

2009 Wisconsin

# Quality & Safety



## Forum

October 19-20, 2009  
Glacier Canyon Lodge  
Wisconsin Dells, Wisconsin



This year's Quality and Safety Forum includes a showcase of 33 quality and safety projects from these 23 organizations:

American Stroke Association  
Aspirus, Inc.  
Aspirus Wausau Hospital  
Aurora Health Care  
Aurora Medical Center Manitowoc County  
Aurora Medical Group – North Region  
Confident Conversations LLC  
Door County Memorial Hospital  
Flambeau Hospital  
Gundersen Lutheran  
Hudson Hospital & Clinics  
Institute for Clinical Systems Improvement  
Marshfield Clinic  
Marshfield Clinic Ladysmith Center  
Ministry Healthcare – Saint Joseph's Hospital  
Monroe Clinic  
Red Cedar Medical Center – Mayo Health System  
Sacred Heart Hospital  
Saint Joseph's Hospital  
St. Mary's Hospital Medical Center  
St. Vincent Hospital  
Wisconsin Hospital Association  
Wheaton Franciscan Healthcare - St. Joseph

**A special thank you to the UW Madison Health Management Alumni Association for their support of this year's Forum.**

#### **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 19

- 10 am – 12 pm Special Pre-Conference Session (free of charge)  
**Improving Care Transitions to Reduce Readmissions**  
*Kim Streit, Vice President, Healthcare Research & Information Services, Florida Hospital Association*
- Readmissions are an area of quality improvement receiving considerable attention due to the cost and the impact on quality of care. The Medicare Payment Advisory Committee (MedPAC) estimates that 13% of hospital readmissions for Medicare patients could have been prevented, saving Medicare \$12 billion (in 2005). Medicare has started looking at readmissions, proposing several different approaches in the proposed IPPS rule, including reducing payment for a subsequent readmission, providing a higher payment for those with low readmission rates, and public reporting of readmission rates.
- Florida was one of the first states in the country to publish “potentially preventable” readmission rates on the state’s consumer Web site, [www.floridahealthfinder.gov](http://www.floridahealthfinder.gov), with readmission rates for certain conditions being publicly reported in 2008. Florida hospitals have joined together to focus on reducing potentially preventable readmissions to hospitals within 15 days and 30 days. This collaborative is working to expand their understanding of why patients are readmitted; discussing tools and interventions that would reduce unnecessary readmissions; and sharing experiences and challenges.
- Attend this special pre-conference session, available free of charge, to learn more about Florida’s experience and efforts to reduce readmissions.
- 10 am - 12 pm Showcase/Exhibitor set-up
- 11:00 am Registration starts
- 1:00 - 2:30 pm Welcome and Keynote Session  
**Health Care IT: A Total Quality Management Approach to Patient Care and Risk Management**  
*Salvatore Agnello, Market Manager–Services/Government, American Society for Quality, Milwaukee*
- Health information technology (HIT) has been touted as a significant enabler for providing quality patient care at lower cost. Potential benefits include facilitation of coordinated care, prevention of medication errors, tracking medical history, avoiding unnecessary duplication, and more efficient communication. But HIT should not be seen as a “magic bullet”-- quality and safety ultimately require more than the most effective clinical software. A quality management perspective addresses the operational fundamentals and ripple effects of any major technology implementation, requiring the linkage of people, processes, and technology. This session will touch briefly on several operational issues and management tools that should be considered for decision making, implementation, and performance monitoring, from a total quality management perspective.
- 2:15 - 2:30 pm Break
- 2:30 - 3:30 pm Concurrent Sessions (choose 1 of 3):
- A. Immunization Improvement Project**  
*Deb Zahrt, RN, BSN, CPHQ, Director of Quality Services, Aspirus*
- A case study of improving immunization rates related to their pneumonia core measures. Learn how their performance improvement initiative increased their pneumococcal immunization rate from 88% to 97% and their influenza immunization rate from 69% to 95%.
- Making a Difference – An Innovative Approach to Improving Influenza Vaccination Rates**  
*Eva Scheppa, RN, BSN, QI/Care Management, Family Health Center, Marshfield Clinic*
- A case study of marketing and education approaches, both within and outside the organization, to improve patient influenza immunization rates.
- B. The DIAMOND Program**  
*Jim Trevis, Director, Marketing & Communications, Institute for Clinical Systems Improvement*
- Learn about DIAMOND, or “Depression Improvement Across Minnesota, Offering a New Direction,” a groundbreaking program to improve health care for people with depression. Through the Institute for Clinical Systems Improvement, medical groups, health plans, employers and patients collaborated to develop a better evidenced-based model for managing depression, and through a new payment model, health plans reimburse DIAMOND primary care clinics for these added services.
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## Agenda (continued)

