

UAHQ Newsletter- January -- March 2005

THE PRESIDENT'S CORNER



Greetings UAHQ members! A hearty thanks to our board members who made our February annual conference, "Quality Sweep" a success. The conference was planned under the leadership of our former President Marlyn Conti and she did a great job as always. Many of you commented that you'd like to hear more about some of the subjects presented and our education committee is working to make that happen for the upcoming brown bag sessions. Be sure to mark the dates for our brown bags on your calendar. They are:

April 14th, June 9th, August 11th and October 13th.

All will be held at HealthInsight at 12:00 noon.

If you were unable to make the February 2005 annual conference, remember to send in your 2005 membership dues. We'd like to remind all of you to invite other healthcare professionals you work with to join UAHQ. As you know, we have a lot of fun while learning the latest information about health care quality. The application for membership is found right on our UAHQ website. We are always looking for new members who can breathe new life into our organization and offer fresh perspectives. The application must be signed and accompanied by Membership dues. Membership dues for state association (UAHQ) are \$30. Please make the check payable to UAHQ and send the completed application form and dues to: **Kontheary Leuk, HealthInsight, 348 East 4500 South, Suite 300, Salt Lake City, UT. 84107**

One of the reasons for holding our annual conference in February was to accommodate the new Western States Alliance with which we have become involved. Let me tell you a little bit about the Western States Alliance. The goals of the alliance are:

- 1) To provide cross-border discounts to members of one state when they attended seminars in neighboring/alliance states.
- 2) To provide a venue for coordination of conference and educational offering dates, thus providing a greater array of choices for those trying to keep their CPHQ credits current. (Especially relevant if its getting near the end of their renewal period and they are willing to travel to get what they need).
- 3) To provide support to our neighboring states in the West that do not have their own quality alliances with NAHQ.

You can find all the Western Alliance educational offerings on the NAHQ website.

Our 2005 UAHQ goals are an extension of the goals we made in 2004. These are posted on our UAHQ website at www.UAHQ.org. We encourage our membership to visit this website often and give us feedback about what you'd like to see there. To help us realize our [mission & vision](#), the board is working on the following tactical goals:

1. **Education** - Formalize our CEU process and make it easier to receive credit for attending [UAHQ education opportunities](#); collaborate with other professional organizations; publicize our year's schedule of activities on our website to increase interest and attendance; use technology, such as conferencing, to provide education and information to members in the rural communities and others unable to attend.
2. **Electronic Communications** - Use e-mail to provide regular communications to members; use the Internet to provide information on best practices; publish the [UAHQ Newsletter](#) on the website for members to access.

We hope you will participate in UAHQ by taking advantage of educational opportunities, giving us feedback, and inviting your coworkers to join. Now, here's the news from our national organization NAHQ.

"Quality and All That Jazz", the theme for NAHQ's annual conference, will be held this year in New Orleans. These annual conferences are very educational and motivating. Start saving your money now so you can join us there. This year's annual conference promises to be extra special as it is NAHQ's 30th anniversary. Here are the dates and information:

September 17-20, 2005 at the
New Orleans Marriott, New Orleans, LA

Hotel Information

New Orleans Marriott
555 Canal Street, New Orleans, LA 70130
(504) 581- 1000

In other NAHQ news, President-Elect Anna Marie Butrie reported from the January NAHQ Board meeting that work is progressing on NAHQ's new product, Q Solutions. It will be a book with accompanying CD and website with downloadable tools and forms, and is slated for release in September at NAHQ's conference. Other products currently available are the 2004 Salary Survey, Data Toolkit DVD, and the Guide to Healthcare Quality Management, 19th Edition. All are available at www.nahq.org

Anne Marie also mentioned that based on a survey taken last Spring, NAHQ will develop a proposal to offer a CPHQ exam review course product as an option to the affiliated states. More information will be available in May. NAHQ is also investigating the possibility of hosting state web sites. This was also a highly-desired topic from the 2004 Spring Survey.

HQCB reports that 593 candidates took the CPHQ exam January 1 – November 30, 2004, compared to 487 candidates at the same time frame in 2003.

Speaking of NAHQ, have you ever thought about joining the national organization? Be sure to visit the NAHQ website at www.NAHQ.org. Many of you ask what the benefits are of joining the national organization NAHQ. I want to share with you some of what I've learned. Here's a page from the national website that features our very own former UAHQ President, Linda Johnson.

Reach your POTENTIAL.

