

# NHA WEBINAR

Click on the link to register: <http://eseries.nhanet.org/eseries/scriptcontent/index.cfm>



## Understanding, Improving and Communicating Quality of Care A Four-part Webinar Series

Webinar #061809-S

### DATE AND TIME

June 18, 2009 - Session I

Gaining a Competitive Advantage in Tough Economic Times:  
Engaging Physicians to Achieve Top Cardiac Care

10:00 a.m. – 11:30 a.m. CT

July 15, 2009 - Session II

The Quality Metrics That Matter: Collect Less. Impact More.

10:00 a.m. – 11:30 a.m. CT

August 12, 2009 - Session III

The Journey to Clinical Excellence: Five Essential Strategies

10:00 a.m. – 11:30 a.m. CT

September 22, 2009 - Session IV

Health Care Transparency and Consumerism: Where the  
Rubber Meets the Road

10:00 a.m. – 11:30 a.m. CT

### SESSION DESCRIPTIONS

Session I

Gaining a Competitive Advantage in Tough Economic Times:  
Engaging Physicians to Achieve Top Cardiac Care

Faculty: Marigene "Mimi" Hartker, MD, MBA

Senior Physician Consultant

Tough economic times mean tough choices for hospital leadership. While some hospitals may be scaling back quality improvement programs, the best hospitals know that now is the time to invest to achieve world-class care and put the competition far behind them. Learn how executive teams can make the first and most powerful step towards building an award-winning cardiac care program. Examine specific strategies that your hospital can implement now to ensure physician leaders fully support and work towards your vision for becoming the best of the best.

Objectives:

1. Examine common barriers to physician alignment in cardiac programs.
2. Learn about quality and process improvements that influence physician behavior.
3. Identify effective leadership strategies used to engage physicians and drive results.

Session II

The Quality Metrics that Matter: Collect Less. Impact More.

Faculty: Rick May, MD, Senior Physician Consultant

With mounting external pressures to measure performance, hospitals often find themselves caught up in an endless cycle of abstracting, scrubbing and analyzing everything. This takes hospitals time, money and resources, so how can you make your metrics useful? Find out how to move beyond simply collecting data to identifying the metrics that matter. Learn how continuous measurement can drive a lack of focus and understand the steps you can take towards aligning metrics with the organization's core strategies.

Hospital leaders agree they are spending too much time tracking and not enough time improving. Understand why measurement does not equal improvement. Examine how making data actionable, and holding physicians accountable for what they do, drives clinical improvement. Performance feedback can be a powerful tool if you're giving caregivers the metrics they need to change. Being selective with what to measure will save your hospital time, money and lives.

Objectives:

1. Gain insight on what data is meaningful and how to identify what metrics your hospital should be tracking.
2. Learn why measurement does not equal improvement and why overestimating the importance of data collection and analysis can become a roadblock to clinical excellence.
3. Examine how making data actionable, and holding physicians accountable for what they do, drives clinical improvement initiatives.
4. Find out why performance feedback can be a very powerful tool if you're giving caregivers the metrics they need to change.

Session III

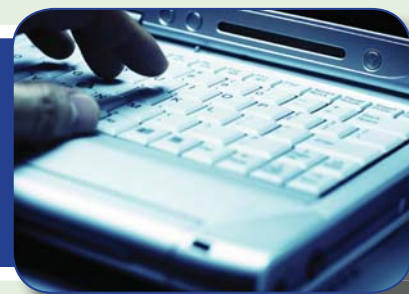
The Journey to Clinical Excellence: Five Essential Strategies

Faculty: Samantha Collier, MD, MBA, Chief Medical Officer

What does it take to be a top-quality hospital? This Webinar will identify how hospital and physician leaders can effectively make quality a priority within their organization. Find out what an unconditional commitment to quality means, and discuss why this is crucial and often intimidating, yet achievable. Learn about five essential strategies required for measurable and sustainable quality success, such as creating an accountable culture and identifying the root causes of unengaged physicians. Understand why each strategy is vital and steps you can take now to put your organization on the right track.

# NHA WEBINAR

Click on the link to register: <http://eseries.nhanet.org/eseries/scriptcontent/index.cfm>



## Understanding, Improving and Communicating Quality of Care

Webinar #061809-S

Find out what some of the nation's highest-performing medical centers have done to become leading quality providers. Review incentives for quality change within their organizations and the results and lessons learned from their journey to clinical excellence.

### Objectives:

1. Learn what an unconditional commitment to quality means.
2. Identify the five strategies required for quality success.
3. Review several incentives for quality change within some of the nation's highest-performing medical centers and the results from their journey to clinical excellence.

### Session IV

#### Health Care Transparency and Consumerism: Where the Rubber Meets the Road

Faculty: Scott Shapiro, Sr. VP, Corp. Communications & Mktg

The online health-seeking population is growing dramatically. A recent study illustrates that the Internet is the most preferred source for health information and there are approximately 116 million consumers using the Internet to get health care information and to find a provider. When dealing with health issues, individuals turn to the Web before their doctor, hospital or any other provider.

Gain valuable insight on the current and future drivers of transparency and consumerism in health care. Learn about the significant trends in consumer online search behavior and understand how they provide strategic business opportunities and risks for hospital organizations. Examine how the "rubber meets the road" when real patients use online health care information to make decisions.

### Objectives:

1. Gain valuable insight on the current and future drivers of transparency and consumerism in health care.
2. Learn about the significant impact of search, transparency and consumerism on patients and providers and find out what progressive hospitals are doing.
3. Examine how the "rubber meets the road" when real patients use online health care information to make decisions.

## TARGET AUDIENCE

Middle and senior hospital leadership, business development and marketing vice presidents, chief medical officers, nursing leaders, quality improvement teams and service line directors.

## FACULTY

### Marigene "Mimi" Hartker, MD, MBA, Senior Physician Consultant, HealthGrades

Dr. Hartker specializes in internal medicine and pediatrics with a background in conflict management and dispute resolution, which makes her a powerful ally for hospitals looking to build strong, sustainable physician relationships—the foundation for a culture of clinical excellence.

### Rick May, MD, Senior Physician Consultant, HealthGrades

Dr. Rick May is an orthopedic surgeon and HealthGrades' Senior Physician Consultant. He works with hospital and physician leaders throughout the nation to improve clinical outcomes, drive processes of care, and has special interests in the areas of patient safety and quality reporting for physicians.

### Samantha Collier, MD, MBA, Chief Medical Officer, HealthGrades

Dr. Collier is a board certified internist, former Assistant Professor of Medicine at OUHSC-Tulsa and currently HealthGrades' Executive Vice President/Chief Medical Officer. An engaging presenter, Dr. Collier discusses the importance of health care ratings, public profiling and patient safety to multitudes of national conferences.

### Scott Shapiro, Senior Vice President, Corporate Communications & Marketing, HealthGrades

Scott Shapiro directs the communications, marketing and branding efforts for HealthGrades. Mr. Shapiro has honed the public positioning of the company and communicated the value of HealthGrades' health care quality information to employers, health plans, hospitals, physicians and millions of consumers through the news media and other venues.

## PRICE

\$195 per session/connection or entire series \$585 (One program free).

### For more information contact:

Jon Borton, Vice President, Educational Services  
Nebraska Hospital Association  
3255 Salt Creek Circle, Suite 100, Lincoln, NE 68504  
(402) 742-8147 Direct • (402) 742-8191 Fax  
jborton@nhanet.org • www.nhanet.org

**NHA** Nebraska  
Hospital  
Association

The influential voice of Nebraska's hospitals