

**Jody Hereford**  
**MS, BSN-RN, MAACVPR, MINT**

P.O. Box 1406  
Boulder, CO 80306  
(303) 544-0007 PHONE  
[jodyhere@jodyhereford.com](mailto:jodyhere@jodyhereford.com)

Curriculum Vitae

---

**CURRENT POSITIONS/PROJECTS**

Hereford Group, Principal  
*Creating Health and Care in Health Care*  
*Author*  
*National Presenter*  
*Clinical Management Consultant*

**OTHER EXPERIENCES**

Kaiser Permanente  
*Management Consultant in Improvement and Innovation*  
Contra Costa Regional Medical Center  
*Nursing Leadership Academy*  
ORCAS, Inc.  
*Health Coach Project Consultant*  
Iowa Chronic Care Consortium  
*Clinical Program Consultant*  
Health Diagnostic Laboratory, Inc.  
*Population Health Consultant*  
HealthGrades  
*Senior Consultant for Clinical Excellence*  
American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR)  
*President*  
Health, Research and Educational Trust (HRET) of the American Hospital Association  
Academy Medical Systems, Inc  
*Design, development and presentation of one and two day medical continuing education workshops*  
Cooke Pharma  
*Clinical Trial Director for cardiovascular nutraceutical product*  
HeartWatchers International, Inc., Solon, OH.  
*Product Manager of a computerized database management system.*  
Provenant Health Partners, Denver, CO.  
*Clinical Manager, Health Management Services.*  
The Boeing Company, Seattle, WA.  
*Manager, Cardiac Rehabilitation Services.*  
McKee Medical Center, Loveland, CO.  
*Coordinator of cardiopulmonary health and rehabilitation services and exercise diagnostics.*

**RECENT CONTINUED PROFESSIONAL DEVELOPMENT**

Motivational Interviewing Treatment Integrity (MITI) 4.0 Training	2015
Motivational Interviewing Network of Trainers (MINT)	2014
The Science of Happiness, 16 Credit Hour Course, UC Berkeley	2014
Holistic Stress Management Instructor Certification, Paramount	2014

Self-Compassion, 6 Credit Hour Course, UC Berkeley	2014
Character Strengths and Positive Psychology, 6 Credit Hour Course, WholeBeing Institute	2014
Wellcoaches, Inc., Certified Health, Wellness Coach	2009

## EDUCATION

Master of Science from University of South Alabama/USSA, Mobile, Alabama in July 1985. Majors: <i>Exercise Physiology/Sports Medicine</i>	
Bachelor of Science from Jamestown College, Jamestown, North Dakota in May 1981. Majors: <i>Nursing and Health/Physical Education.</i>	
Scholarship Fellow with The AHA's Health Forum. Selected to participate in the Cardiovascular Health Fellowship, an 18-month educational fellowship to provide leadership development opportunities designed to improve health in organizations, individuals, and communities.	

## PROFESSIONAL ORGANIZATIONS

Registered Nurse, State of Colorado	1981-present
Member American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR)	1988-present
Member Professional Cardiovascular Nurses Association (PCNA)	2003-present
Member American College of Sports Medicine (ACSM)	1985-present
Certified Health and Wellness Coach, Wellcoaches	2009-present

## PROFESSIONAL CONTRIBUTIONS AND ACHIEVEMENTS

AACVPR Award of Excellence	2013
Health Care Reform Committee, AACVPR	2013-present
Health Care Reform Task Force Chair, AACVPR	2013-2014
Professional Certification Committee, AACVPR	2011-2014
Council of Advisors, National Consortium Credentialing of Health & Wellness Coaches (NCCHWC)	2011-present
Advisory Board, Partnership to Fight Chronic Disease (PFCD)	2008-present
Past President, AACVPR	2007-2008
President, AACVPR	2006-2007
President Elect, AACVPR	2005-2006
Master Fellow, AACVPR	2011-present
Fellow, AACVPR	1995 – present
Vice President, AACVPR	2001 - 2004
Board of Directors, AACVPR	1998 – 2000, 2001 - 2008
Inaugural Chair, Disease Management Task Force AACVPR	2004 – 2008
AACVPR Distinguished Service Award	2003
Scholarship Fellow, Health Care Forum	2000 - 2001
Editor, AACVPR News & Views	2008 - 2014
Member, Health & Public Policy Committee AACVPR	2005 - 2011
Member, Telemedicine/Telehealth Committee AACVPR	2000 - 2005
Chair, AACVPR Public Education Committee	1994 - 1998
Review Board, Journal of Cardiopulmonary Rehabilitation	1996 - present
Board of Experts, The Exercise Standards and Malpractice Reporter	1993 - present
AACVPR Reimbursement/Legislative Contact (at large)	1995 - present
Member, AHA Speaker's Bureau	1996 - present
AACVPR Media Resource contact	1995 - present

