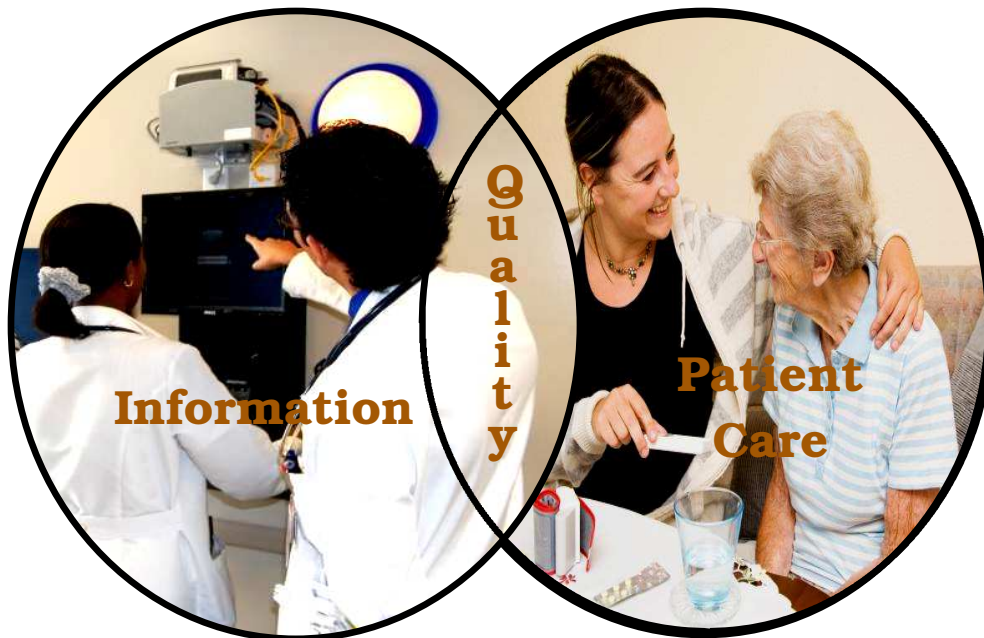




# The Critical Intersection 2010 Annual Conference

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October 28-29, 2010

Texas Health Presbyterian Hospital-Dallas  
8200 Walnut Hill Lane  
Dallas, Texas 75231

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*This conference is a collaborative effort  
between TAHQ, NTAHQ, and DFWAHQ.*





# *10 Reasons You Should Attend...*

- 1) See your friends (or make new ones!) TAHQ has over 180 members!*
- 2) Hear directly from the Texas State DHHS Commissioner!*
- 3) New, lower conference pricing! (reduced by 45%)*
- 4) Get CEUs!*
- 5) Get great handouts!*
- 6) Win a gift (or two)*
- 7) Hear more about what YOUR organization is doing for YOU.*
- 8) Present a poster representing YOUR work or that of your great facility.*
- 9) Shop for Family and Friends at North Park Mall*
- 10) Delightful Dinning on Greenville Rd.*

## TAHQ 2010 Annual Conference

The purpose of the annual conference is to explore how Performance Improvement (PI) impacts the patient care experience. This will be achieved by examining the role and skills of the PI professional, defining the impact of PI on the flow of patient care, as well as recognizing changes in PI that will occur as a result of healthcare reform. These sessions are open to any and all healthcare professionals, including those practicing in public health.

## Continuing Education Credit

TAHQ has requested up to **8.4** nursing contact hours for successful completion of these educational activities. The Texas Association for Healthcare Quality is an approved provider of continuing nursing education by the Texas Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

### October 28th

CNE: 5.2 contact hours (FULL DAY)

### October 29th

CNE: 3.2 contact hours (HALF DAY)

## Hotel Information

Hotel Accommodations are at the Doubletree Hotel, Dallas Campbell Center 8250 North Central Expressway. Dallas, Texas. Conference attendees can enjoy a rate of \$99.00 per night per room. Please call (214) 691-8700 and ask for the Texas Association for Healthcare Quality group rate. Reservations must be made by September 24, 2010 to receive this discounted rate. Rooms are limited.

## Membership Information

Interested in becoming a member? TAHQ membership fees are \$50.00 per calendar year and applications are available on the TAHQ website at [www.txquality.org](http://www.txquality.org) or by emailing [info@txquality.org](mailto:info@txquality.org) for Samara Sanchez. Please mail in your membership application with your conference registration form to receive the member registration price.

