



**Wisconsin Medical Society**  
Your Doctor. Your Health.

**Clinical Quality Forum for Medical Directors & Physician Presidents/CEOs**  
February 10, 2009 ♦ 9-11:30 a.m.

Wisconsin Medical Society – Madison ♦ Conference Call Information: 1.877.393.3856 passcode: 576224

TIME	AGENDA ITEM	PRESENTER
9-9:05 a.m.	♦ <b>Welcome and Introductions</b>	Susan Turney, MD
9:05-9:15 a.m.	♦ <b>Transparency Dialog at the Capitol</b>	Tim Bartholow, MD/Mark Grapentine Wisconsin Medical Society
9:10-10 a.m.	♦ <b>Transparency from the Patient’s Perspective</b> Patient Care is a national advocacy organization that assists patients to navigate the health care system. The organization provides cost and quality information for tests, surgeries and other health care services. Ms. Cooper will describe the current and emerging trends on cost and quality information requests from consumers of health care.	Jane Cooper, President & CEO Patient Care
10-10:20 a.m.	♦ <b>Surgical Safety Checklist Improvement Initiative</b> The Institute for Healthcare Improvement (IHI) Improvement Map is an initiative to help hospitals focus on high-leverage changes to transform care. The Improvement Map will expand on the 100,000 Lives and 5 Million Lives Campaigns with 3 new interventions, including the World Health Organization (WHO) Surgical Safety Checklist. In a recent study, implementation of the Checklist was associated with a significant reduction in the rates of death and complications from surgery in a diverse group of hospitals around the world.	Jay Gold, MD, JD, MPH - Senior Vice President and Chief Medical Officer & Eric Streicher, MD – Medical Director MetaStar, Inc.*  * Wisconsin IHI Campaign node is coordinated by MetaStar
10:20-10:30 a.m.	♦ <b>New Wisconsin Medical Journal</b> Society staff will provide a brief tour of the soon-to-be launched interactive journal.	Kendi Parvin/Kristin Knipschild/Mary Kay Adams-Edgette Wisconsin Medical Society
10:30-11:25 a.m.	♦ <b>Transparency – WHIO Update</b> The WHIO Data Mart is “live” and in a first quarter study period. Julie Bartels will provide a status report on the early findings. She will also review the performance reports derived from the Data Mart that are being reviewed with physicians involved in the pilot. This is a critical update for awareness building of physician commentary.	Julie Bartels, Executive Director Wisconsin Health Information Organization (WHIO)
11:25-11:30 a.m.	♦ <b>Meeting Evaluation</b> ♦ <b>Next Meeting – May 19, 2009</b>	

11:45 a.m. – 12:45 p.m. ♦ Risk Management Education Session ♦ “Let’s Talk...Communicating the Good, the Bad, & the Apology”