

AzAHQ Network

Fall 2008

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

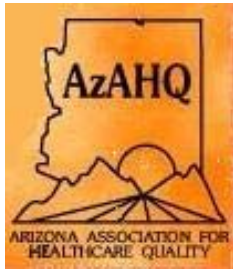
It's been a great year for AzAHQ and I want to personally thank all of you and the fantastic Board of Directors for all of its successes! The association has accomplished a great deal in the past year. Perhaps one of the biggest accomplishments was a 62% increase in membership! As of last week, we now have 126 active members! Thanks goes to the membership team of Kristin Frounfelker and Karen Richards for your diligence.

AzAHQ has provided two educational conferences this year – "The Risky Business of Quality" and "Think Lean". The third conference will be held on November 14, 2008 entitled "Cost and Quality: Success with Medicare and How to Streamline Processes". By the conclusion of the November 14th conference, these three conferences will have provided a total of 17.5 CEUs – far exceeding the

association's strategic goal of providing a minimum of 15 CEUs per year. Kudos to the education team of Jessica Hackwell -Team Leader and Darlene Ceccarelli – Team Leader Elect!

The 33rd annual NAHQ convention "Collaboration – The Spark Behind Quality" was held September 14th – 17th at the JW Desert Ridge Resort located in Phoenix, Arizona. I had the privilege of representing our association by providing the opening address. Even during the tough economic crisis that many organizations are experiencing, there were over 1000 attendees from around the nation and beyond. It was a very successful convention with many prominent speakers providing a wealth of information. Probably one of my favorite memories was spending time with AzAHQ members whom I had not met before such as Paula Graves, who won the free registration following the summer AzAHQ educational conference. One of my favorite statements from the convention was "You get what you measure. You deserve what you tolerate" by Samantha Collier MD presenting "The Journey to Clinical Excellence: Five Essential Strategies" at 2008 NAHQ conference. Such a true statement. A big thanks goes to all of you who volunteered at the AzAHQ welcoming table with the impressive AzAHQ banner! A very special BIG thanks goes to Jennifer Wolfe-Pearce who coordinated the volunteer effort and assisted graciously with the AzAHQ reception. All in all, it was a great experience!

AzAHQ continues to remain fiscally sound. Thanks goes to Kathy Ostapuk for her bookkeeping efforts.



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Kim Duncan has done a great job with the AzAHQ newsletters. Thanks, Kim, for your dedication and time spent on the continued development of this great communication tool.

*The good life is a process,
Not a state of being.
It is a **direction** not a destination!
Anonymous*

Holly Grems serves AzAHQ as association manager. Thank you so much for all you do with managing conference registration and membership, troubleshooting website issues, job posting, list serve issues, vendor requests and much more!



Nancy Claflin as past president has been such a great support for me. Thank you, Nancy, for all of your advice and mentorship!

In January 2009, Myrna Feldman will step up to the helm as president. She has been an active member of the AzAHQ board of directors for many years. She is a take charge individual and I look forward to her leadership.

Last but not least, I want to particularly thank Kim Elliott, AzAHQ secretary for the past 5 years. Without her presence and keen note taking, I would have struggled in my position. She is stepping down from this position and taking a well-deserved break.

Thank you AzAHQ membership for the opportunity you provided me as president. We have a great association because of you!

Sincerely,
Jeanne

*Jeanne Stueland, RN, MPA, CPHQ
AzAHQ President*

AzAHQ Board Members for 2009

President	Myrna Feldman
President Elect	Jessica Hackwell
Past President	Jeanne Stueland
Secretary	Stephen Burroughs
Treasurer	Carolyn Marquart
Treasurer Elect	Ellen Kane
Communications Team Leader	Nancy Claflin
Communications Team Leader Elect	Connie Williams
Education Team Leader	Darlene Ceccarelli
Education Team Leader Elect	Kim Duncan
Membership Team Leader	Karen Richards
Membership Team Leader Elect	Karen Taylor
Member at Large	Jennifer Wolfe-Pearce

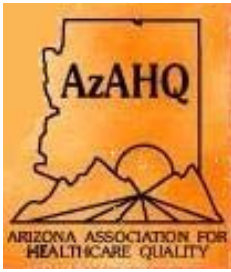


WINNER! WINNER! WINNER!

