

Utah Association for Healthcare Quality Spring 2008 Newsletter



PRESIDENT'S CORNER



Past President Farewell!

Over the last few months, I have taken many of my activities and projects off-line due to personal and professional time demands. I had knee replacement surgery at the end of the year and grossly underestimated the time that would be required to “bounce” back. When I returned to work, I was overwhelmed with time demands to complete the year-end Quality Program Evaluation, write the new program, and develop the new Work Plan. HEDIS data collection is in full swing right now. My health plan was scheduled for its on-site accreditation survey in April. And last, but certainly most demanding, my only daughter was married in April. Of course, those are only the major detractors in my life!

I have no doubt that each of you could fill in the blanks with an equally impressive and onerous list of demands on your limited time, resources, and patience. Nevertheless, I am going to ask you to add one more item to your plate: active participation in the Utah Association for Healthcare Quality.

UAHQ has provided a strong support system for me during my years in the health care industry. I have made life-long friends, shared challenges and frustrations, and found answers and solutions. My last two positions were found as a result of the professional network I have through UAHQ.

Information from the various brown bag sessions and other educational offerings have enhanced my understanding of quality in the health care arena. I have also found that many of the lessons learned within the different health care venues can either be applied to my area or provide a foundation for addressing the challenges of our relationship with health care vendors as they serve our customers.

UAHQ is in need of your ideas, knowledge, abilities, energy and enthusiasm. Please don't be hesitant to step forward and volunteer to participate on a committee or run for an office. Your talents are one of the greatest assets of our organization and we can only realize our potential if those talents are shared. There are many opportunities for you, regardless of how much or how little time you feel you can commit. Contact a member of the board today – you won't regret it. I never have.

Lynette Hansen, Past-President

2008 UAHQ Board members and council chairs

President – Fritz Kron, 801-357-3048, fritz.kron@imail.org

President Elect – Judith Matts, 801-357-7462, judi.matts@imail.org

Past-President – Lynette Hansen, 801-933-3660, lynette.hansen@ahplans.com

Secretary – Linda Egbert, MS, RN, 801-585-5595, linda.egbert@hsc.utah.edu

Treasurer – Russ Elbel, 801-587-6564, russ.elbel@hsc.utah.edu

Member At Large – Linda Johnson, 801-585-5595, ljohnson@healthinsight.org

Communications Council – Marlyn Conti, 801-442-3602, Marlyn.Conti@imail.org

Legal/Legislative Council – Lynn Elstein, 801-442-3674, Lynn.Elstein@imail.org

Education Council – Ellen VanTreuren Richards, 801-507-2956, ellen.richards@imail.org &

Michele Fisher, 801-583-2787, fisherm@aruplab.com

Finance Council – Russ Elbel, 801-587-6564, russ.elbel@hsc.utah.edu

Facility & Communications Coordinator – Michele Leader, 801-892-6635, mleader@healthinsight.org

Representative, Home Care Services Assoc. – Michelle Dunn, 801-233-6238, mdunn@cnsvna.org

FINANCE COUNCIL

We continue to do well financially and our account balances as of May 7, 2008, are \$3038.49 in checking, and \$12763.38 in savings for a total of \$15, 801.07. Expenses for the year will include the annual local conference, CPHQ workshops, the national conference, quarterly seminars, and basic operating expenses such as web site hosting, supplies, etc.. Our revenues come from member dues and Lucinda pin sales. If anyone has questions about UAHQ finances, please contact me.



Russ Elbel, Treasurer 801-587-6564

EDUCATION COUNCIL

Education council co-chairs, Ellen Richards and Michele Fisher are asking for member input on topics of interest to our widespread quality community. Please help make 2008 your year for sharing successful projects, processes and tools that will help each of us deliver the best patient care. Perhaps you have questions or problems that would warrant bringing in a speaker who could help us all address common concerns.....let us know and we will research available speakers.

Save these dates for 2008 UAHQ Educational Events!

June 10th Brown bag
August 27th Brown bag
October 3rd Annual Conference



Giraffe people! Masks provided by Marilyn Tang

2007 was a successful year, ending with a successful annual meeting and CPHQ exam preparation class. We presented multiple speakers at the free, quarterly, brown bag luncheons, covering topics such as JCAHO survey preparation, Utah state coalition on adverse drug event reporting, and new state legislation requirements for sentinel event reporting. Our annual meeting attendance was over 50 quality professionals. The theme "Taking the Quality Road through the Land of Oz" dovetailed nicely with useful presentations: self-awareness and risk-taking by Marilyn Tang, Founder and President of Certified Handling Systems; Thom Smith, NAHQ President-Elect presented "Uncovering the Man Behind the Curtain"; new JCAHO patient safety requirements for reducing harm from anticoagulants presented by Linda Tyler, PharmD, and a panel on Rapid Response Team Formation.