## **VOLUNTEER ORGANIZATIONS**

Canine Corps at Boulder Community Hospital  
Boulder County Comfort Dogs, Disaster Response Team  
Boulder LandSharks Youth Running Program

## **CONSULTING SITES/CLIENTS**

Kaiser Permanente, Oakland, CA  
Contra Costa Regional Medical Center, Martinez, CA  
ORCAS, Inc., Eugene, OR  
Health Diagnostic Laboratory, Inc., Richmond, VA  
OPUS Science, Annapolis, MD  
Iowa Chronic Care Consortium, Des Moines, IA  
Montana Department of Health and Human Services, Billings, MT  
Curry Health District, Gold Beach, OR  
Carson Tahoe Hospital, Carson City, NV  
Cooke Pharma, San Francisco, CA  
Underwood Memorial Hospital, Woodbury, NJ  
Santa Ana Western Medical Center, Santa Ana, CA  
University of Wisconsin, LaCrosse Exercise and Health Program, LaCrosse, WI  
Powell Hospital, Powell, WY  
Pacific Bell, San Diego, CA  
Cuero Community Hospital, Cuero, TX  
Memorial Hospital, Manchester, KY  
Provenant Health Partners, Denver, CO

## **CLINICAL TRIALS**

Chief Coordinator for a prospective cohort study based in Cardiac Rehabilitation. A three-year study, enrolling 3,200 patients to determine whether a new medical food protects against major cardiovascular events in persons with coronary artery disease.

## **BOOKS AND PUBLICATIONS**

Hereford, J and King, M. "The Best Kept Secret in Your Medical Neighborhood: Cardiac Rehabilitation." Medical Home News: 6(7), July 2014.

Appelgate, William Ph.D., Jody Hereford, BSN., MS., Kathleen Kunath, RN., Sheri Vohs, MS. Health Coaching: Transforming Conversations and Care Practices. A follow-up study of early adopters provides insights for the direction of this evolving field. Issue Brief for Iowa Chronic Care Consortium, April 2013.

Hereford, J. "Reducing Readmissions: The Value of the Health Coach." Readmissions News: 1(5), June 2012.

Heggestad Hereford J. and Lui, K. Cardiac Rehabilitation and Graded Exercise Testing Policy and Procedure Guideline Manual, 5<sup>th</sup> Edition. Bend, OR: Academy Medical Systems, Inc, 557 pages, 2011.

- 5<sup>th</sup> Edition, 2011
- 4<sup>th</sup> Edition, 2005
- 3<sup>rd</sup> Edition, 1998
- Second Edition, 1994
- First Edition, 1991

Heggestad Hereford, J and Knipper, J. Pulmonary Rehabilitation and Exercise Testing Policy and Procedure Guideline Manual, 3<sup>rd</sup> Edition. Bend, OR: Academy Medical Systems, Inc, 424 pages, 2010.

- 3<sup>rd</sup> Edition, 2010
- 2<sup>nd</sup> Edition, 1998
- First Edition, 1995

Terri Merritt-Worden, MS; Jody Hereford, RN, MS, Hereford Consulting Boulder, CO; Marjorie King, MD, Helen Hayes Hospital, West Haverstraw, NY ; Ross Arena, PhD, PT, Virginia Commonwealth University, Richmond, VA. "Awareness of Disease Management by Cardiac and Pulmonary Rehabilitation Programs." Clinical abstract presented at the American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR) in Charleston, WV September 2006 and at the Disease Management Association of America (DMAA) in Denver, CO December 2006.

