

# AzAHQ Network

Summer 2009

A Publication of the Arizona Association for Healthcare Quality

Available Online at: <http://www.azahq.org>

AzAHQ is an affiliate of:



National Association  
for Healthcare Quality

Advancing Healthcare Quality in Arizona through leadership, education and communication.

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## AZAHQ PRESIDENT'S MESSAGE

This is the time of the year to celebrate many important holidays such as graduations, Memorial Day and the Fourth of July. In quality our celebrations are different. We celebrate with different indicators of success. Although these holidays are not celebrated with prizes or gifts, in our profession we may see some gifts of different types and sizes. For example, a small patient safety gift is communication of a critical test resulting in a modified order and thus preventing harm to the patient. A large patient safety gift is a patient leaving our facility without any misadventure.

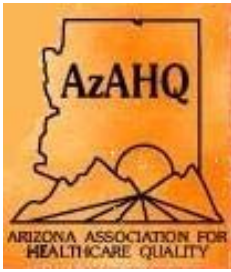
Healthcare in 2009 is an incredibly complex industry. With complexity there is risk. According to the literature 25% of hospital inpatients suffer one or more care-associated injuries. Roughly, half of these injuries are preventable and roughly 85% of these events to

medications, procedure complications, and infections with an average event cost of \$4,000.

As quality professionals, we identify both small and huge projects to solve. Implementing protocols, medication reconciliation, universal protocol and rapid response teams are great projects. They are proven processes to improve patient safety and outcomes. So, if we have strategies in place to prevent these known events, why do significant adverse events continue to happen?

Ask yourself the following questions: "Am I letting these errors happen? Is my performance harming patients? What can I do to change and prevent errors from reoccurring?" These questions were posed by **Michael E. Frisina** in an article, "Improving Quality Performance through Emotional Learning." in a recent NAHQ newsletter.

Moving from isolated interventions to "Ah ha!" achievements takes courage and emotional learning. Unfortunately when there is a bad outcome, the news spreads quickly through the organization and into the community. The providers involved can be emotionally harmed as well as the patient and family. By harnessing the emotional experience, we can learn from the adverse event to focus our energy so that we can change our behavior for future situations. The challenge is to change the behavior that ignores mistakes. Our actions need to show the investment in the right care for the right patient every time. As quality professionals, we are the change agents to move our organizations forward.



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AzAHQ is your support system as you harness the energy for change. We share concerns, problem-solve difficult issues, and educate each other. NAHQ offers additional networking opportunities with Special Interest Groups. Through the SIGs you will connect with quality professionals across the country with similar areas of interest and concerns.

On May 1<sup>st</sup> and 2<sup>nd</sup> both **Jessica Hackwell** and I attended the NAHQ Leadership Summit in Chicago and we will use the ideas shared with us to lead change and to make AzAHQ a better organization.

Thank you for your hard work in improving, patient safety, quality of care, and organizational performance.

Have a great summer and I hope that I will see you at the June AzAHQ educational meeting and the NAHQ annual meeting in Grapevine Texas (Dallas) in September.

**Myrna Feldman, BS, MA, CPHQ**

President, AzAHQ

[sandmfeldman@aol.com](mailto:sandmfeldman@aol.com)

←—————→

**Quality quote:** ““Leadership is not magnetic personality—that can just as well be a glib tongue. It is not ‘making friends and influencing people’—that is flattery. Leadership is lifting a person’s vision to higher sights, the raising of a person’s performance to a higher standard, the building of a personality beyond its normal limitations.” Peter Drucker

←—————→



## 2009 AzAHQ Summer Conference Clever Ideas in Patient Safety & Quality Measurement

June 26, 2009

Friday

8:30 AM – 12:15 PM

HSAG

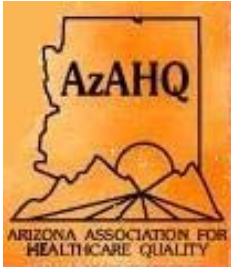
1600 E. Northern Ave Suite 100

Phoenix, AZ 85020

(602) 264-6382

Nationally recognized Speaker: **Craig Clapper, PE, CMQ/OE**

**Craig Clapper** is a founding partner and the Chief Operating Officer of Healthcare Performance Improvement (HPI). HPI is a consulting firm that specializes in improving human performance in complex systems using evidence-based methods derived from high-risk industries. He has 20 years experience improving reliability in nuclear power,



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transportation, manufacturing, and healthcare. He specializes in cause analysis and reliability improvement, and is the lead consultant on several safety culture engagements for healthcare systems. He is a Certified Manager of Quality Organizational Excellence by the American Society for Quality (ASQ).

**8:00 am** Registration / Continental Breakfast

**8:30 am** Systems approaches to improving healthcare reliability, patient safety, and quality through use of best practices in measurement and control.

