

## President's Corner

### WAHQ President



**Gloria Field, RN, CPHQ**

It seems like we were just together for our wonderful spring conference and are now we are into autumn. I feel very privileged to be part of this phenomenal group of quality professionals and for the opportunity to network with many of you at the conference. If we don't connect at other times during the course of our individual pursuit for quality and patient safety, I

certainly look forward to "old home week" at our annual conference during the spring of the year.

I truly feel that we are in this together. Though my work focus is the Risk Management and Patient Safety aspect, I've always felt that it's all one and the same and it was said well in the publication for celebrating Risk Management Week.....Risk Management + Quality = Patient Safety (rm+q=ps). If together, we increase quality and patient safety, we decrease risk and if we decrease risk, we increase quality and patient safety. Whatever the quality, risk, or safety effort, they are so connected.

As, those of you who were at the Spring conference recall, WAHQ was provided grant funds through the Healthcare Quality Foundation. We have WAHQ past president Linda Buel to thank for

## Plan to Attend WAHQ Annual Conference **Driving Performance Forward** Current Trends in Quality

**FRIDAY - March 14, 2008**

*at the Holiday Inn American Center  
(New Location)*

**5109 W. Terrace Drive, Madison, WI 1-608-249-4220  
Exit Hwy 151 (135B) then Parkway Drive (98 B)**

writing the grant for the March 9 conference in Madison, "Data Analysis to Action" which featured Susan Mellott, President and CEO of Mellott & Associates. In addition to her consulting services, Dr. Mellott contracts as adjunct faculty for Texas's Women's University, and as clinical faculty for NAHQ. Susan's program covered "Data Transparency: The Best Reason to Make Sure Our Data is Good Data".

As we solicit feedback from our members regarding topics, "quality measurement methods". Our major objective was to expand our learning regarding trends towards data transparency, how we achieve the appropriate sampling, and how to insure reliability and validity of our data. Her presentation included "great principles for application" with "clear-cut explanations and translation of data."

We enhanced our program with Wisconsin experts on Healthcare Quality including Mark Kirschbaum, Vice President for Quality and Satisfaction at University of Wisconsin Hospital and Clinics. Mark discussed: "Driving Decisions with Data".

Carol Lee Hamilton, NAHQ Member Services Director and Jack Peterson, HQCB the value of CPHQ.

We concluded our program with a great

panel discussion: Launching the Chronic Care Model: "Partnerships for Data-Driven Results" featuring Christy Kreul, Chronic Illness Consultant, Physicians Plus Corporation; Gale Garvey, Project Manager, University of Wisconsin Medical Foundation; Mary Conti, Clinical Resource Management, Froedtert Hospital; and Julie Kuenzi, Supervisor, Diabetes Care Center, Froedtert Hospital. Our speakers received very positive ratings. Members appreciated the networking opportunity.

One of the WAHQ board's 2007 goals was to increase attendance at our conference and we realized success with an approximate 39% increase in attendance this year. Our hope is that the conference brought an appreciation for the quality programs and networking opportunities WAHQ can provide. We want WAHQ to be recognized as a premier organization in Wisconsin. We look forward to seeing you at next year's conference.

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Summer/Fall 2007

# On-Line Continuing Education Credits (CEC) National Association for Healthcare Quality (NAHQ)

4700 W. Lake Avenue  
Glenview, IL 60025-1485 USA  
800/966-9392 847/375-4720  
Fax 847/375-6320 E-mail: [info@nahq.org](mailto:info@nahq.org)  
<http://www.nahq.org>

You can link to the NAHQ page to view CE articles:

<http://www.nahq.org/db/ce/>

This is the page to search CEC by topic, and then the searcher is guided to the articles with the current CE tests. The tests are those that are the **most current** and **still available for credit** from the **past 2 years**. Expiration date is noted with the article information. A score of 80% is required to pass the test

## Examples of Current Topics Include:

-  **Compliance**
-  **Documentation**
-  **Education Training & Communication**
-  **Evidenced Based Medicine**
-  **Government Regulations**
-  **Hedis-Managed Care Focus**
-  **HIPAA**
-  **Information Management**
-  **Informed Consent**
-  **OASIS-Home Healthcare Program**

The online tests are \$15 for members and \$25 for nonmembers. Participants take the tests, pay with a credit card, and receive a certificate online if they've passed the test.

## Visit our WAHQ Website

Looking for the latest WAHQ news? You can visit our Web site at [www.wahq.org](http://www.wahq.org) for the latest information on healthcare activities at home and around the country.

