



2012 Wisconsin Association of Healthcare Quality Annual Conference

“Finding the Trees in Your Forest: Defining Your Quality Improvement Plan”



**Friday, March 2, 2012
Crowne Plaza Hotel & Conference Center
4402 E. Washington, Madison, WI
(800) 863-7818**

Agenda:

Thursday, March 1st

4:00 – 5:00 pm Board Meeting – open to all members

Friday, March 2nd

7:00 – 8:15 am Registration, Vendors and Story Boards
Breakfast Buffet

8:15 - 8:30 am Welcome

8:30 - 10:00 am **Quality Planning**
“Are you set for the Next Five Years? -- Don’t lose your way in the woods!”
Kenneth Rohde,
Senior Consultant for Patient Safety & Process Improvement with The Greeley Company

10:00 – 10:15 am Break

10:15 – 11:15 am **“Legislative Update**
Karla Ashenurst, Government Affairs Director for Ministry Health Care

11:15 – 11:30 Annual Meeting

11:30 – 12:30 Lunch

12:30 – 2:00 pm Breakout Sessions

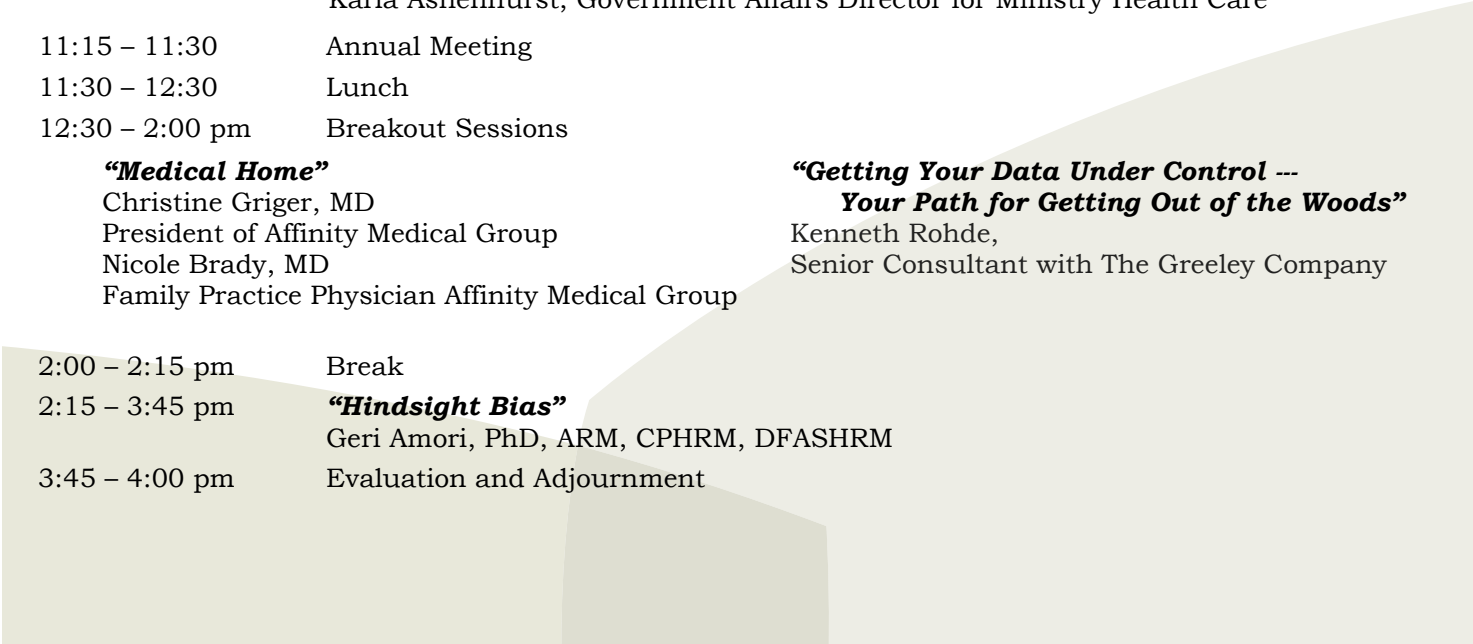
“Medical Home”
Christine Griger, MD
President of Affinity Medical Group
Nicole Brady, MD
Family Practice Physician Affinity Medical Group

**“Getting Your Data Under Control --
Your Path for Getting Out of the Woods”**
Kenneth Rohde,
Senior Consultant with The Greeley Company

2:00 – 2:15 pm Break

2:15 – 3:45 pm **“Hindsight Bias”**
Geri Amori, PhD, ARM, CPHRM, DFASHRM

3:45 – 4:00 pm Evaluation and Adjournment





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Conference Objectives:

“Are you set for the next 5 years – Don’t lose your way in the woods!”

The Learning Objectives for this 60 minute general Keynote presentation include:

- 1) Recognizing how the changes in healthcare are unique and extremely challenging for the next 5 years
- 2) Understanding why we “plan” and the vital role of a good Quality/Performance Improvement Plan for the next 5 years – including what goes wrong
- 3) Be able to manage key topics that we should be planning for in the next 5 years and what the options for your organization are for each key area
- 4) Understand methods that we can use to demonstrate your success in our organizations

The presentation will include a shell framework handout for key topics to include in your 5 year plan.

