



MEDIA ALERT

Avantas to Showcase Smart Square® Scheduling Technology and its HELM™ Workforce Management Methodology at ANCC 2013 National Magnet Conference®

WHAT: [Avantas](#), a leading provider of strategic labor management technology, services and strategies for the healthcare industry, today announced it will be demonstrating its solutions and services at the American Nurses Credentialing Center ([ANCC](#)) 2013 National Magnet Conference® in booth #2016. Avantas will showcase its HELM™ (Healthcare Enterprise Labor Management) methodology – a strategy that combines and embeds the science of workforce planning, demand forecasting and operational best practices with Smart Square®, the only cloud-based enterprise-wide labor management software solution designed *by* healthcare professionals *for* healthcare professionals. In conjunction with the conference, Avantas is conducting a three-question [survey](#) in an effort to identify the labor management challenges at some of the country's top hospitals and health systems. Survey participants will be entered to win a Coach® handbag. The survey is available now at <http://avantas.com/ancc13/>

Avantas' client, [Penn State Milton S. Hershey Medical Center](#), will also be giving a presentation at the conference titled "Our Expedition Everest: Conquering the Staffing and Scheduling Yeti." During this presentation, Penn State Hershey leaders will describe their labor management strategy and share some of the operational tactics they implemented and the outcomes they have achieved to date.

WHO: Penn State Milton S. Hershey Medical Center Presenters: James Fenush Jr., MS, RN; Michael Westerberg, BA; and Rita Barry, BSN, RN

WHEN: ANCC Exhibit Hall Hours:

- Wednesday, October 2, 2013
12:30 p.m. – 5:00 p.m.
- Thursday, October 3, 2013
9:00 a.m. – 5:00 p.m.
- Friday, October 4, 2013
9:00 a.m. – 2:00 p.m.

Penn State Milton S. Hershey Medical Center Presentation to take place on Thursday, October 3, 2013 at 3:30 p.m. – 4:30 p.m. EST

WHERE: Booth #2016, Exhibit Hall
Orange County Convention Center
9990 International Dr.
Orlando, FL 32819

HOW: To learn more about Avantas, visit booth #2016 at ANCC National Magnet Conference® or visit the company's website at www.avantas.com. To schedule a meeting with Avantas at the ANCC National Magnet Conference®, please contact Kristen Berry, at kberry@ariamarketing.com

For more information on the 2013 ANCC National Magnet Conference®, please visit <http://www.anccmagnetconference.org/>.

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 consulting services and a patented 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. For more information, please visit the Avantas website at www.Avantas.com.

About ANCC

The mission of the American Nurses Credentialing Center (ANCC), a subsidiary of the American Nurses Association (ANA), is to promote excellence in nursing and health care globally through credentialing programs. ANCC's internationally renowned credentialing programs certify and recognize individual nurses in specialty practice areas. It recognizes healthcare organizations that promote nursing excellence and quality patient outcomes, while providing safe, positive work environments. In addition, ANCC accredits healthcare organizations that provide and approve continuing nursing education. It also offers educational materials to support nurses and organizations as they work toward their credentials.

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