We are fortunate to have the expertise of MetaStar to guide us in the development of our Web page. This avenue of networking would not be possible without Metastar's technical and financial support. Special thanks to Rich Peacock, webmaster, Metastar Inc.

## Other Quality Websites

WI Bureau of Quality Assurance	<a href="http://dhfs.wisconsin.gov">http://dhfs.wisconsin.gov</a>
New CMS Internet site	<a href="http://www.cms.hhs.gov">www.cms.hhs.gov</a>
Wisconsin Collaborative	<a href="http://www.wiqualitycollaborative.org">www.wiqualitycollaborative.org</a>
Wisconsin Price Point	<a href="http://www.wipricepoint.org">www.wipricepoint.org</a>
Health Grades	<a href="http://www.healthgrades.com">www.healthgrades.com</a>
Center for Disease Control	<a href="http://www.cdc.gov">www.cdc.gov</a>
Healthy People 2010	<a href="http://www.healthypeople.gov">www.healthypeople.gov</a>
Minnesota Adverse Health Reports	<a href="http://www.health.state.mn.us/patientsafety/">www.health.state.mn.us/patientsafety/</a>

## 2005-2008 WAHQ Goals

Submitted by Gloria Field, President

**Goal 1 – Education** – this includes our annual conference, newsletters, and Metastar's CPHQ study session. We will be emailing the newsletter to members with email and mailing to those that do not have access to Email.

**Goal 2 – Networking** – Improved communications with our members through an enhanced website, and continued liaison with other state organizations.

**Goal 3 – State presence** – CPHQ recognition and acknowledgement of member awards through the newsletter. Just a reminder, if you pass your CPHQ exam, please send evidence of your success and membership to our treasurer for \$75.00 reimbursement.

**Goal 4 – Strengthen relationship with NAHQ** – maintain NAHQ affiliation through strong membership and participate in the NAHQ Leadership Council.

We continue to meet the minimum 25% dual membership for WAHQ and NAHQ. We have three members who participate on the NAHQ Leadership Council.

**Goal 5 – Fiscal Responsibility** –The board is continually looking for ways to increase member benefits and maintain budget conscious activities.

## *Treasurer's Report*

*Submitted by Matt Wahoske, Treasurer*

### ACCOUNT BALANCES

• Checking	\$1,616.93
• Savings	\$25,212.19
• Annuity	\$5,076.14
Total	\$31,905.26

# 2008 - WAHQ Annual Conference At a Glance

## Driving Performance Forward

### Current Trends in Quality

#### WAHQ Conference Agenda (CEU-approximately six hours)

7:30 -8:00 a.m.	<b>Registration &amp; Continental Breakfast</b>
8:00 -8:15 a.m.	<b>Welcome</b>
8:15 -10:15 a.m.	<b>State of Healthcare – Legislative View Speaker YTD</b>
9:45 -10:15 a.m.	<b>Break/Exhibits &amp; Posters</b>
10:15-11:45 a.m.	<b>WHIO objectives and data structure</b>
11:45-12:00 p.m.	<b>Annual Meeting</b>
11:00-12:45 p.m.	<b>Lunch/</b>
12:45- 1:45 p.m.	<b>Break</b>
1:45-2:15 p.m.	<b>Baldrige Criteria</b>
2:45-3:30 p.m.	<b>Using Electronic Medical Record for information to Drive Quality and Patient Safety</b>

#### 2007 Conference Evaluation *submitted by Ann Radtke* **\*\*Received 91 surveys\*\***

Are you a Certified Professional in Healthcare Quality (CPHQ)? **33** Yes **58** No

How has CPHQ impacted your professional career?

**Personal pride, assisted with advancement in field, given me confidence in what I do, was a personal goal**

Did you attend the CPHQ session Thurs. March 8, 2007? **27** Yes **61** No

How did you hear about this conference?

