

President's Corner

WAHQ President



Linda Buel, RN, CPHQ

Happy New Year.

2006 was a year of enhancement for WAHQ as your Board of Directors worked on building regional communications, improving functionality of our website (www.wahq.org), creating new opportunities for members to prepare for the CPHQ certification, and preparing a fantastic conference for 2007.

Our Southcentral Regional Representative, Carol Ferguson, resigned in the fall of 2006 to pursue nursing education and Gale Garvey, UW Medical Foundation in Madison Wisconsin has agreed to fill this position in the interim. We sincerely appreciated all of Carol's time and contribution to the organization and wish her the best in her new journey.

This will be my last newsletter communiqué to you as President of WAHQ and I want to extend my sincere appreciation to the Board of Directors for their support, direction, and total commitment to this organization. This leadership position has been one of privilege for me and I have valued the three years that I have spent facilitating change

Register now!

WAHQ Annual Conference
Data Analysis To Action

FRIDAY - March 9, 2007
at the Crowne Plaza
4402 E. Washington, Madison, WI 1-800-404-7630

and improvement. There is no greater reward than being part of a fantastic team. I encourage all of you to think about being a part of this leadership team and making a difference for WAHQ and our loyal members.

So, one more time, I get to send a welcome message to you in anticipation of your registration for the WAHQ Annual Conference March 9, 2007 at the Crowne Plaza in Madison. We have collectively worked to respond to your requests and are excited to be able to offer a national speaker and regional experts to enhance your knowledge in the use of data.

As part of our conference planning, we have again collaborated with Metastar (<http://www.metastar.com>) to offer the CPHQ study session for just 1 day immediately before the conference.

This year, we have Q Solutions modules and will be able to provide current knowledge to help lead you in your journey to CPHQ excellence. Of course, it is also an ideal opportunity to refresh your knowledge in the world of quality if

you are already CPHQ certified or are just interested in learning more before you pursue that status.

We were also gifted with a NAHQ Board Member attending to give you an update on national activities. So, plan ahead, mark your calendars, get those conference day requests submitted and look forward to a conference meant to offer you new information, the opportunity to re-connect with your colleagues and of course, the opportunity to meet new professionals in healthcare quality.

See you at the conference!

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On-Line Continuing Education Credits (CEC) National Association for Healthcare Quality (NAHQ)

4700 W. Lake Avenue
Glenview, IL 60025-1485 USA
800/966-9392 847/375-4720
Fax 847/375-6320 E-mail: info@nahq.org
<http://www.nahq.org>

You can link to the NAHQ page to view CE articles:
<http://www.nahq.org/db/ce/>

This is the page to search CEC by topic, and then the searcher is guided to the articles with the current CE tests. The tests are those that are the **most current** and **still available for credit** from the **past 2 years**. Expiration date is noted with the article information. A score of 80% is required to pass the test

Examples of Current Topics Include:

-  **Compliance**
-  **Documentation**
-  **Education Training & Communication**
-  **Evidenced Based Medicine**
-  **Government Regulations**
-  **Hedis-Managed Care Focus**
-  **HIPAA**
-  **Information Management**
-  **Informed Consent**
-  **OASIS-Home Healthcare Program**

The online tests are \$15 for members and \$25 for nonmembers. Participants take the tests, pay with a credit card, and receive a certificate online if they've passed the test.

Visit our WAHQ Website

Looking for the latest WAHQ news? You can visit our Web site at 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 Peacock, webmaster, Metastar Inc.

Other Quality Websites

- WI Bureau of Quality Assurance <http://dhfs.wisconsin.gov>
- New CMS Internet site www.cms.hhs.gov
- Wisconsin Collaborative www.wiqualitycollaborative.org
- Wisconsin Price Point www.wipricepoint.org
- Health Grades www.healthgrades.com
- Center for Disease Control www.cdc.gov
- Healthy People 2010 www.healthypeople.gov
- Minnesota Adverse Health Reports www.health.state.mn.us/patientsafety/

2005-2007 WAHQ Goals

Submitted by Linda Buel, President

Goal 1 – Education – this includes our annual conference, newsletters, and Metastar's CPHQ study session. We will be emailing the newsletter to members with email and mailing to those that do not have access to Email.

