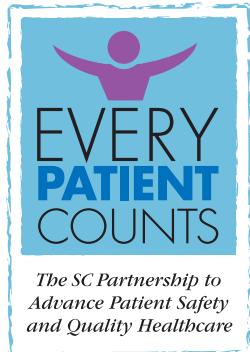


THIRD ANNUAL SOUTH CAROLINA PATIENT SAFETY SYMPOSIUM



# LEADING TRANSFORMATIONAL CHANGE



MARCH 17-18, 2010

MARRIOTT COLUMBIA  
COLUMBIA, SC

PROGRAM SPONSORED BY



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## LEADING TRANSFORMATIONAL CHANGE

Marriott Columbia | March 17–18, 2010

### TARGET AUDIENCE

- Compliance and Risk Management
- Financial officers
- Healthcare Students
- Health Policy Makers
- Hospital and Medical Leadership
- Nurses
- Patient Advocates
- Physicians
- Quality Improvement & Pt. Safety Staff

### SYMPOSIUM PURPOSE

To create a dynamic forum for active learning and knowledge sharing among the individuals and organizations that are working to improve the quality and safety of patient care in South Carolina.

### LEARNING OBJECTIVES

- Assess role and responsibility of leadership in creating and sustaining a culture of safety
- Discuss role of patients and families in the coordination of care and the creation of a safe environment of care
- Identify elements for successful patient and provider advocacy programs
- Explore data elements and related supporting resources to link financial improvement to quality improvement

### AGENDA

#### WEDNESDAY, MARCH 17

8–9 A.M. . . . . Registration/Breakfast

*Book signing with John Nance, JD*

9–9:05 A.M. . . . . Welcome

*David Dunlap, Chairman, SCHA Board & President/CEO of Roper St. Francis Healthcare*

9:05–9:30 A.M. . . . . **Transforming Care: The Big Picture**

*Maureen Bisognano, BSN, MSN, Executive Vice President & COO, Institute for Healthcare Improvement*

9:30–11 A.M. . . . . **Why Hospitals Should Fly**

*John Nance, Author*

11–11:15 A.M. . . . . BREAK

11:15 A.M.–12:15 P.M. . . . . **The Electronic Age Comes to Healthcare**

*Ron Galloway, Speaker, Columnist, Producer, and Film Director*

12:15–1:45 P.M. . . . . Lewis Blackman Awards Luncheon

*Special Guest—Sekou Andrews, Spoken Word Artist*

1:45–3:15 P.M. . . . . Learning Sessions

**1. Samuel’s Story**

**Moderator:** *David Dunlap*

*Paul Wiles, President/CEO, Novant Health*

**2. Healthcare at the Intersection of Cost and Quality**

**Moderator:** *Lisa Montgomery*

*Maureen Bisognano, BSN, MSN* **Panel:** *Barney Osborne | Indun Whetsell*

**3. Trends in Electronic Medical Records—Where Are We?**

**Moderator:** *Jane McCaffrey*

*Ron Galloway*

3:15–3:30 P.M. . . . .BREAK

3:30–5 P.M. . . . . Learning Sessions (repeat from above)

5 P.M. . . . . Adjourn

5–5:30 P.M. . . . . Meet the Artist

*Featuring Sekou Andrews*

Sekou will have his original CD from the IHI National Forum available for purchase

## THURSDAY, MARCH 18

8–8:45 A.M. . . . . Registration/Breakfast

8:45–9 A.M. . . . . **The Heart, Mind, Body and Soul of It All**

*Maureen Bisognano, BSN, MSN*

9–10:15 A.M. . . . . Learning Sessions

**1. The Challenge of Keeping Patients and Families Fully Informed Across the Illness Trajectory**

**Moderator:** *Theresa Arnold*

*Charles Sasser, MD*

**2. Transparency—It’s More Than Just the Numbers!**

**Moderator:** *Shawn Stinson, MD*

*Patrick Canley, MD, MBA, Executive Medical Director, MUSC | Ridley Barron*

**3. The Evidence for Preventing Harm**

**Moderator:** *Helmut Albrecht, MD*

*Connie Price, MD, Denver Health Medical Center | Cyrus Engineer, PhD, World Health Organization*

10:15–10:30 A.M. . . . .BREAK

10:30–10:45 A.M. . . . . **The Checklist Manifesto: How to Get Things Right**

*Chris Howe, Vice President Risk Management, PHTS*

10:45 A.M.–12:15 P.M. . . . . ACHE Panel Discussion (*approval pending for 1.5 Category I credits*)