**56** Brochure **11** Newsletter **19** Colleague

Other: e-mail, board members, Metastar, posted at work, website, mentor, work, direct mailing, I found via web search on QI Resources, WAHQ

Title: **Data Transparency: The Best Reason to Make Sure Our Data is Good Data** Presenter: **Susan Mellot**

Objective: Data Transparency, Reliability, Validity and Appropriate sampling

<ul style="list-style-type: none"> <li>▪ Excellent speaker, well organized, A bit elementary but good review, Excellent, good examples, great overview</li> </ul>	<ul style="list-style-type: none"> <li>▪ A little long – but a good review. The area regarding sampling was helpful to me</li> <li>▪ It was not new data, but a good review. Second half more interesting</li> <li>▪ Excellent and great translation of data into our terms</li> </ul>
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Title: **Driving Decisions with Data** Presenter: **Mark Kirschbaum**

Objective: Utilize benchmarking, apply research from decision science & apply strategy to harness data

<ul style="list-style-type: none"> <li>▪ Mark was superb! Nice job! Excellent Speaker! Obviously brilliant , Excellent and easy to listen to, very good speaker , Good, but not dynamic</li> <li>▪ He is very thoughtful and thought provoking</li> </ul>	<ul style="list-style-type: none"> <li>▪ He need more time - found info interesting</li> <li>▪ Excellent, great applicability of information. Excellent, very high level</li> <li>▪ Well done, wish he went first</li> <li>▪ Very knowledgeable, shared information down to level I could understand</li> </ul>
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Title: **Launching the Chronic Care Model: Partnerships for Data Driven Results**

Presenter: **Christy Kreul, Gale Garvey, Mary Conti, Julie Kuenzi**

Objective: Identify key component of chronic care model and how interrelated leading to positive results

<ul style="list-style-type: none"> <li>▪ Overall – best by far – panel – offer more and more – all very good.</li> <li>▪ Excellent depiction overall</li> </ul>	<ul style="list-style-type: none"> <li>▪ Very interesting – useful too</li> <li>▪ Excellent presentation and relaying the use of quality tools that resulted in change of practice improvements</li> </ul>
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## 2007 WAHQ Conference Reports

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### ***Driving Decisions with Data***

Submitted by Linda Buel

Mark Kirschbaum, RN, PhD

Vice President, Quality and Satisfaction, UW Hospital and Clinics

Mark's presentation objectives were clearly met as he led us through a journey of science, psychology, change in terminology and approach over the years, and strategies for data display today. He shared various systemic barriers to data driven decision making, how research findings from decision science guide communication and interpretation of data, and strategies to "harness" data for healthcare improvement.

We all know how we moved from QA to CQI, but did you know we've moved beyond improvement to accountability principles? For example, the improvement audience of the medical group, QI team, providers, staff, management has been enhanced by the accountability audience of purchasers, payers, patients/members, and professional societies, there are fewer measures, but collection is complex, precise and valid in response to the accountability goal of exposure rather than our high need for confidentiality of the "improvement" years.

Mark shared various frameworks for assessing and displaying data for optimal interpretation and action. Some of those examples included the Baldrige/Systems Framework, IHI Breakthrough Series, the Balanced Scorecard, Healthcare Reliability, Rapid Cycle Improvement, Risk Adjustment, and the Value Compass. He offered us a quote by George Bernard Shaw that was a fitting conclusion to the valuable information he shared with us: any stage of understanding or activity surrounding the use of data.

"The mark of a civilized person is the capacity to be deeply moved by statistics"

### ***Data Transparency: The Best Reason to Make Sure Our Data is Good Data***

Submitted by Linda Buel

Susan Mellott, PhD, RN, CPHQ, FNAHQ

Mellot & Associates

Our conference this year kicked off with the morning devoted to data. The current trend toward data transparency, how reliability, validity and appropriate sampling of the data collection process is achieved, and how to utilize benchmarking and other techniques to provide more information for performance improvement were objectives clearly covered by Susan over the course of three hours. The foundation was set by showing samples of quality measures data presentation on various websites and publicly available cost data. She then went on to discuss how reliability, validity, and appropriate sampling of this data collection process can be achieved.

The next step in her presentation was to describe "how to tell the whole story" with data displays that show the information you are trying to convey with the data you have gathered whether it be a histogram, run chart, pareto, or a combination of two. She concluded with the discussion of how to utilize benchmarking and other techniques to provide more information for performance improvement. There are many benchmarking sources available: (1) Benchmark against yourself; (2) Benchmark against other hospitals in your region/division; (3) Benchmark against others in a database; (4) Benchmark against the literature. This educational session was carefully tailored in such a fashion to offer something for everyone at

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## Call for Storyboards 2008 WAHQ Conference

Submitted By Sheri Krueger-Dix

- Another WAHQ opportunity to network and share your successes and lessons learned with your professional peers.
- If you are interested in presenting a **Storyboard that demonstrates a progressive topic that would highlight Healthcare Quality**

Please submit a brief description (80 words or less)  
to Sheri Krueger Dix.

