



News & Views

President's Corner



**WAHQ President
Linda Buel,
RN, CPHQ**

In my opinion, Quality has never been as intense as it is right now. Everyone wants data, but when do we find the time to lead efforts to improve patient care? Just wanted to share a brief reminder to you to participate in something everyday, whether professionally or personally, that makes a difference in someone else's life. That's really what we are here for, despite the pressures of public reporting, regulatory agencies, and reimbursement.

Please meet your 2004 Board of Directors pictured on page 4. I am grateful that the membership expressed their faith in my leadership by electing me President-elect and now President. I am also grateful to my employer for supporting my time and efforts in participating with all of you to ensure WAHQ remains strong. While you can be assured that you have an experienced, dedicated group of leaders, you are all an integral part of this organization's success. We welcome your thoughts and suggestions for any of our conference planning, membership, and newsletter activities. We appreciate your input and dedication to our goals and objectives.

Our Spring conference, though challenged by weather, was a huge success, as you'll see from the

National Association for Healthcare Quality (NAHQ)

NAHQ Annual Conference Discover the Universal Magic of Quality September 18-21, 2004 Royal Pacific Resort at Universal Studios Orlando, FL

Meeting Registration Fee: \$525.00 **Full Registration Includes:**

- Opportunities to earn more than 15 CE credits
- Featured Speakers **Sister Mary Jean Ryan, FSM**, president and CEO of SSM Health Care, St. Louis, MO.

Establishing a Climate of Quality Throughout the Organization

Michael Rothman, MPP, senior program officer, Robert Wood Johnson Foundation, Princeton, NJ.

Pursuing Perfection: Raising the Bar for Healthcare Performance

- Paper and poster presentations
- Sessions focused on Patient Safety, Data, Healthcare Continuum, & Regulatory
- Opening reception with posters and exhibits on Saturday evening
- Three continental breakfasts, 1 box lunch

Mark Your Calendar March 4, 2005 - WAHQ Annual Conference

Crowne Plaza, Madison Wisconsin

evaluation results. I also measure success by the fact that we had many new attendees this year. We are hoping to continue this success. Our board is planning the 2005 conference based on the needs expressed by our membership.

One of the topics I will focus on is the importance of collaboration with Risk Management and Patient Safety. Because of increasing complexity in our day-to-day requirements, in some organizations, these activities are not as closely linked as they once were. In the next newsletter, I'll offer my comments on exploring whether or not the traditional, foundational quality improvement is getting lost in the complexity of our activities? If you'd like to offer your thoughts for

this philosophical discussion, please do not hesitate to email me.

**Reach for the stars
and don't forget to
make a difference.**



WHAT'S INSIDE

*2004 NAHQ Annual Conference
Discover the Universal Magic of Quality
Details Pg. 2*

Online Continuing Education Info Pg 3

Treasurer's report - Pg. 5

*2004 WAHQ Conference Reports
Pg. 4&5*

WAHQ Reqs- Pg. 6

Brief Newsletter Survey

Summer ISSUE 2004

2004 NAHQ Annual Conference
“Discover the Universal Magic of Quality”

Hotel

The Royal Pacific Resort at Orlando, a Loews Hotel has been chosen as the headquarters hotel for NAHQ's 29th Annual Educational Conference. From a sandy beach with children's pool and volleyball court, to the impressive water-play area, pool table and Jacuzzi, there is something for everyone at the Royal Pacific Resort.

NAHQ has secured a special conference rate of **\$180 single/double**, plus state and local taxes. All reservations must be guaranteed with a credit card or one night's deposit. To receive these rates, be sure to mention that you are attending the NAHQ conference. After **August 17, 2004**, the NAHQ rate is not guaranteed and higher rates may apply. The special conference rate also is available for 3 days before and 3 days after the conference, based on availability. Be sure to mention that you are attending the NAHQ meeting.

Royal Pacific Resort

6300 Hollywood Way
Orlando, FL 32819
407/503-3115 (hotel phone)
888/331-3592 (reservations only)
www.loewshotel.com/hotels/orlando_royal_pacific

Airlines

NAHQ has selected United Airlines and Delta Air Lines to provide discounted fares for the NAHQ 28th Annual Educational Conference. You or your travel agent can contact either United or Delta at the numbers listed below. To obtain the lowest fares (up to a 10% discount), your travel arrangements must be made **30 days (United) 60 days (Delta) in advance** of the official meeting dates. Please use the codes below to receive discounts on your travel. As a frequent flyer, you will receive credit for all miles flown. Your support of NAHQ by securing your reservations with United or Delta is greatly appreciated.

United Airlines
File #550KO
800/521-4041

Delta Air Lines
File #DMN190928A
800/241-6760

Early Bird Registration by August 13th :

Members Registration – \$525
Members with renewal dues or Join & Register (Individual Membership only) \$640
or
Member with multiple discounts \$500
Join & Register with multiple discounts \$625
Non-member \$725

Registration postmarked after August 13th add \$125

All Registrations from the same facility must arrive together.

