

A photograph of the Golden Gate Bridge at night, illuminated with lights, set against a dark blue background. The bridge spans across the water, with its towers and suspension cables clearly visible.

# Annual Meeting and Technical Conference 2005

Conference Program

February 23-25, 2005

San Francisco, CA

*Building*  
the Bridge to Transformational Change



THE AMERICAN  
HEALTH QUALITY  
ASSOCIATION

Annual Meeting and  
Technical Conference

2005  
*Building*  
the Bridge to Transformational Change



*Thanks to the following companies  
for their generous support*



MILLENNIUM  Schering Corporation

**MCKESSON**  
Empowering Healthcare

**PREMIER**  
Healthcare Informatics

**Abt**  
Abt Associates Inc.

February 23 – 25, 2005  
San Francisco, CA  
Hyatt Regency San Francisco

**Table of Contents**

Program Welcome.....	1
Acknowledgements.....	2
AHQA and AHQF Staff .....	3
Program General Information .....	4
Schedule of Events .....	6
Sunday.....	6
Monday.....	6
Tuesday.....	7
Wednesday.....	8
Thursday.....	10
Friday.....	13
Saturday.....	16
Plenary Session Descriptions .....	17
Concurrent Session Descriptions.....	20
Keynote & Plenary Faculty Bios.....	28
Concurrent Session Faculty Bios.....	30
Exhibitor/Poster Listing.....	40
Hotel Map.....	43
Upcoming Events.....	44

# Welcome to San Francisco

## Dear Friends and Colleagues:

We welcome you to the second combined Annual Meeting and Technical Conference, sponsored by the American Health Quality Association (AHQA).

As we embark upon another landmark year for AHQA, we begin by providing you with a unique opportunity to participate in some of the most innovative programs and projects being undertaken in the United States. The 2005 Annual Meeting and Technical Conference will focus on the intense challenges of improving processes and ameliorating quality of care for a rapidly growing aged population. By bringing together over 800 researchers, providers, analysts, communications and quality improvement specialists, government representatives and health care leaders, this year's Conference provides the premier networking opportunity in the field of health care quality improvement.



**Dale W. Bratzler, DO, MPH**  
**President**  
**American Health**  
**Quality Association**

We have accomplished tremendous successes over the last thirty years, and your Association continues to work tirelessly to be responsive to the needs of the health care quality improvement community. And while we continue to see rapid change occurring in the health care quality arena and an exciting future emerge as the health care payers and consumers create a massive momentum in the health care quality movement, your Association works diligently to understand the issues, to make our voice loudly heard in order to influence America's policymakers, and to be nimble enough to keep up with, and respond to, the rapid pace of change in health care.

We will all face our own new changes and challenges this year. To meet these challenges with great strength, the staff of the American Health Quality Association has created a phenomenal program, filled with presentations by renowned speakers and top health care leaders to address the most cutting-edge topics. Educational sessions will cover an array of priority areas in the health care setting. Our opening keynote presenter, Dr. Donald Berwick, will share important information related to working closely with IHI on new quality initiatives. This plenary will be followed by other phenomenal keynote and plenary presentations by Dr. John C. Nelson, Dr. Eric Peterson and Dr. David Brailer, as well as a closing panel presentation. And back by popular demand, we again offer our round table discussions.



**David G. Schulke**  
**Executive Vice President**  
**American Health**  
**Quality Association**

These educational sessions, coupled with the CMS educational programming and the new Membership Council activities, will afford you with a unique and unparalleled opportunity to network with leaders in health care quality improvement, to foster dialogue with peers, to meet with old acquaintances, and to forge new friendships. Above all, we hope that you will enjoy yourselves, and as always, we invite you to share your thoughts, comments, or concerns with either of us, as well as any AHQA staff member, during the conference. Our aim is to make this conference experience as beneficial and enjoyable as possible for you.

It is with pleasure that we welcome you to the beautiful city of San Francisco. And it is our promise that the 2005 Annual Meeting and Technical Conference will be as exciting, memorable, and flavorful as the city itself. We look forward to seeing you and to uniting with you once again to continue to improve the quality of health care across the nation.

# Acknowledgements

**AHQA** sincerely appreciates all of the individuals who so generously gave of their time to develop the 2005 Annual Meeting and Technical Conference. We recognize and thank our 67 peer reviewers for their work in scoring all of our online abstract submissions. A special thanks goes to our National Program Planning Committee for 2004/2005...

**Chair:**

Michael Tooke, MD,  
Delmarva Foundation for  
Medical Care

**CEO Representative:**

Dan Jaco, New Mexico  
Medical Review Association

**CEO Representative:**

Arja Adair, MBA, Colorado  
Foundation for Medical  
Care

**QIO Board Member:**

Ray Christensen, MD,  
StratisHealth

**QIO Board Member:**

Michael McGuire, MD,  
Lumetra

**Associate Member  
Representative:**

Tom Weaver, DynKePRO

**Individual Member  
Representative:**

Don Nielson, American  
Hospital Association

**Non QIO Member  
Representative:**

Virginia Blair, Prince William  
Hospital System

**Non Medicare Member  
Representative:**

Michael Garrett, Qualis  
Health

**TriRegional Conference  
Liaison:**

Mitzi Daffron, RN, MS,  
CPHQ, Health Care Excel

**CMS Representative:**

Sandra Robinson Farley,  
MA, RD, CMS

**CME:**

Mary Fletcher, Colorado  
Foundation for Medical Care

**AHQA NETWORK  
REPRESENTATIVES**

**HPMP/Case Review:**

Mary Giammona, MD,  
MPH, Lumetra

**Communications:**

Suzana Iveljic, Ohio KePRO

**IT:**

David Boan, PhD, Delmarva  
Foundation for Medical  
Care

**AHQA** would also like to again give thanks to the companies who graciously offered support for this conference!



**Platinum Supporters:**



**Premium Supporters:**



Thanks to all for your dedication and contributions to making this program a success!

# AHQA Board and Staff

## Executive Committee

**Dale W. Bratzler**

Oklahoma Foundation for Medical Quality  
President

**Jonathan R. Sugarman**

Qualis Health  
President-Elect

**David L. Thomas**

McFarland Clinic Southside  
Immediate Past President

**Patricia Riley**

Stratis Health  
Treasurer and CEO Vice Chair

**Marc Bennett**

HealthInsight  
CEO Section Chair

**Gregg R. Laiben**

Missouri Patient Care Review Foundation  
MAS Chair

“*The mission of AHQA, a national network of community-based independent quality evaluation and improvement organizations, is to promote and facilitate fundamental change that improves the quality of health care in America.’ I believe this sentence from our mission statement truly reflects the spirit and resolve of the many individuals and organizations that make up the American Health Quality Association. As I reflect on our many accomplishments over the past year, I look forward with great anticipation to the accomplishments of the future. I am extremely proud and humbled to have had the opportunity to both serve and lead this community.*”

Dale W. Bratzler, DO, MPH

Oklahoma Foundation for Medical Quality, AHQA President

## Board Members

**Arja P. Adair Jr.**

Colorado Foundation for Medical Care  
Caucus 1 Representative

**Charles Barone II**

MPRO  
Caucus 3 Director

**Michael McGuire**

Lumetra  
Area 4 Director

**Phil Morphew**

Health Care Excel  
Caucus 4 Director

**Esmail Rafi**

Virginia Health Quality Center  
Area 2 Director

**James T. Rogers**

St. John's Physicians Clinics  
Area 3 Director

**Jo Ellen H. Ross**

Lumetra  
CEO Past Chair

**Tony Sun**

Louisiana Health Care Review, Inc.  
MAS Vice Chair

**Michael C. Tooke**

Delmarva Foundation for Medical Care  
MAS At Large Member

**Adele Wilzack**

Health Facilities Association of Maryland  
Area 1 Director

## AHQA/AHQF Staff

**Dave Adler, MA**

Associate Director, Government Affairs

**Christine Bechtel, MA**

Director, Government Affairs

**Jolie Crowder, RN, MSN**

AHQF VP for Special Projects

**Richard Deutsch, MA**

Director, Communications

**Bruce Ehrle**

Executive Assistant to the EVP

**Anyi Elekwachi, MIS**

Director, Facilities & Information Systems

**Jennifer Felsher**

Associate Director, Communications

**Lisa Geiger**

Director, Government Affairs

**Candice Griffin**

AHQF Project Coordinator

**Andrew Hammock**

Administrative Assistant

**Todd Ketch**

Vice President, Government Affairs

**Jacqueline Oglesby Cook**

Senior Director, Finance & Human Resources

**Jacqueline Osborne**

Manager, Meetings and Events

**Brigitte Rawlings**

Staff Accountant

**David G. Schulke**

Executive Vice President

**Amanda Scott**

Manager, Membership and Administration

**Thomas M. Smith, RN, MA, CPHQ**

Senior Director, Operations and Education

**Erin Williams**

Manager, Educational Programs

# Essential Conference Information

## CME/CPHQ Credit

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through joint sponsorship of the Colorado Foundation for Medical Care (CFMC) and the American Health Quality Association. CFMC is accredited by the ACCME to provide continuing medical education for physicians.

The Colorado Foundation for Medical Care designates this continuing medical education activity for a maximum of 24.5 category 1 credit towards the AMA Physician's Recognition Award. Each physician should claim only those hours of credit actually spent in the educational activity.

All faculty participating in CME activities sponsored by CFMC are expected to disclose to the audience at the activity any real or apparent conflict(s) related to the content of their presentation.

This program has been approved for 21.75 continuing education hours for CPHQ recertification by the HQCB.

CME and CPHQ forms may be picked up from, and returned, to the AHQA Registration desk.

## AHQA 2005 Annual Meeting & Technical Conference Registration Hours

The Registration Desk is located on the Market Street Foyer (Street Level – 1st Floor).

**Sunday, February 20, 2005**

4:00 pm – 6:00 pm

**Monday, February 21, 2005**

7:00 am – 11:45 am; 12:45 pm – 3:00 pm

**Tuesday, February 22, 2005**

7:00 am – 12:00 pm; 1:00 pm – 5:00 pm

**Wednesday, February 23, 2005**

7:00 am – 12:00 pm; 1:00 pm – 5:00 pm

**Thursday, February 24, 2005**

7:00 am – 12:00 pm; 2:00 pm – 5:00 pm

**Friday, February 25, 2005**

7:00 am – 11:15 am; 12:30 pm – 5:00 pm

## Badges

Badges **MUST** be worn at all conference events. Please wear and display your badge prominently for easy access to conference activities. **Name badges will be required for entrance to the Member Council, Section Meetings, All Educational Sessions, and Network Meetings.** If you lose your badge, please go to the AHQA registration desk to obtain a replacement.

## Hotel Information

The **Hyatt Regency San Francisco** is the official headquarters for the 2005 Annual Meeting & Technical Conference, *Building the Bridge to Transformational Change*. The **Hyatt Regency San Francisco** has received several awards for their outstanding service—Mobil's Four Star Award, AAA Four Diamond Award, Successful Meeting Magazine's Pinnacle Award, Corporate & Incentive Travel Award of Excellence, Zagat Survey's Top Hotel Award and Meetings & Conventions Gold Key Award, Meetings News' Planners Choice Award. **For visitor information, please be sure to stop by the Concierge Desk or Visitor's Information near the AHQA Registration Desk.**

## HYATT REGENCY SAN FRANCISCO

5 Embarcadero Center  
San Francisco, CA 94111  
Phone: (415) 788-1234  
Fax: (415) 398-2562

## Overflow Hotel

**GRAND HYATT**  
345 Stockton Street  
San Francisco, CA 94108  
Phone: 800-233-1234 or 415-398-1234

## Hotel Check-in/Check-out times

Hotel check-in is 3:00 p.m. Guest arriving before 3:00 pm will be accommodated on a first-come basis pending availability of rooms. Checkout time is 12:00 p.m. Please see the hotel bell stand staff if you would like to store any luggage.

## Transportation

Shuttle Transportation will be provided between the Hyatt Regency San Francisco and the Grand Hyatt, Monday through Friday. Please see the Shuttle Schedule in the hotel lobby of both hotels for departure times.

## Business Center

Photocopying, computers, facsimiles and other business services are available at the Hyatt Regency San Francisco Business Center. Business center hours of operations are: Monday-Friday, 7:00 am – 8:00 pm; and Saturday 9:00 am – 2:00 pm.

## Messages

If you are staying at the Hyatt Regency San Francisco, your messages will go directly to your room. If a caller identifies you as an attendee with the AHQA Annual Meeting & Technical Conference messages or faxes will be posted on the message board located next to the AHQA Registration Desk.

## Evaluations

**Attention all conference attendees:** Evaluations will be conducted immediately after the meeting via the web.

## Audio Cassette Tapes

*Teach'em* has been designated as the official recording company for the 2005 Annual Meeting & Technical Conference. All educational sessions will be audio taped and available for sale in the registration area during hours of operation. For purchase after the conference, order forms will be available at the AHQA Registration Desk or at the *Teach'em* counter. You may also call *Teach'em* at (312) 467-0424 at the conclusion of the conference to place your order.

CD-ROMS will be available after the conference. Please visit the AHQA web site at [www.ahqa.org](http://www.ahqa.org) for additional info.

## Exhibit Hall

All meal functions will be in the Exhibit Hall unless otherwise noted. Be sure to stop by and visit all of the exhibitors and checkout the poster presentations near the AHQA Registration (Market Street Foyer – Street Level – 1st Floor).

## Speaker Ready Room

Plaza Room (Street Level – 1st Floor).

**Attention Speakers:** The Speaker Ready Room will be available to test audio-visual equipment in preparation for upcoming sessions. The room will be available during the following dates and times:

**Monday, February 21, 2005**

7:30 am – 4:00 pm

**Wednesday, February 23, 2005**

– Friday, February 25, 2005

8:00 am – 4:00 pm

## Refreshments & Meals

Attendance at this year's Annual Meeting & Technical Conference will exceed all previous meetings. We welcome your family and friends to San Francisco, but regret that hotel space can only accommodate registered participants at the plenary sessions, concurrent sessions, and meal functions. Name badges will be required for entrance to the Exhibit Hall for all meal functions.

## No Smoking Policy

The Hyatt Regency San Francisco is a smoke-free hotel unless you are staying in a smoking sleeping room. Conference attendees and staff request that you honor the no-smoking policy at all AHQA sponsored events.

## Special Session by The Citizen Advocacy Center

*The Citizen Advocacy Center, which operates the "Qual-Net" network of QIO beneficiary and consumer board members, is presenting a special session at the AHQA San Francisco meeting to discuss the effectiveness of the QIO Consumer Advisory Councils (CACs).*

*The meeting will be held in the GARDEN ROOM of the Hyatt Regency Hotel on Tuesday, February 22, from 2:30 pm until 4:00 pm.*

*Last year in New Orleans, we held a similar session to examine the effectiveness of the CACs, which at that time were relatively new entities. This year, we will revisit the issue, and see how a year's experience has impacted QIOs thinking about how to get the most from the CACs in helping QIOs carry out their responsibilities. We have asked all the QIO CEOs to share their thoughts on this with us, and we will distribute and discuss a report we are preparing on their views.*

*This session is open to all interested persons. THERE IS NO SEPARATE FEE FOR THIS SESSION.*

## *Pure Luxury Transportation Services*

### **Shuttle Service Provider for The American Health Quality Association**

**P**ure Luxury Transportation, the leader in meeting and convention shuttle services will be providing shuttle service to the attendees of The American Health Quality Association's Annual Meeting held at the Hyatt Regency San Francisco, February 21 - 25, 2005. Pure Luxury Transportation will operate an executive 35 passenger shuttle every half hour from the Grand Hyatt Hotel to the Hyatt Regency in the morning from 6:30 - 10:30 am, Monday through Thursday. The evening service will operate every half hour from 3:00 pm to 7:00 pm from the Hyatt Regency back to the Grand Hyatt Hotel.