Paula Graves, Arizona Association of Healthcare Quality member was the recipient of the association's free entry to the 2008 NAHQ Annual Conference.



2008 AzAHQ Fall Conference



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Cost and Quality: Success with Medicare and Ways to Streamline Processes.

The AzAHQ Education Team proudly announces that Anne-Claire France, PhD, CPHQ facilitated the **November 14, 2008 Fall Conference**. Anne-Claire has 17 years of experience in healthcare delivery Performance Improvement. She is a Master Black Belt in Lean Six Sigma, having trained and coached over 100 Black Belts and Green Belts in 2006. As the former Director of the Center for Healthcare Improvement at Memorial Hermann Healthcare System, she brought Applied Health Services research to the front lines of patient care, resulting in significant improvement in clinical and non-clinical operations and cost savings. She holds a PhD in Experimental Psychology and a Master of Arts in Quantitative and Experimental Design from Vanderbilt University. She completed her post doctoral fellowship at the University of Texas Health Sciences Center at Houston Medical School. Anne-Claire is certified in healthcare administration (Trinity University) and in healthcare quality (CPHQ).

Patricia (Pat) L. Metzger, BSN, MSA, FAACM, FABC joined Anne-Claire and presented a dynamic overview to the Introduction to Lean in Healthcare, as well as an enlightening "Medicare Reimbursement Test!"

Pat is a registered nurse with over 30 years of healthcare experience. She holds a Bachelor's Degree in Nursing and a Master's Degree in Healthcare Administration. She is a Fellow in the American Academy of Case Management and a Fellow of The Advisory Board. She has served as a Chief Nursing Officer, as well as a

Chief Operating Officer. She is currently the System Executive for Care Management for Memorial Hermann Healthcare System in Houston, Texas, where she provides support and case management direction to the system's 11 hospitals, and its community case management operations. Prior to joining Memorial Hermann, Ms. Metzger served as a Principal in the Healthcare Consulting Practice of Ernst and Young. She has authored numerous articles and published The Case Manager's Training Manual with Aspen Publications. She is also a contributor to the Peter Kongstvedt's work, The Essentials of Managed Care. She is faculty in the Masters' in Case Management Program at Breyer State University, and has served as adjunct faculty in the Masters' in Nursing Program at Ursuline College, in Cleveland, Ohio.

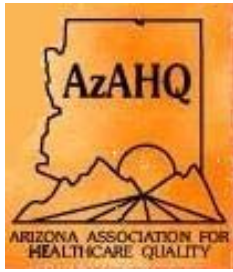
The 2008 Fall Conference, Cost and Quality, Success with Medicare and Ways to Streamline Processes was an overwhelming success with 38 members attending.

KUDOS for the Education Team!



2008 NAHQ Annual Conference NAHQ Collaboration: The Spark Behind Quality

We were welcomed to the conference by the NAHQ President, Thomas Smith, in his beach shift and swim trunks encouraging us to "Catch



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the Wave” of quality. He introduced the NAHQ Board Members and the Past Presidents. Mr. Smith also announced the winners of the NAHQ awards including the Fellow Award, Susan Albright, and Distinguished Member Award, Susan Goodwin.

In the closing session, Mr. Smith introduced the NAHQ Board taking their positions in January 2009: Kathy Munn, President; Linda Scribner, President-Elect; Lee Hamilton, Secretary/Treasurer; David Loose, HQCB; et. al.

The Teams were introduced including the Fellowship Review Board with Clare Davis, member; and Leadership Development with Lois Benis, member. David Loose, HQCB, announced 326 individuals took the CPHQ exam this year. There are currently 6,800 CPHQ professionals. As a result of a membership survey, patient safety questions were added. The excess revenue from the Board is income to NAHQ. Sandy Grinder, Secretary/Treasurer, presented the 2007 audited financial report. The revenues of HQCB and the Healthcare Quality Foundation (HQB) are stable and NAHQ is financially sound. There was \$9,000 in educational grants awarded by HQF. These grants promote quality education for members including Association events and stipends for CPHQ preparation. The Past Presidents raised \$2,900 establishing a Leadership Grant with a goal of \$15,000.