Objectives:

- ♣ Describe, using Reason's Swiss Cheese Effect, how measurement improves system reliability as part of a Prevent, Detect, and Correct (PDC) approach to improvement.
- ♣ Know, and be able to apply, the seven (7) attributes of an effective measure.
- ♣ Know, and be able to apply, eight (8) effective (clever) measures and/or measurement techniques to improve patient safety & quality.
- ♣ Identify the elements of a basic control loop, and describe how control loops function to close results-gaps in system performance.

**12:15 pm** Adjourn

Program Fee: \$60.00 for AzAHQ Member;  
\$95.00 for Non-AzAHQ Members  
(Includes: Applied for 3.5 CPHQ credits and continental breakfast)

## Please use our online Registration:

- Use your browser back button to return to the list of education events or go to <http://azahq.org/education> for the list of upcoming education events

- Click on "How to register" link to complete the registration
- If any difficulty, email: [quality@azahq.org](mailto:quality@azahq.org) or call (623) 680-9955 or (480) 323-3122

**Payment: payment at least 7 days prior to conference is appreciated**

**PayPal:** follow directions on the online education registration form

**Mail** check payable to AzAHQ after completing online registration to:

**Holly Grems**, AzAHQ Association Mgr  
20118 N. 67th Ave, suite 300-470  
Glendale, AZ 85308

Late registration payable at door in form of check or money order.

Request for cancellation refund must be made at least 5 days prior to conference by emailing [quality@azahq.org](mailto:quality@azahq.org) or call (623) 680-9955

## NAHQ Conference

The 34<sup>th</sup> Annual 2009 NAHQ Annual Conference "Deep in the Heart of Quality" will be held September 13-16 in Grapevine, TX, near the Dallas-Fort Worth Airport.

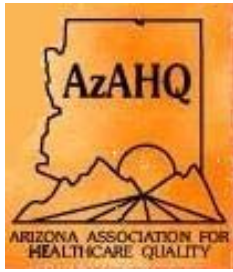
Gaylord Texan Resort & Convention Center  
1501 Grapevine, TX 76051

[www.gaylordhotels.com](http://www.gaylordhotels.com)

Reservations: 817/778-2000 For online reservations, visit <http://www.nahq.org>

Rate: \$199 single/double (plus \$10 resort fee)  
An exciting array of information is waiting including:

- **Winning Thoughts by Gary Rifkin**  
Many factors affect our ability to be successful, and competence is key. But great leaders know that another factor is just



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as critical—confidence. Competence is knowing how to complete a task. Confidence is knowing that you know! The critical difference between acceptable performance and outstanding performance is this confidence factor. In this highly interactive, high-energy session, participants will get an opportunity to look at the connection between self-esteem and confidence. They will discover the link between optimism and success, understand the value of intrinsic and extrinsic rewards, learn how to motivate by understanding the purpose of an activity, recognize the power of compliments, and create a new philosophy of success.

- **People Bundles: Quality's Interest in Patient Safety Culture by Craig Clapper**  
Many healthcare systems are using clinical bundles comprised of evidence-based best practices to improve quality outcomes. Although the clinical bundles are often identical, the quality outcomes can still vary widely. There must be a difference in how the clinical bundles are being applied. He will explore how patient safety culture, essentially a reliability bundle for people, acts as a performance accelerator and improves the outcomes associated with clinical bundles. He will also show how several healthcare systems have used these people bundles to improve quality outcomes and reduce serious events of patient harm by 48% to 91% in 2 years.
- **Home Centered Healthcare Transformation by Mike Magee**  
The megatrends of aging, the Internet, and health consumerism are accelerating and reinforcing each other. The demands places on our centuries old reactive interventional

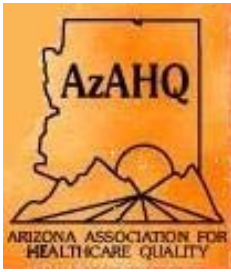
system undermine the needs of the people and the people caring for the people. He describes new information technologies that embrace growing family complexity and allow us to look forward rather than backward, recenter healthcare on a primary loop from home to care team and back to home, and engage in customized and personalized strategic health planning and prevention that plans forward from birth to death over a 100 year time horizon.

- **MultiDrug Resistant Hospital Acquired Infections: Reducing Risk Through Quality Improvement**  
Quality assurance professionals are charged with overseeing the development of effective infection prevention and management programs. Learn how to improve outcomes related to hospital-acquired infections within your institution.
- **Special Interest Groups (SIGs)** offer a forum for NAHQ members with shared interests to discuss trends and professional challenges. Network with your colleagues in the following areas of practice: acute care, behavioral health, critical access/rural healthcare, home healthcare, long term care, and managed care.
- **Special Events:**
  - CPHQ Networking Reception
  - State Leadership Networking Session
  - Healthcare Quality Foundation Line-Dancing Reception
  - N AHQ Membership Meeting



**AzAHQ Membership **Join Now!****

The success of AzAHQ depends on active participation and volunteerism through membership. Encourage your colleagues to



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**Join Now!** You can join on the AzAHQ website, <http://www.azahq.org>

AzAHQ changed the policy so that all memberships expire on the anniversary date instead of January 1. You can now renew your membership by mail, fax or at our website at [www.azahq.org](http://www.azahq.org).