Shuttle services on Friday, February 25 will run from the Grand Hyatt and the Sir Francis Drake to the Hyatt Regency in the morning (6:30 -10:30 am) and from the Hyatt Regency to the Sir Francis Drake and the Grand Hyatt in the afternoon from 2:00 -6:00 pm. Pure Luxury Transportation is a full service transportation company with a reputation for providing impeccable shuttle services for conventions and large groups throughout California.

# Schedule of Events



## Sunday, February 20

4:00 pm – 6:00 pm	Conference Registration	Market Street Foyer (Street Level–1st Floor)
-------------------	-------------------------	--

## Monday, February 21

7:00 am – 11:45 am 12:45 pm – 3:00 pm	Conference Registration	Market Street Foyer (Street Level– 1st Floor)
7:00 am – 5:00 pm	<p><b>Mediation In Motion: Medicare Mediation Conference 2005</b>            Medicare Beneficiary Protection Quality Improvement Organization Support Center (QIOSC)            Lumetra  <i>Separate registration &amp; fee required.</i></p> <p><b>General Session:</b></p> <p><b>Breakout Sessions:</b></p>	<p>Grand Ballroom A (Street Level–1st Floor)</p> <p>Pacific FG &amp; HI (Pacific Concourse Level– 1st Sub-Level)</p>
7:30 am – 4:00 pm	Speaker Ready Room	Plaza Room (Street Level–1st Floor)
8:00 am – 10:00 am	AHQA Legislative Affairs Committee Meeting	Board Room A (Atrium Lobby Level–3rd Floor)
8:00 am – 5:00 pm	<p><b>Nursing Home Culture Change Training</b>            Nursing Home Quality Improvement Organization Support Center (QIOSC)            Quality Partners of Rhode Island  <i>Separate registration &amp; fee required.</i></p>	Pacific Concourse D-E & J-K (1st Sub-Level)
10:15 am – 11:30 am	AHQA Finance Committee Meeting	Boardroom B (Atrium Lobby Level–3rd Floor)
11:45 am – 12:45 pm	AHQF Board of Directors Meeting (Working Lunch)	Bayview B (Bay Level–2nd Floor)
11:45 am – 12:45 pm	AHQA Board of Directors Luncheon	Bayview A (Bay Level–2nd Floor)
12:45 pm – 5:00 pm	AHQA Board of Directors Meeting	Bayview A (Bay Level–2nd Floor)
1:00 pm – 5:00 pm	MedQIC Content & Collaboration Meeting (Closed Meeting)	Marina Room (Bay Level–2nd Floor)
6:00 pm – 9:00 pm	CEOX Dinner (Closed Meeting)	Bayview B (Bay Level–2nd Floor)

## Schedule of Events

# Tuesday, February 22

7:00 am – 12:00 pm 1:00 pm – 5:00 pm	<b>Conference Registration</b>	Market Street Foyer (Street Level–1st Floor)
7:00 am – 5:00 pm	<b>Case Review Training</b> <i>Separate registration &amp; fee required.</i>	Bayview A (Bay Level–2nd Floor)
7:00 am – 8:00 am	<b>Closed Breakfast for Chief Executive Officer (CEO) and Medical Affairs Sections (MAS) Meeting Registrants</b>  CEO Section: MAS:	Garden A (Atrium Lobby Level–3rd Floor) Seacliff AB (Bay Level–2nd Floor)
8:00 am – 12:30 pm	<b>Medical Affairs Section Meeting</b> <i>Separate registration &amp; fee required.</i>	Seacliff AB (Bay Level–2nd Floor)
8:00 am – 12:30 pm	<b>Chief Executive Officers Section Meeting</b> <i>Separate registration &amp; fee required.</i>	Garden A (Atrium Level–3rd Floor)
8:00 am – 3:00 pm	<b>MedQIC Content &amp; Collaboration Meeting</b> (Closed Meeting)	Marina Room (Bay Level–2nd Floor)
8:00 am – 5:00 pm	<b>CMS QESC+ Meeting</b>	Hospitality Room (Atrium Lobby Level –3rd Floor)
8:00 am – 5:00 pm	<b>CMS IT Personnel</b>	Board Room A (Atrium Lobby Level –3rd Floor)
8:30 am – 5:00 pm	<b>Nursing Home Culture Change Training</b> <b>Nursing Home QIOSC</b> Quality Partners of Rhode Island <i>Separate registration &amp; fee required.</i>	Grand Hyatt San Francisco 345 Stockton Street Plaza Ballroom East (Ballroom Level)
12:30 pm – 2:00 pm	<b>Medical Affairs and CEO Section Joint Luncheon with CMS</b>	Grand Ballroom A (Street Level–1st Floor)
12:30 pm – 4:00 pm	<b>Pre-Conference Workshop</b> <b>“Creating an Environment for Quality”</b> <i>Separate registration &amp; fee required.</i>	Seacliff CD (Bay Level–2nd Floor)
1:00 pm – 4:00 pm	<b>Exhibitor Set-up</b>	Pacific Concourse (1st Sub-Level)
1:30 pm – 4:30 pm	<b>Iowa Foundation for Medical Care (IFMC) Delttek User Group</b>	Plaza Room (Street Level–1st Floor)
2:15 pm – 4:00 pm	<b>Joint Session for Medical Affairs and CEO Sections</b> <b>“The Agriculture Extension Model for Supporting Clinical MicroSystems”</b> Neil Korsen, Dartmouth, Frank May, College of Pharmacy, University of Kentucky, and Jim Battles, AHRQ	Grand Ballroom B (Street Level–1st Floor)

## Schedule of Events

TUESDAY, FEBRUARY 22 —CONTINUED

2:30 pm – 4:00pm	Citizen Advocacy Center Effectiveness of QIO Consumer Advisory Council (CAC)	Garden Room B (Atrium Level–3rd Floor)
4:30 pm – 7:30 pm	AHQA Network Meetings Analytic Network Communications Network Financial Network Healthcare Quality Improvement Network Information Technology Network	Seacliff AB (Bay Level–2nd Floor) Seacliff CD (Bay Level–2nd Floor) Garden B (Atrium Lobby Level – 3rd Floor) Grand Ballroom B (Street Level–1st Floor) Garden A (Atrium Lobby Level – 3rd Floor)
5:15 pm – 8:15 pm	HPMP/Case Review	Bayview A (Bay Level–2nd Floor)
6:00 pm – 9:00 pm	AHQA/CMS Leadership Dinner (Closed meeting)	Marina Room (Bay Level–2nd Floor)

## Wednesday, February 23

7:00 am – 12:00 pm 1:00 pm – 5:00 pm	Conference Registration	Market Street Foyer (Street Level–1st Floor)
7:15 am – 8:00 am	Conference Breakfast (Exhibit Hall)	Pacific Concourse (1st Sub-Level)
7:00 am – 3:00 pm	Exhibit Hall Opens	Pacific Concourse (1st sub-level)
7:00 am – 8:00 am	“Sunrise Breakfast” New Attendee Orientation	Bayview Room (Bay Level–2nd Floor)
8:00 am – 4:00 pm	Speaker Ready Room	Plaza Room (Street Level–1st Floor)
8:30 am – 10:30 am	Membership Council Opening Session	Grand Ballroom (Street Level–1st Floor)
10:45 am – 11:45 am	Quartile 1 – Caucus Meeting Quartile 2 – Caucus Meeting Quartile 3 – Caucus Meeting Quartile 4 – Caucus Meeting	Grand Ballroom A (Street Level–1st Floor) Grand Ballroom B (Street Level–1st Floor) Grand Ballroom C (Street Level–1st Floor) Seacliff AB (Bay Level–2nd Floor)
10:30 am – 12:00 pm	<b>CMS Sessions CM 1 – CM 5</b> CM1: “Alternatives to Traditional Beneficiary Complaint Review: Studies in Progress” CM2: “Communications & 8th Statement of Work” CM3: “Improving Nursing Home, Home Health, Hospital and Physician Office Care with MedQIC” CM4: “Home Health and the 8th Statement of Work” CM5: “Provider Cultural Competency and Updates in the Underserved Populations Task”	Marina Room (Bay Level–2nd Floor) Seacliff CD (Bay Level–2nd Floor) Bayview Room (Bay Level–2nd Floor) Garden Room (Atrium Lobby Level–3rd Floor) Hospitality Room (Atrium Lobby Level–3rd Floor)

## Schedule of Events

WEDNESDAY, FEBRUARY 23 —CONTINUED

11:00 am – 1:00 pm	<b>HealthInsight Phone Conference</b> (Closed meeting)	Board Room B (Atrium Lobby Level –3rd Floor)
12:00 pm – 1:00 pm	<b>Lunch</b> (Exhibit Hall)	Pacific Concourse (1st Sub-Level)
12:00 pm – 1:15 pm	<b>AHQA Organizational Board Meeting</b> <i>Lunch Provided</i>	Golden Gate Room (Bay Level–2nd Floor)
1:30 pm – 2:45 pm	<b>CMS Plenary Session</b> William C. Rollow, MD, MPH	Grand Ballroom (Street Level–1st Floor)
2:45 pm – 3:00 pm	Mid-afternoon Break	
3:00 pm – 4:00 pm	<b>CMS Sessions CM 6 – CM 9</b>	
	CM6 “Community Health Centers: Knowledge and Experience with Information Technology and Cultural Competency”	Marina Room (Bay Level–2nd Floor)
	CM7 “Administration of the 8th Statement of Work: A New and Exciting Challenge”	Seacliff CD (Bay Level–2nd Floor)
	CM8 “Hospital Reporting Validating”	Bayview Room (Bay Level–2nd Floor)
	CM9 “HPMP in the 8th Statement of Work: Something Old Something New”	Garden Room (Atrium Lobby Level–3rd Floor)
4:15 pm – 5:30 pm	<b>Keynote Session</b> Don Berwick, MD, Institute for Healthcare Improvement (IHI)	Grand Ballroom (Street Level–1st Floor)
5:30 pm – 8:00 pm	Quality Partners of Rhode Island: Cross Settings	Grand Hyatt San Francisco 345 Stockton Street (San Miguel Room–Theater Level)
6:30 pm – 10:00 pm	<b>6th Annual Health Care Quality Improvement Awards Dinner</b> –Sponsored by the James Q. Cannon Memorial Endowment <i>Please contact Lisa Weiss for additional information.</i>	City Hall

“*The accomplishments and the potential of the QIOs are increasingly recognized by policy makers and prominent stakeholders in American health care. Along with this recognition comes rising expectations, increased scrutiny, and a plethora of challenges. It is tremendously exciting to see progress across the entire QIO community in meeting these challenges, and in implementing AHQA’s mission—to promote fundamental change that improves the quality of health care in America.*”

JONATHAN R. SUGARMAN, MD, QUALIS HEALTH, AHQA PRESIDENT-ELECT

## Schedule of Events

# Thursday, February 24

7:00 am – 12:00 pm 2:00 pm – 5:00 pm	<b>Registration</b>	Market Street Foyer (Street Level–1st Floor)
7:15 am – 8:00 am	<b>Conference Breakfast</b> (Exhibit Hall)	Pacific Concourse (1st Sub-Level)
7:00 am – 8:00 am	<b>Individual Member Breakfast</b> <i>(By invitation only)</i>	Seacliff CD (Bay Level–2nd Floor)
7:00 am – 4:00 pm	<b>Exhibits</b>	Pacific Concourse (1st Sub-Level)
8:00 am – 4:00 pm	<b>Speaker Ready Room</b>	Plaza Room (Street Level–1st Floor)
8:00 am – 11:30 am	<b>Leadership Workshop</b> “Key Leadership Strategies to Be Successful in the 8th SOW and Beyond” (for Board Members, CEOs, COOs and physician leaders) Marc Bennett, HealthInsight, Maulik Joshi, Dr.PH, Delmarva Foundation, Thomas Krause, PhD, BST	Grand Ballroom C (Street Level–1st Floor)
7:45 am – 9:15 am	<b>CMS Sessions CM 10 – CM 13</b>  CM10 “Surgical Care Improvement Program (SCIP) and the 8th Statement of Work”  CM11 “Nursing Home Quality: 8th SOW and Beyond”  CM12 “DOQ-IT”  CM13 “Demystifying Part D”	Bayview Room (Bay Level–2nd Floor)  Seacliff CD (Bay Level–2nd Floor)  Seacliff AB (Bay Level–2nd Floor)  Grand Ballroom A (Street Level–1st Floor)
9:30 am – 10:30 am	<b>CMS Sessions CM 14 – CM 17</b>  CM14 “Hospital and Rural 8th SOW”  CM15 “QIOSC Redesign”  CM16 “Physician Office and the 8th Statement of Work (DOQ-IT cont.)”  CM17 “SDPS Update”	Bayview Room (Bay Level–2nd Floor)  Seacliff CD (Bay Level–2nd Floor)  Seacliff AB (Bay Level–2nd Floor)  Grand Ballroom A (Street Level–1st Floor)
10:15 am – 10:45 am	<b>Morning Break</b> (Exhibit Hall)	Pacific Concourse (1st Sub-Level)
10:45 am – 11:45 am	<b>CMS Sessions CM 18 – CM 21</b>  CM18 “Hospital and Rural 8th Statement of Work (cont)”  CM19 “Quality Measurement Update”  CM20 “QIO Provider Satisfaction Survey”  CM21 “ISG: Update”	Bayview Room (Bay Level–2nd Floor)  Seacliff CD (Bay Level–2nd Floor)  Seacliff AB (Bay Level–2nd Floor)  Grand Ballroom A (Street Level–1st Floor)