### **C. Improving the Health Literacy Environment of Wisconsin Hospitals – A Collaborative Model**

*Sue Gaard, RN, MS, Founder, Confident Conversations, LLC*

Learn the outcomes of a study designed to test a model of collaboration between hospitals and literacy providers, identifying health literacy barriers they experienced with hospital navigation and written patient communication. The session will also share the recommended processes for other literacy programs and health care systems to develop to improve health literacy in their environments.

#### **Quality Health Care Begins with Health Literacy**

*Cindy Schlough, Director, Member Services & Strategic Partnerships,*

*Wisconsin Collaborative for Healthcare Quality*

*Amy Barber, Executive Director, Racine Community Health Center*

A look at the "Ask Me 3" pilot project, focused on encouraging patients to ask three critical questions and identifying strategies for improving communication between patients and health care professionals and the outcomes revealed.

3:30 - 3:45 pm Break

### **3:45 - 4:45 pm Wisconsin's Piece of the Federal Stimulus Pie**

*Gwen Borlaug, CIC MPH, Infection Control Epidemiologist, Wisconsin Division of Public Health*

*Denise Webb, Policy Initiatives Advisor – Health Care IT, Wisconsin Dept. of Health Services (invited)*

A discussion of the various ways Wisconsin is benefiting from and taking advantage of the federal stimulus money provided to our state for health care-related initiatives.

5:00 - 6:30 pm Networking Reception and Project Showcase

6:30 pm Evening/Dinner on your own

## **Tuesday, October 20**

7:30 - 8:30 am Breakfast – Visit Showcase Projects and Exhibitors

### **8:30 - 9:45 am Health Care Reform & Its Impact on Quality and Patient Safety: A Physician's Perspective**

*Barry Silbaugh, MD, MS, CPE, FACPE, Chief Executive Officer,*

*American College of Physician Executives*

The head of the American College of Physician Executives will discuss national health reform and the impact it will have on health care quality and patient safety, from the perspective of his fellow physicians.

9:45 - 10:00 am Break

10:00 - 11:00 am Concurrent Sessions (choose 1 of 3):

#### **D. The National & Local Scene for the Physician Quality Reporting Initiative (PQRI)**

*Cindy Helstad, PhD, RN, Director of Research, Wisconsin Medical Society*

*Jan Botts, Director of Quality of Care & Process Management, Mercy Health System*

A look at current and upcoming national and state activities surrounding PQRI.

#### **E. The Quality Landscape in Wisconsin Hospitals**

*Stephanie Sobczak, Manager, Quality Improvement, Wisconsin Hospital Association*

Wisconsin is fortunate to be one of only 14 "communities" to be included in the Robert Wood Johnson Aligning Forces for Quality (AF4Q) grant. To begin the AF4Q quality-focused initiatives, baseline data of quality improvement activity was collected through a survey of all QI managers and nursing staff in Wisconsin hospitals. Learn what the survey revealed and what the quality landscape in Wisconsin hospitals *actually* looks like.