The year ended with a bumper crop of 15 potential CPHQ exam applicants attending an all-day class taught by nationally-recognized instructor Nancy Claffin, RH, PhD, CPHQ, FNAHQ. Her class covered preparation on topics such as:

- Healthcare Quality methods
- Information Management
- Application strategy and leadership

- Change management and innovation
- Continuous readiness

Save the Date!!
UAHQ Annual Conference – Friday October 3rd, 2008

Contact Ellen.Richards@imail.org, MicheleF@aruplab.com, or MLeader@healthinsight.org for your suggestions and feedback on 2008 education programming.

Let us know if we should offer another CPHQ Exam preparation class, or any other subject that brings fun and learning to our growing health care quality community.

Michele and Ellen

LEGAL/LEGISLATIVE COUNCIL

The Utah Hospital Association is working on Guidelines for Non-Payment for Serious Events.



Pursuant to these guidelines, hospitals will agree to not seek payment from patients or payers for additional hospital charges directly resulting from the occurrence of an event if:

- The event results in an increased length of stay, increased level of care or significant intervention.
- An additional procedure is required to correct an event caused by a previous procedure.
- An unintended procedure is performed.
- Re-admission is required as a result of an event that occurred in that same facility.

Similar guidelines have been recently adopted in numerous other states.

Lynn Elstein, Legal and Legislative Council

NEWS FROM THE INSTITUTE FOR HEALTHCARE IMPROVEMENT (IHI)

The 5 Million Lives Campaign beginning in December 2006 and continuing through December 2008 is a voluntary initiative to protect patients from five million incidents of medical harm. IHI Estimates that 15 Million Incidents of Patient Harm Occur in U.S. Hospitals Each Year. Get involved and download content, helps and tools at <http://www.ihl.org/IHI/Programs/Campaign/Campaign.htm?TabId=2#InterventionMaterials>

New interventions targeted at harm

- Prevent Methicillin-Resistant Staphylococcus Aureus (MRSA) infection
- Reduce harm from high-alert medications
- Reduce surgical complications...Surgical Care Improvement Project (SCIP)
- Prevent pressure ulcers
- Congestive heart failure...to reduce readmissions
- Get boards on board...by defining and spreading new and leveraged processes for hospital boards of directors, so they can become far more effective in accelerating the improvement of care

The six interventions from the 100,000 Lives Campaign

- Deploy Rapid Response Teams
- Deliver reliable, evidence-based care for acute myocardial infarction...to prevent deaths from heart attack
- Prevent adverse drug events
- Prevent surgical site infection
- Prevent ventilator-associated pneumonia

[19th National Forum on Quality Improvement in Health Care](#)

December 8-11, 2008 in Nashville, Tennessee: The [National Forum](#) on Quality Improvement in Health Care is the premier "meeting place" for people committed to the mission of improving health care. This annual event draws over 5,500 health care leaders from around the world in person and an additional 6,000 via satellite.

Other Information is available at <http://www.ihl.org/IHI/Programs/ConferencesAndSeminars/>

MEMBER-AT-LARGE/MEMBERSHIP COUNCIL

2007 was a busy and productive year for UAHQ and its members. While we did not achieve all of our membership goals, we did make progress in growing our membership and in providing meaningful education offerings, including a CPHQ prep course. We lag in building leadership capacity and active participation within the membership, and this has to change if we are to remain a viable, strong organization. If you have any suggestions, or want to get involved, contact me at ljohsnon@healthinsight.org.