Hereford, J. "Disease Management and You: The Coming Trend." AACVPR News& Views, 19(1): 2005.

Hereford, J. "Leadership: It's all about you, Vol. 2." AACVPR News & Views 18(4): 2004.

Hereford, J. "Leadership: It's all about you." AACVPR News & Views 18(3): 2004.

Shaw DK, Heggestad Hereford J, Southard DR, Sparks KE. AACVPR Telemedicine Position Statement. J Cardiopul Rehab 2001;21:261-262.

Wenger NK, Smith LK, Froelicher ES, Comoss PM, editors. Cardiac Rehabilitation A Guide to Practice in the 21<sup>st</sup> Century. "Streamlining and Computerizing Cardiac Rehabilitation Charting." Marcel Dekker, Inc., New York, 1999. 12 pages.

Heggestad J. "Pulmonary Rehabilitation Has All the Right Moves." Respiratory Care Manager; 5(7):4-6, 1996.

Heggestad J. "Policies and Procedures in the Context of Quality and Risk Management." The Exercise Standards and Malpractice Reporter, 7(6):88-91, 1993.

Rollins DR, Hoak A, Heggestad JC, Shyrock S. "Improved Exercise Tolerance Documented in Transtracheal Oxygen Therapy Patients Enrolled in a Pulmonary Conditioning Program." Abstract for ATS Annual Meeting, 1988.

## **ACADEMY MEDICAL SYSTEMS PRESENTATIONS**

Conducts one and two-day continuing medical education workshops to health care professionals. Topics include current directions and future trends in the field of cardiovascular and pulmonary health management and rehabilitation. Over the last nine years, presented to more than 8,000 professionals in over 100 cities nationwide.

Subjects covered include topics from physiology, pathophysiology and clinical evaluations to more administrative issues such as program development, marketing, reimbursement, JCAHO and quality improvement. Workshops presented have included the following:

- Build Your Skills in Motivational Interviewing: An Introduction
- National Update: What You Need to Know and What You Need to Do
- Outcomes Management in Cardiovascular and Pulmonary Health Services
- Accreditations and Certifications in Cardiovascular Health Services
- Contemporary Issues in Cardiac Health and Rehabilitation
- Cardiac Rehabilitation 1998 and Beyond (two-day workshop)
- Pulmonary Rehabilitation 1998 and Beyond (two-day workshop)
- Cardiac Rehabilitation 1997 and Beyond (two-day workshop)

- Pulmonary Rehabilitation 1997 and Beyond (two-day workshop)
- Progressive Strategies in Cardiac Health Services (two-day workshop)
- Exercise Physiology, Testing and Prescription
- Innovations in Pulmonary Rehabilitation
- Women and Cardiovascular Disease: Special Considerations and Consequences
- Essentials of Pulmonary Rehab
- Cardiac Rehab Update 1992, 1993, 1994
- Pulmonary Rehab Update 1992, 1993, 1994
- Cardiac Rehabilitation: Directions for the New Decade

## **PRESENTATIONS**

American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR) 31<sup>st</sup> Annual Meeting, New Orleans, LA, September 7-10, 2016

- Closing Keynote: Complexity, Connection, & Combobulation
- The Coaching Experience

Texas Association of Cardiovascular and Pulmonary Rehabilitation (TACVPR), Annual Conference, April 2016

- 4 Hour Workshop – Exploratorium! Build Your Skills in Motivational Interviewing
- Keynote – Opportunity Knocks: Are You Listening

Ohio Association of Cardiovascular and Pulmonary Rehabilitation (OACVPR), Columbus, OH, Annual Conference, April 2016

- Keynote – Opportunity Knocks: Are You Listening

Relias Learning, Cary, NC. Three-Part Motivational Interviewing Webinar Series – “Building Your Motivational Interviewing Skills: An Introduction,” March 2016.