- Benefit from the experiences of seasoned professionals at the [NAHQ Annual Conference](#).
- Attain a new level of professionalism through CPHQ®* certification, and join more than 9,000 individuals who have achieved this status.
- Learn about current issues at professional education seminars.
- Publish your research and articles in the Journal for Healthcare Quality.

* Certified Professional in Healthcare Quality

Be a LEADER.

- Influence how fellow healthcare professionals view issues critical to healthcare quality and your organization.
- Learn about educational opportunities and industry trends.
- Enhance relationships with other professionals committed to healthcare quality.
- Demonstrate your expertise as a NAHQ Fellow.

Healthcare Quality is...

"A state of mind to learn and implement the best."

*Shelly D. Voelz, RN BSN CPHQ
St Francis Hospital, Indiana*

"Not found in being the best, but in doing your best."

*Deborah Taylor, RN
Director Performance Improvement
Shriners Hospitals for Children-
Cincinnati*

"A personal and professional commitment to excellence; being accountable to do whatever it takes."

*Linda L. Johnson, BSN CPHQ
University of Utah, Utah*

"The driving force in making positive changes in the healthcare arena in the new millennium."

*Christine Gooden, RN CPUR
SSIUM Manager, Bay Area
Hospital, Oregon*

What does NAHQ do?

Founded in 1976, NAHQ is the nation's leading organization for professionals and organizations committed to healthcare quality. NAHQ is dedicated to improving the quality of healthcare and to supporting the development of professionals in healthcare quality through professional education, information exchange, certification, and guidance on current professional standards of performance.

On a final note, thanks again to all our UAHQ members who make our organization what it is. There is so much talent within our membership and so many opportunities to serve Utah's community of health care professionals. Stay a part of the action and keep up the good work!!

Feel free to contact me with any questions or ideas you may have.

Kristine Gilbert RN, CPHQ

UAHQ President

Kristine.Gilbert@hsc.utah.edu

(801) 585-1335

MESSAGE FROM THE IMMEDIATE PAST PRESIDENT



Dear UAHQ members, at the conclusion of my presidency, I'm happy to report that your board has been very successful during the year 2004. We continue to make good progress on our goals and have held 4 successful Brown Bag Education Sessions. They were: **April 8th**, Arbitration, **June 10th**, Knowledge Management, and **August 12th** JCAHO 2004: Experiences in the New Process/Keys to Successful Preparation, and **Oct 14th** NAHQ Annual Conference report. We have slide shows and/or handouts available for all of these.

UAHQ 2004 GOALS UPDATE:

1. **Professional development:** Our Outreach Program, "Reach for Quality", is struggling. We are still trying to get your input and constructive feedback. Some board members are contacting assigned members by phone and others are sending email. Please respond to let your needs and wishes be known.
2. **Education:** We are continuing our Brown Bag Education Sessions and plan to hold them every other month in 2005. We will begin the year with our annual conference on February 11, 2005. Brown Bags Lunch and Learn sessions will be held in April, June, August and October. Your input as to topics for 2005 brown sessions is vital. Please contact Paula Strasburg, our Education Council Chair.
3. **Improve networking:** We continue to work with our web site programmer and will be adding links to the Western Alliance affiliates. We encourage you to visit our site often and to give us feedback, www.uahq.org.
4. **Promote UAHQ:** We have identified formal liaisons with CNS, RMICA, USRM & UONE. If you belong to another professional organization that you feel we should be networking with, please let one of our board members know. In addition, we have completed a Letter of Agreement with the Western Quality Alliance (WQA). NAHQ will send announce this agreement shortly. WQA consists of six western states (Utah, Wyoming, Washington, Oregon, California, and Arizona), in conjunction with NAHQ, who will be sharing educational calendars and giving member discounts for educational offerings.

We used an electronic balloting process for the election of a President-elect and Secretary. Anne Smith has been elected President-elect and Jan Orton has been elected Secretary by acclamation. 70 ballots were sent to membership. 25 ballots were returned. Congratulations Anne and Jan—we are looking forward to a great year! 2004 UAHQ President, Marlyn Conti, will remain on the UAHQ Board as past president for 2005.

I would like to express our **Special Thanks to Lynda England** who has served our board for 4 years as facility and communications coordinator. She has arranged meetings, managed our membership database, and generally anything we needed. HealthInsight has graciously supported her efforts on our behalf! We couldn't have done it without her. Also, **thanks to Mary Jane Tuttle** who has finished her two years as Secretary. We will miss her and hope that she will find others ways to participate.