Special Interest Groups (SIGs) were developed this year to facilitate interaction between acute care, behavioral health, managed care, and critical care access/rural providers. The attendees suggested adding groups for

nonacute settings such as home health and long term care.

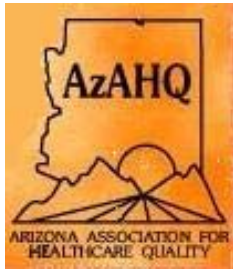
NAHQ has several initiatives to introduce the value of quality professionals to the “C Suite”, CEOs, CNOs, COOs, and CFOs and to their organizations such as ASHRM, ACHE, HFMA, AONE, AHA, and QIO. There is increased national and state level interaction with other healthcare professional organizations to share members, educational events, and initiatives. Arizona should attempt to link with the risk management and co-sponsor some educational events.

Several task teams were recognized for their work. An external advisory council has been created. Distinguished members include James, Convoy, IHI; University Alabama Health Services; JCAHO, Dr. Jonathan Perlin; CMO of HCA; Alan Spielman of URAC; and Nancy Wilson of AHRQ.

The Professional Development Team developed a module for improving leadership. The structure includes influencing science, policies and standards, and professional development. Leadership competencies and education will be offered. Specific activities completed include updating the “Q Solutions” text ready for publication. The self-assessment CPHQ exam is online and the review course was updated. The Team has developed several ways to obtain education including updating the Journal of Healthcare Quality and online courses.

The 2009 NAHQ Annual Conference will be held September 13-16 in Grapevine, TX, near the Dallas-Fort Worth Airport.

Myrna Feldman



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AzAHQ Membership **Join Now!**

The success of AzAHQ depends on active participation and volunteerism through membership. Encourage your colleagues to **Join Now!** You can join on the AzAHQ website, <http://azahq.org>

Don't forget this past year AzAHQ changed the policy to have 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.

Employers may be considering ways to cut costs by decreasing opportunities for continuous learning, but AzAHQ continues to offer local, low cost educational workshops with up to date industry information. Now more than ever, professional networking is so important so encourage your colleagues to join AzAHQ.

Kristin Frounfelker, MRC, LPC, CPHQ

CPHQ Certification

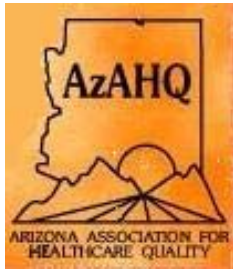
Nancy Claflin RN PhD CCRN CPHQ FNAHQ

The granting of CPHQ (Certified Professional in Healthcare Quality) status recognizes professional and academic achievement by individuals in the field of healthcare quality management. The comprehensive body of knowledge includes quality management, quality improvement, case/care/disease/utilization management, and risk management at all employment levels and in all healthcare settings. The CPHQ program

is fully accredited by the National Commission for Certifying Agencies of the National Organization for Competency Assurance in Washington, D.C. It is the only international voluntary certification program in the field of healthcare quality management to achieve this accreditation.

Since the first examination was administered by the Healthcare Quality Certification Board (HQCB) in 1984, more than 15,000 professionals from a wide variety of educational and employment backgrounds have registered for the CPHQ examination, with more than 11,000 achieving certified status. There are currently over 7,400 active CPHQs in the United States and worldwide.