Pre-registration available
credit card only

on-line at www.nahq.org

or

Phone-800/966-9392

Mon-Fri, 9am-5Pm CDT

Conference Objectives

- Examine emerging trends in the regulatory arena
- Identify sources and methods for data analysis and application
- Discuss the dimensions of patient safety
- Discuss the application of quality across the healthcare continuum

On-Line Continuing Education Credits (CEC)

National Association for Healthcare Quality (NAHQ)

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.

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 to prevent**

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.

Address Changes and Email Addresses

We value your membership and would like to make sure we are sending materials to all of our members. If your address changes or you would like to add an email address to our database, please contact Virginia Wyss at (608) 752-3911 or by email at VWyss@ameritech.net

NAHQ List Serve

NAHQ has a great networking opportunity via e-mail. NAHQ has created a list serve for its members. The list serve is a quick and inexpensive way to network with colleagues. If you would like more information about the list serve, please contact: NAHQ 800/966-9392

Visit our Website

Looking for the latest WAHQ news? You can visit our Web site at 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.

So, visit our site and let us know if you find it beneficial. Our e-mail can be accessed through the Web page also. Any suggestions are always welcome!

WAHQ MEMBERSHIP APPLICATION

Name: _____ Credentials: _____ (CPHQ, RN, LPN, RRA, ART, Other)
Title: _____ Business Phone: () _____ Home Phone: () _____
Organization: _____ Fax: () _____ E-mail: _____
Business Address: _____ City: _____ State: _____ Zip: _____
Are you a member of NAHQ? ___ Yes ___ No (Please check)
Send more information on: ___ NAHQ Membership ___ CPHQ Program
Signature: _____ (Please include dues of \$35/one year)

Mail to: Virginia Wyss
2202 Tradition Lane
Janesville, WI 53545

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

2004 Conference Reports - Ready! Set! Change!

Keynote Speaker - Dr. John Kleinman, FACP

Clinical Documentation: A Clinicians Guide to Severity Adjustment & Quality Measurement

Dr. Kleinman was very flexible and creative during this year's WAHQ conference presentation. He presented valuable information via telephone conferencing. Conference participants rated his presentation with high marks.

Dr. Kleinman discussed how clinical performance of hospitals and physicians is publicly reported. He provided an example of a hospital that hired him as a consultant. The hospital leadership asked him to explain why the hospital appeared worse than one of their competitors? Hospital leadership was sure they had sicker patients, yet they were not receiving as much reimbursement as the competing hospital.

Dr. Kleinman quickly identified that the hospital was not capturing reimbursement because the documentation did not support the severity of the patients. This resulted in half the reimbursement that was deserved.

Dr Kleinman is using this example when he talks to physicians because physicians are receiving quality grades based on his or her documentation. He uses "HealthGrades" as an example.

HealthGrades.com is a website that reports safety and quality information to the public. For a small fee any medicare physician can be selected and compared to other like physicians. Reported quality measures include risk adjusted mortality and complications for Medicare patients. The risk adjusted methodology uses demographics, coded clinical risk factors which may include a specific procedure performed, hypertension, chronic renal failure, congestive heart failure and diabetes to determine a predicted value using a logistic regression model. The predicted value is then compared to an actual or observed value and is tested to determine whether the difference in actual and observed was unlikely to be caused by chance alone. Most public reports are based on two to three years of risk adjusted data for the physician.

This is important to know because if a doctor has a bad year this information will be included for up to three years.

Hospitals are also compared using this methodology. The Top 100 Hospitals uses seven criteria :

- Risk adjusted mortality
- Risk adjusted complications
- Profitability (cash flow margin)
- Expense per wage and case mix-adjusted discharge
- Severity adjusted LOS
- Productivity (total asset turnover rate)
- Proportion of outpatient revenue

Dr Kleinman contends that to compete in this environment, documentation accuracy is required. He provided a list of the most commonly missed

Complications and Co-morbidities (CC). Many of the missed CC's did not tie a disease and medication together which is needed to capture the co-morbidity.

Dr Kleinman also provided a list of non-diagnosis often used in medical documentation which can lead to lost CC captures.

Dr Kleinman's closing thoughts to the WAHQ attendees is if you can raise awareness, institute prompting to clarify documentation, institute concurrent review as well as retrospective review and establish a tracking system to determine whether documentation is improving, then it is likely public reporting will reflect the patient population.

Sara Stanton



Stanton Healthcare Management, Inc.

Customer Service:

An Uncomplicated Strategy

Ms. Stanton covered the all important topic of customer service. Customer service has gained strength in the healthcare environment. Ms. Stanton identified competition, consumer independence, and consumer satisfaction as the driving forces.

The single factor, by which consumers make their choices, assuming price and availability are similar, is service.

Ms Stanton identified key reasons patients do not return.

1. Unsupportive Staff Behavior
2. Service Delays
3. Impersonal Behavior
4. Incorrect Bills

She also identified the seven sins of service which will result in customer dissatisfaction.

