



## Avantas' Client Penn State Hershey Medical Center to Present an Overview of its Strategic Labor Plan at the 2014 American Nurses Association Staffing Conference

*Avantas to Also Participate in Roundtable Discussion and Host Red Carpet Event*

**OMAHA, Neb. – October 21, 2014 – (ANA Booth #213 & #215) – [Avantas](#)**, a leading provider of labor management technology, services and strategies for the healthcare industry, today announced that its client, Penn State Hershey Medical Center, was independently selected to present an overview of its strategic labor plan at the 2014 [American Nurses Association](#) (ANA) Staffing Conference.

Penn State Hershey's Director of Nursing for Clinical Support Services, Jim Fenush, MS, RN and Nurse Manager of Scheduling and Staff Deployment, Rita Barry, BSN, RN will lead a breakout session titled, "The Right Stuff: Experts Share Best Practices on Technology and Workload," on Tuesday, November 4 at 1:30 p.m. CST. During the session, Fenush and Barry will detail how to best use technology to streamline labor management procedures, standardize workflows and review and respond to real-time staffing needs.

Avantas also unveiled today that it will be hosting a "[Red Carpet Event](#)" at the conference on Tuesday, November 4 at 6:30 p.m. CST. The event is open to all conference attendees and an array of refreshments and hors d'oeuvres will be served to celebrate staffing innovators. Additionally, Avantas CEO, Chris Fox, will participate in a business roundtable discussion on Wednesday, November 5 at 7:00 a.m. CST. During the panel, several healthcare industry experts will address key issues related to staffing challenges and discuss labor management trends in the healthcare industry.

"This conference is a great opportunity to showcase healthcare innovators, like Penn State Hershey, who have embraced a labor management model that keeps staffing in sync with patient demand," said Fox. "We are excited to host our Red Carpet Event at the 2014 ANA conference to recognize nurses, staffers, and healthcare leaders from across the country for their dedication to delivering the highest quality of patient care through more efficient staffing practices."

Avantas will demonstrate its industry leading labor management technology, Smart Square<sup>®</sup>, during the conference as well. To learn more about Avantas, please visit booths #213 and #215 at the ANA Staffing Conference from November 4 – 5 in New Orleans, LA. To schedule a meeting with company executives at the conference, please contact Katie Schur at [kschur@ariamarketing.com](mailto:kschur@ariamarketing.com).

### **About The American Nurses Association, Inc.**

The American Nurses Association, Inc. (ANA) is the only full-service professional organization representing the interests of the nation's 3.1 million registered nurses through its constituent and state nurses associations and its organizational affiliates. The ANA advances the nursing profession by fostering high standards of nursing practice, promoting the rights of nurses in the workplace, projecting a positive and realistic view of nursing, and by lobbying the Congress and regulatory agencies on health care issues affecting nurses and the public.

### **About Avantas**

Developers of the HELM<sup>™</sup> 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 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](http://www.Avantas.com).

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