# Schedule of Events

THURSDAY, FEBRUARY 24 —CONTINUED

12:00 pm – 1:00 pm	<b>Keynote Address</b> John C. Nelson, MD, American Medical Association (AMA)	Grand Ballroom (Street Level–1st Floor)
1:00 pm – 2:00 pm	Lunch (Exhibit Hall)	Pacific Concourse (1st Sub-Level)
2:00 pm – 3:00 pm	<b>Concurrent Sessions A1 – A7</b> <b>A1: HCQIP</b> “A Model Program for Improving Hospital Performance” David Boan, PhD, Matthew Fitzgerald, PhD Delmarva Foundation for Medical Care <b>A2: Health Information Technology (HIT)</b> “Health Information Exchange and Quality: Why and How QIOs Should Get Involved” J. Marc Overhage, MD, PhD, Indiana Health Information Exchange, Inc. (IHIE), Janet Marchibroda, MBA, eHealth Initiative <b>A3: Communications</b> “On the Same Page – Communication Support of HCQIP Projects” Jaz-Michael King, Sheila McCullagh, RN, Barbara Schwartz, Martha Carney, IPRO <b>A4: Case Review / HPMP</b> “Case Review and Transformation – Quality Improvement Plans as a Key to Systems Change” Mary Giammona, MD, MPH, Lumetra <b>A5: IT</b> “IT Staff Role in DOQ-IT Work” Stuart Hidalgo, NMMRA, Tom Jackson, HealthInsight, Charles Parker, MassPRO <b>A6: Analytic</b> “From Chaos to Clarity: Summarizing Hospital Quality Data” Dave Zaun, MS, Stratis Health <b>A7: Finance / HR / Leadership</b> “Catching the Big Fish: The Upstream Journey of Engaging Health Systems” Mary Flowers, RN, BA, Thomas Leyden, BA, James Mitchiner, MD, MPS, FACEP, MPRO	Seacliff AB Pacific Concourse (1st Sub-Level) Seacliff CD Pacific Concourse (1st Sub-Level) Garden Room (Atrium Lobby Level–3rd Floor) Grand Ballroom A (Street Level–1st Floor) Grand Ballroom B (Street Level–1st Floor) Grand Ballroom C (Street Level–1st Floor) Bayview Room (Bay Level–2nd Floor)
2:00 pm – 3:30 pm	Lumetra Executive Committee Meeting	Board Room A (Atrium Lobby Level–3rd Floor)
2:00 pm – 5:30 pm	<b>Showing of Nursing Home Culture Change Videos</b> Produced By: The American Health Quality Foundation (AHQF)	Golden Gate Room (Bay Level–2nd Floor)
2:00 pm – 6:00 pm	<b>Louisiana Health Care Review</b> <b>Board of Directors Meeting</b>	Board Room B (Atrium Lobby Level –3rd Floor)
3:00 pm – 3:15 pm	Mid-Afternoon Break (Exhibit Hall)	Pacific Concourse (1st Sub-Level)

## Schedule of Events

THURSDAY, FEBRUARY 24 —CONTINUED

3:15 pm – 4:15 pm

### Concurrent Sessions B1 – B7

- B1: HCQIP**  
“Double Check Your Data: How an Internal Data Review Process Assures Accuracy and Boosts Quality”  
Rita Mistry, MPH, Betsy Wallace, MFA, Lumetra  
Seacliff AB Pacific Concourse (1st Sub-Level)
- B2: Health Information Technology (HIT)**  
“EHR Adoption & Effective Use – Strategies for Moving Physician Practices Forward”  
Patricia Lohman, Outlook-Associates, Inc., Robert Lamberts, MD, Evans Medical Group PC  
Seacliff CD Pacific Concourse (1st Sub-Level)
- B3: HCQIP**  
“Progress on the Surgical Care Improvement Project (SCIP) Special Study: The Unique Role of a Surgeon Organization”  
John Lewis, MD, Jan Van Vlack, RN, Health Care Excel of Kentucky, Hiram Polk, MD, FACS, Quality Surgical Solutions  
Garden Room (Atrium Lobby Level –3rd Floor)
- B4: Case Review / HPMP**  
“Addressing Variation in Hospital Coding Intensity”  
Charles Schade, MD, MPH, David Lomely, BA, Cathy Bowles, RN, West Virginia Medical Institute  
Grand Ballroom A (Street Level–1st Floor)
- B5: IT**  
“Utilizing MS Access to Create Tracking Systems and Improve Efficiencies”  
Svetlana Marchuk, BS, William Reagan, MBA, Ohio KePRO  
Grand Ballroom B (Street Level–1st Floor)
- B6: Analytic**  
“A Data Mining Model to Predict Unnecessary Admissions from Inpatient Claims: An Early Warning System for Payment Error”  
Charles Dion, MA, Florida Medical Quality Assurance  
Grand Ballroom C (Street Level–1st Floor)
- B7: Finance / HR / Leadership**  
“The Quality Journey: Values, Tools and Strategies”  
Maulik Joshi, Dr.PH, Delmarva Foundation for Medical Care, Joy Hogan Rozman, RN, BS, MEd, Virginia Health Quality Center, Marc Bennett, HealthInsight  
Bayview Room (Bay Level – 2nd Floor)

4:30 pm – 5:30 pm

### Concurrent Sessions C1 – C7

- C1: HCQIP**  
“Building Momentum for Transformational Quality Improvement Systems: Tips from High Performing Hospitals”  
Andrea Silvey, PhD, MSN, Charlie Chapin, MS, CHCA Health Services Advisory Group  
Seacliff AB Pacific Concourse (1st Sub-Level)
- C2: Health Information Technology (HIT)**  
“Stepping Across the Quality Chasm: Partnering with Medical Professional Societies to Support Practice-Level Quality Improvement”  
Carl Cunningham, MBA, Michael Barr, MD, MBA, Robert Doherty, American College of Physicians  
Seacliff CD Pacific Concourse (1st Sub-Level)

# Schedule of Events

THURSDAY, FEBRUARY 24 —CONTINUED

	<p><b>C3: Communications</b>  <b>“Seven Bridges to Partnerships that Move Indicators”</b>          Donald Glozer, MHA, CHE, Deborah Finley, MPA, Primaris</p>	Garden Room (Atrium Lobby Level –3rd Floor)
	<p><b>C4: HCQIP</b>  <b>“8th Statement of Work and ESRD”</b>          David Hunt, MD, CMS, Larry Spergel, MD, NVAII Clinical Chair, Vickie Peters, MSN, MAED, RN, CPHQ, ESRD Network</p>	Grand Ballroom A (Street Level– 1st Floor)
	<p><b>C5: Swing Session</b>  <b>“Electronic Health Records in Post-Acute and Long-Term Care”</b>          Jennie Harvell, MEd, Department of Health and Human Services, Barbara Paul, MD, Beverly Enterprises, Inc.</p>	Grand Ballroom B (Street Level– 1st Floor)
	<p><b>C6: Analytic</b>  <b>“Predictors of Success in Achieving Statistically Significant Improvement for a Targeted OBQI Outcome”</b>          Mary Ralston, Bonnie Noble, Lumetra</p>	Grand Ballroom C (Street Level– 1st Floor)
	<p><b>C7: Swing Session</b>  <b>“A Best Practice Model for Promoting Adherence to Ambulatory Drug Therapy through Discharge Management and Hospital Culture Change”</b>          Manoj Jain, MD, QSource, Donald Lappé, MD, Intermountain Health Care, Linda Hofmann, RN, LDS Hospital</p>	Bayview Room (Bay Level–2nd Floor)
5:30 pm – 8:00 pm	<b>CFF Quality Partners of Rhode Island</b>	Grand Hyatt San Francisco 345 Stockton Street (San Miguel Room–Theater Level)
6:15 pm – 10:00 pm	<p><b>Political Action Committee (PAC) Reception</b>          5:45pm – 6:00pm <b>Meet &amp; Greet Departure from the Hospitality Room (Atrium Lobby Level–3rd Floor)</b></p>	

## Friday, February 25

7:00 am – 4:00 pm	<b>Registration</b>	Market Street Foyer (Street Level– 1st Floor)
7:15 am – 8:00 am	<b>Conference Breakfast</b>	Pacific Concourse (1st Sub-Level)
8:00 am – 4:00 pm	<b>Speaker Ready Room</b>	Plaza Room (Street Level– 1st Floor)
8:00 am – 9:00 am	<p><b>Plenary Session</b>  <b>“Quality Improvement Organizations and the National HIT Agenda”</b>          David Brailer, MD, PhD, Department of Health &amp; Human Services</p>	Grand Ballroom (Street Level– 1st Floor)

## Schedule of Events

FRIDAY, FEBRUARY 25 —CONTINUED

9:00 am – 10:00 am	<p><b>Plenary Session</b>  <b>“The Need to Broaden Our Cardiovascular Quality Metrics”</b>  Eric Peterson, MD, Duke University, Division of Cardiology</p>	Grand Ballroom (Street Level–1st Floor)
10:00 am – 10:30 am	<b>Morning Break</b> (Exhibit Hall)	Pacific Concourse (1st Sub-Level)
10:30 am – 11:45 am	<p><b>Plenary Session</b>  <b>“Keys to Success in HIT: Perspectives from the Field”</b>  James Morrow, MD, North Fulton Family Medicine,  J. Marc Overhage, MD, PhD, Indiana Health Information  Exchange, Inc. (IHIE), John Tooker, MD, EVP, American College  of Physicians (ACP), Janet Marchibroda, MBA, eHealth Initiative</p>	Grand Ballroom A (Street Level –1st Floor)
11:45 am – 12:30 pm	<b>Lunch for AHQA Meeting Participants</b> (Exhibit Hall)	Pacific Concourse (1st Sub-Level)
12:00 pm – 1:00 pm	<b>Lunch for DOQ-IT Training Participants</b>	Bayview Foyer (Bay Level–2nd Floor)
12:30 pm – 5:00 pm	<p><b>DOQ-IT Training</b>  Lumetra</p>	Bayview Room (Bay Level–2nd Floor)
12:45 pm – 2:45 pm	<p><b>Round Table Discussions</b>  <i>Pre-registration required</i></p> <p><b>Underserved QIOSC:</b>  Introducing Culture to the Physician’s Office</p> <p><b>Heart Care QIOSC:</b>  Changing Organizational Culture</p> <p><b>HPMP QIOSC:</b>  Developing Project Proposals  Dealing With 1-Day Stays &amp; Observation Issues  Addressing Hospital Barriers  Working with Long Term Care Hospitals</p> <p><b>Home Health QIOSC:</b>  Completing the 7th SOW, Staying Engaged  8th SOW Barriers  Cross Setting Collaborative</p> <p><b>Communications QIOSC:</b>  Communication Role in Creating an Environment for Quality  Communication Role in Fistula First  Communication Role in DOQ-IT  Communication Role in Culture Change  Communication Role in Workforce Retention</p> <p><b>PI QIOSC:</b>  The Application of Six Quality Improvement Methods  IQC for Medicare Contracts</p> <p><b>MBP QIOSC:</b>  Quality Improvement Plans  Appeals Under BIPA  Getting Providers to the Mediation Table</p> <p><b>MedQIC Content &amp; Collaboration:</b>  Use of MedQIC 2.0 by QIOs, Providers and Partners</p>	<p>Grand Ballroom C (Street Level –1st Floor)</p> <p>Grand Ballroom C (Street Level –1st Floor)</p> <p>Grand Ballroom B (Street Level –1st Floor)</p> <p>Grand Ballroom A (Street Level –1st Floor)</p> <p>Seacliff Room AB (Street Level –1st Floor)</p> <p>Seacliff Room CD (Bay Level–2nd Floor)</p> <p>Marina Room (Bay Level–2nd Floor)</p> <p>Seacliff Room CD (Bay Level–2nd Floor)</p>
2:45 pm – 3:00 pm	<b>Mid-Afternoon Break</b>	Grand Foyer (Street Level–1st Floor)

# Schedule of Events

FRIDAY, FEBRUARY 25 —CONTINUED

3:00 pm – 4:00 pm

## Abstract Sessions D1 – D 7

### D1: HCQIP Track

#### “Chronic Care Improvement Program – What to Expect”

Sandeep Wadhwa, MD, MBA, McKesson Health Solutions,  
Deneen Richmond, Delmarva Foundation for Medical Care,  
James McIlwain, MD, IQH, Emily Cook, American Healthways

Hospitality Room (Atrium Lobby Level  
–3rd Floor)

### D2: IT Track – Abstract Presentations

Advancing Patient Safety in Rural Hospitals, Patricia  
Ruddick, RN, MSN, APRN-BC, Karen Hannah, MBA, and  
Charles Schade, MPH, MD, West Virginia Medical Institute

It’s Day 43: Do You Know Where Your Beneficiary  
Complaint Is? Howard Folkman, Lumetra

From Flash Drives to QNet Exchange: Data Retrieval for  
Quality Improvement Special Studies, Jan Van Vlack, RN,  
and John Lewis, MD, MPH, Health Care Excel of Kentucky

Contact Management Selection and Implementation  
Eric White, Qualis Health

Grand Ballroom B (Street Level  
– 1st Floor)

### D3a: Analytic Track – Abstract Presentations

The Health Status of Disadvantaged Medicare  
Beneficiaries: Results from the Medicare Health  
Outcomes Survey Beth Ellis, PhD, Erin Shannon, MPH,  
and David Drachman, PhD, Health Services Advisory Group

What are the Drivers of Provider Satisfaction with  
Quality Improvement Organizations? Mei Wang, PO, CMS

Using Risk Adjustment Analysis for Provider  
Performance Evaluation Frank Song, PhD, PMP, Virginia  
Health Quality Center

Grand Ballroom C (Street Level  
– 1st Floor)

### D3b: Finance / Leadership Track

Insurance: Making Wise Changes  
Malcolm Holley, Virginia Health Quality Center

Piloting a Peer Assist Approach for the 18 Month  
Monitoring Process Don Glozer, Primaris and Jennifer  
King, CMS Kansas City –CANCELLED

Marina Room (Bay Level–2nd Floor)

### D4: Communications Track – Abstract Presentations

Nurturing Results: Feeding and Caring for Your Paid  
Media Campaign, Dan Moss and Robin Reitzel, Ohio KePRO

Response, Reach, Results: The Shop Talk Breast  
Cancer Awareness Project, Julie Lejeune and Karen  
Hannah, West Virginia Medical Institute

We’re Not the Bad Guys: Getting Your Foot in the Door  
with Home Health Agencies, Chris Mortell and Janet  
Lane, Illinois Foundation for Quality Health Care

Developing and Disseminating Preventive Health  
Messages to Hispanics, Fabio Sabogal, PhD, Ashley Antler,  
and Ana Perez, Lumetra

Garden Room (Atrium Lobby Level  
–3rd Floor)

## Schedule of Events

FRIDAY, FEBRUARY 25 —CONTINUED

### D5: Case Review/HPMP Track – Abstract Presentations

The Effect of Internal Quality Monitoring and Systematic Selection of Physician Reviewers on the Case Review Process, Nancy Borgstadt, RN, MS, CNS, Holly Muyskens, RN, BSN, and Karen Gauen, Colorado Foundation for Medical Care

Creating an Environment for Quality: Educating Tomorrow's Doctors Today on the Role of the QIOs, Thomas Leyden, BA, and Jeffrey Deitch, DO, MPRO

COPs and HPMP Make for Great Alphabet Soup, Sharon Eubanks, RN, BSN, and Linda Moore, RN, Carolina Medical Review

Monitoring of Mediation Agreement Improvement Plans – A New and Vital QIO Responsibility, Mary Giammona, MD, MPH, Lumetra

Grand Ballroom A (Street Level–1st Floor)

### D6: HCQIP Track – Abstract Presentations

Pressure Ulcer Breakthrough Series Collaborative: Developing a Measurement Strategy, Eileen Wolfard and Jada Salamatian, Lumetra

Task 1B – From CASPER Data to Home Health Project Management, Sean Hunt and Marian Essey, Quality Insights of Pennsylvania

Study on Home Health Residents with Rehospitalization Identified by ISAT and OBQI Data, Sherry Hausman and Cynthia Mannis, Quality Insights of Delaware

Implementation of a Successful Collaborative with the Home Health Setting, Heather Jones, MPH, CHES and Heather Mann, MSPH, Carolina Medical Review

Seacliff AB (Bay Level–2nd Floor)

### D7: HCQIP Track – Abstract Presentations

Reducing the Disparity in A1c Testing Rates for Medicare African American Diabetics: An Underserved and Rural Project, Sharon Sopczak, Quality Improvement Organization and Chitra Yeshwanth, Florida Medical Quality Assurance

Diffusion of Innovation in Nursing Homes, Kate O'Malley, RN, MS, GNP, Lumetra

Results from a Collaborative on Pain Management and Restraint Removal, Franzi Zabolitzki, PT, MS, Jennifer Wilson, MPH, and Andrew Silver, MSPH, MA, Medical Review of North Carolina

Seacliff CD (Bay Level–2nd Floor)

## Saturday, February 26

8:30 am – 12:30 pm

DOQ-IT Training  
Lumetra

Bayview Room (Bay Level – 2nd Floor)

# Keynote & Plenary Session Descriptions

# Building

the Bridge to Transformational Change

## Wednesday, February 23

4:15 pm – 5:30 pm

### Keynote Address

#### *The “100,000 Lives Campaign”*

Don Berwick, MD, Institute for Healthcare Improvement (IHI)  
Grand Ballroom (Street Level – 1st Floor)



Thanks in part to the efforts of our nation’s Quality Improvement Organizations, process improvement methods are maturing in health care, with a consequent unprecedented opportunity to speed effective changes into widespread practice. To bring this opportunity to the forefront, and to give it point and a deadline, the Institute for Healthcare Improvement in December,

2004, invited major stakeholders in American health care to join together in a “campaign” to save 100,000 lives, through rapid deployment of six, proven changes in clinical care that can avoid or delay needless deaths. The “100,000 Lives Campaign” will work to enable at least 1600 hospitals to undertake six, specific improvements within the next 18 months: (1) deployment of rapid response teams, (2) increasing reliability of technically correct care for acute myocardial infarctions, (3) prevention of surgical site infections, (4) prevention of ventilator-associated pneumonia, (5) prevention of central venous line sepsis, and (6) adopting medication reconciliation processes as transition points in care.