Goal 2 – Networking – Improved communications with our members through an enhanced website, and continued liaison with other state organizations.

Goal 3 – State presence – 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 – Strengthen relationship with NAHQ – maintain NAHQ affiliation through strong membership and participate in the NAHQ Leadership Council.

We continue to meet the minimum 25% dual membership for WAHQ and NAHQ. We have three members who participate on the NAHQ Leadership Council.

Goal 5 – Fiscal Responsibility –The board is continually looking for ways to increase member benefits and maintain budget conscious activities.

Treasurer's Report

Submitted by Matt Wahoske, Treasurer

ACCOUNT BALANCES

- Checking \$1,616.93
- Savings \$25,212.19
- Annuity \$5,076.14
- Total \$31,905.26

2007 - WAHQ Annual Conference At a Glance

Data Analysis To Action



Featured Speaker:

Susan Mellott, PhD, RN, CPHQ, FNAHQ

Dr. Mellott has over ten years of experience which has been focused on healthcare quality in multiple settings including hospitals, long term care centers, home health settings, clinics, and networks.

She has experience with decreasing costs, improving patient/customer satisfaction and quality, while involving teams from the facility, including physicians and administrative staff using data to develop action plans.

She also has extensive experience with the survey process, especially with the Joint Commission on Accreditation of Hospitals (JCAHO) standards and surveys.

DATA Transparency: The Best Reason to Make Sure Our Data is **Good Data**

Objectives:

1. Participants will be able to discuss the current trend toward data transparency
2. Participants will be able to discuss how reliability, validity, and appropriate sampling of the data collection process can be achieved
3. Participants will be able to discuss how to utilize benchmarking and other techniques to provide more information for performance improvement

WAHQ Conference Agenda (CEU-approximately six hours)

7:30 -8:00 a.m.	Registration & Continental Breakfast
8:00 -8:15 a.m.	Welcome
8:15 -10:15 a.m.	Susan Mellott- Featured Speaker Data Transparency
9:45 -10:15 a.m.	Break/Exhibits & Posters
10:15-11:45 a.m.	Susan Mellott (cont'd)
11:45-12:00 p.m.	Annual Meeting
11:00-12:45 p.m.	Lunch/ Carol Hamilton, JD, MPA, CPHQ, FNAHQ NAHQ Member Services
12:45- 1:45 p.m.	Mark Kirschbaum, PhD - Vice President, Quality and Satisfaction UW Health
1:45-2:15 p.m.	Break
2:45-3:30 p.m.	Diabetes Panel Presentation Gayle Garvey MA, MPA Project Manager UW, Christy Kreul, Chronic Illness Consultant, PhysiciansPlus Corporation, Julie Kuenzi, MSN, RN, Manager Diabetes Care Froedtert Hospital Mary Conti, RN, CRM Coordinator Froedtert



Mark S. Kirschbaum

Vice President, Quality and Satisfaction, UW Hospital & Clinics

Driving Decisions with Data

Objectives:

- Identify systemic barriers to data-driven decisionmaking,
- Relate research findings from decision science
- Apply strategies to harness data for health care improvement

Chronic Care Model Panel

Objectives:

You will be able to

- Identify key components of the “chronic care model”
- How current models interrelate with the Chronic Care Model
- Gain insight into key factors that may lead to positive results

2007 Conference Sponsor

The **Risk Management and Patient Safety Institute (RMPSI)** was established to meet the needs of health care leaders through the promotion of patient safety and clinical risk reduction. The institute provides cutting-edge products and services that assist health care providers in reducing loss, enhancing patient safety, and improving quality of care. WAHQ is sending a thank you to RMPSI.

CPHQ Study Session

MetaStar, in collaboration with the Wisconsin Association for Healthcare Quality, invites health care quality professionals seeking Certified Professional in Healthcare Quality certification, recertification or general knowledge enhancement, to a one-day educational session.