## Contact Information

If you have any questions please contact the TAHQ office:

### TAHQ Office

877-756-4400 Toll Free

Samara Sanchez

[info@txquality.org](mailto:info@txquality.org)

## Day One

# Thursday, October 28, 2010 Conference Sessions

**7:30-8:00 am Breakfast and Networking Vendor/Poster Booths**

**8:00-9:30 am General Session**

**Advancements in QI through National Quality Initiatives**

Donald Kennerly MD, PhD, Vice President of Patient Safety, Chief Patient Safety Officer, Baylor Health Care System

**9:30-10:00 am Break for Vendor/Poster Booths**

**10:00-10:50 am Session 1**

**B: Quality 101 and You: Knowledge and Methods You Can Use**

*The new professional will be able to define the critical elements for success.*

*Peter Rossa, BSN, RN, CPHQ, MA, MS, PhD, Executive VP & COO, Rossa and Associates*

**I: Patient Through-Put Methods from Entry to Discharge of the Client/Patient: Working Session**

*Demonstrate the tools of process analysis and use the appropriate tools to examine throughput data and information for various stakeholders*

*Jennifer Jefferson, BS, BA, Lean Six Sigma Black Belt, Senior Manager, GE Healthcare Americas*

**A: Measuring Return on Investment in Quality: The Business Approach to Improvement**

*Define how the quality professional will maintain support as expenses are reduced*

*Linda Liewer, RN, BSN, MPH, CPHQ, QI Coordinator, Cook Children's Health Plan.*

*Debra Weaver, BSN, MBA, CPHQ, Healthcare Improvement Manager, Baylor Medical Center at Southwest Fort Worth*

**11:00-11:50 am Session 2**

**B: Creating a Successful QI Pathway for your Organization: Working Session**

*Develop a PI plan from planning through the evaluation phase*

*Kelly Shipley, RHIA, Quality Improvement Director, ESRD Network of Texas, Inc.*

**I: Statistical Tools for PI: How to Analyze and Report Meaningful Data: Working Session**

*Utilize statistics and SPC to change data into information for various stakeholders.*

*Michael Donoghue, BS, Six Sigma Black Belt, Consulting Program Manager, GE Healthcare Americas*

**A: Six Sigma in Healthcare**

*Recognize and practice the principles of Six sigma for healthcare.*

*Mark Sessumes, Lean Solutions Manager, TMAC*

**12:00-1:30 pm Lunch meeting NAHQ, Strategic Plan, CPHQ, Vendors/Poster Booths**

**1:30-2:45 pm General Session**

**Transforming Process Improvement to Process Management**

Jo Clem, BA, MA, Quality Improvement Coordinator, Driscoll Children's Hospital

**3:00-3:50 pm Session 3**

**B: Using Customer Feedback to Improve Efficiency and Effectiveness of Care**

Recognize how this information translates into decreasing cost and increasing quality.

Scott Simmons, Managing Partner, Gallup, Inc.

**I: How To Explain Your Organizations Quality Data to Internal and External Stakeholders**

*Determine how to approach and explain data to external stakeholders such as community leaders, regulatory agencies, etc.*

Joyce Carver, RN, MSN, CNAA, VP Quality, Risk and Clinical Programs

**A: Medical Staff Leadership and QI**

*Identify fast track strategies to facilitate medical staff leaders involvement in PI*

Paulette Clay, RHIA, Clinical Outcomes Coordinator, Methodist Health Systems.

Virginia Davis, BSN, MSN, RN, Corporate VP Quality, Methodist Health Systems

**4:30 – 5:30 pm Networking Reception for Leaders and Committee Members, Doubletree Hotel**

# DAY TWO

## Friday, October 29, 2010 Conference Sessions

**7:30-8:00 am Breakfast and networking**

**8:00-8:50 am Session 4**

**B:** Joint Commission and CMS Patient Safety Changes 2011

*Define how these changes will impact safe practices*

*Mark Crafton, MPA, Accreditation Surveyor, The Joint Commission*

**I:** Tools for Creating a Safety Culture

*Identify tactics that have proven effective to change organizational culture.*

*Cindy Hellerstedt, MBA, RT (R) (M), AHRMQR, Senior Risk Management Consultant, The Risk Management and Patient Safety Institute*

**A:** Teamwork Improves Patient Safety (TIPS)

*Explain and observe strategies to improve communication and teamwork*

*Cindy Cassity, BSN, RN, Patient Safety Manager, Baylor University Medical Center at Dallas*