**Making Care Safer at the Front Lines in South Carolina**

**Moderator:** *Maureen Bisognano, BSN, MSN*

*Michael Rose, MD, Surgical Safety | Lisa McKinney, RN, Hospital Acquired Infections | Michael Foster, MD, SC Mission Lifeline*

12:15 P.M. . . . . Closing Remarks and Adjourn

## AFTERNOON ADVOCACY SESSIONS (*cost included in registration fee*)

**If you plan to attend one of these sessions please check the appropriate box on the registration form. (Please note: CEU/CME credits will not be available for these sessions.)**

12:30–1 P.M. . . . . Lunch

1–2:30 P.M. . . . . **Patient Advocacy**

*Ridley Barron*

1–5 P.M. . . . . **Organ Donation Advocacy (SCRUBS)**

Building Your Community Based Organ Donor Registry Program

## JOHN J. NANCE, JD

John J. Nance, a native Texan who grew up in Dallas, holds a Bachelor's Degree from SMU and a Juris Doctor from SMU School of Law, and is a licensed attorney. Named Distinguished Alumni of SMU for 2002, he is also a decorated Air Force pilot veteran of Vietnam and Operations Desert Storm/Desert Shield and a Lt. Colonel in the USAF Reserve, well known for his involvement in Air Force human factors flight safety education, and one of the civilian pioneers of Crew Resource Management (CRM). He is an internationally recognized air safety analyst and advocate, best known to North American television audiences as Aviation Analyst for ABC World News and Aviation Editor for Good Morning America.

John has logged countless appearances on national shows such as *Larry King Live*, *PBS Hour with Jim Lehrer*, *Oprah*, *NPR*, *Nova*, *the Today Show*, and many others. His editorials have been published in newspapers nationwide, including the *Los Angeles Times* and *USA Today*. He has long been listed in *Who's Who in America*, *Who's Who in American Law*, and *Who's Who Among Emerging Leaders in America*.

He is also the nationally-known author of five non-fiction and 13 fiction bestsellers. He is also the author of a major new book for American Healthcare entitled **WHY HOSPITALS SHOULD FLY** (SecondRiver Healthcare Press, 2009). The book, which is in a fictional format but highly accurate, has won the prestigious "Book of the Year" award for 2009 by the American College of Healthcare Executives.

John J. Nance is one of America's most dynamic professional speakers, presenting entertaining and pivotal programs on teamwork, risk management, motivation, coping with competition, and other topics to business corporations and healthcare professionals. He is a pioneering and well-known advocate of using the lessons from the recent revolution in aviation safety to equally revolutionize the patient safety performance of hospitals, doctors, nurses, and all of healthcare.

John is a founding board member and is on the executive committee of the National Patient Safety Foundation. He lives in Seattle, Washington.

## SEKOU ANDREWS

As an award-winning and internationally acclaimed spoken word artist, playwright, actor, motivational speaker and musician, Sekou has mastered the art of creating original, custom-written spoken word pieces that illuminate the core message for companies, conferences and non-profits. As a result, his unique presentations transform the audience from simply receivers into energized responders. Sekou does not inspire you with his story; he inspires you with your story.

Sekou has an athletic/health-based background since birth, with an Olympic athlete/health & fitness author for a father and a dancer/health & wellness consultant for a mother. As a performer and speaker, he has shared his gift with the world, traveling and performing in a wide variety of different venues. A champion of multiple national poetry slams, his work has been featured on such diverse media outlets as ABC, MSNBC, HBO, Showtime, MTV and BET. He was invited by Oprah Winfrey to perform at her private fundraiser for Sen. Barack Obama and by Quincy Jones to do the same for Sen. Hillary Clinton. He has performed at the US Comedy Arts Festival in Aspen, as well as with the Pasadena Pops Orchestra. His versatility is his strength.

Sekou's formula for inspiration consists of taking an organization's message, adding the stimulus of motivational speaking, the impassioned fire of slam poetry, the emotional engagement of theater, the levity of stand up comedy and the human journey of storytelling so as to create an original anthem that will transform the event into an experience.

Companies, organizations and producers that have experienced "The Sekou Effect" include Nike, Kraft Foods, Time Warner, eBay, Microsoft, Health 2.0, Eliza Corp, Global Green, Ferrazzi Greenlight, Waggener Edstrom Worldwide, Wieden-Kennedy, Sierra Club, NBA, Norman Lear and the NCAA. Sekou was also very honored and excited to be the keynote speaker at the recent Institute for Healthcare Improvement conference this past December, as well as being a featured speaker at the 2009 TEDMED Conference and a TEDx local conference.

