

## President's Corner

### WAHQ President



**Linda Burrell**

As we look back over the past 2 years, WAHQ's strategic accomplishments are many.

**First**, our annual conference continues to show attendance growth over the last 2 years. Your conference evaluations let us know that we are bringing in speakers that can help you do a better job back at your home facilities.

**Second**, good stewardship over the last 9 years has resulted in our statewide organization being financially very sound. The board has strived to keep conference fees low for our members.

**Third**, in meeting our education mission, WAHQ has supported members' attendance at the national educational conference and at the national leadership conference. We continue to offer a CPHQ review course every year and are looking at what other educational offering we can provide that would be of value to you, our members.

**Last**, we are working to build relationships with the Metastar Quality Improvement Organization (QIO), with Wisconsin Society for Healthcare Risk Management (WSHRM) and Wisconsin Hospital Association (WHA).

We co-sponsored with Metastar, the WI Quality Improvement Organization, a review course bringing in a national

## NAHQ 2011 Conference Cultivating Quality

**September 15-18**  
**Sacramento, California**

For details visit



<http://www.nahq.org/>

leader to present the course. The WAHQ board is working with the WSHRM board to bring in a national speaker to their fall conference, September 22 and 23 at Chula Vista, see pages 3 & 4 for details. Doing so allows our members to register at a discount rate.

As we look forward to the next two years, we will continue to focus on the WAHQ mission.

We continue to look at our members professional needs and explore how we can make sure the members get the best value from the WAHQ membership. Please feel free to contact any region representative or board member if you have professional development ideas or requests.

We look forward to supporting and nurturing your professional efforts over the next year. For more information check your email and on our website about the WSHRM conference specifics.

We began to set the stage and figure out how WAHQ will get there at our 2011 board meetings.

The WAHQ board will use the NAHQ pillars to evaluate our goals and to target our efforts. We will also evaluate what we are doing to meet the NAHQ Association

Excellence standards. WAHQ is developing a calendar this year so you will be better able to plan to attend opportunities in our state and neighboring states.

Finally, we start this year with 141 active members strong. Sixty-nine of these members is new to WAHQ. We are asking all members, "New" and "Former", to please consider offering your expertise to WAHQ during the coming year!

### Summer 2011

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**Pg 3 & 4** WAHQ Co-Sponsored -  
Wisconsin Society for Health  
Care Risk Management  
(WSHRM) Conference Details

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(WHA) Quality Structure  
WAHQ Board Contact Info



## Annual Conference Participants Network

### Visit our WAHQ Website

Looking for the latest WAHQ news? You can visit our Web site at [www.wahq.org](http://www.wahq.org) for the latest information on healthcare activities at home and around the country.

We are fortunate to have the expertise of MetaStar to guide us in the development of our Web page. This avenue of networking would not be possible without Metastar's technical and financial support. Special thanks to Rich Chapman, webmaster, Metastar Inc.

### Other Quality Websites

National Association Healthcare Quality	<a href="http://www.nahq.org/">http://www.nahq.org/</a>
WI Bureau of Quality Assurance	<a href="http://dhfs.wisconsin.gov">http://dhfs.wisconsin.gov</a>
New CMS Internet site	<a href="http://www.cms.hhs.gov">www.cms.hhs.gov</a>
Wisconsin Collaborative	<a href="http://www.wiqualitycollaborative.org">www.wiqualitycollaborative.org</a>
Wisconsin Price Point	<a href="http://www.wipricepoint.org">www.wipricepoint.org</a>
Wisconsin CheckPoint	<a href="http://www.wicheckpoint.org/">www.wicheckpoint.org/</a>
Wisconsin Hospital Association	
Quality Center	<a href="http://www.wahaqualitycenter.org/">www.wahaqualitycenter.org/</a>
Health Grades	<a href="http://www.healthgrades.com">www.healthgrades.com</a>
Center for Disease Control	<a href="http://www.cdc.gov">www.cdc.gov</a>
Healthy People 2010	<a href="http://www.healthypeople.gov">www.healthypeople.gov</a>
Minnesota Adverse Health Reports	<a href="http://www.health.state.mn.us/patientsafety/">www.health.state.mn.us/patientsafety/</a>
Caring right at home	<a href="http://www.caringnews.com">http://www.caringnews.com.</a>

The video "The NQF Efficiency Measurement Framework: Can it Help Heal the Schism Between Public Health and Medicine?" is live. You can view it at

<http://videos.med.wisc.edu/videoInfo.php?videoid=1677>

## 2011-2012 WAHQ Goals

Submitted by Judy Frisch, President

### Goal 1 – Annual Conference –

Will be strategizing with WSHRM for a joint conference in spring 2011.