Have you thought about taking the CPHQ Exam? The CPHQ examination is available on an ongoing basis at over 130 computer testing centers located throughout the United States. If you are planning on taking the certification examination for the first time, the Candidate's Handbook is an essential place to begin your journey. The CPHQ Candidate Handbook contains all of the information needed to apply and schedule for the CPHQ examination and can be found on the CPHQ website. The CPHQ examination continues to be given online via computers set up at designated testing centers around the world. In 2009 the examination will again be offered at the annual National Association of Healthcare Quality (NAHQ) conference in Grapevine, Texas. HQCB also offers on-line application submission by which the candidate can apply and schedule the same day via our on-line secure site. Theoretically, a candidate could sit the week he/she applies. The on-line application



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submission is available on the AMP website (www.goamp.com). The fee for the computer-based domestic and international examination is \$440. NAHQ members may take advantage of the \$370 special NAHQ member fee. HQCB will extend the lower NAHQ-member exam fee to candidates who are members of national healthcare quality societies outside of the United States that have formally affiliated with NAHQ.

To help you prepare for this examination, the CPHQ website <http://www.cphq.org> or NAHQ website <http://nahq.org> also contains information on the CPHQ Self-Assessment Examination which has been revised since it was introduced in October, 2007. This 65-question online exam was developed to be parallel in content and difficulty to the actual CPHQ examination. It was created at the request of candidates in order to help ease some of their fears by providing an idea of what they can expect when taking the examination. It is a tool that can help you assess if you are ready for the actual examination. The questions on this self-assessment exam are presented in the same computer format as the certification examination. This is very valuable in alleviating fears created by not knowing what to expect. This exam is used to assess whether or not a candidate is prepared for the Certified Professional in Healthcare Quality (CPHQ) examination. These items have been updated to ensure accuracy in content and correspondence with the current CPHQ examination.

The CPHQ designation means you are a world class, certified professional. It is the worldwide gold standard for the healthcare quality professional. Certified Healthcare Quality

Professionals are committed to excellence in healthcare quality. AzAHQ is committed to supporting you wherever you are on this journey to certification. We are offering a full day CPHQ review course at the Phoenix VA Healthcare system on **February 14, 2009**. Look on the webpage for more information.

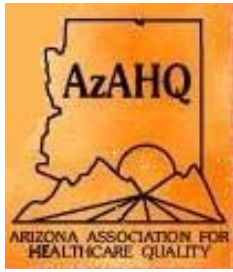


CaringBridge

CaringBridge is a nonprofit service that provides **free** websites to patients and families who are facing a serious medical condition, treatment or recovery. CaringBridge simplifies communication and reduces stress for patients and caregivers by providing a centralized location for posting updates, as well as a place for friends and family to send messages of love and support.

This means family, friends and healthcare staff can spend less time fielding phone calls and more time focusing on the patient - and since all of the content on a CaringBridge website is created and posted by the patient or family member, there are no HIPPA restrictions or regulations on that content.

A CaringBridge website can be created by visiting www.caringbridge.org. By following a few simple steps, a personalized website complete with privacy options can be created in just minutes. The author introduces the reason for the CaringBridge site in My Story and provides ongoing updates through entries in the Journal. After receiving an e-mail confirmation of the active site, authors can easily forward their specific CaringBridge website name and address to family and friends. Friends and



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family members can receive automatic updates when journal entries have been made, and can leave messages of love, support and encouragement in the Guestbook.

CaringBridge can be recommended to patients in all types of medical situations, including cancer, premature birth, organ transplant, hospitalization, hospice care, war injury, chronic illness, stroke, rehabilitation and more.

Funded by private donations and hospital partnerships, CaringBridge has quickly grown to become the largest charitable nonprofit website in the world, according to Nielsen//NetRatings traffic rankings. The service hosts more than 100,000 CaringBridge websites that have generated over a half billion visits and over 15 million messages of hope and encouragement.

For more information: www.caringbridge.org

ARIZONA RURAL HOSPITAL QUALITY NETWORK

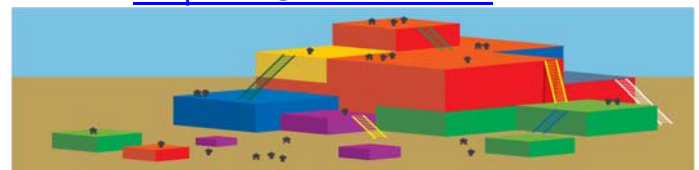
Back in the spring of 2003, four rural hospitals located in Cochise County formed the Southeast Arizona Hospital Workgroup (Benson Hospital, Benson, AZ; Copper Queen Community Hospital, Bisbee, AZ; Northern Cochise Community Hospital, Willcox, AZ; and Southeast Arizona Medical Center, Douglas, AZ.) Their goal was to share ideas and focus on common quality improvement activities relevant to their region.

