

2008 Wisconsin

Quality & Safety



Forum

October 20-21, 2008

Kalahari Resort

Wisconsin Dells, Wisconsin

Presented by:



This year's Quality and Safety Forum includes a showcase of 30 quality and safety projects from these 22 organizations:

Aurora Lakeland Medical Center
BloodCenter of Wisconsin
Fort Healthcare
Franciscan Skemp Healthcare
Good Samaritan Health Center
Howick Associates
Meriter Hospital
Monroe Clinic
Saint Clare's Hospital
Saint Joseph's Hospital
Society of Critical Care Medicine & Aurora St. Luke's Medical Center
Southwest Health Center
St. Mary's Hospital
St. Mary's Hospital Medical Center
The Diagnostic & Treatment Center / St. Clare's Hospital
UW Health Wausau Family Medicine
WHA, American Stroke Association and the Wisconsin Office of Rural Health
Wheaton Franciscan Healthcare – St. Francis
Wheaton Franciscan Healthcare – St. Joseph
Wheaton Franciscan Healthcare – All Saints
Wisconsin Health Information Organization
Wisconsin Initiative to Promote Healthy Lifestyles

Learning Objectives

1. Identify, describe and discuss specific successful health care quality and patient safety innovations that can be adapted to work in the participant's own organization.
2. Describe the roles of patients, providers, purchasers, and researchers in ongoing health care quality and safety improvement.
3. Discuss strategies for and successfully support development of a culture in which health care quality and patient safety innovations can flourish.

Who Should Attend:

- Quality Improvement Managers/Specialists
- Risk Managers
- Nurse Executives
- Physicians
- Pharmacists
- Patient Care Services Staff
- Chief Executive Officers
- Administrators
- Vice Presidents
- Patient safety improvement team members

Agenda

Monday, October 20

- 10 a.m. – 12 p.m. **WHA Council on Medical & Professional Affairs meeting**
Guest Speaker: John J. Nance, JD, Consultant and Author
- 10 a.m. – 12 p.m. Showcase/Exhibitor set-up
- 11:00 a.m. Registration starts
- 1:00 – 2:30 p.m. Welcome and Keynote Session
Quality From the Top: Working With Your Board and Your Community to Ensure Quality Care
John J. Nance, JD, Consultant and Author
- 2:30-2:45 p.m. Break
- 2:45 – 4:45 p.m. **Wisconsin Quality Initiatives**
A series of overview presentations highlighting some of the various quality/safety initiatives currently in place in Wisconsin, including:
- **Aligning Forces for Quality Initiative**
Chris Queram, President/CEO, Wisconsin Collaborative for Healthcare Quality
 - **Wisconsin Health Information Organization (WHIO)**
Julie Bartels, Executive Director, WHIO
 - **Rural Wisconsin Health Cooperative's Information Technology Network**
Louis Wenzlow, CIO, Information Technology Network and CIO, Rural Wisconsin Health Cooperative
 - **Milwaukee County Health Information Exchange**
Bill Bazan, Vice President, Metro Milwaukee, Wisconsin Hospital Association
 - **Safe Care Wisconsin**
Greg Simmons, President/CEO, MetaStar
- 4:45 p.m. Adjourn for day
- 6:00 p.m. Reception – Visit Showcase Projects and Exhibitors
- 6:30 p.m. Dinner Served
- 7:00 p.m. After Dinner Presentation:
Recognition of Wisconsin Baldrige Award Recipients
Sandy Anderson, President, St. Clare Hospital & Health Services, Baraboo, and member of SSM Health Care – Wisconsin
Kathy Harris, Vice President, Mercy Health System, Janesville

Tuesday, October 21

- 7:30 - 8:30 a.m. Breakfast – Visit Showcase Projects and Exhibitors
- 8:30 – 9:30 a.m. **Stratifying the Approach to Engaging Physicians**
Eric Dickson, MD, FAAEM, Head, Department of Emergency Medicine, Director of Emergency Medical Services, University of Iowa Healthcare; Faculty, Institute for Healthcare Improvement
- 9:30 – 9:40 a.m. Break
- 9:40 – 10:40 a.m. Breakout Sessions (choose 1 of 2):
- A. The Quality Toolbelt: What's The Tool for the Job?**
Mary Nickel, Director, Medical Staff/Clinical Quality, Saint Clare's Hospital, Weston
- B: A Letter to the New President: How to Fix This Health Care Mess**
David B. Nash, MD, MBA, FACP, Professor and Chairman of the Department of Health Policy, Jefferson Medical College of Thomas Jefferson University, Philadelphia, PA
- (continued on next page)*

Agenda (continued)

