2004 Wisconsin

Quality & Safety

Forum

October 18-19, 2004
The Plaza Hotel
Eau Claire, Wisconsin
This year's Quality and Safety Forum includes a showcase of 90 quality and safety projects from these 57 organizations.

| Advocate Health Care, Oak Brook, IL | Prairie du Chien Memorial Hospital, Prairie du Chien, WI |
| Affinity Health System, Menasha, WI | ProHealth Care: Waukesha Memorial Hospital, Waukesha, WI |
| Aspirus Community Health Care Clinics, Wausau, WI | Reedsburg Area Medical Center, Reedsburg, WI |
| Aspirus Wausau Hospital, Wausau, WI | Saint Joseph's Hospital, Marshfield, WI |
| Aurora BayCare Medical Center, Green Bay, WI | Spartanburg Regional Healthcare System, Spartanburg, SC |
| Aurora Health Care, Milwaukee, WI | St. Francis Hospital, Milwaukee, WI |
| Aurora Health Care, Milwaukee, WI | St. Joseph Regional Medical Center, Milwaukee, WI |
| Aurora Medical Center Manitowoc County, Two Rivers, WI | St. Joseph's Community Hospital, West Bend, WI |
| Aurora Sinai Medical Center, Milwaukee, WI | St. Luke's Medical Center - Aurora Health, Milwaukee, WI |
| Bellin Health, Green Bay, WI | St. Mary's Hospital Medical Center, Green Bay, WI |
| Beloit Memorial Hospital, Beloit, WI | St. Mary's Hospital Medical Center, Madison, WI |
| Biek Public Health Consulting, Madison, WI | St. Michael Hospital, Milwaukee, WI |
| Boscobel Area Health Care, Boscobel, WI | Stoughton Hospital, Stoughton, WI |
| Center for Quality and Productivity Improvement and Department of Industrial Engineering, UW- Madison, Madison, WI | The Risk Management & Patient Safety Institute, Lansing, MI |
| Clement Zablocki VA Medical Center, Milwaukee, WI | University of Minnesota - CLARION, Minneapolis, MN |
| Consumers Advancing Patient Safety, Chicago, IL | University of Wisconsin Cancer Center Wausau Hospital, Wausau, WI |
| Door County Memorial Hospital, Sturgeon Bay, WI | University of Wisconsin Hospital and Clinics, Madison, WI |
| Family Medical Clinic, Watertown, WI | University of Wisconsin-Madison Center for Quality and Productivity Improvement, Madison, WI |
| Fort HealthCare, Fort Atkinson, WI | University of Wisconsin School of Pharmacy, Madison, WI |
| Franciscan Skemp Healthcare, La Crosse, WI | VA Medical Center, Tomah, WI |
| Froedtert Hospital, Milwaukee, WI | Visiting Nurse Association Home Health, Inc., Waukesa, WI |
| Georgia Hospital Association, Marietta, GA | Watertown Memorial Hospital, Watertown, WI |
| Gunderson Lutheran, La Crosse, WI | Waukesha Memorial Hospital, Waukesha, WI |
| Luther Midelfort, Eau Claire, WI | William S. Middleton Memorial VA Hospital, Madison, WI |
| Madison Patient Safety Collaborative, Madison, WI | Wisconsin Department of Health & Family Services, Madison, WI |
| Medical College of Wisconsin, Milwaukee, WI | Ohio Health, Columbus, OH |
**Monday, October 18**

10 a.m. - 12 p.m. **WHA Council on Medical & Professional Affairs Meeting**  
**Topic: The Effects of Mandatory Public Reporting**  
Lynn Chevalier, New York State Dept. of Health  
Robert Muscalus, Pennsylvania Dept. of Health

10 a.m. - 12 p.m. **Registration/Showcase Project Set-up**

1 p.m.  
**Welcome**  
Nick Turkal, MD, PhD, Sr. Clinical Vice President, Aurora Health Care  
Chair, WHA Council on Medical & Professional Affairs  
Charles Shabino, MD, Chief Medical Officer, Aspirus, Inc.  
Chair, Wisconsin Patient Safety Institute

**Opening Keynote: Live and Lead From the Inside Out**  
Elizabeth Jeffries, RN, CSP, CPAE, Author & Consultant  
In this session, Ms. Jeffries will show you how to influence others through a sense of purpose, a shared vision, positive energy and clear communication.

