



News and Views Summer Issue, 1999

PRESIDENT'S CORNER *by Ginger Katzman, RN*

The WAHQ Board is pleased to announce that we had a very successful Annual Conference held in Madison on March 4th and 5th. We extended our one day annual meeting/conference to include the evening before. Our annual meeting was held on March 4th with the educational conference on March 5th. During the annual meeting on March 4th, we elected or reelected the following. First, I want to welcome **Elaine Kloepfel** to the WAHQ Board as our newly elected representative from the Southcentral District. **Diane Schallert** was elected as President Elect, formerly our Southcentral Representative. **Linda Buel** was reelected as Treasurer, **Kay Dahlka** as our Northwest Representative, and **Karen Oskey** as the Northeast Representative. I want to thank all of them for their time, enthusiasm, commitment and support to the WAHQ Board and WAHQ members. Congratulations to all of them.

A focal point of having our annual meeting the evening before the educational conference was to foster networking with the six district regions. Attendance was low primarily because many of you can only get away from your jobs for a day. The Board will take this into consideration for next year's planning. Our Board has recognized the importance of networking and membership has indicated this is very valuable for your day to day survival. To facilitate this, we put together a district round table session to immediately follow the annual meeting. This gave each regional representative time to introduce themselves to their district members and lead a discussion.

STRATEGIC PLANNING

During our annual meeting I presented a draft of a 5 year strategic plan that, as a Board we have begun to work on this past year. Drafts were then distributed at the round table session for membership review and input. Feedback from these sessions were then brought back to our last Board meeting by the district representatives. As we continue to work on our strategic plan for the remainder of the year, we welcome any ideas you may have. Our goal is to finalize and present our 5 year plan at our annual meeting in the year 2000. Please contact your district representative or myself if you have any questions or input. The Board has established the following goals for a working model:

Goal 1. Education - for WAHQ membership

Goal 2. Networking - regional districts and statewide

Goal 3. State Presence - strengthening with WAHQ membership and statewide

Goal 4. Relationship with NAHQ - strengthening/bridging between WAHQ and NAHQ

CONFERENCE FOLLOW-UP

Dr. Carey lead our education conference as he conducted a one day intensive seminar titled, "Measuring Quality Improvement in Healthcare: A Guide to Statistical Process Application." He presented a wealth of information that everyone could take back to their organizations. The Board completed follow-up on the SPC Expert Quality Assurance and Quality Control Software and have elected to offer this to membership through our [Web page](#). Mary Conti, our Southeast Representative, piloted this for us and reported back to the Board at our May meeting. Conference material is also being offered on the [Web page](#).

LEADERSHIP COUNCIL

As you are aware, NAHQ now has a Leadership Council in place from previous state delegates as part of their restructuring these past couple of years. WAHQ is represented by one state representative and two additional positions to the Leadership Council. Board members have been filling in this capacity. We are currently reviewing how this selection process is done as part of our strategic planning. We are seeking to determine if one of the Leadership Council positions should be from the WAHQ membership at large. A couple of options we are looking at includes two Leadership Council members being elected. Another option is to have one of these positions be a Board member and the other, if not elected, have criteria established for selection. NAHQ expectations for this position is to represent and communicate the interests of the state. NAHQ holds quarterly meeting/conference calls. Leadership Council members attend Leadership Day meetings at the NAHQ annual meeting and conference. Again, please provide us with feedback on the direction you would like the Board to take in the selection process for Leadership Council members by contacting your district representative or myself. If you are interested in further role responsibilities within WAHQ, please contact one of us.

NAHQ UPDATE

NAHQ held a meeting at the end of May and the following information was provided to us via a state presidents¹ teleconference. NAHQ is reviewing the Code of Ethics, working on a nomination process for general membership representation on the JCAHO team, completed their audit, have decided to divide their Web page, planning the concurrent education sessions for Leadership Day at their annual conference on September 25th, and are working on plans for NAHQ's 25th anniversary for the year 2000 conference.

Hope to see you at NAHQ's annual conference in September.

WAHQ Supports the Pink Ribbon Campaign *By Elaine Kloepfel, RN, MSN, CPHQ*

ONE TO ONE - GETS THE MAMMOGRAM DONE.