- 10:40 – 10:50 a.m. Break
- 10:50 – 12:15 p.m. **Practicing Based on the Evidence: Is This EBM?**
David B. Nash, MD, MBA, FACP, Professor and Chairman of the Department of Health Policy, Jefferson Medical College of Thomas Jefferson University, Philadelphia, PA
- 12:15 p.m. Lunch – Visit Showcase Projects and Exhibitors
- 1:15 – 2:15 p.m. Breakout Sessions:
- C. Community-Based Patient Safety Collaboratives**
Kendra Jacobsen, MS, Executive Director, Madison Patient Safety Collaborative
Kathryn Leonhardt, MD, Chair, Milwaukee Patient Safety Collaborative
- D: Showcase Presentations:**
Wisconsin Rural Hospital Stroke Improvement Project
Michelle Gardner, Director, Quality Improvement Initiatives, American Heart Association
- Antibiotic Stewardship: Putting Evidence to Work to Improve Outcomes**
Christine Baker, RN, PhD, Administrative Director/Quality & Safety Systems, St. Mary's Hospital, Madison
- E: Showcase Presentations:**
Reducing Risky Drinking and Drug Use
Richard L. Brown, MD, MPH, Wisconsin Initiative to Promote Healthy Lifestyle, Madison
- Resident-Centered Care**
Joan Bahr, Interim PI Coordinator, Southwest Health Center, Platteville
Karen Klaas, RN, Director of Nursing, Southwest Health Center, Platteville
- 2:15 – 2:30 p.m. Break
- 2:30 – 4:00 p.m. **When the Unique Becomes Common: Health Care & Technology**
Bill Felkey, MS, Professor, Pharmacy Care Systems, Auburn University
- 4:00 p.m. Adjourn

Planning Committee

Thank you to the members of the 2008 Wisconsin Quality & Safety Forum planning committee for their time and efforts in developing the content and focus of this year's program:

Mark Anderson, BA, ADN, Sacred Heart Hospital
Julie Bartels, Wisconsin Health Information Organization
Jennifer Frank, BA, Wisconsin Hospital Association
Kendra Jacobsen, MS, Madison Patient Safety Collaborative
Dana Richardson, RN, BSN, MB-HSA, Wisconsin Hospital Association
Charles Schaubeger, MD, Gundersen Lutheran
Betty Schwarz, Dean Health System
Charles Shabino, MD, Wisconsin Hospital Association
Kay Simmons, MetaStar
Kimberly Urbain, RN, MM, Community Memorial Hospital
Kathy Werner, Wisconsin Collaborative for Healthcare Quality
Susan Wiegmann, PhD, Wisconsin Medical Society

Registration: 2008 Wisconsin Quality & Safety Forum

Please duplicate this form as needed.

Registration Fee: **Single Rate:** \$300 per person
Team Rate: \$275 per person (Team rate is **three** or more paid attendees from the same facility. Registration and payment must be submitted at the same time.)

Organization Information

Organization _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Attendee Information

Name _____ Title _____

Phone _____ Fax _____

Email _____

Rate: Single Team

Name _____ Title _____

Phone _____ Fax _____

Email _____

Rate: Single Team

Name _____ Title _____

Phone _____ Fax _____

Email _____

Rate: Single Team

Final cut-off date for room reservations is **September 26**.
Conference registrations must be received by **October 6**.

Payment Information

Check Total enclosed: \$ _____ (Make checks payable to Wisconsin Hospital Association)

Visa MasterCard Amount \$ _____ Expiration Date _____

16 Digit Number _____

Name on Card _____

Billing Address (for name on card) _____

Return registration form with your payment to:
Lisa Geishirt, WHA, P.O. Box 259038, Madison, WI 53725-9038, Fax: 608-274-8554

2008 Forum Plenary Session Presenters

Keynote Speaker: John J. Nance, JD

John J. Nance, JD has been a dynamic and deeply dedicated member of the health care community for nearly two decades. A world-class speaker, consultant and bestselling author, Nance brings a rich diversity of professional training and background to the quest of patient safety and medical practice improvement. His new book, "Why Hospitals Should Fly: The Ultimate Flight Plan to Patient Safety and Quality Care" (Second River Healthcare Press 2008), is reinventing the cultural foundations of health care and bringing clarity to the decade-long patient safety and quality care debate. One of the founding members of the National Patient Safety Foundation, Nance was a member of the Executive Committee and served on the Foundation's board for nine years.