“Getting your Data Under Control – Your Path for Getting Out of the Woods”

The Learning Objective for this 90 minute breakout session include:

- 1) Understanding why we need to get our data under control
- 2) Be able to use the Four Simple Questions to set expectations for data in your organization
- 3) Understand why your data frequency needs to be tied to your process not just reporting
- 4) Understand how to improve the presentation of your data using Control Charts, Four Quadrant Charts and Crossing Averages
- 5) Learn how to use pivot tables to improve your data mining
- 6) Connecting your data with your 5 year plan

“Medical Home”

- 1) Identify what is a medical home
- 2) Identify how Affinity’s Medical Home is similar/different from other medical homes.
- 3) Learn about Medical Home implementation successes, challenges and areas needing continual improvement.
- 4) Learn how to train staff and reinforce new roles when implementing a Medical Home within their organization.
- 5) Learn how the Medical home can be utilized to provide high quality and cost-effective care.

“Hindsight Bias”

- 1) Describe the ways in which post-event investigation and education techniques perpetuate misconceptions about human error
- 2) Define some of the most common forms of memory bias that effect RCA
- 3) Apply tools to reduce the impact of hindsight bias on root cause analysis and post-event investigation.

Hotel Accommodations

Crowne Plaza Hotel & Conference Center
4402 E. Washington, Madison, WI
(888) 233-9527

[http://www.ichotelsgroup.com/h/d/cp/1/en/hotel/
msnet](http://www.ichotelsgroup.com/h/d/cp/1/en/hotel/msnet)

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 before February 11, 2012. When making reservations, please identify yourself as a WAHQ member to obtain this rate.

Who Should Attend

Quality improvement professionals, risk managers, case managers, nurse executives, physicians, pharmacists, patient care services specialists, patient advocates, accreditation specialist, administrators and patient safety improvement team members.

Continuing Education Unit

This activity will count toward 6.5 hours of continuing education hours for individuals seeking recertification of their Certified Professionals in Healthcare Quality (CPHQ) designation by the Healthcare Quality Certification Board.



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Our Speakers:

Kenneth Rohde

Kenneth Rohde is a senior consultant for patient safety and process improvement with The Greeley Company, a division of HCPro, Inc., in Danvers, MA. He brings more than 27 years of experience in quality management to his work with physicians, hospitals, and healthcare organizations across the country. Prior to joining The Greeley Company, Rohde served as director at Performance Improvement International and director of corrective actions process at Westinghouse Electric Company. He has participated in and managed projects to improve business effectiveness and business development for healthcare, nuclear power, and manufacturing facilities around the globe.

Karla Ashenhurst

Karla Ashenhurst brings 20 years of strategic government affairs experience. In her role as Government Affairs Director for Ministry Health Care, she oversees the organization's efforts to influence state and federal legislation and funding/budgets. She also analyzes and communicates CMS and DHFS regulatory implementation. She engages all Ministry Health Care employees through a grassroots government affairs approach. Prior to joining Ministry Health Care in 2005, she spent nine years as Director of Government Relations at a public research university (UW-Milwaukee), which was preceded by employment in the executive and legislative branches of state government, where she worked for two different elected officials as a research assistant, legislative assistant, speech writer and press secretary.

Christine Griger, MD

Christine Griger, MD, began her role as president of Affinity Medical Group in June 2010. Dr. Griger is responsible for overseeing business and clinical functions at 26 Affinity Medical Group practice sites. Prior to joining Affinity Health System, Dr. Griger was a practicing pediatrician in Santa Cruz, California, for 30 years. In addition, she held a number of management positions in her medical group - the Santa Cruz Medical Clinic - serving as medical group president from 2005 to 2007. She was one of a group of physicians who engineered the merger of the Santa Cruz Medical Clinic, Camino Medical Group and Palo Alto Medical Clinic, to form the Palo Alto Foundation Medical Group (PAFMG) in 2008. She then served as the vice chair of the board of PAFMG, a 900-physician, multi-specialty group, from 2008 until she joined Affinity.

Nicole Brady, MD

Dr. Brady is board-certified in family medicine and provides comprehensive, personalized primary care service to individuals and families. Dr. Brady sees patients of all ages, and has a special interest in preventive care, pediatrics, sports medicine and women's health. Dr. Brady earned her medical degree from the Medical College of Wisconsin in Milwaukee and completed her residency in family medicine at the University of Wisconsin Fox Valley clinic in Appleton, Wisc.

Geri Amori

Geri Amori, PhD, ARM, DFASHRM, CPHRM, and Certified Executive Coach, is a nationally known speaker, facilitator, and consultant on risk management and communication issues in healthcare and patient safety. As an Executive Coach, Dr. Amori focuses on human interaction, effective communication, conflict resolution, and leadership and team development in healthcare. She serves as a senior director of the Risk Management and Patient Safety Institute, as well as on the Board of Consumers Advancing Patient Safety, and the Joint Commission International Committee on Communication in Healthcare. Dr. Amori is a past president of the American Society for Healthcare Risk Management (ASHRM) and the Northern New England Society for Healthcare Risk Management.



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

Attendee Information:

First Name: _____

Last Name: _____

Title: _____

Facility: _____

Mailing Address _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

Dietary Restrictions: _____

Conference Registration Fees:

- Member \$130
- With New or Renewal Membership \$175
- Non-member \$195

Make check payable to: WAHQ

Mail completed registration with payment to:

Gloria Field
3740 River Drive
Plover, WI 54467

jgfield@charter.net

Online registration is available.

Registration fee must be mailed at the same time the online registration is sent.

Please submit registration with payment by February 28, 2011

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 Gloria Field at jgfield@charter.net.

For more information about this conference and the benefits of a WAHQ membership, please visit our web site at www.wahq.org