WAHQ's Board has agreed to become a part of something big, unique and exciting. It is a MetaStar project designed to increase the rates of mammography for women over the age of 52. There are still more than 40% of women in our state who do not have mammograms - despite the publicity, the referrals, the cost coverage. So how is WAHQ going to help change that?

By encouraging WAHQ members to "adopt" a friend, neighbor, co-worker or relative who has not had a mammogram in at least two years. And this is just the beginning. We are asking nurses to lead the way, but in the next two years we hope to have all health care personnel involved in this project. Right now every nursing organization in the state along with organizations who employ nurses have signed on to partner with MetaStar and the American Cancer Society's Pink Ribbon Campaign on this project. First Lady, Sue Ann Thompson, is also asking nursing staff to make this commitment.

This will take a very small commitment on the part of each nurse, but think what that will do for those women. The majority will learn they have no breast cancer. Those who do have breast cancer will be treated and hopefully cured because the cancer was detected early.

MetaStar will provide several options for nurses to sign up at hospitals, nursing homes, and home health agencies. We hope the information will also make it into physician offices and clinics. The sign-up options will include forms to post at the employment site, [a form on MetaStar's Website](#), fax forms, phone information and e-mail addresses. Nurses willing to make the commitment will fill out one of these forms and return it to MetaStar. MetaStar will then send a packet of information to each nurse.

The nurse will contact women she knows who are over the age of 52 and will "adopt" one who has not a mammogram in two years or more. Using the information in the packet, the nurse will identify the barriers that have prevented the woman from having a regular mammogram and will use the skills and knowledge she/he has to overcome those barriers. This will range from something as minor as reminding the woman to get her mammogram to actually making the appointment and transporting the person to the scheduled appointment.

Although the emphasis is on October as Breast Cancer Awareness Month, the primary goal is to get an appointment made anytime it is possible. All we ask is that the mammogram be scheduled (not necessarily done) prior to November 1. The nurse needs to fill out the postcard, which is in the packet, completely and return it to MetaStar by November 1, 1998. If the "adoptee" has not had her flu or pneumococcus immunization, the nurse should use this opportunity to encourage her to get these as

well.

Our partners are excited about this intervention and see this as something which could spread to other states as well. So we are asking WAHQ and Wisconsin nurses to lead the way!

UPCOMING EVENTS
August 20-21 CPHQ Review Course St. Louis, MO
August 31 Deadline to register for CPHQ Exam
September 17 WAHQ Board Meeting Papa's Place, Baraboo
September 27-30 NAHQ Annual Conference Atlanta, Georgia
October 17-23 National Healthcare Quality Week

WAHQ Spring 1999 Conference Evaluation/Survey Summary *By Gloria Field*

"Measuring Quality Improvement in Health Care: A Guide to Statistical Control Applications" held on March 4th and 5th at the Crown Plaza in Madison drew an attendance of 82 participants. Very positive scores and very positive comments were made reflecting educational objectives being met and this presentation facilitating learning. Positive comments included: "great, excellent presenter, I could have used 2 day seminar, loved sense of humor and frank comments, extensive healthcare knowledge, very understandable, appreciate how it was presented, fantastic blend of knowledge and ability to communicate it to us, passionate about his work, believes in it, I learned a lot, Dr. Carey is wonderful, fully explained difficult to understand topics, exceptional preparation and presentation, enthusiasm is contagious, focus on patient is refreshing and finally the best speaker I've heard at WAHQ conference". A few indicated that more time on the subject would have been beneficial and that it went a little too fast. One person felt they needed an introductory course. There was a very positive response to the adequacy of resource materials and audiovisual support including comments stating "great handout packet, I barely had to write anything" and "excellent Q&A support". It was remarked that there was good planning and layout of the day. One recommendation was that this program should be presented as a computer learning package.

NETWORKING

This year's conference included the General Membership meeting and Round Table regional networking sessions the evening before the general educational session. Twenty-nine members attended the prior evening's networking activities. Some members that attended only the educational day remarked that it was due to educational funding cutbacks in their organization.