Lastly, I would like you all to welcome Kris Gilbert as your new president. She has been getting her feet wet as President-Elect this year and I have thoroughly enjoyed working with her.

**Sincerely, Marlyn Conti,
Past-President, UAHQ**

**
P
P
F
S
T
M
C
C
C

Board members

- [@hsc.utah.edu](mailto: @hsc.utah.edu)
- [conti@ihc.com](mailto: conti@ihc.com)
- [th@healthinsight.org](mailto: th@healthinsight.org)
- [nc.com](mailto: nc.com)
- [pwarner@yahoo.com](mailto: pwarner@yahoo.com)
- [Ann.Merkley@ihc.com](mailto: Ann.Merkley@ihc.com)
- Jackie Mead, (801) 442-3602, [Jackie.Mead@ihc.com](mailto: Jackie.Mead@ihc.com)
- OPEN**
- (801) 714-6047, [Paulastrasburg@mountainstarhealth.com](mailto: Paulastrasburg@mountainstarhealth.com)
- (801) 538-9484, [wgutierrez@utah.gov](mailto: wgutierrez@utah.gov)
- Sheary Leuk, (801) 892-6642, [kleuk@healthinsight.org](mailto: kleuk@healthinsight.org)
- ation – Michelle Dunn, (801) 233-6238, [mdunn@cnsvna.org](mailto: mdunn@cnsvna.org)

In review of the budget vs. income for the legislature:
 We have not had the income anticipated because we
 changed the annual meeting to February and no renewal
 notices were sent out. Expenditures were also lowerREMAINS

LEGISLATIVE COUNCIL

This was a short year for the Council. It convened during the last part of the year and we were able to assemble a full Council roster by promising to limit meetings, and also to specialize. The legislative branch consisted of Theresa Jones and DaNece Fickett. Our e-mail communication resulted in an article explaining the medication aide legislation that will be reintroduced in the 2005 Utah legislature. Although the Board considered taking some action, the response from the membership indicated there was no support for a resolution or any specific stand on the legislation. One member responded supporting the legislation. Several non-members wrote in support of it.



Linda Johnson and Mo Mulligan agreed to help with any by-law changes. To reward their willingness to help, we didn't consider any changes this year.

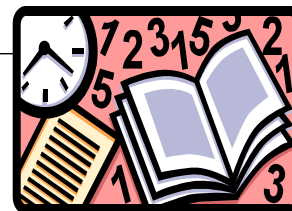
The Council has several recommendations for next year's Council and Board. The legislature bears watching, since several bill are pending that could affect our work. The medication aide bill includes provisions for qualifications and preparation that should be maintained. It currently would allow medication aides in assisted living facilities. The lay (NOT NURSES) midwife bill may reappear with some changes. Other bills will be presented this year, but have not been named and numbered such as the Women's Health Parity Bill that would include coverage for oral contraceptives if other pharmaceuticals (e.g., Viagra) are covered. The "any willing Provider"/"access to care bill" is currently being discussed in committee meetings. And, as always, there will be surprises.

The bylaws need revision to shorten the time required for notification for the annual meeting and the duties of councils should be re-visited. We combined many functions of the Networking and Communications Councils,

creating a mega-Council with overwhelming responsibilities. Also, as we continue to grow and mature, we have discovered a need for "Policies and Procedures" which could guide us without frequent bylaw changes.

All in all, the Utah Healthcare Quality Association is a viable organization. Serving on a council or as an officer offers an opportunity to work with highly skilled peers, hone leadership skills, and find new friends.

Anne Smith, Chairperson
UAHQ Legal/Legislative Council



EDUCATION COUNCIL

During 2004 the Education Council has sponsored 4 Brown Bag Education Meetings for members and guests:

- April 8, 2004 – "Medical Arbitration: Where are we now?" presented by Daniel Ditto, IHC attorney.
- June 10, 2004 – "Knowledge Management: Knowing what we know and sharing it with others" presented by Marlyn Conti and Linda Johnson.
- August 12, 2004 – "Experiences in the new JCAHO process: keys to successful preparation" a panel presentation by 200r JCAHO survivors
- October 14, 2004 – "Review of topics and content from the NAHQ national conference" presented by NAHQ attendees.
-

The Annual UAHQ Education Conference, "2005 Quality Sweep" was held on Friday, **February 11, 2005** at Utah Valley Regional Medical Center, Northwest Plaza, 1134 North 500 West, Provo, Utah. The conference was well attended and provided many opportunities for learning new skills and information as well as networking with other members. Responses to the evaluations showed that members felt the topics and presenters were timely and useful with immediate applicability to their daily work.