2 p.m. Break

2:15 p.m. **Breakout Sessions**

I. Provider Education  
- Web-Based Patient Safety Program  
  Collette Keating-Christensen, MA, Sr. Instructional Designer, Medical College of WI  
- Improving Patient Safety as Students  
  Amber Jungerber, Public Relations Chair, UW Minnesota  
- Evolution of Medication Safety in the Pharmacy Curriculum  
  Kathleen A. Skibinski, Clinical Assistant Professor, UW School of Pharmacy

II. Technology  
- Bar Coding Technology in a Community Hospital  
  Doris Mulder, RNC, BSN, MBA, Vice President, Beloit Memorial Hospital  
- Clinical Informatics - Computer Provider Order Entry  
  Kathryn Olson, RN, MA, Director of Patient Care Services, St. Joseph’s Hospital

III. Clinical Care  
- Insulin Management of Inpatients  
  Beth Lanham, Six Sigma Coordinator, Froedtert Hospital  
- Decreasing Ventilator Associated Pneumonia  
  Gerald Dorff, MD, Hospital Epidemiologist, St. Joseph Regional Medical Center  
  Barb Rogness, RN, BSN, Director, Clinical Quality, St. Joseph Regional Medical Center  
- Reduction of Congestive Heart Failure Readmissions  
  Tricia Price, RN, BSN, CCM, CPHQ, Mgr., Care Mgmt., Watertown Memorial Hospital

3:15 p.m. Break

3:30 p.m. **IOM’s Six Aims: Effective How to Grow Evidence-Based Health Care in a Whole State**  
Gordon Mosser, MD, Executive Director, Institute for Clinical Systems Improvement  
In this session Dr. Mosser will explain how physicians and others in Minnesota have gone about cultivating evidence-based health care throughout the whole state by using the Institute for Clinical Systems Improvement.

4:30 p.m. Adjourn

5:30 p.m. **Reception and Dinner**  
Visit Showcases/Exhibitors
**Tuesday, October 19**

7:30 - 8:30 a.m. **Breakfast** - Visit Showcases/Exhibitors

8:30 a.m. **IOM’s Six Aims: Safe Patient Safety and a Just Culture in Health Care**

David Marx, JD, President, Outcome Engineering, LLC

In this session Mr. Marx will suggest strategies for balancing the needs for accountability, justice and improved learning in a non-punitive health care environment.

9:30 a.m. Break

9:40 a.m. **Breakout Sessions**

I. **IOM’s Six Aims: Equitable**

Maureen Smith, MD, MPH, PhD, Associate Director, Dept. of Population Health Services, Univ. of Wisconsin School of Medicine

Amy Ellestad, Wisconsin Comprehensive Cancer Control Program Director, Dept. of Health & Family Services

II. **The Effects of Mandatory Public Reporting**

Lynn Chevalier, New York State Dept. of Health

Robert Muscalus, Pennsylvania Dept. of Health

III. **IOM’s Six Aims: Timely**

- Redesigning Practice
  - Kathryn Olson, RN, Disease Management Coord., Franciscan Skemp Healthcare

- Load Leveling in Outpatient Procedure Areas
  - Susan Mount, RN, Nurse Educator, Luther Midelfort
  - Tammy Jackson, RN, Supervisor, Luther Midelfort

- Tabletop Exercise for Pandemic Influenza in a Rural Community
  - Marilyn Michels, RN, MSN, CRRN, CIC, Infection Control Director, Gundersen Lutheran

10:40 a.m. Break

10:50 a.m. **IOM’s Six Aims: Patient-Centered Safe Strategies for Bringing Patients into the Patient Safety Process**

Patrice Spath, Partner, Brown-Spath & Associates

In this session Ms. Spath will make the case for involving patients in the patient safety process and provide useful starting points and tactics for achieving this important goal.

12:00 p.m. Lunch (provided) - Visit Showcases/Exhibitors

1:15 p.m. **Breakout Sessions**

I. **MetaStar Surgical Infection Prevention Collaborative**

Eric Streicher, MD, MetaStar

Diane Schallert, MetaStar

II. **Patient-Centered Care**

- Improving Advanced Care Planning Across a Health System
  - Wayne L. Winstorfer, MPA, OTR, Dir., Rehabilitation Services, Affinity Health System

- A Consumer-led Approach to Establishing a Health care System That is Safe, Compassionate and Just
  - Roxanne J. Goeltz, Co-Founder, President, Consumers Advancing Patient Safety

- The Buddy Program for Alzheimer’s Patients
  - Karen Yust, RN, MSN, Geriatric Clinical Nurse Specialist, St. Michael Hospital

2:15 p.m. Break

2:30 p.m. **IOM’s Six Aims: Efficient The Purchasers’ Perspective: Promoting Transparency to Advance Value-Based Purchasing**

Nancy Nankivil Bennett, Director of Strategic Health Policy, Wisconsin Dept. of Employee Trust Funds (EFT)

In this session, Ms. Nankivil Bennett will provide an overview of the health care information needs of purchasers, and how ETF as well as other purchasers are incorporating health care information into their purchasing strategies and employee education initiatives.

3:30 p.m. Adjourn
Elizabeth Jeffries works with organizations that want to put their mission into action and with people who want to get more meaning from their work. Sparking her audiences with both her message and her enthusiasm, Jeffries inspires, encourages and challenges people to live and lead from the inside out. She is known for awakening people to a sense of purpose for their work, getting people to work in alignment, challenging them to take action on new ideas with a sense of urgency, and showing them ways to be accountable to themselves, each other and to their organization.