Significant interest was expressed in furthering networking within the regions. Recommendations included: quarterly meetings, follow-up contact with members post session, and development of a directory by regional members that includes areas of expertise. In evaluating the adequacy of the networking opportunities, 53 indicated a positive response with a few recommendations such as having "different places share examples of QI success, and why and how chose projects". Regional representatives will continue to facilitate networking opportunities for the regions. March continues to be the month of choice for the general membership meeting and major educational conference followed by April, October, and September.

ATTENDEE POSITIONS

Overall, 58 evaluations were returned. Again, attendees were primarily from Quality Management within the Provider section numbering 34. Nine attendees were from Quality Management in Managed Care. Others were dispersed among HIM Professionals with five in attendance, Medical Staff Services, LTC, Infection Control, Administration, Nursing Management, Case Management, Compliance, RM, UR, Customer Relations, and JCAHO coordination.

CERTIFICATIONS

Of those responding, 22 indicate that they were CPHQs. The range of responses to whether having CPHQ certification impacted professional careers included: "increased status, improved resume, helpful, provided excellent educational opportunity, applicable in many different settings, position interaction and customer knowledge base, added credibility, not significant but good marketing for the future, not yet, hasn't, no impact, and don't see benefit to organization". Other certifications within the group included: OB, UR, ART, RN, CMSC, ER related, CRRN-Cert Rehab, CNAA-Cert Nurse Admin, Advanced, CS, CCRN, RN Prescriber, RRA, and CMCN.

STORYBOARDS/SPONSORS

The majority felt that the storyboards and vendors were beneficial but it was recommended that they be "manned" in a more formalized fashion to include presenting of information and resources. It was remarked that there should be samples of tools and more sponsors.

FACILITY

Many commented that the room space was too tight for the number of participants and the tables were too close together. It was noted that the food was satisfactory but

basically the same as the previous two to three years. There were requests for soda to be served in the a.m. for non-coffee drinkers. Other comments indicated poor service from the facility including "no change in linen or removal of dirty dishes from the tables".

PROGRAM REGISTRATION

Registration, again, went very well. Special thanks was given to Virginia Wyss for the prompt letters of confirmation and for facilitating late registration so well. It was commented that the Newsletter article by Anna McCarthy did excellent marketing for the conference.

FUTURE TOPICS

Suggestions for future topics by rank included: Outcomes Across the Continuum, Information Systems Specific to Quality Professionals work, and Quality Measurement Methods. These were followed by Case Management/Integrated Care Delivery Systems and Managed Care. Other suggestions were: "Marrying Statistics with Intervention and Improvement Planning", Joint Commission Changes 1999-2000, Healthcare Reimbursement, Patient Satisfaction, and JCAHO "Problem/Summary List". These recommendations will be used in conference planning for WAHQ.

WAHQ WEBSITE

Members seem to be quite aware of the website and 24 indicated that they have accessed it at least one to two times. One attendee indicated occasional access and one indicated once a month access. WAHQ's Board continues to evaluate opportunities for information on the website.

Special Offer!

The WAHQ Board is pleased to offer its members the opportunity to purchase the handouts from our March conference.

These materials entitled, "MEASURING QUALITY IMPROVEMENT IN HEALTHCARE: A GUIDE TO STATISTICAL PROCESS CONTROL APPLICATIONS", provides excellent information on Statistical Process Control (SPC) theory and methods. Written by Dr. Raymond Carey for his presentation in March, this information follows his conference agenda in providing practical information about the SPC theory, how to decide which SPC charts to use, and how to analyze and interpret control charts. The Board strongly recommends this handout for working with control charts within your organization.

For a limited time, we are pleased to offer these conference materials for \$15.00 + \$3.00 shipping & handling. Contact Wanda Plachecki at (608) 786-1400 if interested (or drop me a line at jesselee@win.bright.net).

MetaStar's Next Steps

MetaStar's goal is to improve the quality of care for Medicare beneficiaries in Wisconsin in the new millennium. We will lead health care quality improvement projects to improve statewide quality indicators in HCFA's six clinical priority areas:

Inpatient Care Projects

- AMI
- Stroke/Transient Ischemic Attack/Atrial Fibrillation
- CHF
- Pneumonia

Outpatient Care Projects

- Breast cancer screening
- Diabetes
- Influenza and Pneumococcal immunization

Other organizations concerned with health care quality, such as accrediting bodies and health plans, will also measure the same quality indicators in these clinical areas. The combined effort will reduce redundant data collection and focus attention on improvement.