The UAHQ Brown Bag Education Series will provide many educational opportunities in 2005. They will be held from 12:00 noon until 2:00 P.M. on the following dates:

- Thursday, April 14, 2005**
- Thursday, June 9, 2005**
- Thursday, August 11, 2005**
- Thursday, October 13, 2005**

All presentations will be held at HealthInsight, 348 East 4500 South, Suite 300, Murray, Utah 84107. A Board Meeting will follow from 2:00 – 4:00 p.m. All UAHQ members are welcome to remain and attend the Board Meeting. If you have any items for the Board agenda, please contact Jan Orton at Jan.Orton@IHC.com

Paula Strasburg, Chairperson
UAHQ Education Council

SEMINARS AND EDUCATION OPPORTUNITIES IN 2005

(1) California Association for Health Care Quality presents: "The 2005 Healthcare Quality Overview and Certification Workshops"

2 - day intensive workshop for professionals preparing for CPHQ Certification and/or seeking a current comprehensive look at the field of healthcare quality. Tuition includes The Healthcare Quality Handbook by Janet Brown, a comprehensive 900-page text valued at \$155. Workshops will be held on July 14-15, 2005 and October 20-21, 2005 at the Ontario Airport Marriott, Ontario, California. Registration is limited to 110 per session. Please call 800-230-3163 or 626-793-7125 for further information.

For information about registering to take the CPHQ examination, visit www.cphq.org or contact the Health Care Quality Certification Board (HQCB) at 800-346-4722.

(2) Huntsman Cancer Institute Lunch Time Series

Offered by the Huntsman Cancer Institute at the University of Utah on the 1st Wednesday of each month from 12:00 – 1:00 p.m. To schedule a telehealth videoconference or phone link, contact the UTN network operations coordinator at 801-585-2426 or toll free at 866-5622 or Donna Branson, Patient and Public Education Director, Huntsman Cancer Institute at 801-585-6809.

Schedule of events for 2005 include:

- April 6 **Radiation Oncology**, Dennis Shrieve, M.D.
- May 2 **Melanoma Program Overview**, Glen Bowen, M.D.
- June 1 **Pain Medicine and Palliative Care**, Sharon Weinstein, M.D.
- July 1 **Sarcoma Services**, Lor Randall, M.D.
- August 3 **Surgical Management of Gallbladder, Liver, and Pancreatic Tumors**, Sean Mulvihill, M.D.
- September 7 **Gynecological Oncology**, Gynecology Oncologist, TBA
- October 5 **Neuro-Oncology**, Deborah Blumenthal, M.D.

If you know anyone in your community (physicians, PA's, NP's, etc.) who might be interested in this lecture series, please pass this information on to them. If you have a Medical Director or person involved in cancer treatment who might be interested in receiving this information, please contact Sherri Evershed, Clinical Coordinator at Utah Telehealth Network, (801) 587-6192 or sherri.evershed@utahtelehealth.net

(3) IHC Home Care at Primary Children's Medical Center presents "The Art and Medicine of Caring: Strategies and Skills in Pediatric Palliative Care"

Return from this conference with practical strategies to (1) support families through the decision-making process; (2) recognize values and beliefs of death and dying; and (3) improve coordination of care within your inter disciplinary team. Conference will be held on April 29 & 30, 2005 at Primary Children's Medical Center, 100 North Medical Drive, Salt Lake City, Utah. For information contact: peds.palliative.care@ihc.com

(4) New opportunities from IHI include:

- a. **Operations Management in Health Care.** A professional development program designed to bring more management science into health care. The program began in November 2004 and is led by Eugene Litvak, PhD who helped Boston Medical Cent achieve remarkable success in reducing waiting times in its Emergency Department. Learn about this program at <http://ihi.org/IHI/Programs/ConferencesAndTraining/OperationsManagementInHealthCare.htm>
- b. **Improvement Advisor Training and Support Program.** Many organizations that undergo multiple and sustained successful changes are fortunate to have in place a valuable leader, often called an Improvement Advisor, devoted to helping identify, plan and execute improvement projects throughout the organization. IHC in conjunction with Associates in Process Improvement, has designed a robust nine-month training and support program to develop improvement advisors inside health care organizations. Learn about this program at: <http://www.ihi.org/IHI/Programs/ConferencesAndTraining/ImprovementAdvisorProfessionalDevelopmentProgram>.
- c. **IHI.org and QualityHealthCare.org Are Now One.** IHI has merged its two great websites into one powerful resource for global knowledge exchange. The site formerly known as QualityHealthCare.org is now fully integrated with the programming content on IHI.org. Now at