**Due by February 15, 2008**

The WAHQ BOD will review all submissions and confirm presentors with **guidelines by**

**February 29, 2008**

**email: [sdix@fmlh.edu](mailto:sdix@fmlh.edu) or**

**Phone: 262-257-3495 or 414-850-8488**



Storyboard presenters will receive a 1-yr. transferable WAHQ membership per organization.

Share your hard work and learning's with other Quality Professionals!

# CPHQ Study Session Report *submitted by Judy Frisch*

## 2007 Annual Conference - March 2007 Q-Solutions CPHQ Study Session Summary

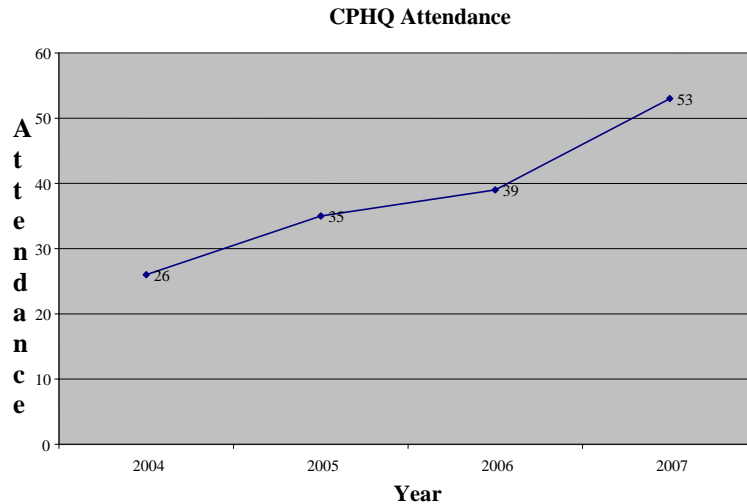
### Recruitment

The WAHQ Board and MetaStar used three recruitment approaches to advertise the 2007 CPHQ Study Session, which is held the day prior to the WAHQ Annual Conference. These approaches consisted of:

- A paragraph about the course with contact information for more details of the training program was placed in the WAHQ Annual Conference and mailed out statewide
- WAHQ regional representatives networked with the membership to encourage participation in the Q-Solutions CPHQ Study Session
- A MetaStar e-mail brochure providing course information and website links to obtain more in-depth details of the study session

### Attendance

Participation in the 2007 CPHQ Study Session was the highest since MetaStar has been facilitating the program.



Eleven or 21% of the attendees were participating for recertification credits.

There were several organizations present at the study session, and were representative of four healthcare settings. The breakdown of participant organizations is shown in the table below.

### Wisconsin Association for Healthcare Quality (WAHQ) 2007-2008 Membership Application

Name \_\_\_\_\_ Credentials \_\_\_\_\_ (CPHQ, RN, LPN, RRA, ART, Other)

Title \_\_\_\_\_ Business Phone ( ) \_\_\_\_\_ - \_\_\_\_\_ Home Phone ( ) \_\_\_\_\_ - \_\_\_\_\_

Organization \_\_\_\_\_ FAX ( ) \_\_\_\_\_ - \_\_\_\_\_ Email \_\_\_\_\_

Business Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Are you a member of NAHQ? \_\_\_ Yes \_\_\_ No (Please check) Send more information regarding \_\_\_ NAHQ

Annual Membership Fee  \$45 Member Conference Fee  \$175 Non-member w/membership  \$260

Make check payable to **WAHQ** Mail or bring to conference, 2008:

**Virginia Wyss**  
2202 Tradition Lane  
Janesville, WI 53545

Email [VWyss@ameritech.net](mailto:VWyss@ameritech.net) Phone: (608) 752-3911

Affiliation with the National Association for Healthcare Quality (NAHQ) to join logon to:

**NAHQ Membership** <http://www.association-office.com/nahq/etools/memberships/membership.cfm> annual membership \$115

# 2007 WAHQ – CPHQ Study Session Report (continued from page 5)

Organization Category	Number of Organizations Represented in the Categories
Hospitals	8
Ambulatory settings (clinics)	3
Health Plans and Systems	11
Quality Improvement Organizations	3

## Dual Attendance

Attendance indicated 18% (21/115) of the Q-Solutions CPHQ Study Session participants also attended the Annual WAHQ Conference.