Following is our performance on the 2007 membership goals:

1. Increase membership by 10% (6 new members) 10% goal was achieved with 8 new members.
2. Formalize the nominations process: A nominating team was formed in early summer, consisting of Linda Johnson, Bonnie Messinger, and Dave Cook. With the board's approval, Linda Johnson agreed to serve a second term as Member-at-Large, and Russ Elbel a second term as Treasurer. Candidates for president-elect were solicited from UAHQ members in good standing with past board experience.
3. Have a full slate of candidates for the 2007 ballot: Because no eligible candidates were nominated for the president-elect position, the Nominating Team contacted active members in good standing, who have expressed an interest in service and who possess leadership potential. No candidates emerged, so this goal was not achieved. Nominees were solicited at the annual conference.
4. Build leadership capacity among UAHQ members: This goal was not met. Leadership capacity-building was encouraged through service on councils, participation on the board, and with the opportunity to present at educational events.
5. Use the results of the 2006 member focus group to build capacity within the membership: This goal was not addressed in 2007.
6. Develop opportunities for members to contribute to the organization and be recognized for that contribution, without incurring a significant time commitment: Members were actively sought to present educational offerings, including Brown Bags and the annual conference, and were actively recruited to serve on councils. A member survey was distributed in October 2007.
7. Collaborate with the Education Council to design member-centered educational offerings, including CPHQ exam prep

The Member-at-Large was an active participant on the Education Council, and obtained speakers for Brown Bags and the annual conference that were in keeping with issues important to the majority of those who attend these sessions. A CPHQ exam review and study session was held November 16, 2007 in Salt Lake City.

2008 Goals:

- Increase membership by 5%
- Contact lapsed members to determine why they are no longer active, and to re-engage them in the organization; maintain active members in that status
- Build leadership capacity among members in order to strengthen and diversify the board, using the results of the 2006 member focus group and the 2007 member survey as a guide; increase active member participation
- Collaborate with the Education Council to design member-centered educational offerings
- Revisit the nominations process and begin actively recruiting nominees beginning with the 2007 annual conference

We have tried various ways of learning what our UAHQ members value about our organization and what you would like to see improved. In 2007 we experimented with an abbreviated survey and found the results interesting. I am considering holding a focus group this year, similar to the one we had in 2006. Do you think this is a good idea? Who should be invited? Would you attend? Should we include non-members? Do you have suggestions for member survey questions? If you have an opinion on these questions, or on the survey results, please send me your thoughts at ljohnson@healthinsight.org.

2007 UAHQ Member Survey Results

Fifty-one surveys were distributed and twenty-six (51%) were returned within the ten day time limit.

I am a member of UAHQ because:

	Score 1+2	Score 1
Professional affiliation	16	8
Educational offerings	20	12
Career opportunities	0	0
Peer networking	8	3
Certification/professional resources	7	4
Other (specify)		

My membership could be enhanced through:

	Score 1+2	Score 1
CPHQ exam training sessions	9	5
Periodic round table discussions	11	9
On-line chat room or list serve	5	2
Web-based training/education	13	10
Virtual meetings	7	2
Other (specify)		

What segment of healthcare quality professionals do you represent?

Hospital	12
Home Health/Hospice	1
Nursing Home	1
Physician's Office	4
Research	0
Health Plan	2

Laboratory	1
Surgical Center	3
Consultant	3
Other (specify)	4
Healthcare system	1

Additional comments/suggestions for improvement:

One comment was received, indicating a desire for more active participation by a greater number of members.

UAHQ Sponsors Successful CPHQ Review and Study Session

Linda Johnson, MA, RN, CPHQ
Member-at-Large

In November UAHQ sponsored a formal Certified Professionals in Healthcare Quality (CHPQ) review and study session. This was an intense, one day session for quality professionals interested in becoming certified. We were very fortunate to have Nancy Claflin from the VA Medical Center in Phoenix, AZ as our instructor. Nancy has extensive experience as a healthcare quality professional, is a NAHQ past-president, and has many years experience teaching the course nationally and internationally.

Course materials were provided by NAHQ, and course modules included foundation, techniques, and tools; using data for improvement; strategy and leadership; continuous readiness; change management and innovation; and test taking tips. Overall response to the course was very positive, with the data module being the most popular.

There has been a perennial interest in CPHQ preparation courses, and if there is enough interest, UAHQ would be inclined to repeat the course annually or biennially. If you, or your colleagues in other facilities or settings, are interested in again having a course in Utah, please contact me at ljohnson@healthinsight.org

I seem to be asking repeatedly for you to get involved. Why not take the first step, click on my e-mail link, and share your thoughts? What a breath of fresh air for our delayed spring!

Linda Johnson

MEMBER SPOTLIGHT

Pending spot lights on our new President and President-Elect

COMMUNICATIONS COUNCIL

The UAHQ newsletter is published 4 times yearly. You are welcome to pass this on and share with any interested team members. Visit our web site at <http://www.uahq.org/> for more information such as board members, bylaws, educational opportunities, etc!