Dr. Berwick will explain the theory and strategy of the campaign, and recommend ways that QIOs can help even more to achieve this important goal for health care providers throughout the country.

*Moderator: Dale Bratzler, DO, MPH, Oklahoma Foundation for Medical Quality, AHQA President*

## Thursday, February 24

8:00 am – 11:30 am

### Leadership Workshop

#### *Key Leadership Strategies to be Successful in the 8th SOW and Beyond*

Marc Bennett, HealthInsight, Maulik Joshi, Dr. PH, Delmarva Foundation for Medical Care, and Thomas Krause, PhD, BST  
Grand Ballroom C (Street Level – 1st Floor)

Transformational change is a major direction and commitment in healthcare. Several things are needed to get there, one of which is leadership. Today’s health care leadership and governance are paramount to breakthrough levels of patient outcomes. The session will explore ways to engage Hospital Board Trustees as well as other senior leaders in quality, safety, and healthcare outcome initiatives.

11:45 am – 12:45 pm

### Keynote Address

#### *Quality, Costs and Patients – Finding the Balance: An AMA Perspective*

John C. Nelson, MD, MPH, FACOG, FACPM,  
American Medical Association (AMA)  
Grand Ballroom (Street Level – 1st Floor)



From its earliest days, the AMA has helped physicians practice science-based and ethically-sound medicine. In recent years, the AMA has taken a leading role in developing physician tools to enhance medical practice, improve patient outcomes and increase efficiency.

In 2000, the AMA convened the Physician Consortium for Performance Improvement, a group of clinical and methodological experts. The Consortium has developed nine evidence-based performance measurement sets, with the goal of supporting physician efforts to measure and improve their performance. The Centers for Medicare & Medicaid Services have selected a subset of these measures as part of a pilot program to improve the quality, safety and efficiency of Medicare services. The AMA and the Consortium are also working to integrate these performance measures into electronic health record systems, so that physicians may gather performance data seamlessly, at the point of care.

## Keynote & Plenary Session Descriptions

The AMA recognizes that promoting clinical quality may not only improve health, but may also reduce the costs associated with the underuse, overuse and misuse of medical services. However, we also recognize that barriers do exist – such as the high cost of implementing electronic health record systems, particularly in small practice settings. The AMA continues to work with physicians and with government to create ways to overcome such barriers and continue improving health care quality.

*Moderator: Dale Bratzler, DO, MPH, Oklahoma Foundation for Medical Quality, AHQA President*

### Friday February 25

8:00 am – 9:00 am

#### Plenary Presentation

##### *Quality Improvement Organizations and the National HIT Agenda*

David Brailer, MD, PhD, Department of Health and Human Services  
Grand Ballroom (Street Level–1st Floor)



Dr. David Brailer was appointed by President Bush in April 2004 to facilitate the effective use of information technology to improve the quality, efficiency, and safety of health care for all Americans. Dr. Brailer is collaborating with the public, private, and non-profit sectors to meet the President's goal of the widespread adoption of interoperable

electronic health records (EHRs) within ten years. As the National Coordinator, Dr. Brailer has had significant input into the QIO 8th Scope of Work. Dr. Brailer will address his expectations for the QIO role in promoting widespread implementation of health information technology.

*Moderator: Dale Bratzler, DO, MPH, Oklahoma Foundation for Medical Quality, AHQA President*

9:00 am – 10:00 am

#### Plenary Presentation

##### *The Need to Broaden Our Cardiovascular Quality Metrics*

Eric Peterson, MD, Division of Cardiology at Duke University  
Grand Ballroom BC (Street Level–1st Floor)



The Institute of Medicine (IOM) defines quality based on six metrics: Effective, safe, timely, efficient, equitable, and patient-centered. To date, however, our performance metrics for quality of care have centered on whether or not patients received a few select acute treatments. While a laudable start, it's clear that we need to consider a broader set of care

indicators to assure the best patient care. Dr. Peterson will review current patterns of care of patients with acute myocardial infarction, unstable angina, and heart failure to demonstrate the potentials for improvement in these various aspects of care. In particular, he will highlight potential safety concerns regarding appropriate drug dosing as well as important aspects regarding failures in secondary prevention compliance. He will end with a discussion of the important role the QIO's can play in improving all these broadened aspects of quality.

*Moderator: David Schulke, EVP, American Health Quality Association*

10:30 am – 11:45 am

#### Plenary Presentation

##### *Keys to Success in HIT: Perspectives from the Field*

James Morrow, MD, 2004 Davies Award Winner, North Fulton Family Medicine  
J. Marc Overhage, MD, PhD, Indiana Health Information Exchange, Inc (IHIE)  
and John Tooker, MD, EVP, American College of Physicians  
Grand Ballroom A (Street Level – 1st Floor)

Dr. James Morrow will share his experience and lessons learned from successfully implementing an EHR in his primary care practice. He will also discuss how QIOs can best assist physicians in the 8th SOW based on his experience. Dr. Marc Overhage will speak about key elements for success in HIT that QIOs should consider at both the micro and macro levels. Dr. John Tooker of the ACP will address how partnering with medical societies like ACP can help the QIOs succeed, and how QIOs can work best with ACP state chapters in light of the proposal to include state chapter approval as part of the proof of capability for the 8th SOW.

*Moderator: Janet Marchibroda, MBA, eHealth Initiative*

## Keynote & Plenary Session Descriptions

### AHQA Problem Solving Round Tables

*To be eligible to participate, you must be pre-registered.*

AHQA has made a commitment to provide our members with the education, resources and networking opportunities necessary to succeed in improving health care quality. As such, we are continually implementing unique approaches to foster learning within the quality improvement community.

AHQA, in collaboration with CMS Quality Improvement Organization Support Contractors (QIOSCs), will be hosting facilitated round table discussions on Friday, February 25, 2005 from 12:45 pm – 2:45 pm.

Pre-registered conference attendees will be assigned to a Round Table based upon their pre-determined selection. You should have received information at registration confirming your Round Table assignment. The Round Table code you received will correspond to the code listed on the table tent in the appropriate room. The Round Tables will be grouped and held in the following locations:

#### *Underserved QIOSC* (all topics)

Grand Ballroom C (Street Level – 1st Floor)

#### *Heart Care QIOSC*

Grand Ballroom C (Street Level – 1st Floor)

#### *HPMP QIOSC* (all topics)

Grand Ballroom B (Street Level – 1st Floor)

#### *Home Health QIOSC* (all topics)

Grand Ballroom A (Street Level – 1st Floor)

#### *Communications QIOSC* (all topics)

Seacliff Room AB (Street Level – 1st Floor)

#### *PI QIOSC* (all topics)

Seacliff Room CD (Bay Level – 2nd Floor)

#### *MBP QIOSC* (all topics)

Marina Room (Bay Level – 2nd Floor)

#### *MedQIC Content and Collaboration* (all topics)

Seacliff Room CD (Bay Level – 2nd Floor)

It's difficult, if not down right impossible, to get people talking about the not-so-perfect project or obstacles they can't seem to overcome, but that is exactly the purpose of this session. Come ready for engaging dialogue and ready to share.

The discussions will begin promptly at 12:45 pm. Extra seats will NOT be available on site and standing around tables will NOT be permitted—this is for the comfort and convenience of attendees.



*Please visit*

*the* **AHQA**

*B. Dalton Bookstore*

*in the rear of the Exhibit Hall near the Cyber Café!*

# Concurrent Session Descriptions



## Wednesday February 23

10:30 am – 12:00 pm

### Concurrent Sessions CM1 – CM5

#### CM1: “Alternatives to Traditional Beneficiary Complaint Review: Studies in Progress”

*Marina Room (Bay Level – 2nd Floor)*

Upon completion of this session attendees will be able to:

- Describe CFMC’s current efforts related to implementation of Early Intervention Mediation (EIM).
- Discuss barriers to EIM in the hospital setting.
- Compare and contrast the roles of Health Care Mediator and hospital risk management.

*Presenter: Dawn Prime Watson RN CFMC*

- Provide information in regard to IPROS’ alternative dispute resolution project (A2IM).
- Discuss case studies and process improvement opportunities that have resulted from the project.

*Presenters: Andrea Goldstein, RN, MS, and Elizabeth S. Hall, Esq., RN, IPRO*

*Moderator: Sheila Blackstock, RNC, BSN, JD, CMS*

#### CM2: “Communications & 8th Statement of Work”

*Seacliff CD (Bay Level – 2nd Floor)*

Upon completion of this session attendees will be able to:

- Discuss the role of communications in the 8th Statement of Work including an update on the communications strategic plan.
- Understand the Hospital Quality Initiative national launch plans.

*Presenters: Rick McNaney, CMS, Evan Stults, CommQIOSC, Deborah Finley, CommQIOSC*

*Moderator: Rick McNaney, CMS*

#### CM3: “Improving Nursing Home, Home Health, Hospital, and Physician Office Care with MedQIC”

*Bayview Room (Bay Level – 2nd Floor)*

Upon completion of this session attendees will be able to:

- Understand how MedQIC will support quality improvement in each area of Nursing Home, Home Health, Hospital, and Physician Office.
- Access and use quality improvement resources for the four major provider types in the 8th SoW.

*Presenters: Yael Harris, PhD, MHS, CMS, Meg Richards, PhD, RIQP, QPRI LT David Dietz, MHA, CMS, Barbara Bond, RN, Delmarva Foundation for Medical Care, Rebecca Hudson, MPH, CMS, Kathy Winchester, CMS, Colleen Lynch, RN, VHQC, and Tony Linares, MD, Lumetra*  
*Moderator: Tanuj K. Gupta, MD, IFMC*

#### CM4: “Home Health and the 8th Statement of Work”

*Garden Room (Atrium Lobby Level – 3rd Floor)*

Upon completion of this session attendees will be able to:

- Understand the home health tasks as proposed in the 8th Statement of Work.
- Discuss Strategic Planning Model(s).
- Discuss National Priority Measure Acute Care Hospitalization.

*Presenter: LT David Dietz, MHA, CMS*

#### CM5: “Provider Cultural Competency and Updates in the Underserved Populations Task”

*Hospitality Room*

Upon completion of this session attendees will be able to:

- Discuss the status of pilot project objectives on cultural competence.
- Understand the “Physician’s Practical Guide to Culturally Competent Care” (Office of Minority Health’s Cultural Competency Tool).
- Discuss the Task Force on Community Preventive Services’ Findings on Cultural Competency.

*Presenters: Steven Preston, PhD, MPH, CMS – Seattle Regional Office, Jackie Harley, CMS, Susan Brittman, UQIOSC, Ann Kenny SAIC, Guadalupe Pacheco, DHHS, OMH, and Toby A. Quinn, MPA, CDC*

3:00 pm – 4:00 pm

### Concurrent Sessions CM6 – CM9

#### CM6: “Community Health Centers: Knowledge and Experience with Information Technology and Cultural Competency”

*Marina Room (Bay Level – 2nd Floor)*

Upon completion of this session attendees will be able to:

- Understand the purpose of Community Health Centers (CHCs) and their contributions to underserved populations.
- Understand how CHCs maintain patients’ medical records.
- Discuss CHC’s cultural competency training for providers.
- Understand how the data is collected and reported.

## Concurrent Session Descriptions

WEDNESDAY, FEBRUARY 23 —CONTINUED

*Presenters: Julie Moreno, HHS/OS/OPHS/OMH, Amy Taylor, HHS, AHRQ, Steven Preston, PhD, MPH, CMS – Seattle Regional Office, and Jackie Harley, CMS*

### **CM7: “Administration of the 8th Statement of Work: A New and Exciting Challenge”**

*Seacliff CD (Bay Level – 2nd Floor)*

Upon completion of this session attendees will be able to:

- Understand existing 7th Statement of Work issues.
- Understand 8th Statement of Work administrative and contracting concerns.

*Presenters: Brian Hebbel, MS, CMS and Naomi Haney-Ceresa, CMS*

### **CM8: “Hospital Reporting Validating”**

*Bayview Room (Bay Level – 2nd Floor)*

Upon completion of this session attendees will be able to:

- Understand the status of the validation process.

*Presenter: Mark Krushat, SciP, MPH, CMS*

### **CM9: “HPMP in the 8th Statement of Work: Something Old Something New”**

*Garden Room (Atrium Lobby Level – 3rd Floor)*

Upon completion of this session attendees will be able to:

- Relate updates for the HPMP in the 7th Statement of Work.
- Discuss changes in HPMP responsibilities from the 7th to 8th Statement of Work.
- Understand QIO responsibilities for HPMP in the 8th Statement of Work.

*Presenter: Anita J. Bhatia, PhD, MPH, CMS*

*Moderator: Kim Hrehor, MHA, RHIA, CHE, Texas Medical Foundation*

## Thursday February 24

**7:45 am – 9:15 am**

### **Concurrent Sessions CM10 – CM13**

#### **CM10: “Surgical Care Improvement Program (SCIP) and the 8th Statement of Work”**

*Acadia (3rd Floor)*

Upon completion of this session attendees will be able to:

- Understand the structure of SCIP in the 8th Statement of Work including measures and intervention tools.
- Identify key partnership leverage opportunities.
- Develop a work plan for the integration of the ESRD Fistula First project into SCIP 8th Statement of Work.
- Align strategic corporate planning with the SCIP strategic calendar.