MetaStar will be using the new **Q-Solutions educational program**. The course materials

- broken into four modules,
- contain essential resources delivered in a variety of user-friendly formats
(soft cover book, CD-ROM and Web site)
- in step with current and anticipated demands

This course will be held on

Thursday, March 8, 2007

(the day prior to the Annual WAHQ Conference),
from 8 a.m. - 5 p.m.
at the Crowne Plaza Hotel.

The cost of attending the training session
is only **\$60**.

You can order the course materials **by calling** the National Association for Healthcare Quality (NAHQ) customer service at **(800) 966-9392**

Or

through the **NAHQ Web site** at
www.association-office.com/NAHQ/etools/products/products.cfm.

The cost of the training materials
\$165 for NAHQ members
\$185 for nonmembers.

To register for the course or to obtain more information, call Jennifer Parisi at (608) 441-8219 or e-mail her atjparisi@metastar.com.

NEW 2006 Wisconsin CPHQ Recipients

Martha E. Beltz, CPHQ
Petrina Griesbach, CPHQ
Sandra K. Harm, CPHQ
Danny R. Loosemore, Jr., CPHQ
Monica E. Marton, CPHQ
Elizabeth A. Miller, CPHQ
Susan L. Peterson, CPHQ
Susan M. Rees, CPHQ

Congratulations!

Call for Storyboards 2007 WAHQ Conference

Submitted By Sheri Krueger-Dix

- Another WAHQ opportunity to network and share your successes and lessons learned with your professional peers.
- If you are interested in presenting a **Storyboard that demonstrates a progressive topic that would highlight Healthcare Quality**

Please submit a brief description (80 words or less)
to **Sheri Krueger Dix**.

Due by February 16, 2007

The **WAHQ BOD will review** all submissions and confirm presentors with **guidelines by February 23, 2007**

email: sdix@fmlh.edu or

Phone: 262-257-3495 or 414-850-8488

Storyboard presenters will receive a 1-yr. transferable **WAHQ membership per organization**.



Storyboard presenters will receive a 1-yr. transferable **WAHQ membership per organization**.

2007 Annual Conference (continued from page 3)

QI Macros is donating a Door Prize Kit

Submitted by Sheri Krueger-Dix

QI Macros is one of the vendors for the Annual conference. QI Macros for Excel SPC Software \$139 - simplifies the creation of pareto charts, control charts, scatter diagrams, histograms and more. www.qimacros.com.

QI Macros is donating a Door Prize Kit that contains 1 copy of the software product with training materials valued at over \$370.

- 1 copy of QI Macros for Excel SPC Software & User Guide
- 1 copy of QI Macros Training CD
- 1 copy of the Small Business Guerrilla Guide to Six Sigma
- 1 copy of Six Sigma Simplified, 3rd edition, 128 pages
- 1 copy of The Six Sigma Instructor Guide, 2nd edition, 192 pages
- 1 copy of Lean Simplified, 28 pages
- 1 copy of The Six Sigma Tools Example Book, 66 pages
- 1 copy of the Six Sigma Golf Book and templates
- 1 copy of Motivate Everyone - the Secret to Mastering Motivation in the Workplace, 140 pages

And will also send 1 Conference Bag for Each Conference Participant which includes \$80 of free E-books. The Conference Bag contains:

- 30-day evaluation copy of the QI Macros for Excel on CD Rom with the following E-books:
 - Six Sigma Simplified
 - The Guerrilla Guide to Six Sigma
 - Lean Simplified
 - The Six Sigma Golf book and templates
- SPC Simplified Quick Reference Card - <http://www.qimacros.com/sustainaid.pdf>
- The latest product brochure - <http://www.qimacros.com/qiflyer.pdf>

NAHQ Member Services



Carol Hamilton, JD, MPA, CPHQ, FNAHQ

Will answer the question what benefits do I receive from my NAHQ membership?

