

# Unbreakable Linkage: *Patient Safety, Electronic Medical Records and Never Events*

## CONFERENCE OBJECTIVES

At the conclusion of this workshop, the participants shall be able to:

- Learn current and future public reporting initiatives in Wisconsin and the uses for that information
- Understand Wisconsin-specific challenges related to adverse event reporting and ways to overcome these challenges
- Understand executive and clinical leadership action that employ the use of data to create change
- Learn how to quantify “waste” associated with patient safety events
- Understand methods used to make the case for investing in safety
- Understand national efforts related to primary measure developers
- Learn current and emerging data sources and considerations
- Learn the types of quality measures and the advantages and disadvantages of each type
- Learn recent legislative changes that impact health care providers, patient privacy, medical records and healthcare compliance
- Identify barriers that hinder physician involvement with quality and safety initiatives
- Describe a framework to improve physician involvement with safety and quality initiatives.

## WHO SHOULD ATTEND

This workshop is geared towards quality improvement specialists, risk managers, nurse executives, physicians, pharmacists, patient care services staff members, administrators and patient safety improvement team members.

## CONTINUING EDUCATION UNIT

This activity will count toward 5.75 hours of continuing education hours for individuals seeking recertification of their Certified Professionals in Healthcare Quality (CPHQ) designation by the Healthcare Quality Certification Board.

## HOTEL ACCOMMODATIONS

Crowne Plaza Hotel & Conference Center  
4402 E. Washington, Madison, WI  
(800) 404-7630  
[www.crowneplaza.com](http://www.crowneplaza.com)

A block of rooms has been reserved for participants of the WAHQ Conference at \$109 for a single or double, plus applicable tax. Hotel reservations must be made by February 19, 2010.



Friday, March 12, 2010  
Crowne Plaza Hotel  
& Conference Center  
Madison, WI

[www.wahq.org](http://www.wahq.org)



## AGENDA

### THURSDAY, MARCH 11

4 - 5 p.m.

**Board Meeting** – open to all members

### FRIDAY, MARCH 12

7 – 8:15 a.m.

**Registration, Vendors and Storyboards and Breakfast Buffet**

8:15 – 8:30 a.m.

**Welcome**

8:30 – 9:45 a.m.

Diane Rydrych, Assistant Director of the Division of Health Policy, Minnesota Department of Health  
*Adverse Events Reporting in Minnesota: Challenges and Successes*

Dana Richardson, VP of Quality Initiatives, Wisconsin Hospital Association  
*Advancement of Public Reporting in Wisconsin*

9:45 – 10 a.m.

**Break — Exhibits and Posters**

10 – 11 a.m.

Mark Kirschbaum, RN PhD, Sue Sanford-Ring, MBA UW Hospital  
*Making the Business Case for Safety: The Cost of Patient Safety Events*

11 a.m. – 12:15 p.m.

John Bott AHRQ  
*Nuts and Bolts of Quality Measurement*

12:15 – 12:30 p.m.

**Annual Meeting**

12:30 – 1:15 p.m.

**Lunch**

1:15 – 2:15 p.m.

Martin Landa, MD, FACEP, Infinity Healthcare, Inc.  
*Achieving Physician Engagement*

2:15 – 2:30 p.m.

**Break — Exhibits and Posters**

2:30 – 3:45 p.m.

Kerry Moskol, Quarles & Brady  
*Legislative Update 2009: The Good, the Bad and the Extremely Confusing*

3:45 – 4 p.m.

**Evaluation and Adjournment**

## GUEST FACULTY

**Diane Rydrych** is the Assistant Director of the Division of Health Policy at the Minnesota Department of Health. She is the department's director for Adverse Health Events reporting and patient safety issues. She also manages the state's adverse events reporting system and reports on trends in patient safety. In her role, she works with many organizations and to implement system changes that may lead to safer patient care and a cultural shift in how we view medical errors.

**Dana Richardson** is VP of Quality Initiatives for the Wisconsin Hospital Association. She is responsible for implementing directives that support improvement in quality care within the state's hospitals and increased public engagement in healthcare quality. Ms. Richardson is a member of the Robert Wood Johnson Aligning Forces for Quality Leadership Team and directs the inpatient components of this project.

**John Bott** works under contract with the Agency for Healthcare Research and Quality (AHRQ), focusing on the various ARHQ Quality Indicators measure sets. Prior to joining ARHQ in 2009, John worked for the State of Wisconsin and for The Alliance. He also worked on quality and cost measurement for the primary purposes of comparative quality and cost reporting and pay for performance.

**Mark Kirschbaum** has more than 25 years of experience in acute care, with executive roles in quality, information management and patient care. Mark is the Vice President for Quality and Satisfaction at the University of Wisconsin Hospital and Clinics. Mark has previous experience in management, nursing education and nursing operations.

**Sue Sanford-Ring** is the Director of Quality and Patient Safety at the University of Wisconsin Hospital and Clinics (UWHC) in Madison, Wisconsin. She has 25 years of experience in the industry. She provides leadership for UWHC's quality improvement, peer review and regulatory activities, and serves as the organization's Patient Safety Officer. Sue is a 2008 HRET/ National Patient Safety Foundation Patient Safety Leadership Fellow.

**Martin Landa** is the Regional Medical Director of Quality Programs and President Elect of Medical Staff for St. Mary's Hospital Medical Center in Green Bay, WI. He also has served as on the Emergency Care Technical Advisory Panel for the National Quality Forum.

**Kerry Moskol** is an associate with Quarles & Brady LLP, Madison, and is a member of the firm's health law group. Her experience includes assisting health care providers with a variety of issues, including the confidentiality and security of health care information, regulatory compliance, consent to treatment, pharmacy law, and patient care issues. Ms. Moskol received her bachelors of arts degree from the University of Virginia and her J.D., magna cum laude, from the UW-Madison Law School. She is a member of the American Health Lawyers Association.



# REGISTRATION FORM

**Wisconsin Association of Healthcare Quality  
2010 Annual Conference  
Friday, March 12, 2010  
Crowne Plaza Hotel & Conference Center**

*Please print clearly. Use a separate form for each registrant; duplicate if necessary.*

**Attendee Information:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Facility: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Conference Registration Fees:**

- |   |       |
|---|-------|
| <input type="checkbox"/> Member                         | \$125 |
| <input type="checkbox"/> With New or Renewal Membership | \$170 |
| <input type="checkbox"/> Non-member                     | \$195 |

**Make check payable to: WAHQ**

**Mail completed registrations to:**

Virginia Wyss  
2202 Tradition Lane  
Janesville, WI 53545

For more information about this conference and the benefits of a WAHQ membership, please go to our website at [www.wahq.org](http://www.wahq.org)

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**CANCELLATION POLICY**

Cancellations received more than 10 days prior to the dates of the program will be completely refunded. Cancellations received after that time will be refunded less a \$50 cancellation fee. To avoid the cancellation fee, a facility may substitute another attendee. All cancellation requests must be in writing. To cancel, contact Virginia Wyss at [vwyss@ameritech.net](mailto:vwyss@ameritech.net).