## MAUREEN BISOGNANO, BSN, MSN

Maureen Bisognano is Executive Vice President and Chief Operating Officer of the Institute for Healthcare Improvement (IHI), the independent not-for-profit organization helping to lead the improvement of health care throughout the world. She is responsible for day-to-day management of the Institute's many programs designed to improve the delivery of health care. Ms. Bisognano oversees all operations, program development, and strategic planning for the Institute. She also advises senior leaders around the world on improving health care systems. Ms. Bisognano is an instructor with the Harvard School of Public Health and a member of the Commonwealth Fund's Commission on a High Performance Health System. Prior to joining IHI, she served as Chief Executive Officer of the Massachusetts Respiratory Hospital and Senior Vice President of The Juran Institute.

## RON GALLOWAY

Ron Galloway directed the noted documentary film, *Why Walmart Works and Why That Makes Some People Crazy*, a free market look at Walmart which premiered inside the United States Capitol Building.

He is a frequent public speaker on business topics such as Walmart and innovations in business technology. He is finalizing work on two additional documentaries, *Rebooting Healthcare* and *Rethinking PowerPoint*. He is a frequent presenter at healthcare related and state association conferences on the changing landscape of electronic medical records.

Ron writes on business and technology for *The Huffington Post* and has been featured on *CNN*, *CNBC*, *MSNBC*, *ABC's World News Tonight*, and *The Daily Show*. A graduate of Georgia Tech, he also served as an investment analyst for nearly 20 years.

## GENERAL INFORMATION

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### HOTEL RESERVATIONS

Marriott Columbia | 1200 Hampton Street, Columbia, SC 29201

P 803.771.7000 or 1.800.593.6465 | F 803.758.2456 | Reservations: 1.800.880.1885

[www.marriott.com/hotels/travel/caemh-columbia-marriott](http://www.marriott.com/hotels/travel/caemh-columbia-marriott)

Ask for the SCHA Patient Safety Symposium rate. Room rate is \$129 per night, single or double. Room reservations must be made by **February 14, 2010** in order to get this rate. Free parking in the Marriott garage (entrance off Hampton Street) is available for hotel guests. Passes will be given at check-in.

### REGISTRATION FEE

The registration fee of \$195 per person includes cost of program materials, lunch, and breaks. Registration deadline is **March 10, 2010**.

### REFUND/CANCELLATION POLICY

Any registrant who cannot attend a meeting may send a substitute from the same organization. If possible, please notify the association of the substitution in writing by letter, or fax to (803) 772-7477.

The registration fee (less a \$25 processing fee) is refundable if SCHA is notified of the cancellation no later than **March 10, 2010** (past that date there will be no refund). The **cut-off date for registration is March 10, 2010**. Registrations received after that date will be processed as on-site registrations.

### CONTINUING EDUCATION

The South Carolina Hospital Association is an approved provider of continuing nursing education by the South Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. *Attendees will receive 5.9 CNE hours Wednesday and 3.2 CNE hours Thursday.* Please pick up your certificates at the end of each day.

### AMA PRA CATEGORY 1 CREDITS™ FOR PHYSICIANS

The University of South Carolina School of Medicine-Palmetto Health Richland (USCSOM-PHR) Continuing Medical Education Organization is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The USCSOM-PHR CME Organization designates this educational activity for a maximum of 6 *AMA PRA Category 1 Credits™* for Wednesday and a maximum of 3.25 *AMA PRA Category 1 Credits™* for Thursday. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

### CREDITS FOR THE AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES

The South Carolina Hospital Association is authorized to award pre-approved Category II non-ACHE continuing education credit for this program toward advancement or re-certification in the American College of Healthcare Executives.

Participants in this program wishing to have the continuing education hours applied toward Category II credit should list their attendance when applying for advancement or re-certification in ACHE.

### SPECIAL DIETARY NEEDS

If you have any special dietary needs please contact Educational Services at (803) 744-3529.

### SPECIAL NOTE FOR THE DISABLED

The South Carolina Hospital Association wishes to ensure that no individual with a disability is excluded, denied services, segregated or otherwise treated differently from other individuals because of the absence of auxiliary aids and services. If you need any of the auxiliary aids or services identified in the American With Disabilities Act, please write or call Educational Services at (803) 744-3529.