*Presenter: David Hunt, MD, CMS*

#### **CM11: “Nursing Home Quality: 8th SOW and Beyond”**

*Seacliff CD (Bay Level – 2nd Floor)*

Upon completion of this session attendees will be able to:

- Describe expectations for the 8th Statement of Work.
- Relate current projects related to nursing home quality.
- Review accomplishments under the 7th Statement of Work.
- Share information and ideas to support further improvement work.

*Presenter: Yael Harris, PhD, MHS, CMS*

#### **CM12: “DOQ-IT”**

*Seacliff AB (Bay Level – 2nd Floor)*

Upon completion of this session attendees will be able to:

- Understand the 8th Statement of Work structure for task 1d1.
- Understand the concept of a multi-stakeholder group.
- Understand the requirements for working with the identified participant group.
- Understand the evaluation of task 1d1.
- Understand the support needed for QIOs to succeed in this task.

*Presenters: James Sorace, MD, MS, CMS Karen Bell, MD, MMS, CMS and Kathy Winchester, CMS*

#### **CM13: “Demystifying Part D”**

*Grand Ballroom A (Street Level – 1st Floor)*

Upon completion of this session attendees will be able to:

- Understanding of the structure of the Part D benefit.
- Relate QIOs’ responsibility under the 8th Statement of Work.
- Understand Part D timelines for the 8th Statement of Work.

*Presenter: Karen Bell, MD, MMS, CMS*

**9:30 am – 10:30 am**

### **Concurrent Sessions CM14 – CM17**

#### **CM14: “Hospital and Rural 8th Statement of Work”**

*Bayview Room (Bay Level -2nd Floor)*

Upon completion of this session attendees will be able to:

- Provide a framework for transformational change in hospitals as described in the 8th Statement of Work.

*Presenters: Rebecca Hudson, MPH, CMS, David Nilasena MD, MSPH, MS, CMS – Dallas Regional Office, and Steven Preston, PhD, CMS – Seattle Regional Office*

#### **CM15: “QIOSC Redesign”**

*Seacliff CD (Bay Level – 2nd Floor)*

Upon completion of this session attendees will be able to:

- Understand the rationale of the new structure.
- Understand the source of work products and supports they will need to prep for the 8th Statement of Work.

*Presenter: Jane Taylor, RN, MPH, CMS – Boston Regional Office*

## Concurrent Session Descriptions

THURSDAY, FEBRUARY 24 —CONTINUED

### CM16: “Physician Office and the 8th Statement of Work (DOQ-IT cont.)”

*Seacliff AB (Bay Level 2nd Floor)*

Upon completion of this session attendees will be able to:

- Understand the 8th Statement of Work structure for task 1d1.
- Understand the concept of a multi-stakeholder group.
- Understand the requirements for working with the identified participant group.
- Understand the evaluation of task 1d1.
- Understand the support needed for QIOs to succeed in this task.

*Presenters: James Sorace, MD, CMS Karen Bell, MD, MMS, CMS and Kathy Winchester, CMS*

### CM17: “SDPS: Update”

*Grand Ballroom A (Street Level – 1st Floor)*

Upon completion of this session attendees will be able to understand:

- The System Development Life Cycle (SDLC) process including: quality assurance usability testing IV&V testing and JADs.
- SDPS Web Strategies from a technical perspective.
- E-mail and migration plan.
- Active Directory high level design.

*Presenter: Mike Reinhold, CMS*

*Moderator: Cynthia Wark, RN, MSN, BC*

**10:45 am – 11:45 am**

## Concurrent Sessions CM18 – CM21

### CM18: “Hospital and Rural 8th Statement of Work (cont)”

*Bayview Room (Bay Level – 2nd Floor)*

Upon completion of this session attendees will be able to:

- Provide a framework for transformational change in hospitals as described in the 8th Statement of Work

*Presenters: Rebecca Hudson, MPH, CMS, David Hunt, MD, CMS, David Nilasena, MD, MSPH, MS, CMS – Dallas Regional Office, Steven Preston, PhD, CMS – Seattle Regional Office*

### CM19: “Quality Measurement Update”

*Seacliff AB (Bay Level – 2nd Floor)*

Upon completion of this session attendees will be able to:

- Understand the quality measurement strategy and priorities.
- Understand the current measurement plan.
- Understand the concepts regarding measures management.

*Presenter: Lisa Hines, MS, RN, CMS*

### CM20: “QIO Provider Satisfaction Survey”

*Seacliff AB (Bay Level – 2nd Floor)*

Upon completion of this session attendees will be able to:

- Understand the survey development and methodology.
- List and identify how the difference survey products were used.
- Review results for evaluation and quality.

*Presenter: William Taylor, MD, CMS – Boston Regional Office*

### CM21: “ISG: Update”

*Grand Ballroom A (Street Level – 1st Floor)*

Upon completion of this session attendees will be able to:

- Gain an understanding of SDPS support for the 8th Statement of Work by program in four broad categories: Data Management Information Management Web Strategies and Application Development.

*Presenter: William Matos, CMS*

*Moderator: Dennis Stricker, CMS*

**2:00 pm – 3:00 pm**

## Concurrent Sessions A1 – A7

### A1: HCQIP Track – “A Model Program for Improving Hospital Performance”

*Seacliff AB Pacific Concourse (1st sub-level)*

Upon completion of this session attendees will be able to:

- Develop a working definition of organizational culture.
- Understand some of the challenges of changing organizational culture.
- Understand examples of methods that promote hospital attention to culture as an area for improvement.

*Presenters: David Boan, PhD, and Matthew Fitzgerald, PhD, Delmarva Foundation for Medical Care*

*Moderator: Michael Tooke, MD, Delmarva Foundation for Medical Care*

### A2: Health Information Technology (HIT) Track – “Health Information Exchange and Quality: Why and How QIOs Should Get Involved”

*Seacliff CD Pacific Concourse (1st sub-level)*

Upon completion of this session attendees will be able to:

- Describe the history and evolution of health information exchange (HIE)
- Understand how health information exchange is relevant to QIO physician office work in the 8th Scope of Work.
- Learn how significant improvements in health care quality can be achieved using health information exchange, with specific examples from the Indiana Health Information Exchange (IHIE), the first and oldest HIE in the country.
- Understand and utilize specific recommendations from an expert panel on how QIOs can and are working with health information exchange entities.
- Monitor emerging policy changes related to health information exchange.

*Presenters: J. Marc Overhage, MD, PhD, Indiana Health Information Exchange Inc. (IHIE) and Janet Marchibroda, MBA, eHealth Initiative*

*Moderator: Christine Bechtel, American Health Quality Association*

## Concurrent Session Descriptions

THURSDAY, FEBRUARY 24 —CONTINUED

### A3: Communications Track – “On the Same Page – Communication Support of HCQIP Projects”

*Garden Room (Atrium Lobby Level – 3rd Floor)*

Upon completion of this session attendees will be able to:

- Define the role of communications as a professional support department.
- Develop a framework for project success from both the communications and quality improvement perspectives.
- Achieve consistency of messaging and audience appropriateness by giving consensus on products communication strategies cost effectiveness and other issues.

*Presenters: Jaz-Michael King, Sheila McCullagh, RN, Barbara Schwartz, Martha Carney, IPRO*

*Moderator: Richard Deutsch, American Health Quality Association*

### A4: Case Review/HPMP Track – “Case Review and Transformation – Quality Improvement Plans as a Key to Systems Change”

*Grand Ballroom A (Street Level – 1st Floor)*

Upon completion of this session attendees will be able to:

- Understand the potential impact of Quality Improvement Plans as a means of achieving systems change resulting from the Case Review activities.
- Describe categories of quality issues where QIPs are typically indicated.
- Identify key components of QIPs that contribute to successful efforts to accomplish systems change.

*Presenters: Mary D. Giammona, MD, MPH, and Cynthia Horn, MD, Lumetra*

*Moderator: Tony Linares, MD, Lumetra*

### A5: IT Track – “IT Staff Role In DOQ-IT Work”

*Grand Ballroom B (Street Level – 1st Floor)*

Upon completion of this session attendees will be able to:

- Understand how 3 QIOs decided to construct their DOQ-IT teams with respect to the inclusion of existing IT staff.
- Understand the strategies behind these staffing decisions.
- Discuss how internal & external IT expertise is utilized for HIT projects.

*Presenters: Stuart Hidalgo, NMMRA, Tom Jackson, HealthInsight and Charles Parker, MassPRO*

*Moderator: Karl Stebbins, Metastar*

### A6: Analytic Track – “From Chaos to Clarity: Summarizing Hospital Quality Data”

*Grand Ballroom C (Street Level – 1st Floor)*

Upon completion of this session attendees will be able to:

- Relate the process of determining the need for and designing the snapshot.
- Describe the use of SAS and Excel to create print and save reports.
- Enumerate the benefits and efficiencies of the program to the work the QIO does with hospitals under Subtask 2b.

*Presenter: Dave Zaun, MS, Stratis Health*

*Moderator: Tom Arneson, Stratis Health*

### A7: Finance/HR/Leadership Track – “Catching the Big Fish: The Upstream Journey of Engaging Health Systems”

*Bayview Room (Bay Level – 2nd Floor)*

Upon completion of this session attendees will be able to:

- Analyze their ability to provide an effective business case to health systems decision makers regarding the need for establishing partnerships with their organizations.
- Identify their strengths and weaknesses of front-line negotiators ability to network with both health and community based organizations for mutually beneficial outcomes.
- Develop observation and communication skills that get you in the door invited back and help you to close the deal.

*Presenters: Mary Flowers, RN, BA, Thomas Leyden, BA, and James Mitchiner, MD, MPS, FACEP, MPRO*

*Moderator: Joellen Tennison, Health Services Advisory Group*

**3:15 pm – 4:15 pm**

**Concurrent Sessions B1 – B7**

### B1: HCQIP Track – “Double Check Your Data: How an Internal Data Review Process Assures Accuracy and Boost Quality”

*Seacliff AB Pacific Concourse (1st sub-level)*

Upon completion of this session attendees will be able to:

- Describe the process for setting up Data Review from initial concept beta test revision and approval to full implementation and company-wide rollout.
- Learn how internal departments joined forces to create plan develop execute and manage a new quality assurance process and found ways to streamline and fold the service into the QIOs overall approval process.
- Communicate the importance and value-add of Data Review to an organization.

*Presenters: Rita Mistry, MPH, and Betsy Wallace, MFA, Lumetra*

*Moderator: Tony Linares, MD, Lumetra*

## Concurrent Session Descriptions

THURSDAY, FEBRUARY 24 —CONTINUED

### B2: Health Information Technology (HIT) Track – “EHR Adoption & Effective Use – Strategies for Moving Physician Practices Forward”

*Seacliff CD Pacific Concourse (1st sub-level)*

Upon completion of this session attendees will be able to:

- Understand the varying levels of physician practices readiness to adopt and effectively use an EHR as they relate to constructing your Identified Participant Groups - First and Second groups in the 8th SOW.
- Determine the types and levels of QIO support necessary to help physician practices in each of the varying levels move from one stage to the next.
- Identify methods for grouping practices by readiness level and other factors for leveraging QIO support services.
- Learn about the experience and lessons of a HIMSS Davies award-winning physician who has implemented an EHR in his practice.
- Understand the quality improvement gains experienced in this physician practice, as well as some of the pain experienced along the way.

*Presenters: Patricia Lohman, Outlook-Associates, Inc., and Robert Lamberts, MD, Evans Medical Group PC*

*Moderator: Christine Bechtel, American Health Quality Association*

### B3: HCQIP Track – “Progress on the Surgical Care Improvement Project (SCIP) Special Study: The Unique Role of a Surgeon Organization”

*Garden Room (Atrium Lobby Level – 3rd Floor)*

Upon completion of this session attendees will be able to:

- Describe the Surgical Care Improvement Project (SCIP) and its relationship to the 8th Statement of Work.
- Identify with the modules surgical procedures and performance measures within the SCIP.
- Describe Quality Surgical Solutions (QSS) and its role in the SCIP.

*Presenters: John Lewis and Jan Van Vlack, Health Care Excel of Kentucky and Hiram Polk, Quality Surgical Solutions*

*Moderator: Rita Bowling, Ohio KePRO*

### B4: Case Review/HPMP Track – “Addressing Variation in Hospital Coding Intensity”

*Grand Ballroom A (Street Level – 1st Floor)*

Upon completion of this session attendees will be able to:

- Design data collection tools for field validation of secondary diagnosis.
- Identify factors in medical record documentation associated with diagnoses of fluid and electrolyte disorders and their variation among hospitals with high and low DRG error rates.
- Describe the relationship between excessive frequencies of specific secondary diagnoses and DRG payment errors.

*Presenters: Charles Schade, MD, MPH, Cathy Bowles RN, and David Lomely, BA, West Virginia Medical Institute*

*Moderator: TBD*

### B5: IT Track – “Utilizing MS Access to Create Tracking Systems and Improve Efficiencies”

*Grand Ballroom B (Street Level – 1st Floor)*

Upon completion of this session attendees will be able to:

- To learn to utilize the tools available at a QIO to create efficient tracking systems to provide information for project teams and various departments.
- To learn to utilize the tools available to increase the efficiency of all tracking systems.

*Presenters: Svetlana Marchuk, BS, and William Reagan MBA, Ohio KePRO*

*Moderator: David Bitonte, MD, Ohio KePRO*

### B6: Analytic Track – “A Data Mining Model to Predict Unnecessary Admissions from Inpatient Claims: An Early Warning System for Payment Error”

*Grand Ballroom C (Street Level – 1st Floor)*

Upon completion of this session attendees will be able to:

- Develop a model for detecting changes in the payment error rate long before the surveillance results are available
- Identify admissions likely to be denied if reviewed. This information could then be used to develop interventions and target facilities for participation in HPMP projects.

*Presenter: Charles Dion MA, Florida Medical Quality Assurance*

*Moderator: Mitzi Daffron, RN, MS, CPHQ, Health Care Excel*

### B7: Finance/HR/Leadership Track – “The Quality Journey: Values, Tools and Strategies”

*Bayview Room (Bay Level – 2nd Floor)*

Upon completion of this session attendees will be able to:

- Describe and apply a model for transformational leadership.
- Apply different tools for leadership development including talent assessment and succession planning.
- Incorporate values and quality improvement building into the fabric of the organization’s culture.

*Presenters: Maulik Joshi, Dr.PH, Delmarva Foundation for Medical Care, Joy Hogan Rozman, RN, BS, MEd, Virginia Health Quality Center, and Marc Bennett, HealthInsight*

*Moderator: Michael Tooke, MD, Delmarva Foundation for Medical Care*

## Concurrent Session Descriptions

THURSDAY, FEBRUARY 24 —CONTINUED

4:30 pm – 5:30 pm

### Concurrent Sessions C1 – C7

#### C1: HCQIP Track – “Building Momentum for Transformational Quality Improvement Systems: Tips from High Performing Hospitals”

*Seacliff AB Pacific Concourse (1st sub-level)*

Upon completion of this session attendees will be able to:

- Describe the four key guiding principles used in the High Performers special study to define and identify high performing hospitals.
- Describe the methods used by high performing hospitals to manage the change process for improving performance on the CMS indicators.
- Understand the internal communications mechanisms and channels used by high performing hospitals to improve performance rates on CMS indicators.