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## Agenda (continued)

### F. Code Blue Resuscitation: It's All About the Team and the Leader

*Kathryn Olson, RN, BSN, MA, NEA-BC, Director, Patient Care Services, Saint Joseph's Hospital*  
*David Heegeman, MD, Emergency Medicine, Marshfield Clinic/Saint Joseph's Hospital*  
*Cindy Prince, RN, Nurse Manager Nursing Administration, Saint Joseph's Hospital*

A case study of their code blue event quality improvement initiative, the goals set, the strategies utilized, and the outcomes revealed to date.

### Local Nursing Unit Support for Quality and Safety Outcomes

*Michelle LaFleur, Director, Quality Improvement, Gundersen Lutheran*

A look at an initiative to transform patient care by implementing a unit-based quality improvement RN and an RN Educator in each of its medical surgical units and intensive care units, and the outcomes realized.

11:00 - 11:10 am Break

### 11:10 am-12:15 pm **Aligning Forces for Quality**

*Bruce Siegel, MD, MPH, Director of the Aligning Forces for Quality, National Program Office*

Dr. Bruce Siegel, director of the Robert Wood Johnson Foundation's Aligning Forces for Quality national program office, will address the critical link between quality and equity in health care and its crucial role in efforts to reform the current system. This session will specifically focus on quality improvement practices in hospital and ambulatory settings, drawing on successes from past initiatives and cutting-edge quality improvement efforts currently underway in Aligning Forces. Providing examples of effective strategies and tools, Dr. Siegel will demonstrate how efforts to address racial and ethnic disparities can close the quality gap and improve care for all.

12:15 - 1:30 pm Lunch – Visit Project Showcase and Exhibitors

1:30 - 2:30 pm Concurrent Sessions (choose 1 of 2):

### G. Transforming Care at the Bedside

*Deb Brisch-Cramer, RN, MA, Vice President/Chief Nursing Officer, Hudson Hospital & Clinics*  
*Jennifer Osterbauer, RN, Staff Nurse, Med-Surg Unit, Hudson Hospital & Clinics*

Learn about their participation in the national Transforming Care at the Bedside (TCAB) initiative, sponsored by the Institute of Healthcare Improvement, the Robert Wood Johnson Foundation, and the American Organization of Nurse Executives. The TCAB initiative was staff-led and staff-driven, focusing on empowering front-line staff to use rapid cycle change (PDSA) in order to spend more time with patients and less time on non-patient-related activities, ultimately increasing the quality and safety of care delivered, as well as increasing patient and staff satisfaction.

### H. The Patient Medical Home Model

*Rik Emaus, DO, President, Affinity Medical Group (invited)*

A look at one organization's implementation of the patient medical home model.

2:30 - 2:45 pm Break

### 2:45 - 3:45 pm **Connecting the Dots of Health Care**

*M. Tray Dunaway, MD, FACS, CSP, CHCO, CHCC, Healthcare Value, Inc.*

This humorous closing program will reconnect the many and disorganized dots of health care providers, by focusing on improved communication and honoring the contributions of the many dots. Dr. Dunaway will explore the different 'languages of health care' and discuss how they can result in improved communication and less friction between the different perspectives all working toward a common goal to provide patient care excellence.

3:45 pm Adjourn

# Registration: 2009 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 **October 1**.  
Conference registrations must be received by **October 9**.

## 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 Littell, WHA, P.O. Box 259038, Madison, WI 53725-9038, Fax: 608-274-8554**

## 2009 Forum Plenary Session Presenters

### **Kim Streit**

Kim Streit serves as the vice president of health care research and information for the Florida Hospital Association (FHA). Her responsibilities include quality improvement, transparency, emergency care, managed care, data reporting and physician issues, along with supporting FHA's data analysis needs. She is the staff lead on FHA's Collaborative on Reducing Readmissions in Florida, which began in September 2008, and the On the CUSP: Stop BSI in Florida's ICU project. She also staffs FHA's Florida Society for Hospital Physician Executives and the Florida Association of Managed Care Professionals. Streit serves on various state committees, including the State Consumer Health Information and Policy Advisory Council of the Agency for Health Care Administration and the Department of Health's Physician Shortage Workgroup. She has been with FHA since 1986; she holds a bachelor's degree in business administration from Stetson University, as well as a master's in business administration, and master's in health administration from the University of Florida.