### Goal 2 – Membership

Networking/Communication – Improved communications with our members through an enhanced website, and continued liaison with other state organizations.

### Goal 3 – CPHQ Study Session – CPHQ

recognition and acknowledgement of member awards through the newsletter. Just a reminder, if you pass your CPHQ exam, please send evidence of your success and membership to our treasurer for \$75.00 reimbursement.

### Goal 4 – Utilize Newsletter for Education

Provide educational article in each published Newsletter and solicit educational articles through regions-region rep connections with constituency. Regional Representatives to circulate educational articles or linkage to newsletter; web-sites, etc.

### Goal 5 – Liaison Relationships with Other Organizations –

The board is continually looking for ways to increase member benefits and maintain budget conscious activities.

### Goal 6 – Website

Establish a quick Link to NAHQ member access. Update the web site. Set up Board page-password protected for region reps to link to region members. Begin to develop special membership page

## *Treasurer's Report*

*Submitted by Matt Wahoske, Treasurer  
thru July, 2011*

### ACCOUNT BALANCES

• Checking	\$ 27,617.33
• Savings	\$ 20,209.15
• Annuity	\$ 5,846.39
• Interest	\$ 12.07
Total	\$ 53,684.94

# WSHRM 2011 - Navigating Rough Waters; Practical Communication Strategies to Transform the Culture of Patient Safety

Thursday and Friday, September 22-23, 2011

Chula Vista Resort Wisconsin Dells, WI

## Conference Agenda

*Wednesday, September 21, 2011*

**4:00pm – 6:30pm WSHRM Board Meeting (Members Welcome)**

*Thursday, September 22, 2011*

**7:30–8:25 Registration/Welcome Breakfast**

Sponsors: Corneille Law Group, LLC

**8:25–8:30 Welcoming Remarks**

**8:30–10:00 “Dealing with Difficult Interactions”**

Dan O’Connell

Sponsors: MMIC Group-Risk Management

**10:00–10:15 Break/Networking/Exhibits**

**10:15–11:45 “Dealing with Difficult Interactions” (cont.)**

Dan O’Connell

Sponsors: MMIC Group-Risk Management

**11:45–12:45 Annual Meeting Lunch**

Sponsors: C.N.A. Insurance

**12:45–1:45 “The Silent Treatment” – How failure to speak up when risks are known undermines patient safety**

Todd King

Sponsors: Wisconsin Association of Healthcare Quality

**1:45–2:00 Break/Networking/Exhibits**

Sponsors: Johnson Insurance Services

**2:00–3:15 “The Silent Treatment” – How nurses’ failure to speak up when risks are known undermines patient safety**

Todd King

Sponsors: Wisconsin Association of Healthcare Quality

**3:15–3:30 Break**

**3:30–4:45 Pain Management – Relieving Suffering, Reducing Risk**

Ellen Wodicka

Sponsors: MHA Insurance and The Risk Management & Patient Safety Institute

**5:00–6:00 Networking/Exhibit/Vendor Reception**

Sponsors: The MMIC Group-Risk Management

**6:00–8:00 Networking Dinner**

Sponsor: Marsh USA Inc.

*Friday, September 23, 2011*

**7:30–8:30 Breakfast/Networking**

Sponsors: Wisconsin Medical Society Insurance & Financial Services

**8:30–10:00 “Culture is Local” Driving change in patient safety culture beginning with the clinical care unit**

Dr. Rob Welch & Mary Oldkamp RN

Sponsors: Hall, Render, Killian, Health & Lyman, P.C.

**10:00–10:15 Break/Networking**

Sponsors: Sentry Insurance

**10:15–11:45 Legislative Update**

Chris Rasch

Sponsors: Cassidy & Schade LLP

**11:45–12:00 Wrap-up, Evaluations, Questions**

National Association for Healthcare Quality Annual Conference (NAHQ)

**Sept 15 - 18, 2011- Sacramento, CA – Cultivating Quality**

Visit the National Association Healthcare Quality <http://www.nahq.org/> for Conference details and to register.