*Presenters: Andrea Silvey, PhD, MSN, Charlie Chapin MS, HCA, Health Services Advisory Group*

*Moderator: Carlene Brown, NMMRA*

#### C2: Health Information Technology (HIT) Track – “Stepping Across the Quality Chasm: Partnering with Medical Professional Societies to Support Practice-level Quality Improvement”

*Seacliff CD Pacific Concourse (1st sub-level)*

Upon completion of this session attendees will be able to:

- Understand why most primary care physician practices today are not well prepared or organized to support quality improvement supported by health information technology (HIT).
- Identify barriers and potential solutions in specific areas that will require special attention to help primary care practices to “step across the quality chasm,” including: financial and reimbursement incentives; measuring and reporting quality improvement data; practice workflow issues; and access to actionable clinical decision support at the point of care.
- Learn how ACP and other medical professional societies can support efforts by Quality Improvement Organizations (QIOs) to help physician practices improve quality through practice-level interventions, with the American College of Physicians (ACP) partnership with the Arkansas Foundation for Medical Care being presented as an example for such collaboration.

*Presenters: Carl Cunningham, MBA, Michael Barr, MD, MBA, and Robert Doherty, American College of Physicians*

*Moderator: William Golden, MD, Arkansas Foundation for Medical Care*

#### C3: Communications Track – “Seven Bridges to Partnerships that Move Indicators”

*Garden Room (Atrium Lobby Level – 3rd Floor)*

Upon completion of this session attendees will be able to:

- Recognize the seven guiding principles for partnership building.
- Understand the differences between networking and collaborating.
- Implement a plan to build synergy and create common mission among partners.
- Develop incentives and rewards to recognize and sustain partners.

*Presenters: Donald Glozer, MHA, CHE, Deborah Finley, MPA, Primaris*

*Moderator: Suzana Iveljic, Ohio KePRO*

#### C4: HCQIP Track – “8th Statement of Work and ESRD”

*Grand Ballroom A (Street Level – 1st Floor)*

Upon completion of this session attendees will be able to:

- Discuss CMS expectations for QIOs with regard to future hospital measures.
- Understand the surgical aspects of a fistula, fistula placement and benefits.
- Identify ESRD network activities, current partnerships with QIOs and ongoing coordinating with QIOs.

*Presenters: David Hunt, MD, CMS, Larry Spergel, MD, NVAll, and Vickie Peters, MSN, MAED, RN, CPHQ, ESRD Network*

*Moderator: Logan Malone, FMQA*

#### C5: Swing Session – “Electronic Health Records in Post-Acute and Long-Term Care”

*Grand Ballroom B (Street Level – 1st Floor)*

Upon completion of this session attendees will be able to:

- Understand barriers to implementation of EHRs in nursing homes.
- Learn what existing efforts are currently in play in nursing homes.
- Understand how electronic information exchange can benefit long-term care and other providers.
- Consider the role QIOs may play in helping long-term care providers implement HIT.

*Presenters: Jennie Harvell, M.Ed, Department of Health and Human Services and Barbara Paul, MD, Beverly Enterprises Inc.*

*Moderator: David Adler, American Health Quality Association*

#### C6: Analytic Track – “Predictors of Success in Achieving Statistically Significant Improvement for a Targeted OBQI Outcome”

*Grand Ballroom C (Street Level – 1st Floor)*

Upon completion of this session attendees will be able to:

- Develop and evaluate a scale for assessing the theoretical difficulty of achieving statistical significance for a particular outcome.
- Evaluate types of QIO technical support for effectiveness after adjustment for technical difficulty of the POA and characteristics of the HHA.

*Presenters: Mary Ralston and Bonnie Noble, Lumetra*

*Moderator: Mary Giammona, MD, MPH, Lumetra*

## Concurrent Session Descriptions

THURSDAY, FEBRUARY 24 —CONTINUED

### C7: HCQIP – “A Best Practice Model for Promoting Adherence to Ambulatory Drug Therapy through Discharge Management and Hospital Culture Change”

Bayview Room (Bay Level – 2nd Floor)

Upon completion of this session attendees will be able to:

- Understand the role of an acute care, short stay hospital in improving ambulatory pharmacotherapy in the elderly.
- Understand the impact of improved adherence to ambulatory patients' drug therapy on long term cardiovascular outcomes (readmissions and mortality).
- Understand how a QIO can improve ambulatory patient adherence with pharmacotherapy by promoting hospital culture change.

*Presenters: Manoj Jain, MD, Q Source, Donald Lappé, MD, Intermountain Health Care and Linda Hofmann, RN, LDS Hospital*

*Moderator: Manoj Jain, MD, Q Source*

## Friday February 25

3:00 pm – 4:00 pm

### Concurrent Sessions D1 – D7

#### D1: HCQIP Track – “Chronic Care Improvement Program – What to Expect”

Hospitality Room (Atrium Lobby Level – 3rd Floor)

Upon completion of this session attendees will be able to:

- Identify the disease management model as it relates to chronic care.
- Explain the design and implementation process for the programs.
- Understand the program as it relates to QIO activities.

*Presenters: Sandeep Wadhwa, MD, MBA, McKesson, James McIlwain, MD, IQH, Deneen Richmond, Delmarva Foundation for Medical Care and Emily Cook, American Healthways*

*Moderator: TBD*

#### D2: IT Track – Abstract Presentations

Grand Ballroom B (Street Level – 1st Floor)

- *Advancing Patient Safety in Rural Hospitals*  
Patricia Ruddick, RN, MSN, APRN-BC, Karen Hannah, MBA, and Charles Schade, MPH, MD, West Virginia Medical Institute
- *It's Day 43: Do You Know Where Your Beneficiary Complaint Is?* Howard Folkman, Lumetra
- *From Flash Drives to QNet Exchange: Data Retrieval for Quality Improvement Special Studies* Jan Van Vlack, RN, and John Lewis, MD, MPH, Health Care Excel of Kentucky
- *Contact Management Selection and Implementation*  
Eric White, Qualis Health

*Moderator: Christine Bechtel, The American Health Quality Association*

#### D3a: Analytic Track – Abstract Presentations

Grand Ballroom C (Street Level – 1st Floor)

- *The Health Status of Disadvantaged Medicare Beneficiaries: Results from the Medicare Health Outcomes Survey*  
Beth Ellis, PhD, Erin Shannon, MPH, and David Drachman, PhD, Health Services Advisory Group
  - *What are the Drivers of Provider Satisfaction with Quality Improvement Organizations?*  
Mei Wang, PO, CMS
  - *Using Risk Adjustment Analysis for Provider Performance Evaluation*  
Frank Song, PhD, PMP, Virginia Health Quality Center
- Moderator: TBD*

#### D3b: Finance / Leadership Track – Abstract Presentations

Grand Ballroom C (Street Level – 1st Floor)

- *Insurance: Making Wise Changes*  
Malcolm Holley, Virginia Health Quality Center
  - *Piloting a Peer Assist Approach for the 18 Month Monitoring Process*  
Don Glozer, Primaris and Jennifer King, CMS Kansas City
- Moderator: Malcolm Holley, Virginia Health Quality Center*

#### D4: Communications Track – Abstract Presentations

Garden Room (Atrium Lobby Level – 3rd Floor)

- *Nurturing Results: Feeding and Caring for Your Paid Media Campaign*  
Dan Moss and Robin Reitzel, OhioKePRO
  - *Response Reach Results: The Shop Talk Breast Cancer Awareness Project*  
Julie Lejeune and Karen Hannah, West Virginia Medical Institute
  - *We're Not the Bad Guys: Getting Your Foot in the Door with Home Health Agencies*  
Chris Mortell and Janet Lane, Illinois Foundation for Quality Health Care
  - *Developing and Disseminating Preventive Health Messages to Hispanics*  
Fabio Sabogal, PhD, Ashley Antler and Ana Perez, Lumetra
- Moderator: Kay Simmons, MetaStar, Inc.*

## Concurrent Session Descriptions

FRIDAY, FEBRUARY 25 —CONTINUED

### D5: Case Review/HPMP Track – Abstract Presentations

*Grand Ballroom A (Street Level – 1st Floor)*

- *The Effect of Internal Quality Monitoring and Systematic Selection of Physician Reviewers on the Case Review Process*  
Nancy Borgstadt, RN, MS, CMS, Holly Muyskens, RN, BSN, and Karen Gauen, Colorado Foundation for Medical Care
- *Creating an Environment for Quality: Educating Tomorrow's Doctors Today on the Role of the QIOs*  
Thomas Leyden, BA, and Jeffrey Deitch, DO, MPRO
- *COPs and HPMP Make for Great Alphabet Soup*  
Sharon Eubanks, RN, BSN, and Linda Moore, RN, Carolina Medical Review
- *Monitoring of Mediation Agreement Improvement Plans – A New and Vital QIO Responsibility*  
Mary Giammona, MD, MPH, Lumetra

*Moderator: Cynthia McIntosh, Alabama Quality Assurance Foundation*

### D6: HCQIP Track – Abstract Presentations

*Seacliff AB (Bay Level – 2nd Floor)*

- *Pressure Ulcer Breakthrough Series Collaborative: Developing a Measurement Strategy*  
Eileen Wolfard and Jada Salamatian, Lumetra
- *Task 1B – From CASPER Data to Home Health Project Management*  
Sean Hunt and Marian Essey, Quality Insights of Pennsylvania
- *Study on Home Health Residents with Rehospitalization Identified by ISAT and OBQI Data*  
Sherry Hausman and Cynthia Mannis, Quality Insights of Delaware
- *Implementation of a Successful Collaborative with the Home Health Setting*  
Heather Jones, MPH, CHES, and Heather Mann, MSPH, Carolina Medical Review

*Moderator: Jennifer Markley, Texas Medical Foundation*

### D7: HCQIP Track – Abstract Presentations

*Seacliff CD (Bay Level – 2nd Floor)*

- *Reducing the Disparity in A1c Testing Rates for Medicare African American Diabetics: An Underserved and Rural Project*  
Sharon Sopczak, Quality Improvement Organization and Chitra Yeshwanth, Florida Medical Quality Assurance
- *Diffusion of Innovation in Nursing Homes*  
Kate O'Malley, RN, MS, GNP, Lumetra
- *Results from a Collaborative on Pain Management and Restraint Removal*  
Franzi Zabolitzki, PT, MS, Jennifer Wilson, MPH, and Andrew Silver, MSPH, MA, Medical Review of North Carolina

*Moderator: Lorri Eberlein, NMMRA*



May 25-26, 2005  
**AHQA/eHealth Initiative**  
**“Connecting Communities**  
**for Better Health 2nd**  
**Annual Learning Forum**  
**and Exhibition”**  
Renaissance Hotel  
Washington, DC

# Keynote & Plenary Presenters

## **Donald M. Berwick, MD, MPP**

Donald Berwick is President and Chief Executive Officer of the Institute for Healthcare Improvement (IHI), a not-for-profit organization leading the improvement of health care throughout the world. He is Clinical Professor of Pediatrics and Health Care Policy at the Harvard Medical School and professor of Health Policy and Management at the Harvard School of Public Health. He is also a pediatrician, an Associate in Pediatrics at Boston's Children's Hospital, and a Consultant in Pediatrics at Massachusetts General Hospital. Dr. Berwick has published over 110 scientific articles in numerous professional journals on subjects relating to health care policy, decision analysis, technology assessment, and health care quality management. Dr. Berwick serves on the National Advisory Council of the Agency for Healthcare Research and Quality (AHRQ), on the Governing Council of the Institute of Medicine, and as the liaison to the IOM's Board on Global Health. He is also a member of several editorial boards, including that of *Journal of American Medical Association (JAMA)*. A *summa cum laude* graduate of Harvard College, Dr. Berwick holds a master of Public Policy degree from the John F. Kennedy School of Government and an MD *cum laude* from the Harvard Medical School. The father of four children (Ben, Dan, Jessica, and Rebecca), he is married to Ann (Greenberg) Berwick, an environmental attorney and former Chief of the Environmental Protection Division in the Massachusetts Attorney General's Office.

## **David J. Brailer, MD, PhD**

David Brailer was appointed the first National Health Information Technology Coordinator on May 6, 2004. Dr. Brailer's duties as National Coordinator are to execute the actions ordered by President George W. Bush in the Executive Order that he issued on April 27, 2004, which called for widespread deployment of health information technology within 10 years to help realize substantial improvements in safety and efficiency. Dr. Brailer is recognized as a leader in the strategy and financing of quality and efficiency in health care, with a particular emphasis on health information technology and health systems management. Prior to his appointment, Dr. Brailer was a Senior

Fellow at the Health Technology Center in San Francisco, CA, a non-profit research and education organization that provides strategic information and resources to health care organizations about the future impact of technology in health care delivery. At the Center, he advised a variety of regional and national data sharing projects. Dr. Brailer also served for ten years as Chairman and CEO of CareScience, Inc., a leading provider of care management services and Internet-based solutions that help reduce medical errors and improve physician and hospital-based performance. While at CareScience, Dr. Brailer led the company in developing groundbreaking inventions with major research institutions, establishing the nation's first health care Application Service Provider (ASP) and creating a care management business process outsourcing partnership that allowed hospitals to outsource their care management functions on an at-risk basis. Dr. Brailer also designed and oversaw the development of one of the first community-based health information exchanges in Santa Barbara County, California. Dr. Brailer holds doctoral degrees in both medicine and economics. While in medical school, he was a Charles A. Dana Scholar at the University of Pennsylvania, School of Medicine and was the first recipient of the National Library of Medicine Martin Epstein Award for his work in expert systems. Dr. Brailer was among the first medical students to serve on the Board of Trustees of the American Medical Association. He completed his medical residency at the Hospital of the University of Pennsylvania and became board certified in internal medicine along the clinical investigator pathway. Dr. Brailer was a Robert Wood Johnson Clinical Scholar at the University of Pennsylvania and, until recently, was active in patient care delivery with an emphasis on immune deficiency. He earned his M.D. degree at West Virginia University and his Ph.D. in managerial economics at The Wharton School.

## **James R. Morrow, Jr., MD**

James R. Morrow, Jr., MD practices in and manages the Cumming office of North Fulton Family Medicine, where he received a Nicholas E. Davies Award for Excellence for Primary Care for the implementation of an EHR system in his practice. The Davies Award program recognizes healthcare

provider organizations that successfully use EHR systems to improve healthcare delivery. Dr. Morrow, a board-certified family physician, has presented his opinions on EMR implementation and return on investment in various seminars in Florida, Georgia, South Carolina, North Carolina, and Oregon. He continues to spread the word of his EHR success to anyone who will listen. Dr. Morrow attended Clemson University for his bachelor's and master's degrees, attended medical school at the University of South Carolina School of Medicine and completed his residency in Family Medicine in Anderson, South Carolina in 1985. Before joining North Fulton Family Medicine in 1998, he practiced in his hometown of Greenville, South Carolina, as well as in Gwinnett County, Georgia. Dr. Morrow appeared throughout the winter of 2003 on the Weather Channel, has for the last four years served as team physician for the North Forsyth High School "Raiders" football team, and was field physician for the Georgia Bulldogs during the Southeastern Conference Championship game at the Georgia Dome in 2002.