Word began to spread throughout the state about this effort. In particular, the Rural Health Office (RHO) at The University of Arizona, Mel and Enid Zuckerman College of Public Health,

approached the four hospitals to see if they would be interested in expanding what they were doing state wide. Since the RHO administers the Arizona Rural Hospital Flexibility Program, a program supporting hospitals under 25 beds who are eligible and receive Critical Access Hospital (CAH) status, and the Small Hospital Improvement Program (SHIP), for hospitals under 50 beds, the focus of the Workgroup was exactly what all the state CAHs and SHIP hospitals were needing help with.

So, in the spring of 2004 the Arizona Rural Quality Network Group (ARQNG) was formed with over 25 hospitals participating. Quarterly conference calls, coordinated by the RHO, are held covering a wide variety of topics pertinent to performance improvement and quality care issues.

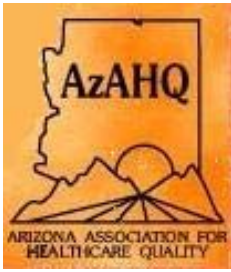
For more information and if you are interested in joining, please contact Joyce Hospodar, Senior Program Coordinator, RHO, at 520-626-2432 or email at hospodar@u.arizona.edu.



CPHQ Recertification

"It is easier than you think!"

As a Certified Professional of Healthcare Quality you need to earn 30 hours of CPHQ credit every two (2) years to maintain your credential. There are many ways to obtain your hours without a lot of expense. You can obtain CE hours by seminar attendance (local, state,



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and/or national), college courses, self study, CPHQ speaking engagements/workshops presented, and formal publication of articles or books.

CPHQ continuing education hours thru seminar attendance provide one (1) hour for 60 minutes of actual seminar time. You may attend any seminar to obtain CPHQ CE hours as long as the content correlates to the CPHQ exam content. If you attend a seminar that did not get CPHQ hours approved, save a copy of the agenda/program to verify the topics covered in case you should get audited and a copy of the certificate of attendance. Fifteen (15) CE hours will be given for college courses related to the exam content outline. Courses such as: statistics, marketing, leadership/management, business finance, human resources, and ethics are all acceptable for CPHQ credit. In addition, you may also obtain hours through self study.

If you have written an article or published a book you may receive four (4) CE hours per each full published page. As a poster presenter at a conference you receive four (4) CE hours as author of the poster.

If you are due to recertify this year, all hours must be obtained within the two year cycle period, January 1, 2006 thru December 31, 2008 (2 year cycle). **If you do not recertify within the specified time period, your certification will lapse and you will need to retake the CPHQ examination to maintain your certification.**

If you have any questions please contact the HQCB management office at (800) 346-4722 and they will be happy to answer your questions.



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.



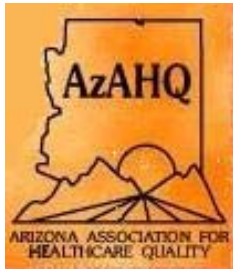
*Do not follow where the path may lead.
Go where there is **NO** path.....and leave a trail!!*
Anonymous



New in AZAHQ 2009 Nomination Committee

AZAHQ 2008 President, Jeanne Stueland recommended forming a nomination 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



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AzAHQ Board of Directors



President	Myrna Feldman
President - Elect	Jessica Hackwell
Past - President 2008	Jeanne Stueland
Secretary	Stephen Burroughs
Treasurer	Carolyn Marquart
Treasurer - Elect	Ellen Kane
Education Team Leader	Darlene Ceccarelli
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	Karen Taylor
Member-at-Large	Jennifer Wolfe-Pearce

AzAHQ Website Contact Information

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WISHING YOU A
 VERY **MERRY CHRISTMAS**
 AND
 A HAPPY AND SAFE NEW YEAR!!

