

Presentation Title: Fostering a Culture of Preparedness:
'Preparedness Week'



Katie Linn MS, a System Emergency Management Planner for Memorial Hermann Health System, is the project lead for implementing the business continuity program and cyber response, as well as project lead for Preparedness Week, the event captured in this presentation. Katie has her master's in Homeland Security Studies from Sam Houston State University and is a FEMA designated Master Continuity Practitioner. Her background is in Emergency Management, and she is currently working towards her CEM.

Ashley Simon MSN, RN, CEN, NPD-BC, SCRN, Manager of Emergency Management for Memorial Hermann Health System and Emergency Preparedness Officer of Ambulatory Services. Ashley completed her MSN in 2016 from Texas A&M University. She received her BSN from Tarleton State University in 2010. Ashley is a certified Emergency Nurse, Board Certified in nursing professional development, and Stroke Certified RN. Her clinical background is in emergency and critical care nursing, program management, professional development and most recently emergency management and preparedness.





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About the Presentation

Regardless of industry, every 'resilience' discipline such as Emergency Management, Emergency Preparedness, Business Continuity, Operational Resilience, etc. experiences unique challenges. While there's no singular approach to addressing these challenges, fostering an intrinsic culture of preparedness among your workforce strengthens your ability to properly respond to disasters and emergencies as an organization. Join us as Memorial Hermann Health System (Houston, Texas), one of the largest not-for-profit health systems in Texas, shares how they are cracking the code on Fostering a Culture of Preparedness across their organization of more than 34,000 employees and 17 hospitals, including two Level 1 Trauma Centers (Memorial Hermann-Texas Medical Center and Children's Memorial Hermann Hospital). During this webinar, Memorial Hermann's Emergency Management Team will overview the steps taken to implement a competition-based performance model to promote resilience activities, discuss unique strategies employed to overcome challenges along the way and leave attendees with helpful insights and great ideas to implement within their respective organizations.