### **Salvatore Agnello**

Sal Agnello is the market development manager for services and government at the American Society for Quality (ASQ). His responsibilities include strategy, business development, and working with quality professionals in developing new knowledge products to meet the quality management needs of the service and government sectors of the United States. He is also an adjunct business faculty member of the Rader School of Business at the Milwaukee School of Engineering and for Marian University.

Agnello's career has spanned the health care, government, and private business sectors. It has included hospital administration, planning, medical utilization, and quality review. His roles have focused on strategic planning, project management, and business development at major companies such as Johnson Controls, Wisconsin Energy and Invensys. He also served as an officer in the U.S. Army, specializing in process-intensive operations such as transportation, facilities, materials distribution, and other logistical services. Agnello earned his bachelor's degree from Marquette University and holds master's degrees in political science and business from the University of Wisconsin. He also is a graduate of the U.S. Army Command and General Staff College.

### **Barry Silbaugh, MD, MS, CPE, FACPE**

Dr. Barry Silbaugh is the chief executive officer of the American College of Physician Executives (ACPE), the world's premier organization for lifelong growth and support of physician leaders. He is on the Board of Governors for the National Patient Safety Foundation, and is a master facilitator of the national Patient Safety Education Project. He has led or represented ACPE on professional delegations to China, Tibet, Rwanda, Nigeria, and Poland in the past three years. He is devoting his efforts at ACPE to bringing management and leadership education to physicians and their teams to accelerate the pace of improvement – whether they work to improve a clinical process, or an entire system.

Silbaugh's career has included full-time clinical work as an internist/hematologist, medical director of a Blue Cross Blue Shield plan, vice president of medical operations for a large national health system, chief medical officer of a consumer-focused Internet start up, and consulting focused on patient safety and high reliability. He is certified by the American Board of Internal Medicine and the American Board of Medical Management. He has a bachelor's degree and received his MD from the University of Iowa, and he holds a master's in administrative medicine from the University of Wisconsin. He was born in Hillsboro, Wisconsin, and spent some of his most memorable childhood days in Hoffman Corners at the creamery and his grandfather's country store.

### **Bruce Siegel, MD, MPH**

Dr. Bruce Siegel serves as director for the Aligning Forces for Quality national program office. He has overall responsibility for the management and execution of program activities, and directs other technical assistance activities related to equitable health care, building on the achievements of Expecting Success: Excellence in Cardiac Care, a Robert Wood Johnson Foundation (RWJF) national program intended to improve the quality of health care provided to minority populations in the United States.

Siegel is a research professor in the Department of Health Policy at The George Washington University Medical Center School of Public Health and Health Services. There, he also directs the RWJF national program Urgent Matters, focused on the health care safety net and emergency departments. Siegel has previously held the positions of New Jersey Commissioner of Health, president of the New York City Health and Hospitals Corporation and president of Tampa General Healthcare. Siegel received his medical degree from Cornell University Medical College, and an MPH from the Johns Hopkins University. He is board certified in preventive medicine.

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# 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 submitted at the same time.)*

## Registration Deadlines:

Final cut-off date for room reservations is **October 1**.

Conference registrations must be received by **October 9**.

## 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.

## 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 Littel with your needs at [llittel@wha.org](mailto:llittel@wha.org) or call 608-274-1820.

## Attire

Dress for the Quality & Safety Forum is business casual.

## Housing Information

A block of rooms has been reserved the evenings of October 18 and 19 at the Glacier Canyon Lodge in Wisconsin Dells. **Call 800-867-9453 to reserve a room by October 1. When making your reservation, request a room from Block #152801 for the Wisconsin Quality & Safety Forum at Glacier Canyon Lodge.** Rates are:

- Two Queen bed (plus sofa bed) lodge room for \$95.00 per night (includes water park wristbands for all registered guests)
- Two bedroom canyon deluxe room for \$125.00 per night (includes water park wristbands for all registered guests)

**Hotel Deposit Policy:** At the time a reservation is made, an amount equal to a one night stay is required as a deposit.