Marlyn Conti, Communication Council



SHARED LEARNING CORNER

NAHQ PUBLISHING OPPORTUNITIES

JHQ's Editorial Board 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. See *JHQ Information for Authors* <http://www.nahq.org/journal/pubsauth.htm> for assistance in preparing your submission and for more detailed description of each topic, visit <http://www.nahq.org/journal/pubstopc.htm>.

NAHQ QUICK CORNER

NAHQ new vision – *Ride the New Wave* 

In the recent NAHQ newsletter, Cathy Munn, MPH RHIA CPHQ, NAHQ President-Elect, discusses riding the wave and other NAHQ offerings.

Online News Link http://www.nahq.org/enews/08may/message_board.html

When NAHQ President Thom Smith challenged us to “ride the new wave” earlier this year, I’m sure that some of you, like me, wondered what that phrase meant. Now that we’re approaching midyear, we better understand that vision. Out of curiosity, I recently Googled *healthcare quality* and got more than 5 million hits. It’s no wonder we have trouble defining what it is we do—and why we do it!

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Given the ever-changing landscape of reimbursement, NAHQ members have a perfect opportunity to increase our visibility and to share our vision with other healthcare stakeholders. But our success and strategic placement in the healthcare arena won’t just happen; all of us must collaborate to reach our lofty goal of becoming a universally recognized and leading resource for healthcare quality professionals. Together, we are the essential connection for leadership, excellence, and innovation in healthcare quality.

I look forward to working with each of you as we continue to ride the wave of NAHQ.

NAHQ Offers Continuing Education Courses on a regular basis. Two standing courses are the Quality Boot Camp Course and Healthcare Quality Review.

For more information and to register, visit <http://www.nahq.org/education/opportunities.html>

2008 Annual Conference!

Plans are in process for the NAHQ’s 33rd Annual Conference being held Sept 14-17, 2008 at the JW Marriott Desert Ridge Resort in Phoenix, and information is available online at www.nahq.org. The full brochure is ready for downloading, and complete descriptions of concurrent sessions are also available.

WANTED: UAHQ WANTS YOUR MANUSCRIPTS AND PRESENTATIONS

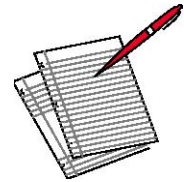
Send us your documents, papers, thought! We'll publish and share!!

Have you recently completed a QI project that has improved clinical care, customer satisfaction, access to health care, or the bottom line?

Have learned a new tool and others could benefit from your experience?

Have you given a presentation lately or had an article published?

UAHQ is formally requesting that you share what you are doing, what challenges you are addressing and how you are overcoming barriers to quality in your institution.



Send your ideas, experiences, etc. to Marlyn Conti at Marlyn.Conti@imail.org for inclusion in our next newsletter and/or posting on the UAHQ website

We all know how important teams are in making progress; let's model this team behavior and share what we are learning!!

Your Paper will appear here?

Eight Communication Principles

Marlyn Conti, CPHQ

(Paraphrased from a presentation by Richard Nash, Intermountain Healthcare Public Relations, 2005)

1. **It is *not* possible to *not* communicate!**
You are always communicating whether you are effective or not.
2. **Tell stories!**
People love stories! Stories are more effective and easier to remember than many other forms of communication.
3. **Say why!**
When you know why you're supposed to do something, you are more likely to be compliant.
4. **Bad news is easier to deal with than *no* news!**
People would rather know what's going on—even if it is bad news—than not get any news at all.
5. **Be specific!**
Specifics are more effective than generalities and more convincing.
6. **Organize your messages—because communication is organization!**
Organize what you have to say, how you will say it, when, and to whom.
7. **Use personality!**
Use your personality strengths, and say what you have to say convincingly and with style.
8. **Ask the right questions, and then shut up and listen!**
From Tom Peters, *Thriving on Chaos*: "I say to myself before each meeting, "Shut up. Shut up. You're here to listen." There are many who would say that unvarnished listening is the chief distinguisher between leadership success and failure. To listen is the single best tool for empowering large numbers of others.

QUOTE OF THE MONTH

"Obstacles are those frightful things you see when you take your eyes off your goal."

—Henry Ford (1863–1947), founder, Ford Motor Company

LEADERS NEEDED FOR TODAY!



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 the Editor,

Marlyn.Conti@imail.org or call (801) 442-3173.

Marlyn Conti