## 2011 Navigating Rough Waters; Practical Communication Strategies to Transform the Culture of Patient Safety (cont.)

### WSHRM (cont.)

**CHRIS MAMBU RASCH** - Mr. Mambu Rasch is a Government Relations Specialist for the Wisconsin Medical Society. He is a registered lobbyist for the Wisconsin Medical Society and has the privilege to lobby on behalf of its nearly 12,000 statewide physician members. Chris is also responsible for the Society's grassroots political efforts - the two political action account programs, WISMedPAC and WISMedDIRECT. The programs allow individual physicians to express their interests and participate in the political process while at the same time enhancing the voice of organized medicine. He oversees the programs so physicians can take an active role in the state political process, and the future of health care. Chris is also responsible for strengthening the voice of physicians through the Society's Legislative Key Contact program which engages physicians to become active in the legislative process. The Key Contact program is a crucial component to the Society's policy success and enhances physicians' legislative and political engagement.

**ROB WELCH, MD** - Mr. Welch is Vice President for Clinical Affairs at VHA Upper Midwest, where he analyzes and delivers results for the Agency for Healthcare Research and Quality Surveys on Patient Safety Culture (SOPS), striving to identify high-leverage, effective opportunities for improving safety culture and organizational performance. He also is an instructor at the University of Minnesota School of Public Health teaching interdisciplinary teamwork in the MHA program. Dr. Welch spent 28 years at Ridgeview Medical Center in various roles including Medical Director of Emergency Services, Vice President, Clinical Effectiveness, and Chief Operating Officer. His interests are in clinical performance improvement and patient safety, with a "systems" perspective. In addition to the above mentioned sponsors, WSHRM would like to also thank the following sponsors who have supported our speakers and program materials:

- Otjen, Van Ert & Weir, S.C.;
- RL Solutions;
- Medwork Independent Review;
- Von Briesen & Roper, S.C.;
- Hinshaw & Culbertson, LLP;

Without the continued support of our sponsors, WSHRM would not be as strong of an organization as it is today.

**TODD KING (Sponsored by WAHQ)** - Mr. King, brings a wealth of experience and diversity garnered from his more than twenty five years of experience in the training and consulting industry to the Vital Smarts Facilitator Faculty. Crucial Conversations®, Crucial Confrontations™, and Influencer Training™ have been favorite topics and an integral part of his repertoire throughout his long career Todd has been invited to share the stage with world renowned speakers including Colin Powell, Mikhail Gorbachev, Elizabeth Dole, Dr. Stephen R. Covey, and Steadman Graham. Todd has delivered keynotes and workshops to executives and employees from major corporations across the Unit.

### Accommodations

The WSHRM 2011 Fall Conference is being held at the Chula Vista Resort, Wisconsin Dells, WI.

They have reserved a block of rooms at a special rate for WSHRM. **Hotel reservations must be made by August 22, 2011 in order to receive this special rate. Room rates begin at \$92 per night for a single or double, plus applicable tax. A \$7.95 daily resort fee will be added to the room rate.**

#### Chula Vista Resort

2501 River Road  
Wisconsin Dells, WI 53965  
(608) 254-8366  
www.chulavistaresort.com

If you need more information about this conference, please call or e-mail Suzanne Soderlund at 262-687-2123 or [suzanne.soderlund@wfhc.org](mailto:suzanne.soderlund@wfhc.org)

### Conference Fee & Information

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

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

Employer: \_\_\_\_\_

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

E-mail (for registration confirmation): \_\_\_\_\_

Phone number: \_\_\_\_\_

I will be attending the Networking Dinner on September 22<sup>nd</sup>.

I will not be attending the Networking Dinner on September 22<sup>nd</sup>.