### SPEAKER PRESENTATIONS/HANDOUTS AVAILABLE ONLINE ONLY

As a part of SCHA's "Going Green" effort, all speaker presentations and handouts for this event will be posted on the SCHA Web site. You can view the handouts before or after the event. **Please Note: paper copies of these handouts will NOT be available on-site at this education event.** You will be notified via e-mail when the handouts are available online, with a direct link to access the files. The files will be posted when available and remain for 14 days after the event.

# REGISTRATION FORM

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**3rd Annual South Carolina Patient Safety Symposium: Leading Transformational Change**  
**March 17-18, 2010 | Marriott Columbia**

Name \_\_\_\_\_

Title \_\_\_\_\_ Hospital \_\_\_\_\_

Address \_\_\_\_\_

City, State and Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

## FEES

\$195 . . . Registration includes cost of seminar materials, lunch, and breaks.

**Please check if you plan to attend one of the Thursday afternoon Advocacy Sessions** *(lunch is included):*

- Patient Advocacy Afternoon Session
- Organ Donation Advocacy Afternoon Session

## PAYMENT OPTIONS

**Please check one form of payment and fax registration form to (803) 772-7477**

### CHECK

Enclosed is a check in the amount of \$ \_\_\_\_\_

Checks should be made payable to SCHA and returned with this form to the address below:

SCHA | Education Services | 1000 Center Point Road | Columbia, SC 29210 | P 803.796.3080 | F 803.772.7477

### CREDIT CARD

Please charge my:  Visa,  Mastercard, or  American Express

Card No. \_\_\_\_\_ Expires \_\_\_\_\_

Signature \_\_\_\_\_ Security code \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Billing address and zip code \_\_\_\_\_

\_\_\_\_\_

### INVOICE

Please invoice to the following address:

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

**DEADLINE FOR REGISTRATION: Cut-off date for registration is March 10, 2010.** Any registrations received after this date will be registered as on-site registration.

*The South Carolina Hospital Association (SCHA) encourages a smoke-free environment; therefore, no smoking is permitted in SCHA meetings.*  
*We also respectfully request that all cell phones be turned off during the meetings.*

## DIRECTIONS

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### MARRIOTT COLUMBIA

1200 Hampton Street

Columbia, SC 29201

P 803.771.7000 or 1.800.593.646

Web site [www.marriottcolumbia.com](http://www.marriottcolumbia.com)

**Free parking will be available in the Marriott garage (entrance off Hampton Street) for all participants. Bring your parking ticket to the symposium registration desk for validation.**

### FROM THE COLUMBIA AIRPORT

Turn left onto Edmund Road (Routes 215 and 302). Follow Route 215, which becomes Knox Abbott Drive and then Blossom Street, straight into Columbia. Turn left onto Assembly Street. Continue for nine blocks and turn right onto Hampton Street. The Columbia Marriott Hotel is on the corner of Main and Hampton Streets, one block ahead.

### FROM ATLANTA

Exit I-20 onto I-26E. Follow I-26 east to I-126 east, into downtown Columbia. The expressway ends onto Elmwood Avenue. Turn right onto Assembly Street. Follow Assembly until it intersects with Hampton Street. Turn left onto Hampton Street. The Columbia Marriott Hotel is one block over, at the corner of Hampton and Main Streets.

### FROM CHARLESTON

Exit I-26 at the Cayce Exit (Highways 21 and 176). Follow Highway 21, which becomes Knox Abbott Drive and then Blossom Street, into the city. Turn left onto Assembly Street. Continue for nine blocks and turn right onto Hampton Street. The Columbia Marriott Hotel is on the corner of Main and Hampton Streets one block ahead.

### FROM CHARLOTTE

Follow I-77 to I-277 into Columbia. I-277 becomes Bull Street. Continue on Bull Street until it intersects with Hampton Street, approximately one mile. Turn right onto Hampton Street and continue four blocks. The Columbia Marriott Hotel is on the left, between Sumter and Main Streets.

### FROM GREENVILLE

Follow I-26 East to Highway 76 into Columbia. The Expressway ends onto Elmwood Avenue. Turn right onto Assembly Street. Continue for six blocks and turn left onto Hampton Street. The Columbia Marriott Hotel is on the corner of Hampton and Main Streets.

### FROM FLORENCE

Exit I-20 to I-277 into Columbia. I-277 becomes Bull Street. Continue on Bull Street until it intersects with Hampton Street. Turn right onto Hampton Street. The Columbia Marriott Hotel is on the left corner of Sumter and Main Streets.



South Carolina Hospital Association  
1000 Center Point Road | Columbia, SC 29210  
P 803.796.3080 | F 803.796.2938