IHI.org, you'll find comprehensive information about IHI programs, and also be connected with a worldwide improvement community and exposed to the most current ideas for change across dozens of content areas. Check it out: <http://www.ihl.org>

- d. Visit <http://www.ihl.org/IHI/Programs> for a complete listing of collaboratives, on-line web-based training modules and topical presentations that might be helpful to you in your daily work.
- e. **The Institute for Healthcare Improvement (IHI) and the National Initiative for Children's Healthcare Quality (NICHQ) are moving. Effective immediately, their new address is:**

**20 University Road, 7th floor
Cambridge, MA 02138**

New contact numbers are:

New toll free: (866) 787-0831

New Customer Service: (617) 301-4900

New Direct Dial: All direct dial lines will change from (617) 754-xxxx to (617) 301-xxxx. The area code of 617 and the four-digit extension remain the same.

New Fax: (617) 301-4899

NETWORKING/COMMUNICATIONS COUNCIL

Have you heard about UAHQ's new initiative – "Reach Out for Quality?" This initiative will involve each Board member contacting a group of UAHQ members to discuss member needs, suggestions for improvement in the organization, and the role of the member in bringing new quality professionals into UAHQ. The Board wants this organization to be responsive to your needs and priorities. Listen for a call from a member of the Board coming your way soon and be prepared to share your thoughts and ideas.

We would like to involve all of you in a new project—establishing a **historical review of UAHQ** from the time of its inception. We realize that each of you has joined the organization at different times and we would love to get your perspective. What was the organization like when you joined? What kinds of activities did you get involved in that were sponsored by the organization? How is the organization different now? Any reminiscences that you can share regarding your experiences or what you remember of others involved in the organization would be greatly appreciated. This is good example of an organization's knowledge being stored in its people. It is only with your assistance that we can be successful in developing a historical perspective of where this organization has been. This information will then be most helpful in designing where we, as a continually improving entity, want to go from here. Prizes will be awarded for the best submissions. Please send your comments, reflections, pictures, articles and memories to Jackie Mead at jackie.mead@ihc.com

**Jackie Mead, Chairperson
UAHQ Networking/Communication Council**

JOB OPPORTUNITIES

Director Quality Management

A national LTAC group is in need of high-energy, hands-on experienced RN's to lead the Quality and Risk efforts in their specialty hospitals. Positions report directly to the hospital CEO and offer rapid career advancement opportunities. Positions are available nationwide.

If you are interested in this position, please contact [Erika Sonderegger](mailto:Erika.Sonderegger@medpointsearch.com), 713-523-7702, erikas@medpointsearch.com

Manager Quality/Risk

A mid-sized acute care hospital on the West Coast is in need of your excellence to take this function to the next level. The Manager is responsible for designing and facilitating a system for identifying and implementing current outcomes-based quality trends in care. The hospital has recently earned Nursing Magnet status, and their relatively new physical plant is located on a beautiful 50 acre campus.

For additional information, contact Laura Stevens at 713-662-2392, laura@medpointsearch.com

➤ To have job opportunities posted or shared here, e-mail Jackie Mead at Jackie.Mead@ihc.com

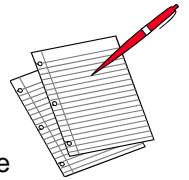
SHARED LEARNING CORNER

NAHQ PUBLISHING OPPORTUNITIES

JHQ's Editorial Board always encourages papers for publication on the following topics; Accreditation Issues and Successes, Administration/Management, Behavioral Healthcare Quality, Compliance, Conceptual Articles, Continuum Focus, Education's Move to Quality, Evidence-Based Practice, Global/International Issues, Government Affairs and Policy-Making, Information Systems and Management, Innovations in Healthcare, Knowledge Management, etc. Submissions can be in the form of featured articles, brief reports, quality stories, or letters to the editor. Please see *JHQ Information for Authors* <http://www.nahq.org/journal/pubsauth.htm> for assistance in preparing your submission. For a more detailed description of each topic, please visit the NAHQ/JHQ Web site at <http://www.nahq.org/journal/pubstopc.htm>