## **John C. Nelson, MD, MPH, FACOG, FACPM**

John C. Nelson, MD, MPH, FACOG, FACPM, an obstetrician-gynecologist from Salt Lake City, Utah, was inaugurated as the 159th President of the American Medical Association in June 2004 after a year-long term as President-Elect. Dr. Nelson was elected to the American Medical Association's (AMA) Board of Trustees in 1994 and re-elected for second and third terms in 1997 and 2001. He had served as Secretary-Treasurer of the AMA 2002-2003, and has been a member of the Board's Executive Committee since 1998. Over the past ten years on the AMA Board of Trustees he has served on the Audit Committee, Finance Committee, Task Force on Fraud and Abuse and as a spokesperson for AMA's anti-violence activities. Dr. Nelson came to the AMA Board with a long history of service to organized medicine. He is a former president of the Utah Medical Association and the Salt Lake County Medical Society. His national service began in 1981 when he was elected to the AMA House of Delegates. Dr. Nelson served the AMA as a member and chair of its Council

on Legislation and was a charter member of the Prospective Payment Assessment Commission (ProPAC) which advised the Secretary of Health and Human Services. He recently served the National Advisory Committee for the Agency for Healthcare Research and Quality (AHRQ) and currently serves the Motion Picture Association of America's TV Parental Guidelines Monitoring Board. A recognized and influential leader in Utah's public health activities, Dr. Nelson is a former deputy director of Utah's Department of Health and has served on the Governor's task forces on child abuse and neglect and teenage pregnancy prevention. He is a current member of the Committee on Health Issues for the Utah Domestic Violence Advisory Committee and the Utah Health Advisory Council. For his role in reforming the state's school health curriculum, the Utah State Office of Education presented him the "Light of Learning" award. A committed leader in his community, Dr. Nelson is a member of the Board of the Christmas Box House International (a shelter for battered children) and a passionate, tireless local spokesperson on such issues as family violence, alcohol and substance abuse prevention, teen pregnancy prevention, health system reform and clinical quality improvement. Board certified in obstetrics and gynecology, Dr. Nelson is in a private practice of obstetrics and gynecology in Salt Lake City, Utah. He is a Diplomat of the American Board of Obstetrics and Gynecology and a Fellow of the American College of Obstetricians and Gynecologists. Born in Chicago, Illinois, Dr. Nelson received his MD and MPH degrees from the University of Utah School of Medicine and completed his residency at the University of Utah after an internship at Providence Hospital, Portland, Oregon.

### **Eric Peterson, MD**

Eric Peterson is currently an Associate Professor of Medicine in the Division of Cardiology at Duke University. He is the Associate Vice Chair for Quality at Duke University Medical Center. Additionally, he is the Director of CV Outcomes Research and Quality as well as the Director of Cardiovascular Cellular Therapeutics at the Duke Clinical Research Institute. His formal research training includes an MPH from

Harvard University with special emphasis in biostatistics, health economics, and decision analysis. Dr. Peterson has received a Paul Beeson Faculty Scholar Research Award in geriatric cardiology and is a senior fellow in the Duke Center for Aging Research. He has a strong record of multiple past and current NIH funding. He is also currently the Principal Investigator on the Society of Thoracic Surgeons (STS) National Cardiac Database, as well as Co-PI on the STS AHRQ CQI RCTs. Additionally, Dr. Peterson is PI of CRUSADE, a national acute coronary syndrome registry. He is a leader in quality research, with over 125 peer-reviewed publications in the field, as well as sitting on multiple national committees including the Institute of Medicine QIO Subcommittee, the Co-Chair of the NHLBI Working Group on Outcomes Research; the VA's Quality Enhancement Research Initiative (QUERI) Executive Committee, and their Cardiac Surgery Consultants Committee; oversight board of the Massachusetts Data Analysis Center (MASS-DAC), the ACC NCDR Planning and Management Task Force, ACC Education for Quality Leaders Working Group, ACC/AHA Task Force on Clinical Data Standards, ACC/AHA Committee to Update Guidelines on the Management of Patients with Unstable Angina/Non-ST-Segment Elevation Myocardial Infarction, AHA Quality of Care and Outcomes Research Expert Panel, AHA CVD and Stroke Outcomes and Quality of Care Executive Committee, Vice Chair - AHA Quality of Care and Outcomes Research IWG Steering Committee, AHA Strategic Planning Task Force, AHA Get With the Guidelines National Steering Committee, AHA Science, Advisory and Coordinating Committee, AHA Database Task Force, AFMC Bypass Surgery Quality Measurement Task Force, and the National Registry of Myocardial Infarction (NORMI) Advisory Board.

### **William C. Rollow, MD, MPH**

Bill Rollow (MD, Stanford University, 1977; M.P.H., University of Michigan School of Public Health, 1986) is Director of the Quality Improvement Group in the Office of Clinical Standards and Quality at the Centers for Medicare & Medicaid Services. He is a board-certified family practitioner and has a

master's degree in public health. Dr. Rollow brings to CMS an extensive background in managed care and medical management, having held senior medical director positions at BlueCross BlueShield of Illinois and at Anchor HMO, a large staff-model plan based in Chicago. In this capacity, he had administrative responsibility for cost, utilization, network, medical group, and quality management. At CMS, Dr. Rollow seeks to continue the successful evolution of the QIO program as a focal point for stimulating systems-based quality improvement in provider and practitioner settings, and to support the further elaboration of medical management initiatives in Medicare.

### **John Tooker, MD, MBA**

John Tooker, MD, MBA, is Executive Vice President and Chief Executive Officer of the American College of Physicians. Prior to joining the College in 1995 as Deputy EVP and COO, Dr. Tooker was Vice Chair of the Department of Medicine and Program Director of the Internal Medicine Residency at the Maine Medical Center in Portland, Maine and in the practice of Pulmonary and Critical Care Medicine. Dr. Tooker received his medical degree from the University of Colorado School of Medicine followed by an internship and residency in Internal Medicine at Bellevue Hospital in New York City and at the University of Colorado in Denver. Following two years of service in the U.S. Navy from 1973-1975 at the Naval Regional Medical center in Bremerton, Washington, Dr. Tooker completed a fellowship in Pulmonary Medicine and Critical Care at the Maine Medical Center and a Pulmonary Research fellowship at the University of Washington School of Medicine. In June 2001, Dr. Tooker completed the Executive MBA Program at the Fox School of Business at Temple University. He is currently an Adjunct Professor of Medicine at the University of Pennsylvania School of Medicine.

# Faculty Biographies

## Ashley Antler

Ashley Antler is a Healthcare Information Specialist at Lumetra, the Medicare quality improvement organization for California. In this role, Ms. Antler is responsible for developing the evidence-base for healthcare quality improvement interventions by identifying and evaluating scientific research literature, existing programs, and best practices for various quality improvement teams at Lumetra. Ms. Antler holds a Bachelor of Arts in Public Policy from Brown University. While at Brown, Ms. Antler conducted research on the intersection between domestic violence and HIV among women, including the collection of oral histories and documentation of the stories of diverse women whose lives have been affected by these issues. She has also filled reporting, marketing, and editorial roles on a bilingual public health newsletter targeted at low-income communities to help disseminate practical health information based on the needs voiced by target communities. She also has experience in grassroots political organization, mobilizing communities around campaigns and specific public health issues.

## Michael Barr, MD, MBA

Michael Barr, MD, MBA recently joined the American College of Physicians (ACP) as Vice President, Practice Advocacy and Improvement in the College's Washington office. His responsibilities include directing the College's public policy and practice management and improvement activities relating to health care quality, pay-for-performance and other physician payment issues, chronic care improvement, practice redesign to support quality improvement, laboratory quality improvement, health information technology, and regulatory relief. He is the staff team leader for ACP's participation in the Chronic Care Improvement (CCI) project, authorized by Section 721 of the Medicare Modernization Act, and the Doctor's Office Quality Information Technology (DOQ-IT) program. The Departments of Regulatory and Insurer Affairs, Practice Management Center, and Medical Laboratory Evaluation Program report directly to Dr. Barr. Dr. Barr most recently served as chief medical officer for the Baltimore Health System, a JCAHO-accredited multi-site federally-qualified community health center system with 50+

clinicians with approximately 110,000 visits per year. His responsibilities included JCAHO preparation, risk management, recruitment of clinicians, and clinical compensation plan development and management. He was the organizational leader for two national quality improvement initiatives sponsored by the Institute of Healthcare Improvement and the Bureau of Primary Health Care. One of his most recent projects for the Baltimore Health System was to direct the group's selection of an electronic medical record system. Dr. Barr serves on the Maryland-D.C. Collaborative for Health Information Technology, where he is joined by Peter Basch, MD, FACP, ACP's representative to-and co-chair of the Physician EHR Coalition. Dr. Barr also recently completed a contract as adjunct faculty for the Physician Leadership Academy of the Advisory Board Company. Dr. Barr received his M.B.A. from Vanderbilt's Owen Graduate School of Management and his M.D. from the New York University School of Medicine. His internal medicine residency was at Rush-Presbyterian-St. Luke's Medical Center in Chicago.

## Marc H. Bennett

Marc Bennett is President and Chief Executive Officer at *HealthInsight*, a private, non-profit quality improvement organization (QIO). *HealthInsight* holds the Medicare QIO contracts for Utah and Nevada as well as numerous other private contracts and grants related to health care quality in both states and nationally. Nationally, Mr. Bennett serves as Chair of the American Health Quality Association (AHQA) CEO Section. He is also a member of the Board and Executive Committee of AHQA, the QIO trade association in Washington, D.C. He also serves on the Board of Directors of Q-mark, Inc., a company which provides HEDIS reporting software and support to health plans and other purchasing groups across the country.

## David M. Boan, PhD

David Boan is Vice President for Research and Development at the Delmarva Foundation. In this role he focuses on the development of healthcare interventions, including knowledge transfer, organizational culture, and healthcare quality. Dr. Boan received his Ph.D. (1978) in Clinical Psychology from Biola University. He has

over 20 years experience in clinical and consulting psychology as both a provider and organizational consultant. In 1990 he developed an Internet Services company focusing in support for health care services, which he ran until joining Delmarva in 1996. He specializes in cognitive-behavior aspects of systems development applied to individuals and systems and has 20 years experience developing behavioral intervention programs for healthcare organizations at all levels of care. Dr. Boan has led a number of special projects, including: a joint project with Gallaudet University to develop standards of care for Deaf and Hard of Hearing people and evaluate the availability of administrative data with which to measure compliance with the standards developed by the project; develop an online information system to pilot the use of social informatics in the field of health services research and quality improvement; and public reporting, among other projects. He has designed and utilized online collaboration services and has conducted and published research in this area. Currently he is developing and testing interventions related to changing team performance and team culture.

## Nancy J. Borgstadt, RN, MS, CNS

Nancy Borgstadt is Director of Review Services at the Colorado Foundation for Medical Care (CFMC). She is responsible for the overall management of CFMC's 7th SoW Task 3 activities, Medicaid utilization management, and private contracts for independent review. Ms. Borgstadt has more than 30 years of experience including management and direct care in inpatient, outpatient, and home settings. Ms. Borgstadt has been with CFMC since February 1999 and brings expertise in utilization management, quality improvement, addressing quality of care issues, and facilitation. She received a Bachelor of Science degree in nursing from the University of Missouri and a Master's degree in community health nursing from the University of Colorado Health Sciences Center.

## Carl Cunningham

Carl Cunningham serves as Director of the Practice Management Center at the American College of Physicians (ACP). Before coming to the ACP in 1997, he managed health care organizations for ten years,

both in hospital and private medical practice settings. Mr. Cunningham was a senior practice manager with the Inova Health System, where he had responsibility for a wide range of MSO and primary care practice management duties for Northern Virginia's largest health care system. He also has served as Administrative Director, Department of Cardiology, at Children's Hospital in Washington, D.C. and Executive Director of a multi-site neurology practice in Virginia. A former Foreign Service Officer with the Department of State, Mr. Cunningham received his MBA from the Harvard Graduate School of Business Administration. His previous diplomatic career took him on economic and commercial assignments to Canada, South East Asia, Latin America, and the State Department, Washington, DC.

#### **Jeffrey Deitch, DO**

Jeffrey Deitch has over eighteen years of QIO experience and has served as MPRO's Medical Director since 1998. As Medical Director, he provides overall medical leadership for many of MPRO's health care quality improvement activities and collaborates in the medical peer review process for MPRO's contractual programs. In his role as Medical Director, he represents MPRO at society, provider, and medical staff meetings. Dr. Deitch is Board-certified in Family Practice and Geriatrics and maintains an active practice. He is affiliated with three major hospitals and a number of long-term care facilities in southeast Michigan. He has served as a peer reviewer for several organizations and on credentialing committees for a number of years. He also teaches in a resident training program and is an associate clinical professor in Michigan State University's College of Osteopathic Medicine. Dr. Deitch teaches in the resident training program at Botsford General Hospital and is an associate clinical professor at Michigan State University, College of Osteopathic Medicine. He received a Bachelor of Science degree from the University of Michigan and a Doctor of Osteopathy degree from Michigan State University's College of Osteopathic Medicine. His internship and residency were completed at Botsford General Hospital.

“QIOs are occupying an increasingly central position in the nation's effort to improve the quality of health care. The next few years will present for us an opportunity we've long desired, to make the impact we've long envisioned. We will succeed only if we all work together to 'build the bridge to transformational change.'”

MICHAEL TOOKE, MD

DELMARVA FOUNDATION FOR MEDICAL CARE

2004/2005 AHQA PROGRAM PLANNING COMMITTEE CHAIR

#### **Charles Dion, MA**

Charles Dion has worked at the Florida Medical Quality Assurance, Inc. since 1994. During this time he served as the Principal Statistician on numerous quality improvement projects, where he collaborated with clinicians and analysts in the collection and analysis of valid and reliable measures of health care quality. Currently, Mr. Dion is a member of the Planning and Evaluation Team, on which he serves as an expert consultant on performance measurement. He earned his Master of Arts degree in mathematics and statistics from the University of South Florida in Tampa. Mr. Dion is a member of the American Statistical Association and the Institute for Operations Research and Management Science.

#### **Robert Doherty**

As Senior Vice President, Division of Governmental Affairs and Public Policy, Mr. Doherty is responsible for overall management and direction of the Washington office of the American College of Physicians (ACP), the nation's largest medical specialty society. He provides senior management to the College's Washington Office, which includes the Division of Governmental Affairs and Public Policy, Practice Management Center, as well as to ACP's Center for Ethics and Professionalism, which is located in Philadelphia. He is a member of the Board of Trustees of URAC, a leading health care accreditation organization. Mr. Doherty joined the staff of American Society of Internal Medicine (ASIM) in January 1979. With the merger of ASIM with the ACP in July 1998, Mr. Doherty became the ACP's Senior Vice President, Governmental Affairs and Public

employed as a program assistant in the education division of the then-Department of Health, Education and Welfare.