- Motivational Interviewing in Health Care: A Focus on Language, March 10, 2016.
- The ‘Spirit’ and Core Skills of Motivational Interviewing, March 17, 2016
- Motivational Interviewing: The Building Blocks of the Process and The Art of Sharing Information, March 31, 2016

Contra Costa Regional Medical Center, Martinez, CA. Nursing Leadership Academy, December 2015.

- Motivational Interviewing in Leadership

Maryland Association for Cardiovascular and Pulmonary Rehabilitation (MACVPR), Baltimore, MD, Annual Conference, April 2015

- Full Day Workshop – The Art and Science of Patient Engagement and Activation: Motivational Interviewing: Empowering Behavior Change

The Seventh National Medical Home Summit, Philadelphia, PA, March 24, 2015

- MINI SUMMIT III: New Medical Neighbors – The Best Kept Secret in Your Medical Neighborhood: Evidence Based Cardiac and Pulmonary Rehabilitation

American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR) 29<sup>th</sup> Annual Meeting, Denver, CO, September 3-6, 2014

- Practical Applications for Behavior Change
- 2014 Award of Excellence Introduction

Clinical Health Coach® Training Program, 6-week, 46-hour, Iowa Chronic Care Consortium, presented 18 times through 2009- June 2014 including Cleveland Clinic, Ochsner Health

System, JPS Health Network, Mercy Medical, Oklahoma Health Care Authority, McFarland Clinic, Cristiana Care, Goshen Hospital and Physicians.

- Heart Failure Population Management – One Hospital’s Experience
- Beyond Health Literacy
- The Team Approach to Care
- Models of Care in Clinical Health Coaching
- Best Practice Care: Models of Success
- Patient Centered Health Coaching
- Health Coaching Skills Development
- The Essence of Coaching

North Carolina Cardiopulmonary Rehabilitation Association, Chapel Hill, NC, March 14, 2014.

- Closing Keynote: “Opportunity Knocks: Are You Listening?”

Wisconsin Society of Cardiopulmonary Health and Rehabilitation, Appleton, WI April 4-5, 2014

- One Day Workshop: “The Art and Science of Patient Engagement”
- Keynote: “The Role of Cardiac & Pulmonary Rehab in the New Healthcare Model”

The Sixth National Medical Home Summit, Philadelphia, PA, March 17-19, 2014

- Health Coaching in the Medical Home: Lessons Learned

Health Diagnostic Laboratory, Inc., 2014 Clinical Health Consultants Annual Conference, (via web-conference), Friday, January 31, 2014

- Closing Keynote: What Business Are You In?

Nursing Enrichment Consultants, 30<sup>th</sup> Annual Weekend Update, Harrisburg, PA, November 16, 2013

- How Successful Are Your Patients at Making Changes? Why & When a Coach Approach is the Better Way to Go

OPUS Science Multiple Sclerosis and Patient Coaching – A Three-Part Webinar Series, taped October 21-22, 2013, <http://www.mspatientcoaching.com/>

- The Value of Patient Engagement in Multiple Sclerosis: The Opportunity in Health Coaching

American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR) 28<sup>th</sup> Annual Meeting, Nashville, TN, October 3-5, 2013

- Award of Excellence Keynote: What Business Are You In?
- Featured Speaker: Opportunity Abounds: The Compelling Facts of the New Payment Models

Montana Department of Health and Human Services, Helena, MT, May 17, 2013

- One Day Intensive Coach Training
- Health Coach Techniques: Bridge the Gap to Better Outcomes

Preventive Cardiovascular Nurses Association (PCNA) 19<sup>th</sup> Annual Conference, Las Vegas, NV, May 2, 2013

- Health Coaching: A Key Role for Cardiovascular Nursing

18<sup>th</sup> Cardiovascular Summit, TCTAP 2013, Seoul, South Korea (via web-conference), April 25, 2013

- Behavior Change: The Key to Successful Cardiopulmonary Rehabilitation

Missouri Kansas (MOKS) Affiliate of Cardiovascular and Pulmonary Rehabilitation, St. Louis, MO, April 20, 2013

- Health Coaching: Improving Outcomes in the Prevention and Care of Chronic Illness

The Fifth National Medical Home Summit, Philadelphia, PA, March 13-15, 2013

- Key Nursing Roles in the Medical Home: The Nurse Coach

Coaching Strategies in Multiple Sclerosis: A One-Day Coaching Intensive for Opus Science, Inc.