- [Journal for Healthcare Quality](#), NAHQ's prestigious bimonthly journal
- [NAHQ News](#), our quarterly newsletter with member news and important healthcare quality information.
- Reduced registration rates for our [Annual Educational Conferences](#) - a savings of \$220 for our September conference!
- [Continuing education opportunities](#) through regional seminars, telephone conferences and
- [Certification opportunities](#) for the CPHQ, (Certified Professional in Healthcare Quality)

Wisconsin Association for Healthcare Quality (WAHQ) 2006-2007 Membership Application

online conference registration: http://www.wahq.org/conf/conference_20070309_reg.asp

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 Membership Fee \$45 Member Conference Fee \$175 Non-member w/membership \$260

Make check payable to **WAHQ**

Mail or bring to conference, 2007:

Virginia Wyss

2202 Tradition Lane
Janesville, WI 53545

Email VWyss@ameritech.net Phone: (608) 752-3911

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

NAHQ Membership <http://www.association-office.com/nahq/etools/memberships/membership.cfm> annual membership \$115



National Association
for Healthcare Quality

2006 NAHQ - San Diego Conference Reports

Submitted by Marie Wiesmann RN BSN CPHQ

The NAHQ conference in San Diego provided everyone with an opportunity to see a beautiful city as well as network with many great Quality Professionals. The conference began with a great CPHQ Review and Study session as well as several Preconference Workshops. The full conference began with an incredible presentation by keynote speaker Rick Brinkman, ND entitled "Whiners and Snipers and Tanks, Oh MY!" He lit up the crowd with his humor and incredible array of experiences and examples. We have all encountered a whiner, a sniper and a tank in our careers and learning how to transform these behaviors was discussed. One of the sessions that my facility will be hearing a lot more about is the upcoming HCAHPS project.

The HCAHPS dry run for many organizations was completed by the end of June and actual implementation is expected to start October of this year. For nine months data will be collected, tabulated and publicly reported on the CMS website after January of 2008. Of the 18 survey questions they have been categorized as follows:

- Communication with Doctors
- Communication with Nurses
- Responsiveness of Hospital Staff
- Pain Control
- Communication about Medicines
- Cleanliness and Quiet of Physical Environment
- Discharge Information

After the dry run some interesting trends were noted in the normative data. People were less likely to criticize people and more likely to criticize processes. Given the limited resources, where should we focus our improvement efforts to get the greatest gains on our HCAHPS scores?

Communication with Doctors: Improvement in Doctor's Listening Skills was identified. Patients respond positively to physicians who encourage the disclosure of feelings, elicit and respect concerns, and acknowledge the patient's fears. Patients respond negatively to physicians who ignore or seem uncomfortable with patient's emotional expressions.

Staff Responsiveness: Patients understand that day nurses are busier than night shift and felt a greater sense of urgency at night when making the call. Therefore, patients expect the night shift to respond more quickly.

Pain Control: Each person experiences pain in his/her own unique way, thus the expectation of pain control will vary from patient to patient. Educate patients and families on pain control and the pain scale that is used.

Communication about Medications: Improvement efforts should be focused on both increasing the rate at which information is passed on and methods to improve patient's ability to recall receiving the information. Provide written materials on medications that may be new and make sure the written materials are understandable.

Physical Environment Domain: Hallway noise such as talking, equipment, patient transport, meal delivery, etc. can sometimes be loud enough to be heard in patient's rooms. The most disturbing noise may come directly from the patient's room. Keep doors closed when appropriate. Anticipate IV alarms and reduce traffic in the halls when possible. Severely limit the amount of overhead paging and use of intercoms when possible.

Discharge Information: This is a 'yes' or 'no' question which leave the patient no opportunity to evaluate the quality of the information given. Thus, response to this question is affected by the patient's ability to recall receipt of written information about symptoms or health problems. Encourage patients to write down questions. Make the discharge simple and ensure that caregivers or family members are present during care instructions.

Nurse Communication: Patients perceive careful listening through body language, verbal confirmation, and subsequent action based upon what has been communicated. Elicit patients' needs, do not be dismissive of patients or families. Above all staff should be aware of the words that they use. Stay away from the negative; we are understaffed, I already told you, they are always messing this up.