WANTED: MANUSCRIPTS AND PRESENTATIONS

Have you recently completed a QI project that has positively impacted clinical care, customer satisfaction, access to health care, or the bottom line? Maybe it has simply made it easier to do the right thing the first time? Maybe you have learned a new tool and others could benefit from your experience. UAHQ is formally requesting that you share what you are doing, what challenges you are meeting and how you are overcoming barriers to quality in your institution. There is so much to do and so much to learn that none of us have the time to reinvent the wheel. Let's take a minute and share something that we have learned with each other. Send your ideas, experiences, etc. to Jackie Mead at Jackie.Mead@IHC.COM for inclusion in our next newsletter. Have you given a presentation lately or had an article published? Let us know so we can alert members to listen and read your work. We all know how important teams are in making progress; let's model this team behavior and share what we are learning-----



REFLECTIONS AND RESEARCH

Comments on Lecture: Medical Mistake-Proofing By Kristine Gilbert

The article sent in the original newsletter not published at lecturer's request.

John R. Grout has a web site www.mistakeproofing.com/medical. He has published "Preventing Medical Errors by Designing Benign Failures" in the Joint Commission Journal on Quality and Safety (Vol. 29, No. 7, Pages 354-362).

WHAT'S NEW AT HEALTHINSIGHT?

HealthInsight, the Medicare Quality Improvement Organization for Nevada and Utah, launched the first phase of its Quality Award Program in the nursing home setting. The **HealthInsight Quality Award** recognizes Medicare-certified providers who score high on quality of care measures. Quality of care measures come from clinical and administrative data that is collected from home health agencies, nursing homes, hospitals, and physician offices across the nation. In subsequent phases of the Quality Award program, **HealthInsight** will be announcing recipients of the award in the home health, hospital, and physician-office settings.

“ A key step towards improving quality is to promote transparency in health care,” said Marc Bennett, President and CEO of **HealthInsight**. “According to the Institute of Medicine, transparency in health care means a system that is accountable to the public, works openly, makes results known, and builds trust through disclosure. These awards service to stimulate transparency, aiming to restore and maintain trust in providers and allow patients to be active participants in their health care.”

Quality Measures for Medicare-certified nursing homes and home health agencies can be located at www.medicare.gov by clicking on the link “Nursing home Compare: or “Home Health Compare,” or by calling 1-800-MEDICARE. In early 2005, similar quality data will also be available for hospitals. **HealthInsight**, under contract with the Centers for Medicare and Medicaid Services (CMS) an agency of the U.S. Department of health and Human Services, partners with local health care providers in the nursing home, home health, hospital and physician office settings to improve the quality of health care for Medicare beneficiaries. For more information or links to Medicare data and other resources, visit www.healthinsight.org and select “*HealthInsight* Quality Award.”

HealthInsight and the Utah Association for Healthcare Quality congratulate the following 2004 Quality Award winners!

- Avalon Valley Rehabilitation Center**, Salt Lake City, Utah
- Crestwood Care Center, LLC**, Ogden, Utah
- Highland Care Center**, Salt Lake City, Utah
- Orem Nursing and Rehabilitation**, Orem, Utah
- Willow Wood Care Center**, Salt Lake City, Utah

Debra Nehring
HealthInsight
dnehring@healthinsight.org

BOOK REVIEW

Title: If Disney Ran Your Hospital: 9½ Things You Would Do Differently
Authors: Fred Lee
Reviewed by: Judi Matts, Quality Consultant
Utah Valley Regional Medical Center



This book has a very intriguing title and its contents live up to the thoughts provoked by it. Fred Lee was a vice president for strategic planning and marketing at a Florida Hospital when that hospital was chosen to be the healthcare provider for Disney. Becoming involved with Disney and its perspective of providing customer service resulted in Mr. Lee profoundly changing his approach to improving hospital customer satisfaction. His goal in writing this book is to demonstrate what he learned and how those lessons are applicable to all hospitals and in essence to all businesses. Fred Lee’s style in writing the book is to use stories to make his point. This leads to a very easy and entertaining read. It also, for me, facilitated several insights into customer satisfaction.

To give you an example, he writes about customer satisfaction scores and how they are analyzed and presented at the hospital and then he details the Disney approach. Both used a five-point scale and asked customers to rate their service. The hospital looked at anything 3 or above as reflecting satisfied customers. At Disney he saw satisfaction scores of 60 to 70%! He was surprised thinking that his hospital scores would run 80 to 90%. How could Disney, an entertainment business, have less satisfied customers than those going ill to a hospital? For the answer to this puzzle you will need to read the book. I will tell you this; the hospitals were NOT out performing Disney!

