



Understanding, Improving, & Communicating Quality of Care Webinar Series

*Session 1: Gaining a Competitive Advantage in Tough Economic Times: Engaging
Physicians to Achieve Top Cardiac Care
Thursday, June 18, 2009*

*Session 2: The Quality Metrics that Matter: Collect Less. Impact More.
Wednesday, July 15, 2009*

*Session 3: The Journey to Clinical Excellence: Five Essential Strategies
Wednesday, August 12, 2009*

*Session 4: Health Care Transparency and Consumerism: Where the Rubber
Meets the Road
Tuesday, September 22, 2009*

All sessions are from 10:00 a.m. – 11:30 a.m. (CST)

Target Audience

Middle and senior hospital leadership; business development and marketing vice presidents, chief medical officers, nursing leaders, quality improvement teams, and service line directors

Program Topics

Gaining a Competitive Advantage in Tough Economic Times: Engaging Physicians to Achieve Top Cardiac Care (June 18, 2009)

Tough economic times mean tough choices for hospital leadership. While some hospitals may be scaling back quality improvement programs, the best hospitals know that now is the time to invest to achieve world-class care and put the competition far behind them. Learn how executive teams can make the first and most powerful step towards building an award-winning cardiac care program. Examine specific strategies that your hospital can implement now to ensure physician leaders fully support and work towards your vision for becoming the best of the best.

Speaker: Marigene "Mimi Hartker, M.D., MBA

The Quality Metrics that Matter: Collect Less. Impact More. (July 15, 2009)

With mounting external pressures to measure performance, hospitals often find themselves caught up in an endless cycle of abstracting, scrubbing and analyzing everything. This takes hospitals time, money and resources, so how can you make your metrics useful? Find out how to move beyond simply collecting data to identifying the metrics that matter. Learn how continuous measurement can drive a lack of focus and understand the steps you can take towards aligning metrics with the organization's core strategies.

Hospital leaders agree they are spending too much time tracking and not enough time improving. Understand why measurement does not equal improvement. Examine how making data actionable, and holding physicians accountable for what they do, drives clinical improvement. Performance feedback can be a powerful tool if you're giving caregivers the metrics they need to change. Being selective with what to measure will save your hospital time, money and lives.

Speaker: Rick May, MD, orthopedic surgeon and physician

Objectives

1. Gain insight on what data is meaningful and how to identify what metrics your hospital should be tracking.

2. Learn why measurement does not equal improvement and why overestimating the importance of data collection and analysis can become a roadblock to clinical excellence.
3. Examine how making data actionable, and holding physicians accountable for what they do, drives clinical improvement initiatives.
4. Find out why performance feedback can be a very powerful tool if you're giving caregivers the metrics they need to change.

The Journey to Clinical Excellence: Five Essential Strategies (August 12, 2009)

What does it take to be a top-quality hospital? This webinar will identify how hospital and physician leaders can effectively make quality a priority within their organization. Find out what an unconditional commitment to quality means, and discuss why this is crucial and often intimidating, yet achievable. Learn about five essential strategies required for measureable and sustainable quality success, such as creating an accountable culture and identifying the root causes of unengaged physicians. Understand why each strategy is vital, and the steps you can take now to put your organization on the right track.

Find out what some of the nation's highest-performing medical centers have done to become leading quality providers. Review incentives for quality change within their organizations and the results and lessons learned from their journey to clinical excellence.

Speaker: Samatha Collier, MD, MBA, board certified internist, and Senior Vice President of Medical Affairs/Chief Medical Officer

Health Care Transparency and Consumerism: Where the Rubber Meets the Road (September 22, 2009)

The online health-seeking population is growing dramatically. A recent study illustrates that the Internet is the most preferred source for health information and there are approximately 116 million consumers using the Internet to get health care information and to find a provider. When dealing with health issues, individuals turn to the Web before their doctor, hospital, or any other provider.

Gain valuable insight on the current and future drivers of transparency and consumerism in health care. Learn about the significant trends in consumer online search behavior and understand how they provide strategic business opportunities and risks for hospital organizations. Examine how the "rubber meets the road" when real patients use online health care information to make decisions.

Speaker: Scott Shapiro, Senior Vice President, Corporate Communications and Marketing, HealthGrades

Objectives

1. Gain valuable insight on the current and future drivers of transparency and consumerism in health care.
2. Learn about the significant impact of search, transparency and consumerism on patients and providers and find out what progressive hospitals are doing.
3. Examine how the "rubber meets the road" when real patients use online health care information to make decisions.

Continuing Education

Certificates of Attendance will be issued to all registrants attending this audio conference. These certificates should be placed on file at your hospital as evidence of attendance. Certificates of Attendance will not be awarded for taped sessions.

Registration

\$170 for AHA members

\$650 for all sessions for AHA members: a saving of \$30

(You must register for all sessions at the same time to take advantage of savings)

The registration fee includes **one connection and site fee**. One or more individuals from the same facility may participate for the same fee. Participants are encouraged to log in 15 minutes prior to the start of the program, as the program will begin on time.

Participants should register at least five business days prior to the event to ensure optimal processing of conference materials. To register, please submit the attached registration form. If you have not received confirmation via the e-mail provided on the registration form at least three business days prior to the event, please contact Romeeka Taylor at 501-224-7878, or via e-mail to taylor@arkhospitals.org. **Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.**

Prior to the event, you will receive instructions and passwords for accessing the event, along with the slide presentation and other resource materials. It is the responsibility of the registrant to download and/or access presentation materials prior to the day of the event. If your e-mail address changes, you do not receive an e-mail with instructions from AHA or if you are unable to download or open presentation materials, please contact AHA two days prior to the event to allow time to address the issue.

Substitution, Transfer and Cancellation Policy

Refunds, minus a \$25 processing fee, will be granted if requests are received in writing by the AHA at least 5 business days prior to the program. No refunds will be issued after that date. Substitutions, however, are permitted. Fax refund requests to Romeeka Taylor at 501-224-0519.

REGISTRATION FORM

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Webinar Series

A \$30 Savings!

- Complete Four-Part Series- per connections (series discount)

Individual Sessions- Per Connection:

- Session 1: Gaining a Competitive Advantage in Tough Economic Times: Engaging Physicians to Achieve Top Cardiac Care
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Registration fee covers one or multiple participants at one location (**one connection per registration**) and includes one set of instructional materials/handouts. Upon receipt, additional handouts can be copied.

Name and Title of Contact Person _____

Organization _____

Mailing Address _____

City, State, Zip _____

Telephone _____ Fax _____ E-mail _____

Method of Payment

Check in the amount of \$_____ payable to the Arkansas Hospital Association is enclosed.

Credit Card # _____ Visa MasterCard

Cardholder's Billing Address (including zip code) _____

Expiration Date _____ Name on card _____

Signature _____

Mail form and payment to

Romeeka Taylor, Registrar, Arkansas Hospital Association, 419 Natural Resources Drive, Little Rock, AR 72205; 501-224-7878; or fax form with credit card information to 501-224-0519.