**9:00 – 9:50 am Session 5**

**B:** How to Use Evidence Based Practice to Improve Clinical Care

*Ensure that the organization is obtaining the full value of EBM*

*Karl Serrao, MD, Credentials Chair, ECMO Medical Director, Acting Respiratory Care Services Medical Director, Pediatric Critical Care Attending, Driscoll Children's Hospital, UTMB*

**I:** Outcome Measurements for Next Generation Quality Indicators

*Review and discuss the future of outcomes management*

*Stephanie Iorio, BSN, RN, CPHQ, CPC, Manager of Client Services, American Data Network*

**A:** Tools for Prevention: QI in the Public Health Arena

*Observe QI tool utilization in a preventive, public health arena.*

*Adolfo Valadez, MD, MPH, Assistant Commissioner for Prevention Preparedness Services, DSHS*

**9:50 - 10:20 am Break Vendor/Poster Booths - Don't forget to fill out raffle tickets!**

**10:20 – 11:50 am General Session**

**ARRA, HiTech and Meaningful Use: The impact on QI**

*Pam McNutt, Sr. VP & CIO Methodist Health Systems*

*Virginia Davis, BSN, MSN, RN, Corporate VP Quality, Methodist Health Systems*

**12:00-12:30 pm Evaluations and Wrap Up**

# Registration Form

Please complete the first 3 lines as you would like the information to appear on your name badge.

Name & Credentials: \_\_\_\_\_

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

Organization: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: ( ) \_\_\_\_\_ Work Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

E-mail (so that we may confirm your registration) \_\_\_\_\_

Member of TAHQ \_\_\_ Yes \_\_\_ No Special ADA or Dietary Needs \_\_\_\_\_

\_\_\_ I do not consent to release my information in order to compile an attendee list

**Please check which General or Breakout Session you will be attending (refer to agenda):**

### October 28th Conference Session

\_\_\_ General Session  
**Session 1**  
 \_\_\_ Basic  
 \_\_\_ Intermediate  
 \_\_\_ Advance

**Session 2**  
 \_\_\_ Basic  
 \_\_\_ Intermediate  
 \_\_\_ Advance

\_\_\_ General Session  
**Session 3**  
 \_\_\_ Basic  
 \_\_\_ Intermediate  
 \_\_\_ Advance

### October 29th Conference Session

\_\_\_ General Session  
**Session 4**  
 \_\_\_ Basic  
 \_\_\_ Intermediate  
 \_\_\_ Advance

\_\_\_ General Session  
**Session 5**  
 \_\_\_ Basic  
 \_\_\_ Intermediate  
 \_\_\_ Advance

**Fees are due upon registration**



|   |                                 |
|---|---------------------------------|
| <b>Early Bird Registration before August 31, 2010</b> |                                 |
| TAHQ/NTAHQ/DFWAHQ Member                              | <b>\$125.00</b>                 |
| Non-Member  | <b>\$350.00</b>                 |
| <b>TAHQ/NTAHQ/DFWAHQ Member</b>                       |                                 |
| Conference - Thursday & Friday                        | <b>\$150.00</b>                 |
| - Thursday only                                       | <b>\$100.00</b>                 |
| - Friday only   | <b>\$50.00</b>                  |
| <b>Non-TAHQ/NTAHQ/DFWAHQ Members</b>                  |                                 |
| Conference - Thursday & Friday                        | <b>\$375.00</b>                 |
| - Thursday only                                       | <b>\$250.00</b>                 |
| - Friday only   | <b>\$125.00</b>                 |
| <b>Registration received after October 15, 2010</b>   | <b>Add \$50 to listed price</b> |

**Tax ID: 42-1537244**

**If Paying by Check**, mail application and check to: TAHQ, PO Box 380708 San Antonio, Texas 78238

**If paying by Visa, MasterCard or American Express**, mail application to address listed above with credit card information, scan to info@txquality.org, or call 1 (877) 756-4400 to process payment by phone if necessary.

Amount: \$ \_\_\_\_\_ Circle One:    Visa        MasterCard        American Express

Card Number: \_\_\_\_\_

Card Expires: \_\_\_\_\_ / \_\_\_\_\_    Print card holder's name as it appears on the card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Cancellation Policy:** All cancellations must be in writing. A \$25 processing fee will be charged for all cancellations. Attendee substitutions can be made at any time. No refunds will be made on cancellations postmarked after **October 15, 2010**.

## Vendor & Sponsorship

You are cordially invited to join us and exhibit your products and services. We have designed many opportunities for you and our membership to interact throughout the conference, including breakfast, lunch, coffee and snack breaks. Our fee is **\$500.00 (fee is based on a 2-day conference)**, which includes a six-foot skirted table. More specific information regarding set-up and take-down will be given upon application submission. In addition, if you are interested, we would appreciate additional support in the way of hosting a break, breakfast, or luncheon. Other types of sponsorship are outlined in the vendor application.