- Philadelphia, PA, October 19, 2012
- Chicago, IL, November 9, 2012
- Irvine, CA, December 7, 2012

American Academy of Medical Administrators (AAMA), November 13-16, 2012, San Antonio, TX

- The Changing World of Healthcare: The Value of the Health Coach

American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR) 27<sup>th</sup> Annual Meeting, Orlando, FL, September 5-8, 2012

- Population Health: What Is It and How Do We Play a Role?
- Maximizing Patient Engagement Through Health Coaching: A Critical Role for Your Hospital

Heartland Cardiovascular and Pulmonary Rehabilitation Network (Iowa and Nebraska Affiliates), 2012 Annual Conference, Omaha, NE, Saturday, April 21, 2012

- Engage Your Patients on a Whole New Level: The Value of the Health Coach
- Health Coaching Techniques: From Expert to Coach

The Montana Department of Public Health and Human Services, Cardiovascular Health Summit 2012, Billings, MT, Friday, April 13, 2012

- Engage Your Patients on a Whole New Level

Montana Association of Cardiovascular and Pulmonary Rehabilitation (MACVPR), 2012 Annual Conference, Billings Clinic, Billings, MT, Thursday, April 12, 2012

- Health Coaching Techniques: From Expert to Coach

The Fourth National Medical Home Summit, Philadelphia, PA, February 28, 2012

- Transformation of the Encounter, Transformation of Care: The Value of the Clinical Health Coach

Colorado Society of Osteopathic Medicine, February 19, 2012

- Engage Your Patients on a Whole New Level

Progressive Business Solutions, Webinar, December 1, 2011

- Toward Consumer Accountability in the Accountable Care Organization: The Value of Health Coaching

American Academy of Medical Administrators (AAMA), November 16-18, 2011, Scottsdale, AZ

- Engage Your Patients on a Whole New Level
- Health Coach Techniques: Moving From Expert to Coach

HealthTeamWorks Membership Meeting, Denver, CO, October 4, 2011

- The Role of the Clinical Health Coach in the Medical Home

The National Medical Home Summit West, San Francisco, CA, September 20-22, 2011

- Health Coaching – Engage Your Patients On A Whole New Level

American College of Cardiology, Colorado CCA Meeting, Denver, CO, June 22, 2011

- The Art and Science of Clinical Health Coaching

Exempla Lutheran Medical Center, Denver, CO, April 20, 2011

- Reducing the Burden of Chronic Illness
- The Role of the Clinical Health Coach

Rocky Mountain Cardiopulmonary Rehabilitation Association (RMCRA) Annual Meeting, April 30, 2011

- The Art and Science of Clinical Health Coaching

American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR) 25<sup>th</sup> Annual Meeting, Milwaukee, WI, October 7-9, 2010

- Creating Our Future: Capturing Opportunity in Health Care Reform

Retooling, Reframing and Redefining Cardiopulmonary Rehabilitation , Six-Part Webinar Series hosted by Academy Medical, September 23<sup>rd</sup> through November 4<sup>th</sup>, 2010

- Health Care, Health Care Reform and Program Opportunities
- The Chronic Care Model and Tools
- New Rules, New Environment, New Opportunities
- A New Look at Innovative Models
- The Art and Science of Clinical Health Coaching
- Implementing New Programs: A Project Management Approach

Blue Cross Blue Shield Association, Executive Medical Director Meeting. Chicago, IL, April 30, 2007.

- The Role of Program Certification in Operationalizing Evidence Based Medicine

European Association of Cardiovascular Prevention and Rehabilitation (EACPR) Annual Meeting. Madrid, Spain, April 19-21, 2007

- Program Certification: The US Experience

Olathe Medical Center and The Kansas Cardiovascular Center 9<sup>th</sup> Annual Cardiology Conference, HeartBeat 2007: Finely Tuned Cardiac Care. Overland Park, KS April 13, 2007

- Rehabilitation and prevention at the intersection of disease management

Ohio Association of Cardiovascular and Pulmonary Rehabilitation (OACVPR), 19<sup>th</sup> Annual Meeting. Columbus, OH, April 11-12, 2007.