**Early Bird rate for registrations and payment made prior to August 31**

WSHRM Members—\$135 (member is defined as renewing your 2011 membership by August 31st)

**WAHQ Members—\$135 (member is defined as renewing your 2011 membership by August 31st)**

Non-members—\$225

**After August 31**

WSHRM Members—\$195

WAHQ Members—\$195

Non-members—\$265

*WSHRM website at [www.wshrm.org](http://www.wshrm.org) for membership information or email Deb Schmidt,*

*WSHRM membership coordinator, at [DeSchmid@affilityhealth.org](mailto:DeSchmid@affilityhealth.org)*

*Please specify any diet or comfort measures you may require while attending this conference*

### Send registration to:

**Suzanne Soderlund**

2011 WSHRM President-elect / Conference Planning Chair

Wheaton Franciscan Healthcare-All Saints

**3807 Spring Street**

**Racine, WI 53405**

Phone: (262) 687-2123

[Suzanne.Soderlund@wfhc.org](mailto:Suzanne.Soderlund@wfhc.org)

## CPHQ Successful Study Session

By Gail Wietor, Southeast Region Representative  
On May 12 and 13, 2011, MetaStar and WAHQ sponsored the annual CPHQ review session at the Crowne Plaza in Madison. Susan Mellott, Ph.D., RN, CPHQ, and FNAHQ, led the day-and-a-half review session. Fifty individuals registered, 48 attended, and 17 of the attendees are new WAHQ members from acute care, long term care, home care, hospice care, and general healthcare industry settings. Welcome new members!

Judy Frisch, RN, CPHQ, is a recently retired Quality Consultant for MetaStar and WAHQ Past President. She joined the group for lunch on the first day and was recognized for her many successful years of teaching the CPHQ review class. Also in attendance was Diane Schallert, RN, CPHQ, and WAHQ member. Diane is also retired and taught the CPHQ review class prior to Judy! It was great to welcome back both Judy and Diane.

The review session was well attended and received, and Dr. Mellott's presentation received many positive comments and written evaluations.

### Electronic Health Record & Quality, Achieving and Measuring Meaningful Use: A View from the Field

By Carol Durocher, Northeast Region Rep

Judy Murphy, Vice President, Information Services at Aurora Health Care presented an informative presentation on the regulations, requirements and incentives behind the EHR (Electronic Health Record) Meaningful Use Incentive Program.

Judy described the events leading up to the final CMS ruling,

stating that it was both President Bush's and Obama's desire to ensure that electronic health records would be implemented and **fully functioning** by 2014. The HITECH (Health Information Technology for Economic and Clinical Health Care) act of 2009, a component of the American Reinvestment and Recovery Act (ARRA), provides an incentive program to stimulate the adoption and use of health information technology (HIT), especially EHRs. . The vision of meaningful use is to enable significant and measurable improvements in population health through a transformed health care delivery system. The 5 overarching goals are as follows:

1. Improve quality, safety and efficiency
2. Engage patients and their families
3. Improve care coordination
4. Improve population and public health; reduce disparities in care
5. Ensure privacy and security protections

### To ensure compliance with the meaningful use criteria a facility needs to ask the following:

1. Technology – do you need software installed?
2. Adoption – do you have required adoption?

Ability to Measure – can you measure? Judy closed in saying that facilities should, "plan and execute the electronic health record as a practice change that is *facilitated* by technology; and not as an IT implementation". With this in mind improvement in care coordination between all care venues – hospitals, clinics, physicians, home care,

*Judy is also appointed to the Health IT Standards Committee, a federal advisory body to the Office of the National Coordinator for Health IT, established by the American Recovery and Reinvestment Act of 2009. On that committee, she co-chairs the Implementation Workgroup and is a member of the Meaningful Use Workgroup."*

## Wisconsin Association for Healthcare Quality (WAHQ) [www.WAHQ.org](http://www.WAHQ.org) 2011 Annual Membership Application

Name \_\_\_\_\_ Credentials \_\_\_\_\_ (CPHQ, RN, LPN, RRA, ART, Other)

Title \_\_\_\_\_ Business Phone ( ) \_\_\_\_\_ - \_\_\_\_\_ Home Phone ( ) \_\_\_\_\_ - \_\_\_\_\_

Organization \_\_\_\_\_ FAX ( ) \_\_\_\_\_ - \_\_\_\_\_ Email \_\_\_\_\_

Business Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Are you a member of NAHQ? \_\_\_ Yes \_\_\_ No (Please check) Send more information regarding \_\_\_ NAHQ

**Annual Member Renewal Fee Only**

\$45

Make check payable to **WAHQ**

**Mail completed Registration to:**

**Gloria Field: St Michael's Hospital**

**900 Illinois Avenue**

**Stevens, Point, WI 54481**

Email [Gloria.field@ministryhealth.org](mailto:Gloria.field@ministryhealth.org)