He is a native Texan who earned his Bachelor's Degree from Southern Methodist University and his Juris Doctor Degree from SMU School of Law. He is also a decorated Air Force officer-pilot veteran of Vietnam and Operations Desert Storm/Desert Shield—a Lt. Colonel in the USAF Reserve well known for his pioneering involvement in Air Force human factors flight safety education. As a professional pilot, Nance has piloted a wide variety of jet aircraft, including most of Boeing's line, as well as the Air Force C-141, and has logged over 13,000 hours of flight time in his commercial airline (Braniff and Alaska) and Air Force careers.

More important to his leading-edge role in health care, Nance was one of the pioneers of the pivotal safety revolution in professional communication, teamwork, and leadership known in aviation as CRM (crew resource management). His book about safety in human systems, "Blind Trust," published in 1986, is widely credited with helping to spark not only the universal acceptance of CRM principles in aviation, but the earliest infusion of culture-changing lessons derived from aviation into medical practice. "Blind Trust" was pivotal in illuminating serious public issues in aviation safety for the American public, and "Why Hospitals Should Fly" follows in that tradition as a major wakeup call.

With most of his busy schedule of consulting and speaking dedicated to the urgency of improving health care from patient safety to practice satisfaction, Nance has also emerged as one of the leading thinkers on matters of major change to America's health care system. A dynamic and vocal advocate of completely removing the tort system from involvement in routine medical accidents and mistakes, he recently convened and hosted an unprecedented conference on the subject with the sponsorship of AHRQ, a conference of doctors and lawyers that spawned several very surprising and important realizations.

Already one of the nation's most dynamic and energizing professional speakers, Nance's messages to medical practitioners have reached new heights of relevance and importance as seen in his presentations to such pace-setting entities as the Institute for Healthcare Improvement and a who's who of health care organizations.

Nance's unique ability to reach every member of the health care community comes from his unprecedented background mix of law, safety, aviation and even broadcasting. Physicians, in particular, resonate deeply with his powerful messages about leadership and the human propensity for mistakes even among the most tenured professionals, and his extensive experience working with hospitals and clinics nationwide has been documented by continuous client praise and the highest effectiveness ratings.

Eric Dickson, MD, MHCM, FAAEM

Dr. Eric Dickson is professor and head of the Department of Emergency Medicine at the University of Iowa Carver College of Medicine and Interim Chief Operating Officer for the University of Iowa Hospitals and Clinics. He completed his medical degree and residency training in emergency medicine at the University of Massachusetts Medical School and has a master's degree in health care management from Harvard University. In addition to his other duties, Dickson has served as a member of the Baldrige National Quality Award Board of Examiners, lectures regularly on the use of Lean manufacturing techniques in health care, and is an active faculty member for the Institute of Healthcare Improvement.

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2008 Forum Plenary Session Presenters (continued)

David Nash, MD, MBA, FACP

David Nash is the Dr. Raymond C. and Doris N. Grandon Professor and Chairman of the Department of Health Policy at Jefferson Medical College of Thomas Jefferson University in Philadelphia. Nash, a board certified internist, founded the original Office of Health Policy in 1990. From 1996 to 2003, he served as the first Associate Dean for Health Policy at Jefferson Medical College. In 2004, he was named co-director of the Masters Program in Public Health at Jefferson.

Internationally recognized for his work in outcomes management, medical staff development and quality-of-care improvement, his publications have appeared in more than 100 articles in major journals. He has edited 17 books, including "A Systems Approach to Disease Management;" "Connecting with the New Healthcare Consumer;" and "The Quality Solution." He received the Philadelphia Business Journal Healthcare Heroes Award in October 1997 and was named an honorary distinguished fellow of the American College of Physician Executives in 1998.

Repeatedly named by *Modern Healthcare* to the top 100 most powerful persons in health care list, his national activities include appointment to the JCAHO Advisory Committee on Performance Measurement, the CIGNA Physician Advisory Committee, membership on the Board of Directors of the Disease Management Association of America, and Chair of an NQF Technical Advisory Panel – four key national groups focusing on quality measurement and improvement. He continues as one of the principal faculty members for quality of care issues of the American College of Physician Executives in and the developer of the ACPE Capstone Course on Quality. Nash was recently appointed to the Board of the West Virginia Medical Institute, the Medicare QIO for Pennsylvania. Finally, he is a member of the Board of Trustees of Catholic Healthcare Partners in Cincinnati, Ohio – one of the nation's largest integrated delivery systems and chairs the Board Committee on Quality and Safety.

Nash received his BA in economics (Phi Beta Kappa) from Vassar College, Poughkeepsie, New York; his MD from the University of Rochester School of Medicine and Dentistry; and his MBA in Health Administration (with honors) from the Wharton School at the University of Pennsylvania. While at Penn, he was a former Robert Wood Johnson Foundation Clinical Scholar and Medical Director of a nine-physician faculty group practice in general internal medicine.