- Working Together for the Future: AACVPR and You

North Carolina Cardiopulmonary Rehabilitation Association (NCCRA) Annual Meeting, “Taking Care of Your Sweet Heart and Lungs.” Charlotte, NC, February 16-17, 2007.

- Health and Rehabilitation at the Intersection of Disease Management
- Working Together for the Future: AACVPR and You

Arizona Society for Cardiovascular & Pulmonary Rehabilitation, Annual Meeting.

“Cardiovascular and Pulmonary Rehab in the 21st Century.” Phoenix, AZ, May 6, 2006.

- Cardiopulmonary Rehabilitation in the New Millennium: Disease Management and You

Illinois Society for Cardiopulmonary Health & Rehabilitation, 17th Annual Education Conference, “Where is Rehabilitation Taking Us?” Springfield, IL, March 10-11, 2006.

- Cardiopulmonary Rehabilitation in the New Millennium: Disease Management and You
- Working Together for the Future: AACVPR and You

Kentucky Cardiopulmonary Rehabilitation Association, Annual Education Conference, Thursday, April 27, 2006. Central Baptist Hospital, Lexington, KY.

- Cardiopulmonary Rehabilitation in the New Millennium: Disease Management and You



Minnesota Association for Cardiovascular and Pulmonary Rehabilitation, “Meeting Patient Outcomes,” November 2-3, 2005 – Duluth, MN

- Cardiopulmonary Rehabilitation in the New Millennium: Disease Management and You
- Working Together for the Future: AACVPR and You

Massachusetts Association for Cardiovascular and Pulmonary Rehabilitation, “Meeting Patient Outcomes,” October 27, 2005 – Framingham, MA

- Cardiopulmonary Rehabilitation in the New Millennium: Disease Management and You
- Working Together for the Future: AACVPR and You

West Virginia Association for Cardiovascular and Pulmonary Rehabilitation, May 4-5, 2005 – Flatwoods, WV.

- Cardiopulmonary Rehabilitation in the New Millennium: Disease Management and You
- A Community Approach to Health Management: One Town’s Experience

TriNetwork Association for Cardiovascular and Pulmonary Rehabilitation, April 29, 2005 – Des Moines, IA.

- Cardiopulmonary Rehabilitation in the New Millennium: Disease Management and You
- A Community Approach to Health Management: One Town’s Experience

Southern Association for Cardiovascular and Pulmonary Rehabilitation, April 8-10, 2005 – Laurel, MS

- A Community Approach to Health Management: One Town’s Experience

TriState Society for Cardiovascular and Pulmonary Rehabilitation, April 2, 2005 – Conshohocken, PA.

- Cardiopulmonary Rehabilitation in the New Millennium: Disease Management and You

Banner Health Systems: Seventh Annual Banner Health Cardiovascular Conference, February 24, 2005 – Loveland, CO.

- Cardiac Rehabilitation in the New Millennium

University of Wisconsin, LaCrosse Exercise and Health Program, Continuing Education Workshop, Pulmonary Rehabilitation, October 2004. Presentations included:

- Program Organization and Design
- Administrative Components
  - Reimbursement and Marketing
  - Documentation
  - JCAHO
- Reimbursement Update

Rocky Mountain Cardiopulmonary Rehabilitation Association  
May 2004. Presentations included:

- Motivation and Leadership in Challenging Times

University of Wisconsin, LaCrosse Exercise and Health Program, Continuing Education Workshop, Pulmonary Rehabilitation, October 2003. Presentations included:

- Program Organization and Design
- Administrative Components
  - Reimbursement and Marketing
  - Documentation
  - JCAHO
- Reimbursement Update

Rocky Mountain Cardiopulmonary Rehabilitation Association

April, 2003. Presentations included:

- The State of State Affiliates

High Sierra Critical Care Conference

March 3-6, 2003. Presentations included:

- Why Pulmonary Rehab?