## Healthcare Quality Foundation Grants

HQF provides grant opportunities to both state associations and individuals seeking financial assistance for educational events and/or professional development. Information and applications for HQF grants can be accessed at: <http://www.nahq.org/hqf/>. A brief description of each grant is included below:

1. The **HQF State Educational Grant** awards financial assistance to NAHQ Affiliated State Associations to support the development of first-rate educational events. A one-time stipend of \$1,500 is awarded to defray speaker honorariums and/or travel expenses. There are two cycles for grant submissions. There are two different cycles for submissions. Completed applications for the second cycle of state educational grants for 2009 must be received at NAHQ's Office by **July 12, 2009**.
2. **Past Presidents' Leadership Development Grant**  
The Past Presidents Council of NAHQ has launched a grant intended to further the association's leadership development opportunities. One NAHQ member will be selected annually to receive a \$1,000 stipend in support of education that enhances professional

skills and nurtures leadership potential. The recipient will also receive mentoring from a Past President and complete a strategic project under the direction of NAHQ. **Proposed deadline for submission for this grant is July 12, 2009.**



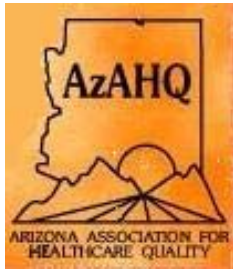
You asked for it...and we made it happen! PayPal is now one of the options available for you to pay for AzAHQ educational events and membership. Of course, we will continue to accept personal and corporate checks. We've made it more convenient for you to register and to renew your membership for next year! Just go to <http://www.azahq.org> and follow the links.

## AZAHQ 2009 Nominating Committee

AZAHQ Past President, Jeanne Stueland has formed a nominating committee for the Arizona Association of Healthcare Quality Board elections. If anyone is interested in becoming a member of the AzAHQ nominating committee please contact Jeanne Stueland at [jstueland@shc.org](mailto:jstueland@shc.org)

## Surgery Patients' Injuries Dramatically Increase their Chance of Death or Hospital Readmission

Adult surgery patients who have injuries as a result of the procedure—including respiratory failure, infections, and lung puncture, or other types of accidental injuries—are seven times more likely to die while hospitalized than surgery patients who are not injured, according to a new AHRQ-funded study. The study, led by AHRQ's Bernard Friedman,



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Ph.D., also found that patients who suffered accidental injuries during or after surgery were much more likely to have to be readmitted to a hospital within 3 months of their initial hospital stay. They found that about 9 percent of the approximately 26,000 patients who were injured at least once during their stays died in the hospital after surgery, compared with 1.3 percent of the surgery patients who didn't suffer injuries. The study, "Do Patient Safety Events Increase Readmissions?" was published in the May issue of *Medical Care*.

Education Team Leader - Elect	Kim Duncan
Communications Team Leader	Nancy Claflin
Communications Team Leader-Elect	Connie Williams
Membership Team Leader	Karen Richards
Membership Team Leader-Elect	Ann Mazuroski
Member-at-Large	Jennifer Wolfe-Pearce

**AzAHQ Website Contact Information**  
 Holly Grems, AzAHQ Association Manager  
 20118 N.67<sup>th</sup> Avenue, Suite 300-470  
 Glendale, AZ 85309

[azahqassociationmanager@juno.com](mailto:azahqassociationmanager@juno.com)

*"One thing I know: the only ones among you who will be really happy are those who will have sought and found out how to serve."* Albert Schweitzer

AzAHQ Calendar 2009	
June 26, 2009	Educational Session & Membership Meeting
September 5, 2009	CPHQ Course 7:15am-4:00pm Carl T. Hayden VAMC
September 13-16, 2009	NAHQ Conference Grapevine, Texas (Dallas)
October 9, 2009	Newsletter Information Submission Deadline
November 13, 2009	Educational Session & Membership Meeting

## AzAHQ Board of Directors

President	Myrna Feldman
President - Elect	Jessica Hackwell
Past - President 2008	Jeanne Stueland
Secretary	Stephen Burroughs
Treasurer	Carolyn Marquardt
Treasurer - Elect	Ellen Kane
Education Team Leader	Darlene Ceccarelli



Board Members (from left front) Ann Mazuroski, Connie Williams, Myrna Feldman, Ellen Kane, Carolyn Marquardt, Nancy Claflin. (back) Darlene Ceccarelli, Jessica Hackwell, Stephen Burroughs, Jeanne Stueland, Jennifer Wolfe-Pearce, Kim Duncan (absent Karen Richards).