UAHQ MEMBER SPOTLIGHTS

Paul Christiansen is the Director of Quality Resources for Intermountain Health Care’s Urban Central Region, which includes Alta View Hospital, Cottonwood Medical Center, The Orthopedic Specialty Hospital (TOSH), and LDS Hospital. Prior to being the Director for the past year, he was the assistant director from 2000-2003.



Paul was born in Brigham City, Utah and grew up in Tooele, Utah. He received his Bachelor’s Degree in Nursing at Westminster College.

He started at LDS Hospital as an orderly in 1985, became an LPN in 1986, and worked as an RN from 1986-1988 before joining the Quality Resources department in 1988. Paul has been an asset to the Quality department for many years. Words his co-workers use to describe him are “Captain Quality,” and “Efficient”! One of his unique qualities is that he cuts to the chase and gets things done. His former boss, Julie Jacobson, has most affected his worklife choices and has been a wonderful mentor for his career. Her best advice to him was “Listen and make yourself valuable to your company. Learn something that others rely on.” Another piece of advice that he has been given and uses is “Try to make the jobs of other people easier.” The thing he loves most about his job is the people he works with.

Paul and his wife, Jane, have four children and a dog. Paul says that Jane is the person who has most influenced his life and that she is the best! The Caribbean is his favorite place in the world because it’s warm and beautiful. Paul and Jane vacation often. He has always wanted to tour Italy—it is on the list! His favorite movie is Camelot and his favorite book is “How to Win Friends and Influence People”. After he has extinguished his mental faculties at work all day, Paul’s favorite hobby is home remodeling, where he uses his physical prowess!

At our August Brown Bag, Paul shared his facilities’ JCAHO experiences from this year. We appreciate the contributions Paul makes to the Quality Community! Paul can be reached at Paul.Christiansen@ihc.com

Ann Merkley **UAHQ Member-At-Large**

LYNETTE HANSEN

Lynette Gardner Hansen has been the Manager of Quality Improvement for Altius Health Plans for almost a year. She was born in Afton, Wyoming and grew up in Provo on the BYU campus. She spent summers and Thanksgiving at her Grandparents home in Afton.

She received a B.S. in Business Education and Computers from BYU and her M.S. in Business Education and Organizational Behavior, with a minor in Junior College Administration. She received her CPHQ in 1998.

Lynette has enjoyed a myriad of career experiences beginning at the age of 14 in a secretarial job. Post college, she spent four and a half years in the motion picture and TV industries working production. She worked on the Grizzly Adams TV series and for several made-for-television and theatrical releases. She was the Music Coordinator the last season of the Donny and Marie Show (back in the “little bit country, little bit rock n roll” days). She worked eight years in commercial real estate and then two years with her husband’s environmental clean-up company. She said she then “tripped and landed in healthcare”.

Lynette worked as a Quality Consultant for Human Affairs International, a behavioral health care company. After 5 years she was recruited by CIGNA to be their Quality Manager. She worked for CIGNA for several years and then for United Healthcare as the Director of Clinical Quality. She also teaches in the Undergraduate and Graduate Departments of Business Management at the University of Phoenix. Lynette enjoys interacting with people. She has many opportunities to make presentations to customer groups and through Health Fairs, she is able to talk to customers and educate them about their health needs and resources.

Lynette and her husband, Mark, just celebrated their 26th wedding anniversary. Mark is an environmental specialist, and among other things, works with the DEA to clean up meth labs. They have 3 children ranging from 16-25. They also have 3 cats!

Lynette loves gardening, ceramics, crocheting, quilting, floral design, Shakespeare, Christmas crafts and Christmas decorating. Her favorite place in the world is her home. It is where her family comes together; it is her sanctuary and the place where her heart is!

Lynette and her husband enjoy two movies a week, at least! She loves Star Wars because it represents the entry into new film technology and special effects. Her favorite books are the Book of Mormon and The Little Prince. She says, "The Little Prince is full of simple wisdom and insight into relationships, beliefs, and understanding others' needs." Good to Great by Jim Collins is a book that she recommends we read to enhance our professional knowledge. It is an excellent compilation of case studies about how organizations made radical changes to realize their potential and how those that did not recognize the need to change remained mediocre or eventually failed.

"It's as easy to fall in love with a rich man, as it is a poor man" is some advice that her Dad and Uncle used to give her. She married for love, but has no regrets! Her mother was the most influential person in her life. Her mother used the technique of "subtle manipulation" and introduced her to the right people who would point Lynette in the right direction. Her mother also told her that "Tragedy + Time = Comedy." The variable is how long it takes for us to look back and laugh. She has learned to laugh sooner rather than later and then move on.