University of Wisconsin, LaCrosse Exercise and Health Program, Continuing Education

Workshop, Pulmonary Rehabilitation, October 2002. Presentations included:

- Program Organization and Design
- Administrative Components
  - Reimbursement and Marketing
  - Documentation
  - JCAHO
- Reimbursement Update

Oklahoma Association of Cardiovascular and Pulmonary Rehabilitation, Annual Meeting

July 11, 2002. Presentations included:

- National Update and Resources – What’s New and What Do They Expect From Us Now?

New York Association of Cardiovascular and Pulmonary Rehabilitation, Annual Meeting

April 12-13, 2002. Presentations included:

- How to Build a Feasibility Study and/or Business Plan
- National Update and Resources
- Leadership Challenges

Maine Association of Cardiovascular and Pulmonary Rehabilitation, Annual Meeting

March 21-22, 2002. Presentations included:

- The Current State and Future of Pulmonary Rehabilitation

California Association of Cardiac Rehabilitation, Annual Meeting

March 14-16, 2002. Presentations included:

- Closing Keynote: On Change, Transformation, Courage and Hope

Nursing Enrichment Consultants, Pat Comoss, President and CEO

20<sup>th</sup> Annual Weekend Retreat for Cardiac Rehab Nurses, October 12-14, 2001  
Harrisburg, PA

- Exercise Physiology for the Non-Physiologist
- Closing Keynote: On Change, Transformation, Courage and Hope

Intervent USA, Inc., Neil Gordon, President and CEO

October 2 and 11, 2001

- Four remote, countrywide phone presentations on the “Future of Cardiac Rehabilitation.”

University of Wisconsin, LaCrosse Exercise and Health Program, Continuing Education

Workshop, Pulmonary Rehabilitation, October 2001. Presentations included:

- Program Organization and Design
- Administrative Components
  - Reimbursement and Marketing
  - Documentation
  - JCAHO
- Reimbursement Update

American Association of Cardiovascular and Pulmonary Rehabilitation, Sixteenth Annual Meeting, September 2001. Presentations were to have included: Meeting Cancelled.

- Telemedicine and the Future

- Cardiovascular Health Fellowships; Health Forum

Montana Association of Cardiovascular and Pulmonary Rehabilitation, Annual Meeting  
March 29-30, 2001. Presentations included:

- Outcomes Revisited – Creating a Scorecard that Counts
- Practical Marketing – Tactics for Promoting the Value and Vision of Your Services
- Innovative Approaches to Health Management – A Peek Outside the Box

University of Wisconsin, LaCrosse Exercise and Health Program, Continuing Education  
Workshop, Pulmonary Rehabilitation, October 2000. Presentations included:

- Program Organization and Design
- Administrative Components
  - Reimbursement and Marketing
  - Documentation
  - JCAHO
- Exercise Physiology
- Reimbursement Update

American Association of Cardiovascular and Pulmonary Rehabilitation, Fifteenth Annual  
Meeting, September 2000. Presentations included:

- Telemedicine and the Future

Texas Association of Cardiovascular and Pulmonary Rehabilitation, 10<sup>th</sup> Annual Conference,  
Riding the Waves of the New Millennium: Are Rough Seas Ahead? April 8-9, 2000.  
Presentations included:

- Practical Marketing - Tactics for Promoting the Value and Vision of Your Services (Keynote)
- Empowered Insurance: 10 Strategies to Yes

NorthWest Association of Cardiovascular and Pulmonary Rehabilitation, Ninth Annual  
Conference, Complementary Medicine in Cardiovascular and Pulmonary Rehabilitation, April  
1999. Presentations included:

- JCAHO Update
- Exercise Physiology for the Non-Physiologist

American Lung Association, First Annual Central Florida Respiratory Symposium, June 1998.  
Presentations included:

- Keys for Effective Outcomes
- Outcomes Management

University of Wisconsin, LaCrosse Exercise and Health Program, Continuing Education  
Workshop, Pulmonary Rehabilitation, April 1998. Presentations included:

- Developing Policies and Procedures
- Reimbursement and Marketing
- Documentation
- JCAHO
- Exercise Physiology