Bill Felkey, MS

Bill Felkey is a professor of pharmacy care systems for Auburn University, where he's been teaching since 1977. His research interests focus on the creation of knowledge-bases; the use of advanced technology in health care; and on "best of breed" examples of those technologies and innovations which are actually being successfully implemented in health care systems and pharmacy and physician practices. He provides highly interactive educational sessions that will amaze, inform, entertain and overwhelm you with the wealth of technological resources that are available to you to increase your impact on outcomes and extend your organizational efficiency and effectiveness.

Felkey is the founding editor of *Computer Medicine for the Hospital Pharmacist*. In 1992, he was the winner of the International Interactive Communication Society, Best Interactive Program, "About Your Diabetes." He co-developed PHOCUST (Pharmacist Opportunities in Compliance Using Skills Training) which received the H.A.B. Dunning Award in 1993 from the American Pharmaceutical Association. His other professional accomplishments include the Most Outstanding Faculty Member of the School of Pharmacy for 1996, and in 1997, he received the Auburn University Outreach Award for Excellence.

Felkey has secured or assisted in delivering over \$5 million of funded research while at Auburn. He has presented and published over 800 papers and presentations on topics of computers, health system informatics, use of technology in medical and pharmacy practice, and management and technology issues in health care. His students call him Professor Gadget, and Felkey says when you meet him, you will have met the guy who dies with the most toys. He received his B.A. in Psychology and Communication from the University of Maine and his M.S. in Instructional Systems Technology from Indiana University.

Registration Information

Registration Fee:

Single Rate: \$300 per person

Team Rate: \$275 per person

(Team rate is three or more paid attendees from the same facility. Registration and payment must be sent in at the same time.)

Registration Deadlines:

Final cut-off date for room reservations is **September 26**.

Conference registrations must be received by **October 6**.

Special Needs

In accordance with the Americans with Disabilities Act, the Wisconsin Hospital Association seeks to make this conference accessible to all. If you have a disability which might require special accommodations, or have any dietary restrictions, please contact Lisa Geishirt with your needs at lgeishirt@wha.org or call 608-274-1820.

Forum Cancellation Policy

Cancellations received in writing up to five business days prior to an event will be given a full refund less a \$50 processing fee. No refunds will be given for cancellations received less than five business days prior and day-of-program no-shows. Substitutions are accepted. Housing cancellations must be made directly with the conference hotel.

Attire

Dress for the Quality & Safety Forum is business casual.

Directions

The Kalahari Resort is located at 1305 Kalahari Drive in Wisconsin Dells, Wisconsin. Driving directions will be sent with registration confirmation, via email or fax.

Housing Information

A block of rooms has been reserved the evenings of October 19 and 20 at the Kalahari Resort in Wisconsin Dells. Call 877-253-5466 to reserve a room by September 26. When making your reservation, request a room from the Wisconsin Quality & Safety Forum room block. Rates are as follows:

- One King bed (plus sofa bed) for \$99.00 per night (priced for two people/ two waterpark bands; add up to two additional guests for \$20.00 per person, per night)
- Two Queen beds (plus sofa bed) for \$99.00 per night (priced for four people/four waterpark bands; add up to two additional guests for \$20.00 per person, per night)

Questions

Contact Lisa Geishirt or Jennifer Frank at 608-274-1820 or lgeishirt@wha.org or jfrank@wha.org.

Continuing Education

Continuing Medical Education

The Wisconsin Medical Society is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The Wisconsin Medical Society designates this educational activity for a maximum of 9.0 AMA PRA Category 1 Credits.™ Physicians should only claim credits commensurate with the extent of their participation in the activity.

Certified Professional in Healthcare Quality Program

Contact hours have been applied for through the Healthcare Quality Certification Board.

Long Term Care CEUs

This program has been submitted (but not yet approved) for 9.4 continuing education clock hours from the National Association of Boards of Examiners of Long Term Care Administrators (NAB)/National Continuing Education Review Services (NCERS). Call Jennifer Frank at 608-274-1820 for further information.

Continuing Nursing Education

Contact hours have been applied for through the Wisconsin Nurses Association Continuing Education Approval Program Committee, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

ACHE Category II

This program has been submitted to award Category II (non-ACHE) continuing education credit toward advancement, or recertification in the American College of Healthcare Executives. Participants in this program wishing to have continuing education hours applied toward Category II credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

Registration Form

Return form with your payment to:

Lisa Geishirt

Wisconsin Hospital Association

PO Box 259038, Madison, WI 53725-9038;

Phone: 608-274-1820

Fax: 608-274-8554

Email: lgeishirt@wha.org

Or, register online at www.wha.org



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