Lynette stated that the three words that best describe her are: opinionated, adventurous, and loyal. She still yearns to learn to play the bagpipes, to sky dive, and to travel through Europe! We wish her the best in her efforts to continue to learn, contribute and enjoy life!

Ann Merkley
UAHQ Member-At-Large

NEWS ABOUT JCAHO

JCAHO votes to increase survey fees by 11%. The governing board of the Joint Commission on Accreditation of Healthcare Organizations voted to increase triennial survey fees for hospitals by \$2,700 in 2005, an 11.7% rise compared with the average \$23,000 fee for surveys in 2004. In addition, the JCAHO will tack on a separate fee of \$3,500 for hospitals of 200 beds or more to defray the cost of adding a certified healthcare engineer to the survey team. The engineer will enhance the commission's ability to evaluate hospital compliance with life-safety code and physical plant requirements, the commission said in a statement. With that added fee, the total increase in costs for larger hospitals in 2005 stands at 27%. The JCAHO last increased survey fees in 1999 for the 2000 accreditation year. That fee increase was 3.25%. The commission also increased fees in its other accreditation programs, ranging from \$300 for critical-access hospitals to \$3,000 for healthcare networks.

John Morrissey
Modern Healthcare Alert

HEALTHCARE BALDRIGE AWARD RECIPIENT

Modern Healthcare reports that **Robert Wood Johnson University Hospital in Hamilton, New Jersey** is the 2004 Malcolm Baldrige National Quality Award winner for 2004. "Among other successes, the 204 bed hospital achieved **90% patient satisfaction in its emergency room in 2004**. In 1998, the hospital was one of the first in the country to implement a 15/30 Program, promising all ER patients that they would see a nurse within 15 minutes of arrival and a physician within 30 minutes. Judges also highlighted the hospital's patient-focused model of care, its expectation that employees provide patients with **excellence through service** and uphold five-star standards, and its commitment to improving community health. The hospital provides free health care screenings to an average of more than 900 community residents each month. Its charity care has risen to about \$23 million in 2003 from about \$5 million in 1999."

IHI: SIX KEY CHANGES TO SAVE 100,000 LIVES

Donald Berwick, M.D. president and chief executive of the Institute for Healthcare Improvement (IHI) announced in December 2004 a program called the **100,000 Lives Campaign** at the IHI's 16th National Forum on Quality

Improvement in Health Care. According to Health-IT World News, Dr. Berwick spelled out six measures that he estimates could save about 120 lives a year in the average 500 bed acute care hospital:

- Deploy “rapid response teams.” By intervening with urgent clinical response at the first sign of an abnormality, rather than waiting for patients to go “code blue,” hospitals can prevent at least 10% of deaths from in-patient heart attacks.
- Deliver reliable, evidence-based care for acute myocardial infarction. Hospitals need to “bundle” interventions such as administering beta blockers and aspirin rather than looking at clinical measures in isolation.
- Prevent adverse drug events. “Reconcile” medication lists from various care settings and put in place safeguards to head off medication errors. Technology such as electronic prescribing, real-time interaction checking and bar-coded medication administration can help.
- Prevent central venous line infections. IHI recommends five specific interdependent, evidence-based measures, which Berwick calls the “central line bundle.”
- Prevent surgical site infections by improving the timing of antibiotic administration prior to surgery, among other measures.
- Prevent ventilator-associated pneumonia. The IHI named five bundled steps to head off a leading cause of in-patient deaths and extended stays in an intensive care unit.

2005 UAHQ BOARD MEETINGS

Dates for UAHQ Board meetings are as follows, all members are invited to attend or submit agenda items. Unless otherwise stated, all Board meetings and Brown Bags are held at the HealthInsight Offices, 3448 East 4500 South, #300, Salt Lake City, Utah 84107. Board meetings are held from 2:00 p.m. – 4:00 p.m.

- March 10, 2005**
- April 14, 2005**
- May 12, 2005**
- June 9, 2005**
- August 11, 2005**
- September 8, 2005**
- October 13, 2005**
- November 10, 2005**
- December 8, 2004**

Please note that opinions and statements in this newsletter are NOT to be construed as standards or policy, they are only opinions of the members who submitted them. Any comments, submissions, questions or additions should be forwarded to Jackie Mead @ Jackie.Mead@IHC.com or call (801) 442-3602.