**Hotel Cancellation Policy:** Hotel reservations may be cancelled until October 1, 2009, without penalty. After October 1, there is a 72-hour cancellation policy per room. Reservations cancelled prior to the 72-hour mark will be charged a \$20 fee. Cancellations within 72 hours pay for the entire room rate.

## Questions

Contact Lisa Littel or Jennifer Frank at 608-274-1820 or [llittel@wha.org](mailto:llittel@wha.org) or [jfrank@wha.org](mailto:jfrank@wha.org).

## Continuing Education

### Long Term Care CEUs

This program has been submitted (but not yet approved) for 8.5 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.

## Directions

The Glacier Canyon Lodge is located within the Wilderness Resort complex at 511 East Adams Street in Wisconsin Dells, Wisconsin. Driving directions will be sent with registration confirmation, via email or fax.

## Registration Form

Return form with your payment to:

Lisa Littel

Wisconsin Hospital Association

PO Box 259038, Madison, WI 53725-9038;

Phone: 608-274-1820 Fax: 608-274-8554

Email: [llittel@wha.org](mailto:llittel@wha.org)

Or, register online at [www.wha.org](http://www.wha.org)

## 2009 Forum Plenary Session Presenters (continued)

### **M. Tray Dunaway, MD**

Dr. Tray Dunaway holds a BS with distinction from Duke University where he graduated Phi Beta Kappa, Summa Cum Laude. He received his MD from the University of Pennsylvania and his post-graduate work in general surgery was completed at the University of Virginia and the University of South Alabama. He is a board certified surgeon and a Fellow of the American College of Surgery. He started a solo practice in Camden, South Carolina in 1986 and added two partners over the next six years. He later merged his practice to become a founding and principle partner in a multi-specialty practice.

Growing increasingly frustrated with physician loss of autonomy, diminished professional respect and reduced reimbursement in the 1990s, he attended a physician documentation/coding seminar in 1995. After suffering through two days of "coding education," Dunaway decided: (1) he had no interest in becoming a coder and (2) he needed a simple way to approach the complexities of E&M coding and documentation. He created a physician-friendly, clinically-oriented methodology that would become known as Risk Based Coding. Best of all, it required no "coding knowledge" for physicians who also wanted to improve documentation and coding accuracy but didn't want to become coders either. His animated contrarian physician perspective, coupled with irreverent humor backed up with a health care insider's knowledge, soon made him an in-demand speaker, and he immediately attained professional membership status in the National Speakers Association. Dunaway is currently the only physician to hold the highest earned award of the National Speakers Association, the CSP (Certified Speaking Professional) designation, and the first ever surgeon to hold this distinction. In 2002, he created his physician education and consulting company, Healthcare Care Value, Inc.

## Planning Committee

Thank you to the members of the 2009 Wisconsin Quality & Safety Forum planning committee for their time and efforts in developing the content and focus of this year's program:

Mark Anderson, RN, CPHQ, Sacred Heart Hospital  
Julie Bartels, BS, RHU, Wisconsin Health Information Organization  
Jennifer Frank, BA, Wisconsin Hospital Association  
Kendra Jacobsen, MS  
Dana Richardson, RN, BSN, MB-HSA, Wisconsin Hospital Association  
Lois Sater, MA, UW Madison Health Management Alumni Group  
Charles Shabino, MD, MS, Wisconsin Hospital Association  
Kay Simmons, MA, MetaStar  
Kimberly Urbain, RN, MM, Community Memorial Hospital  
Kathy Werner, RN, MS, BSN, Wisconsin Collaborative for Healthcare Quality  
Susan Wiegmann, PhD, Wisconsin Medical Society



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