American College of Cardiovascular Administrators, Cardiovascular Administrators'  
Management Conference, March 1998. Presentations included:

- Cardiac Health and Rehabilitation Services in a Managed Care Environment

Wisconsin Society for Cardiovascular and Pulmonary Rehabilitation, Tenth Annual Meeting,  
Management and Treatment Methods in Cardiopulmonary Rehabilitation, April 1998.  
Presentations included:

- Keynote Address
- Administrative Aspects of Cardiopulmonary Health and Rehabilitation Services

- Preparation for a Successful JCAHO Survey

American Association of Cardiovascular and Pulmonary Rehabilitation, Eleventh Annual Meeting, The Challenge of Change, November 1997. Presentations included:

- JCAHO Expectations

Powell Hospital Cardiac Health and Rehabilitation Symposium 1997. Two-day conference solely developed and presented to a regional association of cardiac health professionals from a five-state area, November 1997.

University of Wisconsin, LaCrosse Exercise and Health Program, Continuing Education Workshop, Pulmonary Rehabilitation, October 1997. Presentations included:

- Developing Policies and Procedures
- Reimbursement and Marketing
- Documentation
- JCAHO
- Exercise Physiology

American Association of Cardiovascular and Pulmonary Rehabilitation, Eleventh Annual Meeting, Promoting Health and Preventing Disease, September 1996. Presentations included:

- What Is Essential For Program Policies

Colorado Cardiopulmonary Rehabilitation Association, Eighth Annual Meeting, Rehab in the Fast Lane, April 1996. Presentations included:

- Keynote Address
- Outcomes and Measurements for Marketing your Rehab Program

West Virginia Association of Cardiovascular and Pulmonary Rehabilitation, Fourth Annual Conference, May 1996. Presentations included:

- Starting a Pulmonary Rehabilitation Program
- Quality Improvement
- Documentation Tools: What Needs To Be Written Down

American Association of Cardiovascular and Pulmonary Rehabilitation, Tenth Annual Meeting, Building on Success, October 1995. Presentations included:

- Meeting Expectations

Arizona Society for Cardiopulmonary Rehabilitation, Third Annual Conference, Riding the Waves of Change, April 1995. Presentations included:

- The Latest and Greatest in the Treatment of Heart Failure

American Association of Cardiovascular and Pulmonary Rehabilitation, Ninth Annual Meeting, Looking Within, Reaching Out, October 1994. Presentations included:

- Exercise Physiology

Jacki's, Inc., Second Annual Snowbird Retreat, Professional Workshop, July 1992. Presentations included:

- Women and Heart Disease

The Boeing Company, Professional Development Workshop, October 1991. Presentation included an eight week, 20 hour continuing education course on "12-Lead ECG Interpretation."

McKee Medical Center, Woman to Woman, Community Outreach Health Information for Women, 1989-1990. Multiple presentations included:

- Developing a Personal Fitness Plan
- Heart Disease Risk in Women

- Your Family and Heart Disease

McKee Medical Center, Speakers Bureau, Community Outreach Health Information Services, 1988-1990. Multiple presentations included:

- Heart Disease
- Risk Factors and Risk Reduction
- Women and Heart Disease

HeartWatchers International, Annual Conference, How To Build a Successful Program for Cardiac Rehabilitation and Exercise Testing, Continuing Medical Education, July 1990.

Presentations included:

- Reimbursement
- Legal Considerations

University of Colorado School of Medicine with HeartWatchers International, Continuing Medical Education, July 1988. Presentations included:

- COPD and Transtracheal Oxygen Therapy in Pulmonary Rehabilitation

McKee Medical Center, Loveland, CO, Diabetic Seminar A to Z, Continuing Education, April 1988. Presentations included:

- Exercise Prescription in the Diabetic Patient

The Northern Colorado Center for Transtracheal Oxygen Therapy (TTOT), Continuing Medical Education, January 1988. Presentations included:

- Clinical Experience With the TTOT Patient
- Education and Adherence in the TTOT
- Exercise Prescription and Precautions With the TTOT Patient