HCAHPS will not be going away and we will all be working hard to identify and improve our scores.

2006 NAHQ - San Diego Conference Reports

Engaging Physicians in Public Quality Reporting and Process Improvement

Submitted by Mary Firkus RN BSN CPHQ

The session was given by Samantha Collier, a Hospitalist from Colorado, who discussed the increasing transparency in our healthcare environment. Basically, it has gone from a “we trust you” to a “show me” attitude by the public. They are more educated and aware of the mistakes, due to internet access and the news media. The public demand for increasing accountability and disclosure is not going to go away.

Since most consumers are confused by graphs and individual quality indicators, the move will be toward patient experience and “bundling” of indicators. Would patients recommend the facility? Did they feel they were treated with respect, questions answered and participation in their care welcomed by staff? Did patients receive ALL of the best practice care for their diagnosis, how much of the time?

For these reasons we need to ready our practitioners for this increasingly transparent healthcare environment. Not only will hospitals and clinics be featured on public websites, but specialties (common now in cities where competition is tougher), and eventually physician specific compliance with best practice guidelines will appear. HMO’s, 3rd party payers and patients themselves, are demanding it.

The biggest challenge is that physicians are not used to being “measured” when it comes to their practice. Standardization, redundancy and continuous learning are used in all other industries to reduce the adverse event

rate and increase positive, reliable outcomes.

We need to educate them to these changes; emphasizing that quality initiatives and better documentation help them establish better care for their patients, and not just better “scores” and payment for hospitals. We need to get practitioners involved in performance improvement, provide feedback, and reward them for participation in updating policies and protocols. Physicians do respond positively to comparative data. Performance feedback and sharing outcomes data prepares them for responding to quality information requests and questions by patients.

As Don Berwick, MD, CEO of IHI, said “To fix medicine we need to do two things: measure ourselves and be more open about what we are doing.”

“Chart Your Course for Healthcare Quality.”

Submitted by Sally Rosemeyer, RN, CPHQ

In mid-September I had the opportunity to attend the National Association for Healthcare Quality conference in San Diego. The theme of the conference was “Chart Your Course for Healthcare Quality.” The conference was organized into 4 different tracks; they were leadership, regulatory, continuum, or data. Most impressive was the conference opening as more than 1100 attendees stood and recited the Pledge of Allegiance. Awards were presented to State Chapters. Overall state awards were presented to Ohio, Connecticut, and Florida. It was quite impressive!

A session by Paul Green of Greenlight Healthcare Consulting of Palm Springs, California really sparked my interest with the title of “Stop Drowning and Get Organized! Create an Integrated Quality Management Program.” Paul’s message was “Pay for Performance” is not going away! The public is getting information from multiple websites such as Healthgrades, Hospital Compare, and the JCAHO site and we must know what information is there and more importantly, we must be doing something with the information. When he said, most quality people spend 80% of the time collecting the information and 20% of the time using it...I related! Paul said, as trained quality professionals, we should be doing the opposite, spending 20% of our time collecting the data and 80% using it to make changes and improvements.

His advice to the audience in the room was to ask 3 questions regarding the data we and others collect. The questions were: Am I required to collect this? (from a regulatory agency or someone within my organization) Is it reportable? Have I done anything with this information within my department? If I cannot answer yes to those questions, I should reconsider what I am collecting. He also emphasized that our

data must be tied to strategic indicators because the market shift will be tied to quality.

Another great session was “Engaging Physicians in Public Reporting” by Samantha Collier, MD, MBA, who is vice-president of HealthGrades. Her message was “performance feedback, especially public, although first rejected helps physicians acknowledge and accept the bell curve.” Once acceptance is achieved, sustaining momentum and improvement must be sustained in data and performance feedback. She also emphasized that public reporting will move market share and market share is moved by physicians so we need them on our teams. She ended with the enlightening Chinese proverb “The e of a moment becomes the sorrow of a lifetime.”

The conference was a great experience and I was impressed with the organization of the planning committee. It was great networking with others from all over the United States and other countries.

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