- Apathy
- Brush-off
- Coldness
- Condescension
- Robotism
- Rule Book
- Run-around

Ms Stanton recommends a customer focused service cycle to meet the needs of today's patients. Management vision and commitment is needed to successfully implement an effective customer service program.

2004 Conference Reports

Treasurer's Report

Submitted by Patty Pate, Treasurer

ACCOUNT BALANCES

• Checking	\$10,032.45
• Savings	\$1,494.45
• Annuity	\$4,753.64
Total	\$16,280.54



2004 WAHQ Board Members

Back L to R: Linda Buel- President; Michelle Boylan; Virginia Wyss;

Front L to R: Patty Pate - Treasurer; Mary Conti; Kathy Noe-Past President; Judy Sytsma; Sheryl Krueger-Dix

Not pictured:
Gloria Field-Secretary; Judy Frisch; Linda Burrel; Diane Schallert; Kathryn Olson

How to talk so employees will listen: getting your employees on board with change.

Jennifer Buccholz - Instructor, University of Phoenix

Ms. Buccholz included adult learning, communication and change management in her presentation to the WAHQ attendees. She explained the importance of collaborative learning and how it relates to change management.

In order for change management to be successful, employees must be on board. Applying the concepts from adult learning and communication models to the change can lead to successful implementation over the long-term.

She explored Kurt Lewin's 3 stage model of planned change which includes

- Unfreezing
- Changing
- Refreezing

She also discussed the internal and external forces that influence the changes in healthcare. Sustaining change requires management that includes a vision, skills, incentives, resources and an action plan.

Utilizing adult learning strategies can help to bring about effective change. Strategies may be needed to overcome resistance.

Marketing your Hospital's Quality Position

Pamela Maas presented a public relations strategy to market quality. She reviewed the 1999 Institute of Medicine's (IOM) report, which estimated 44,000 to 98,000 patient deaths annually are related to medical errors in hospitals. This report raised the bar for safety reporting. Employer groups as well as healthcare collaborative groups were formed to address the problems identified in the IOM's report.

Several strategies can be used to report Quality Outcomes as well as safety outcomes. She suggests using report cards, special accreditations, awards, third party quality ratings and patient stories to communicate with the public.

Quality can be promoted both internally and externally. Ms. Maas suggests using media, billboards, print ads, TV ads, sponsored advertising, banners, newsletters/magazines, logo use, and award ceremonies to share quality stories externally.

Internal promotions could include letters to staff, letters to the board of directors, inside banners and plaques, intranet postings, newsletters, recognition and videos.

Pamela Maas
Marketing Director Wausau Hospital



Ms. Maas suggested reporting measures that show strength and reports that measure up to the best to establish credibility with the public.

She also suggested creating innovative short cuts for customers to draw attention to your sensitivity to the Complex healthcare system.

While quality reporting may be challenging there are many strategies that can help make a difference in the organizations image in the community.

Officers
President
Linda Buel
Phone: 1-608-831-8331 x1913
Toll free:1-888-814-8208 x1913
lbuel@picwisconsin.com

Past President
Kathryn Noe
(608) 847-6161 ext. 248
knoe@milebluff.com

Secretary
Gloria Field
(715) 346-5257
mri.gf@smhosp.org

Treasurer
Patty Pate
608-831-8331
ppate@picwis.com

Membership Coordinator
Virginia Wyss
(608) 752-3911 (home, fax)
(608) 754-4497
VWyss@ameritech.net

Newsletter Editor
Mary Conti
(414) 805-4426
mconti@fmlh.edu

Regional Representatives

North central
Michelle Boylan
(715) 847-2278
michelb@waushosp.org

Deborah Napiwocki
715-346-5644
NapiwockiD@smhosp.org

Northeast
Judy Stysma
920-846-3444
judys@cmhospital.org

Northwest
Linda Burrel
715-835-7620
nickandlinda@ameritech.net

South central
Judy Frisch
(608)-441-8216
jfrisch@metastar.com

Southeast
Mary Conti
(414) 805-4426
mconti@fmlh.edu

Sheryl Krueger Dix
(414) 805-3669
sdix@fmlh.edu

Southwest
Kathryn Olson
608-791-9444 ext 3887
olson.Kathryn@mayo.edu

Deborah Storlie
608-785-0940
storlie.Deborah@mayo.edu

Metastar Liaison
Diane Schallert, RN, MSM, CPHQ
(608) 274-1940
dschalle@metastar.com

Would you support moving to an electronic linked attachment that is sent to your email address to obtain your WAHQ newsletter? Member Name (Optional) _____ email _____

Yes **No** **No I do not have internet access.** **No I do not have email. Thank you!**

Please send your response to Newsletter editor, Mary Conti via email (mconti@fmlh.edu) or fax (414)-805-4265.

C/o Virginia Wyss
2202 Tradition Lane
Janesville, WI 53545