If you have no questions and would like to sign up, please complete the vendor application found at [www.txquality.org](http://www.txquality.org), attach payment, and mail or scan to the TAHQ Executive Office.

Samara Sanchez  
TAHQ Executive Administrator  
**P.O. Box 380708**  
**San Antonio, Texas 78238**  
[info@txquality.org](mailto:info@txquality.org)

## TAHQ at a Glance

### **TAHQ Mission:**

TAHQ promotes excellence and professionalism in healthcare through innovative advancement of theory, policy and practice and quality.

### **TAHQ Vision:**

TAHQ will be recognized as the essential connection for leadership excellence in quality for any and all professionals from diverse healthcare settings in Texas.

## Poster Submission

### **Calling All Texas Healthcare Professionals!**

We are very interested in hearing about your success stories, and think your peers will also want to hear them. We are creating a poster presentations session at this year's Annual Conference. Please think about submitting!

### **Process for TAHQ Poster Submission/Presentation**

Topic: Successes that relate to the conference theme

Deadline: **September 17, 2010**

Please email an abstract (maximum of 500 words, 12 point font) in Microsoft Word format to Samara Sanchez [info@txquality.org](mailto:info@txquality.org). Organize your abstract in the following format:

Background  
Methods  
Results  
Conclusions

The title should contain your Name, Poster Title, Authors.

The Education Committee will review your submission and notify you 1 month prior to the posting event.

Poster Specifications: to be given upon acceptance.

Presenters are encouraged to provide handouts and business cards for attendees.

**If you encounter any problems, please contact:**

**Samara Sanchez**  
[info@txquality.org](mailto:info@txquality.org)

# Donna Rossa Award

## Call For Nominations

### DONNA ROSSA DISTINGUISHED SERVICE AWARD

*Each year, at the annual meeting of the Texas Association for Healthcare Quality, a member is honored for outstanding leadership and achievement in the field of healthcare quality management and service to the professional association.*

Nominations may be submitted by individuals or by TAHQ local area associations. Individual nominees are notified of their nomination and are requested to provide data for consideration in the selection process. All nominations are reviewed by the TAHQ Awards Team and the recipient of the Donna Rossa TAHQ Distinguished Service Award is selected by that team.

Each Local Association is encouraged to submit at least one applicant from the association. Individuals may also nominate another individual. Texas has many individuals who are eligible for this award.

### REQUIREMENTS FOR NOMINATION

**The nominee must be a member of the Texas Association for Healthcare Quality and must have made an outstanding contribution to the profession as evidenced by one or more of the following criteria:**

1. Service to TAHQ at the state or local level.
2. Outstanding achievement in professional practice in the field of healthcare quality.
3. Leadership in quality management education.
4. Leadership in quality management networking and advancement of the profession.
5. Designation as a Certified Professional in Healthcare Quality.
6. Contributions to the practice of quality management through research.
7. Publication in the field of healthcare quality.

**The Donna Rossa Application form can be found on the TAHQ website Members Only Section at [www.txquality.org](http://www.txquality.org). Return the completed form to Samara Sanchez, TAHQ Executive Administrator at: P.O. Box 380708, San Antonio, TX 78238 or scan to [info@txquality.org](mailto:info@txquality.org).**

**Deadline for Submission: September 10, 2010**

## TAHQ Educational Grant Funds Available

In order to promote criteria-based opportunities for TAHQ members to obtain professional development in healthcare quality, TAHQ periodically awards educational grants to members as funds are available.

### Eligibility

- Applicants must be a current member of TAHQ.
- An applicant must not have been awarded a TAHQ educational grant during the previous calendar year.
- If awarded the grant, applicant agrees to author an article of at least a 500-words on some topic related to the conference within 1 year of receiving the grant.

Upon receipt of the educational grant application, the Educational Grant Review Committee will consider the applications received.

### Grant Amount

Amount of the grant will be for at least a **minimum amount of \$150** provided there are sufficient funds available including any necessary surplus to ensure that the financial institution's minimum balance requirements are satisfied.

### Notification

Recipients will be notified in writing once the grant is approved. however, the award will not be issued until submission of an invoice or other evidence of enrollment in the selected educational experience.

Any questions related to the grant or application can be directed to the TAHQ Office or [www.txquality.org](http://www.txquality.org)