Phone: (715) 346-5257

Affiliation with the National Association for Healthcare Quality (NAHQ) to join logon to:

**NAHQ Membership** <http://www.nahq.org/member/NAHQapplication.pdf> **annual membership \$150**

# NAHQ Leadership Summit

April 29 – 30, 2011

Submitted by: Judy Frisch, Past President

The Leadership Summit was well attended by the state chapters; and the sessions imparted a variety of information pertinent to making the associations become successful. The topics were:

- NAHQ Roundtable Discussion
- Social Media: Making it work for you
- Website
- Newsletter
- Volunteerism/Membership
- Board Leadership/Governance at the State Level
- Strategic Planning at the State Level
- AHA Session

The take aways from each session were numerous and valuable. I will focus on the bigger ones for this article. In the NAHQ Roundtable Discussion, they spoke of bringing the national board forward and focusing on these strategic pillars which are:

- Professional Development and Innovation
- Commitment to Education
- Leveraging External Associations
- Enhancing Communication
- Association Excellence
- Working Together as a Board (realigning)

For professional development and innovation, they will be defining key characteristics of an exceptional board. For commitment to education, they are pursuing ethical challenges regarding patient safety, quality, and safety in general. Also, there will be a method of certification for teaching CPHQ. For leveraging external associations, they have partnered with Midas and IHI to provide the NAHQ constituency with free access to the IHI Open School. They are also pursuing other associations with which to partner. To enhance education, there will be a new website debuting May 31<sup>st</sup>, 2011. They are also looking to post webinars on this new website for those desiring cphq credits. Another idea being pursued is a mentorship program with more details to come. The NAHQ board is encouraging all state associations to apply for the Excellence Award. The participants were very vocal about the application process for this award; and requested the board review it. Instead of the national board members representing regions, now the membership is topic based and a national, roving methodology.

Social Media: Making it work for you was fascinating. With the new generations of young people, they communicate electronically. They are using the methods of social media to give and receive information they need, especially from facebook and twitter. Email is passé. The flow is fast, to the point, and accurate.

Do you know if your website is being used? How many hits are you receiving? Do you have graphics to show its usage? Is the website navigation easy? How do you obtain the voice of the membership? Does the website have a plan? A good question to query the membership with is what would it take for the WAHQ website to be of value to you?

Some associations' websites to review are from Texas, Indiana, and Arizona.

California's presentation provided the participants with a detailed method of securing articles from healthcare topic experts for their quarterly newsletters. With these articles come cphq credits. One of the ideas worth a thought is publishing both the NAHQ and state association applications in each newsletter. Another good idea is to post a summary of the board meetings in the newsletters, so the memberships know what is happening. Lastly, folks discussed having articles in the newsletters of members' and their organizations' achievements. The focus, though, is based on what the members need and want to know, such as updates and current quality issues.

## WHA Announces New Quality Committee Structure at MPA Council Meeting

*Goal is to align state quality activities with the national agenda*

At the Spring meeting of the Wisconsin Hospital Association (WHA), Council on Medical and Professional Affairs in Madison, Kelly Court, WHA chief quality officer, announced that WHA has moved to a new structure to address issues related to patient safety and quality.

The activities of the Quality Steering Committee, which originally guided the development and selection of measures for the CheckPoint program, will be assumed by the WHA Quality Measures Team. The Team will forward to the WHA Board any decisions that require Board action.

Court said a new group, the Wisconsin Healthcare Improvement Coordinating Committee, will create a partnership with the Wisconsin Collaborative for Healthcare Quality (WCHQ). The new Committee will be comprised of

multiple stakeholders that play a role in health care improvement in the state.

This new group will be a coordinating body that identifies synergies, reduces redundancies, and encourages collaboration among providers. “The changes in how we structured our quality activities at WHA and WCHQ are designed to keep hospitals aligned to existing national measurement strategies and to achieve more statewide collaboration on improvement projects,” according to Court. “One of our primary aims is to recognize that hospitals are being asked to collect data for and report to a multitude of entities.

By aligning state activities with the national agenda, we can hopefully help our hospitals respond to these requests and requirements while being mindful that resources are limited.”

## WAHQ Board of Directors

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