

MEDIA ALERT

Avantas and Penn State Hershey Medical Group to Give Presentation at 2015 AAACN Annual Conference

Industry Leaders to Discuss Staffing Best Practices to Improve Care Quality and Reduce Costs

WHAT: [Avantas](#), a leading provider of strategic labor management technology, services, and strategies for the healthcare industry, today announced that it was accepted to give a presentation alongside its client, [Penn State Hershey Medical Group](#), at the 2015 [American Academy of Ambulatory Care Nursing \(AAACN\) Annual Conference](#). Avantas' Senior Vice President, Jackie Larson, and Penn State Hershey's Sherri Luchs, MHA, BSN, of the Center for Enterprise Innovation, will co-lead the session titled, "Rethinking Labor Management: One Medical Group's Transformative Journey to Improved Quality and Increased Savings." During this presentation, Larson and Luchs will detail best practices for implementing staffing models that improve care quality and achieve cost savings. Some of the strategies they will describe include: critical components to implementing a variable staffing model, adapting a centralized resource strategy and developing an appropriately sized workforce.

The 2015 AAACN Annual Conference, being held from April 15 - 18 in Lake Buena Vista, FL, is designed specifically for ambulatory and telehealth nurses, managers, administrators, directors and care coordinators. The event offers educational opportunities for current and future ambulatory care and telehealth nurses with the latest clinical, management, and leadership trends in the specialty.

WHO: **Jackie Larson** is the Senior Vice President at Avantas. An established thought leader in healthcare staffing and workforce optimization, Larson has been a featured speaker at several national conferences in addition to being published in *Medical Practice Insider*, *MGMA Connection*, *Executive Insight*, *HFMA's Cost Containment*, *Healthcare Finance News*, and *Becker's Hospital Review*, among other publications. Larson completed her Bachelors of Science in Business Administration from the University of Nebraska, and Executive Education at The Wharton School, University of Pennsylvania. She is a member of the following organizations: American College of Healthcare Executives (ACHE), Healthcare Financial Management Association (HFMA) and the American Organization for Nurse Executives (AONE).

Sherri Luchs, MHA, BSN, is with the Center for Enterprise Innovation at Penn State Hershey. In a 20-plus year career at Penn State Hershey she has led the day-to-day operations of its more than 60 medical group practice sites and has overseen the transition to an integrated model of care and worked to expand its geographic footprint and the regional campus to provide quality healthcare in a rural area. Luchs received her BSN from Immaculata University and earned her Master's in Health Administration from Penn State University. She is a member of the following organizations: American Organization of Nurse Executives (AONE), American College of Healthcare Executives (ACHE), Medical Group Management Association (MGMA), UHC Ambulatory & Physician Practice Council, and The Organization for the Advancement of Women.

WHEN: The "[Rethinking Labor Management: One Medical Group's Transformative Journey to Improved Quality and Increased Savings](#)" session will be held on **Wednesday, April 15th from 3:30 – 4:30pm EST.**

HOW: To schedule a meeting with Larson and/or Luchs at the 2015 AAACN Annual Conference, please contact Katie Schur at kschur@ariamarketing.com.

To learn more or register for the conference, please visit <http://conference.aaacn.org/register>

To learn more about Avantas, please visit: www.Avantas.com

About Avantas

Developers of the HELM™ methodology (healthcare enterprise labor management), Avantas is devoted to serving the healthcare industry. Its proprietary approach to managing labor consists of workforce planning services and a scheduling and productivity solution, Smart Square®. This comprehensive approach provides its clients with tailored best practice labor management strategies designed to drive substantial and sustaining cost and quality improvements across the enterprise through automation. Avantas is a division of AMN Healthcare. For more information, please visit the Avantas website at www.Avantas.com.

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