterans Affairs administrators and architects committed to the implementation of patient-centered care at the 2009 Planetree Annual Conference, October 4-7, in Baltimore.

Planetree, a non-profit organization providing education and information in a collaborative global community of health care organizations, facilitates efforts to create patient-centered care in healing environments. Time and again patients express during Planetree focus groups that they want to be valued and respected, have a sense of control and be provided with opportunities to participate in their care.

Patient-centered care focuses on service excellence and providing meaningful opportunities for patients and families to be actively involved in their care. Patient-centered organizations address the very human needs of patients by seeing the big picture while also attending to the smallest, and yet often the most meaningful details of the patient experience. They find ways to decrease emergency room wait times and to provide comfortable, attractive waiting areas. They offer 24-hour visitation and support the active involvement of the patient's family and openly share information encouraging patients to review and contribute to their progress notes.

Planetree provides expertise and resources to health care leaders as well as consumers. The free Patient-Centered Care Improvement Guide, developed by Planetree and the Picker Institute, is practical resource of constructive strategies to guide organizations and has been downloaded more than 22,000 times. It may be accessed at [www.planetree.org](http://www.planetree.org) or [www.patient-centeredcare.org](http://www.patient-centeredcare.org).

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At the Planetree Web site, [www.planetree.org](http://www.planetree.org), consumer tools include a list of [Planetree hospitals by state](#) along with a list of [questions for patients](#) to ask when choosing a hospital.

On the first day of the conference, Sunday, October 4, Planetree-affiliated hospitals and conference hosts Bayhealth and Fauquier Health will showcase their facilities during site tours giving attendees a first-hand experience of Planetree's concepts and how they are fully integrated into every area.

The four-day event will feature renowned keynote speakers, including;

- Grammy Award-winning country music singer and songwriter **Naomi Judd**
- **James Canton**, a renowned global futurist, social scientist, keynote presenter, author, and visionary business advisor
- Neuroanatomist **Dr. Jill Bolte Taylor**, author of The New York Times bestselling memoir, "My Stroke of Insight: A Brain Scientist's Personal Journey"
- **Frank Miles**, a professional variety comedian who recovered from a near death accident
- **The Three Doctors**, Drs. Sampson Davis, George Jenkins and Rameck Hunt. A decade and a half ago, three teenage boys from the streets of Newark, NJ, made a pact: they would stick together, go to college, and become doctors. Now, over 15 years later, these three men have overcome obstacles and proudly bear the title of doctors and they deliver a well needed and urgent message of hope and inspiration everywhere they go.

In addition to these speakers, the conference will feature more than 60 workshops providing a forum to discuss practical strategies for implementing and fostering a patient-centered care culture. Session topics include: healing design, measuring the impact of patient-centered care, bringing the patient and family voice into health care, continuing care, making sense of care, quality and safety data, integrative therapies as well as Veterans Affairs implementation.

On October 7, the conference finale will be the annual Spirit of Planetree Awards Dinner when the extraordinary achievements in patient-centered care of individuals and institutions will be honored. For more information, registration information, keynote biographies and a detailed schedule, call Planetree at 203-732-1365 or visit [www.planetree.org](http://www.planetree.org).

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