Every health care provider in the state will be focused on the same goals--achieving benchmark status.

More information coming in future newsletters!

Membership Report *by Virginia Wyss*

It has been another productive year in our marketing efforts to recruit new members and keep our active members renewing. As you recall, we were one of the first state organizations to accept NAHQ's offer for dual invoicing. Since January 1996, membership invoices have been sent to us by NAHQ for annual renewal. We also have "NAHQ only" members from Wisconsin on our state mailing list and encourage them to join our state organization as well. This process seems to be working, and I am happy to report our WAHQ membership is currently at 180 active members. In addition, we have 95 NAHQ only members in Wisconsin. 100 of our 180 WAHQ members are also NAHQ members. That gives us a dual affiliation rate of 56%. I want to remind everyone that annual renewal invoices are sent out by NAHQ and you can pay your WAHQ dues through their office. Also, a WAHQ membership application is listed in this issue for your convenience. We encourage you to pass this application on to friends and co-workers that have an interest in the benefits of our healthcare quality organization.

An Example of Staff Education *By Diane Schallert, RN, MS, CPHQ*

Background Information

In late Spring 1998, a proposal was presented to the leadership at MetaStar. The program was an internal CPHQ (Certified Professional in Healthcare Quality) exam preparatory study course for the professional project staff. The proposal was accepted as a pilot program. Six staff members were approved for the course and two additional staff members audited many of the classes.

Goals, objectives, and learning needs were developed and assessed with the candidates. The major benefit was to expand the knowledge of quality and performance improvement processes and outcome as a means to:

- Increase the credibility of the Peer Review Organization within the healthcare community in the state.
- Enhance the ability to work with providers and practitioners on QI planning and implementation.

The course focused primarily on self study and was reinforced with ten-one hour class room sessions. The major resource manual was titled, ³Guide to Quality Management,² eighth edition, published and distributed by NAHQ. As the candidates prepared for the study sessions they became familiar with new quality related resources and journals. Lead instructor/coordinator was Diane Schallert, RN, MS, CPHQ.

The sessions were conducted in August, September and October 1998. The CPHQ exam was conducted in November 1998, in Chicago, IL. Five candidates from MetaStar, Inc. successfully completed the exam and were awarded the CPHQ certification.

Course Description

Course content was presented through varied learning strategies including:

- Lecture by leader.
- Presentations from internal and external QI experts.
- Topic assignments and presentations from candidates.
- Take-home exam.

Course Evaluation/Conclusions

Post course evaluations were completed by the leader and candidates. A summary is as follows:

- Class enthusiasm and dedication to learning, self-studying, and contributing to class discussions had a positive impact on the learning experience and test

results.

- Course content was intense, comprehensive, and challenging for all participants, especially those with limited exposure and experiences with many sections of the study guide.
- New and reinforced learning contributed to enhanced applications with internal and external colleagues and collaborators. Class participants expressed an increased level of self confidence when interacting with customers as well as the customer acknowledging the value for the CPHQ certification. Inquiries about the certification program have been directed to our staff from other PRO's.
- MetaStar leadership has agreed to offer the course again in 1999.

Please note: The internal study course was not intended to compete with the annual NAHQ educational offerings, but rather as an opportunity to fit the budget and resource allocation needs within our organization for this certification program.

Please address any questions or comments to Diane Schallert, MetaStar. E-mail address: dschalle@metastar.com or phone (608) 274-1940, ext. 312.

Treasurer's Report

by Linda Buel

As of 6/10/99

Assets

Checking	\$ 2,605.87
Savings	\$ 6,219.08
Deferred Annuity	\$ 6,277.50
Overall Total	\$ 15,102.45

Conference Income and Expenses:

Conference Income	\$ 13,800.00
Conference Expenses	\$ 7,881.63

Total Revenue (income - expenses)	\$ 5,918.37
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Call for Articles

We are always on the lookout for articles to share with our membership. If you can assist us with our goal to produce newsletters with useful information, please submit any articles, storyboards, quality successes, or newsworthy features to:

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