Recognized for her passion in her message to leaders, Jeffries is the author of “The Heart of Leadership: How to Inspire, Encourage and Motivate People to Follow You.” She is a contributing author to “Insights on Leadership: Service, Stewardship, Spirit and Servant-Leadership.”

David Marx, JD is the president of Outcome Engineering, LLC in Chanhassen, MN. He began his career as a Boeing aircraft design analyst, conducting risk assessments on Boeing aircraft. In his final years at Boeing, Marx organized and led a human factors and safety group where he developed a human error investigation process used by air carriers around the world. In 1997, he started a research and consulting practice focusing on the management of human error through the integration of systems engineering, human factors, and the law. For Columbia University’s MERS-TM project, Marx authored the document “Patient Safety and the ‘Just Culture’: A Primer for Healthcare Executives.”

Gordon Mosser, MD is a general internist and the executive director of the Institute for Clinical Systems Improvement in Minneapolis-St. Paul. Dr. Mosser’s work has centered on health care quality improvement for 25 years. He also practiced medicine for 25 years, principally at Aspen Medical Group in St. Paul. He is the author of 20 articles on quality improvement and related topics, and he is a national leader in the arena of using collaboration across organizations to accelerate improvement. Dr. Mosser was educated at Harvard, Oxford, and the University of Minnesota. He is certified by the American Board of Internal Medicine. He has been ICSI’s executive director since it was created in 1993.

ICSI is a collaboration of 50 medical groups and hospital systems. Its program emphasizes care system improvement, using clinical practice guidelines and other tools. Paradoxically, the route to guideline implementation is not to encourage individual physicians and nurses to use the guidelines but instead to change the systems in which they work.

Nancy Nankivil Bennett is the director of strategic health policy for the Wisconsin Department of Employee Trust Funds (ETF). ETF annually purchases over 800 million dollars of health insurance benefits for approximately 250,000 state employees and their family members. In 2004, ETF implemented a value-based purchasing strategy driven by the availability of transparent quality and safety information. Nankivil is also a steering committee member of the Wisconsin Healthcare Purchasers for Quality—a network of Wisconsin purchasers and allies who are committed to creating and promoting widely available uniform comparative information on health care cost, quality and patient safety.

Patrice Spath is a partner at Brown-Spath & Associates, Forest Grove, OR. A noted educator, consultant, and author, Spath has contributed extensively to the field of health care quality and patient safety improvement over the past 20 years. She has conducted a number of comprehensive evaluations of quality programs in hospitals and managed care organizations. In 2001, she received the National Association for Healthcare Quality Award for Excellence in Publication. Spath serves on the advisory board for WebM&M, an online forum on patient safety and health care quality sponsored by the Agency for Healthcare Research and Quality. Prior to consulting, she held a variety of positions in hospital performance improvement and utilization management.
Registration Information

Registration Fee:
Single Rate: $250 per person
Team Rate: $225 per person (Team rate is two 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 October 3.
Conference registrations must be received by October 3.

Special Needs
If you have any special needs with which we can assist you during the conference, please let us know.

Attire
Dress for the Quality & Safety Forum is business casual.

Directions
The Plaza Hotel is located at 1202 W. Clairemont Avenue, Eau Claire, 54701. From I-94, take exit #64 to highway 37 north to Craig Road.

Housing Information
A block of rooms has been reserved the evenings of October 17 and 18 at The Plaza Hotel & Suites. Call 800-482-7829 to reserve a room by October 3. When making your reservation, request a room from the WHA block--group number 3390. Rate is $74/single and $79/double.

Note: Unless paying with a credit card, a $20 cash deposit will be collected at check-in. This deposit covers any incidental charges you may incur during your stay. The $20 deposit will be refunded to you at check-out, less any amount due.

Cancellation Policy
Registration cancellations received in writing up to five business days prior to the event will be given a full refund. Registration cancellations received in writing less than five business days prior to the event will receive a voucher for registration in another WHA program, valid for one year from issue date. No-shows and day of event cancellations will be billed in full, without credit for future programs. Substitutions are accepted. Housing cancellations must be made directly with the conference hotel.

Registration Form
Return form with your payment to
Sherry Rabuck
WHA
PO Box 44992, Madison, WI 53744-4992;

Phone: 608-274-1820
Fax: 608-274-8554
Email: srabuck@wha.org

Questions
Contact Sherry Rabuck or Jenny Boudreau at 608-274-1820 or srabuck@wha.org or jboudreau@wha.org
Organization Information

Organization

Address

City/State/Zip

Phone       Fax

Attendee Information

Name/Title

Phone       Fax

Email

Rates:  □ Single   □ Team

Name/Title

Phone       Fax

Email

Rates:  □ Single   □ Team

Name/Title

Phone       Fax

Email

Rates:  □ Single   □ Team

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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: Sherry Rabuck, WHA, PO Box 44992, Madison, WI 53744-4992, Fax: 608-274-8554