## Summary of Study Session Evaluations

This section provides a synopsis of pertinent information drawn from the participant evaluations. Data is categorized into these sections:

- Demographics
- Reason for participation in the course
- Meeting the objectives in each of the four modules
- NAHQ membership
- Plans for taking the CPHQ exam
- Comments

### Demographics 35/53 responses

- Breakdown of attendees positions

Quality	21
Staff Development	1
Administrative Assistant	1
Risk	2
Data abstractor	1
Coding/UR	2
Nursing Data Analyst	2
Case management	2
Clinical outcomes	1
Quality Assurance	1
Accreditation Coordinator	1

## Reason for Attendance

1. Please tell us why you are taking this session
  - a. Out of 43 responses, 19 attended for general knowledge, 10 for recertification credits, and 14 for test preparation
2. What are your personal expectations for this course? (These comments are representative of the overall answers)
  - a. Quality improvement review
  - b. Learning the application of quality principles
  - c. Review and benefit from new material since I passed the exam
  - d. To provide a thorough baseline of information that allows me to pass the certification test
  - e. To understand the material and implement ideas in my organization
  - f. New teaching techniques
  - g. Resources for QI tools information , information about NAHQ

Overall, the respondents rated the study session positively with the scores ranging between 3.5 – 4.39. The comments related to the scores in the 3.5 to 3.9 range addressed a presentation style of reading verbatim from the book or power point slides.

The comments furnished valuable suggestions for course improvement. Some of the participants wanted more in-depth data and analysis information. Others appreciated highlighting potential exam questions and shared experiences of those who have taken the test.

# CPHQ Study Session Content

## Module Objectives

Module 1 – Foundations, Techniques, and Tools

h. On a scale of 5 (Agree) to 1 (Disagree)

i. Module 1 objectives were relevant to overall purpose of the course - mean score of 4.39

Module 2 - Strategy and Leadership

i. The objectives for Module 2 were relevant to the overall purpose of the course - mean score of 3.49

Module 3 – Continuous Readiness

j. The objectives for Module 3 were relevant to overall purpose of the course - mean score of 4.11

Module 4 Change Management and Innovation

k. The objectives for Module 4 was relevant to overall purpose of the course - mean score of 4.03

As a result of completing this course, I am now better able to:

l. Organize quality activities by incorporating performance improvement concepts Mean = 4.22

m. Integrate risk management elements in quality activities Mean = 3.87

n. Discuss and apply statistics and statistical techniques Mean = 4.08

o. Identify and discuss outcome measure strategies Mean = 4.16

p. Describe the relationship of education, training and communication in performance improvement Mean = 4.16

q. Overall course: topics and content were consistent with publicity descriptions Mean = 4.21

r. Length of the course was appropriate Mean = 3.73 (Comments consistent with one day is too short)

s. The meeting environment facilitated learning Mean = 4.23

t. Are you members of NAHQ? Yes = 15 No = 26

## Q-Solutions Program: Healthcare Quality Management Review and Study Session

This program was used for the first time at the March 2007 CPHQ session. The program package from NAHQ consisted of the day's agenda, four modules with power points, an evaluation form template, a new resource workbook, and Sandra Murray's *Using Data for Improvement: the Toolkit DVD*.

Based on analysis of the evaluations and presenter feedback, we have several new ideas for revising the training session. This is the short list of potential improvements:

- Build in pre and post testing to target test questions
- Break the certification and recertification into two groups sometime during the session for more specific attention to their needs
- Encourage participant preparation prior to the course
- Revise the agenda to reflect alignment with the evaluation questions

## 2007 Conference Evaluations (continued from page 3)

Title: **NAHQ Presentation :**

Presenter: **Carol Hamilton NAHQ & Jack Peterson, HCQB**

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>▪ I was not aware of all the teams in NAHQ</li><li>▪ Appreciated learning more the value of CPHQ</li><li>▪ Great idea – liked to hear why NAHQ and CPHQ, Informative, great job</li></ul> | <ul style="list-style-type: none"><li>▪ Thanks for keeping it interesting</li><li>▪ Carol Lee was very informative. Jack was good to acquaint non CPHQ – could spend more time on recertification. Suggestion for Carol Lee – do a “buddy” system for those wanting to go to National</li></ul> |
|---|---|

## Other Comments

- Thank you for giving us adequate time to network and view vendors and story boards
- Day was packed with useful presentations, needed more breakout activities designed around types of attendees.
- Allow time for groups to have round table discussions either by region or by topical interests.
- Shorten luncheon speakers so we have more time to network
- I felt there were not enough posters presentations. At other conferences I've attended there are usually at least 20-30 presentations
- The topics seem to be relevant to things currently happening
- Great information on data collection
- Good way to get CEU's
- Excellent conference
- I think the presentations were informative and helpful to me  
Pertinent information for my job was presented

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