#### **Beth H. Ellis, PhD**

Beth H. Ellis is a Healthcare Researcher with Health Services Advisory Group, Inc., the Arizona Quality Improvement Organization. Her primary responsibilities involve designing and executing research projects using data from national health care surveys such as the Medicare Health Outcomes Survey. Her most recent publication examined chronic conditions in the Medicare Health Outcomes Survey and is published in the 2004 summer special edition of the *Health Care Financing Review*. She received her PhD from Michigan State University.

#### **Marian Essey, RN, BS**

As Director of Health Care Quality Improvement for Quality Insights of Pennsylvania, Ms. Essey is responsible for the project management of all statewide home health related QIO projects. She has extensive senior-level home health administrative and supervisory experience. Her areas of home health expertise include project management, quality improvement, data quality analysis, utilization management, and clinical/financial trending analysis. She has extensive knowledge of Medicare home health regulations.

#### **Deborah Finley, MPA**

Deborah Finley has been the Director for Communication for Primaris since 1997. Prior to joining the company she was the assistant to the Director of Aging, working in the field of aging for over 20 years. Ms. Finley

has her Masters in Public Administration from the University of Missouri and also holds a valid Nursing Home Administrators License.

### **Mary “Toni” Flowers, RN**

Mary “Toni” Flowers is a registered nurse and an anthropologist. She has been a lecturer and workshop presenter for nearly twenty years. Ms. Flowers is the Director of Health Disparities & Cultural Competency at MPRO - Michigan’s Quality Improvement Organization. Among many other quality improvement contracts, MPRO manages the Medicare contract for the state of Michigan. Toni oversees the Enhancing Traditional Health Outreach Strategies (ETHOS) Project which seeks to reduce health disparities for African – American Medicare beneficiaries. She received her Bachelor’s degree in Liberal Arts (Anthropology) from Wayne State University and is a former research fellow for the National Institutes of Mental Health. She received cultural competency training from the National Multicultural Institute in Washington, D.C. and health literacy training from the American Medical Association Foundation in Chicago, Illinois. Ms. Flowers is currently completing her Master’s degree in Medical Anthropology at Wayne State University. She has traveled for fourteen years as a medical missionary and cultural specialist, working in countries throughout Africa, South America, and the West Indies. Currently, Ms. Flower’s weekly column “Make It Plain” appears in both the Michigan Chronicle and the Michigan Front Page. She also is the Health and Lifestyles Correspondent for WLQV’s “1500 Magazine” radio talk show.

### **Howard Folkman**

Howard Folkman is a 35-year veteran in the information technology field. For the last 14 years, Mr. Folkman has been with Lumetra, the California QIO. In his position of Tracking and Reporting Senior Specialist, Mr. Folkman supports mandatory and beneficiary complaint case review efforts through computer generated solutions. Mr. Folkman actively participates in several SDPS workgroups and has previously served as chairperson for the SDPS TQIP/Partner workgroup.

### **Mary D. Giammona, MD, MPH**

Mary Giammona is Senior Medical Director, Medical Review for Lumetra, California’s Quality Improvement Organization (QIO). She is also the Medical Director for the

Medicare Beneficiary Protection QIO Support Center, focusing on improving the beneficiary complaint response process nationally. In this capacity, she has helped develop and implement the medical aspects of the Medicare Mediation Program. She has worked for the QIO for over five years. Her primary responsibility at Lumetra is to provide leadership on medical issues in the Case Review area. She is actively involved in promoting case-based quality improvement efforts in Case Review. Prior to her work with Lumetra, Dr. Giammona worked for the California Department of Health Services as a Senior Medical Consultant, with a special interest in organ transplantation issues.

### **Donald A. Glozer, MHA, CHE**

Prior to joining Primaris, Donald Glozer was Vice President of Integrated Delivery Network Services at AmeriNet, St. Louis, MO, the largest membership based health-care group purchasing organization in the country. Before that he served as Vice President of Professional Services at Alexian Brothers Hospital, St. Louis. He has extensive administrative operations experience in hospitals, having worked in four different hospitals in four different states. Mr. Glozer holds a Master of Health Services Administration degree from The Ohio State University, Columbus, OH as well as a Bachelor of Science degree, summa cum laude, in Business Administration from Youngstown State University, Youngstown, OH. He is a Diplomate in the American College of Healthcare Executives and serves on the Regent’s Advisory Council for the Missouri Gateway area.

### **Jennie Harvell, MEd**

Jennie Harvell is Senior Policy Analyst in the Office of the Assistant Secretary for Planning and Evaluation (ASPE) in the Office of the Secretary in the Department of Health and Human Services (HHS). In ASPE, Ms. Harvell has served for 12 years as Senior Policy Analyst specializing in post-acute and long-term care eligibility, financing, quality, and information technology issues in HHS. Ms. Harvell recently completed a rotation in the Office of the National Coordinator for Health Information Technology (ONCHIT). Prior to joining ASPE, she worked in the HCFA in the Office of Legislation Policy and in Regions V and X, and previously worked in the private sector in the field of long-term care. Her responsibilities in ASPE include providing key leadership on the Department’s

activities related to accelerating the adoption of interoperable electronic health records in post-acute and long-term care. In addition, Ms. Harvell has more than 15 years experience in making recommendations about the Department’s payment and quality policies regarding nursing homes, home health, in-patient rehabilitation facilities, and other providers. Ms. Harvell is responsible for several research projects including studies concerning the implementation of electronic health information systems in post-acute and long-term care, and conforming a clinically enhanced nursing home Minimum Data Set with electronic health information standards.

### **Stuart Hidalgo**

Stuart Hidalgo is Manager of Information Technology for the New Mexico Medical Review Association (NMMRA). His responsibilities include overseeing and participating in NMMRA’s information technology, health information technology, and database and website development and maintenance. He has been with NMMRA for over seven years. Prior to being named Manager, he served as NMMRA’s systems administrator, database administrator, and web master. Prior to joining NMMRA, Mr. Hidalgo worked as an IT consultant with the Kentah Group in New Mexico. He serves as the co-chair of the American Health Quality Association (AHQA) Information Technology Network and chairs the all AHQA Co-Chair Committee. Mr. Hidalgo is a member of the QIO Infrastructure Advisory Committee, SDPS Infrastructure Board, and Quality Net Steering Committee (former co-chair).

### **Linda Hofmann, RN, MS, CNA, BC**

Linda Hofmann holds 23 years of experience in health care systems and sixteen years of experience teaching baccalaureate and graduate nursing courses. She is ANCC certified in Nursing Administration and has significant clinical experience in adult intensive care, pediatrics and newborn intensive care. In her current position, she is Nurse Administrator for LDS Hospital and is responsible for all Cardiovascular Clinical Program Operations for the Urban Central Region, LDS, Cottonwood and Alta View Hospitals. Ms. Hofmann is responsible for all patient care and clinical practice in the cardiovascular clinical program including, Thoracic, Coronary and Respiratory Intensive Care Units, Advanced Cardiac Care Unit, Medical/Telemetry Unit, Heart Cath Unit, Cardiovascular OR, CV research, mechanical

circulatory support, Utah Artificial Heart Program, Heart Failure Prevention and Treatment and Heart transplant. She has accountability for over 500 staff including managers, clinical professionals, and clinical support staff. Ms. Hofmann's affiliations and achievements include: Administrative Chair, IHC Urban Central Region Nurse Leadership Council; Member, American Organization of Nurse Executives; Member, Utah Organization Nurse Leaders; Member, Sigma Theta Tau International/Nu Nu Chapter; Member, American Nurses Association; Member, Utah Nurses Association; Member, American Heart Association, and 2003 recipient of the "Excellence in Nursing Leadership Award" from the Utah Organization of Nurse Leaders.

### **Sean Hunt**

Sean Hunt is the Health Care Data Analyst for the Pittsburgh office of Quality Insights of Pennsylvania. His current responsibilities include data analysis for QIO projects, development of analytical and statistical reports, and data validation/verification. Prior to joining Quality Insights, Mr. Hunt served as Director of Quality and Outcomes for a behavioral healthcare organization where he was responsible for quality improvement and project management for over 40 programs. Mr. Hunt also has successful experience in resource development and grant administration. Mr. Hunt received a Master's Degree in Public Management from the Heinz School of Public Policy and Management at Carnegie Mellon University. He also holds a Bachelor of Science Degree in Cognitive Science from Carnegie Mellon University.

### **Suzana C. Iveljic, MBA**

Suzana C. Iveljic is Director of Marketing & Communications at Ohio KePRO, the Medicare Quality Improvement Organization for Ohio. During Ms. Iveljic's tenure, which began in August 1999, she has directed the launch of Ohio KePRO's Web site, directed media campaigns that reached more than 2 million newspaper readers and 4 million radio listeners and television viewers, and spearheaded educational outreach programs for more than 30,000 Medicare beneficiaries annually, and edited newsletters with a combined circulation of 150,000. In addition, Ms. Iveljic directed a quality improvement program that distributed an average of 200,000 materials to healthcare providers and Medicare beneficiaries annually. She also evaluated marketing strategies for multiple provider settings, led a multi-media effort of

information dissemination on bioterrorism, and directed a statewide promotional campaign on quality improvement. Since 2001, Ms. Iveljic has served as a part-time instructor at Cleveland State University, Cleveland, where she teaches management and business courses. From 1998-1999, she served as a Serbo-Croatian linguist in Tuzla, Bosnia, for which received the 312th Military Intelligence Battalion Certificate of Merit. Ms. Iveljic was the Director of Marketing and Public Relations for Physician's First, Inc., from 1997-1998.

### **Thomas R. Jackson**

Thomas Jackson is Vice President, Operations for HealthInsight, the Quality Improvement Organization (QIO) for Utah and Nevada. He has been with the company since 1993, having served as a Senior Analyst and the Director of Utah Operations. Mr. Jackson has participated on many Utah coalitions and committees, including the Utah Healthier Cities Coalition, Utah's Health and Annual Review-Data Advisory Committee, and is the past-President of the Utah Association for Healthcare Quality. He is currently a member of the Clinical Exchange Committee of the Utah Health Information Network, the Regional Health Information Organization (RHIO) for Utah, and leads the HealthInsight DOQ-IT pilot project.

### **Manoj Jain, MD, MPH**

Manoj Jain is Medical Director of Quality Improvement for QSource, Tennessee's quality improvement organization, and is responsible for quality improvement initiatives for Medicare beneficiaries in Tennessee. He is also the chairman of the infection control committees at Baptist Memorial Hospital-DeSoto and Baptist Memorial Hospital for Women and is an infectious disease consultant at Memphis area hospitals. Dr. Jain received his engineering, doctorate and public health degrees from Boston University, and did residency and fellowship training at Boston City Hospital and New England Medical Center. Subsequently, he has served as a consultant to the World Bank and authored two books and numerous medical articles and chapters. Over the past 7 years, he has lectured on quality improvement in Tennessee and across the nation, including the Institute of Healthcare Improvement annual conference. Dr. Jain is involved in the IMPACT collaborative in improving care at hospitals, and has helped develop a citywide

model for quality improvement in Memphis. Dr. Jain has also participated in the Quality Chasm Summit convened by the Institute of Medicine. Dr. Jain has been conducting research in infectious diseases in developing countries and spirituality & medicine. He is a clinical assistant professor at University of Tennessee, Memphis.

### **Heather Jones**

Heather Jones is an Interventions Specialist with Carolina Medical Review (CMR), the Quality Improvement Organization for South Carolina. She received a Bachelor of Science Degree in Biology from Furman University and a Master of Public Health Degree in Health Promotion from the University of South Carolina's Arnold School of Public Health. Ms. Jones has been with Carolina Medical Review for three years and works to support the quality improvement initiatives of home health agencies. Prior to joining CMR, she worked for the cardiovascular health program at the state health department. Ms. Jones is a Certified Health Education Specialist.

### **Maulik S. Joshi, Dr.PH**

Maulik S. Joshi is President and Chief Executive Officer for the Delmarva Foundation. A not-for-profit, national, quality improvement organization of 250 employees, Delmarva's mission is to improve health in the communities that they serve. Prior to Delmarva Foundation, Dr. Joshi was Vice President for the Institute for Healthcare Improvement (IHI), Co-Founder and Executive Vice President for DoctorQuality, Senior Director of Quality for the University of Pennsylvania Health System, and Executive Vice President for The HMO Group. Dr. Joshi has a Doctor of Public Health (Dr.PH) and a Masters in Health Services Administration (MHSA) from the University of Michigan and a Bachelor of Science in Mathematics from Lafayette College. Dr. Joshi was selected by the American Society for Quality as one of the "21 Voices for Quality for the 21st Century", by the Philadelphia Business Journal as one of the "40 Under 40 Outstanding Leaders", and by Modern Healthcare/Witt Kieffer as one of the "Up and Comers". He is Co-Editor of "*The Healthcare Quality Book*," a graduate level textbook, and adjunct faculty at the Harvard School of Public Health Department of Health Policy and Management. Dr. Joshi is on the Board of Trustees Quality Committee for Catholic Healthcare Partners, a \$3 billion integrated delivery system.

**Robert Lamberts, MD**

Robert Lamberts is Senior Partner at Evans Medical Group PC in Evans, GA, a four-physician primary care office outside of Augusta. He is board certified in Internal Medicine and Pediatrics. Dr. Lamberts attended medical school at Jefferson Medical College in Philadelphia, and residency at Indiana University Hospitals in Indianapolis. He served for four years on the Logician User Group board, as president from 2000-2001, and is a past Nicholas E. Davies Award for Excellence for Primary Care winner.

**Donald L. Lappé, MD, FACC**

Donald L. Lappé is Medical Director of the Cardiovascular Clinical Program at Intermountain Health Care (IHC), which is an integrated, non-profit healthcare system comprised of 20 hospitals in Utah, and Idaho. He also serves as Chairman of the Cardiovascular Department and Chief of Cardiology at IHC's LDS Hospital, a 520 bed tertiary and teaching facility in Salt Lake City, Utah. LDS Hospital offers a full range of cardiovascular services, ranging from prevention and wellness, to mechanical circulatory support and cardiac transplantation. Dr. Lappé is a Clinical Associate Professor of Medicine at the University of Utah and has published and presented in a broad range of cardiovascular topics including clinical outcomes, basic science, and quality improvement. In addition, he practices clinical cardiology at LDS Hospital.

**Julie Lejeune**

Julie Lejeune is a health educator with West Virginia Medical Institute's (WVMI) communications department. She has over 15 years' experience in health care marketing and wellness programming. She develops and implements interventions, recruits community partners, and evaluates programs that encourage healthy behaviors. She is actively involved with statewide diabetes, cancer control and rural health coalitions. She completed Bachelor's of Science and Master's of Science degrees from West Virginia University with concentrations in Journalism and Public Administration.

**John N. Lewis, MD, MPH**

John Lewis serves as the Medical Director for Health Care Excel of Kentucky, the Medicare Quality Improvement Organization. He is responsible for clinical and epidemiologic management of a variety of corporate

contracts and activities. Dr. Lewis received his MD from Johns Hopkins University, School of Medicine, and his Masters of Public Health from Harvard University, School of Public Health. He is board certified in internal medicine. He previously worked as an epidemiologist with the Epidemic Intelligence Service of the Centers for Disease Control and Prevention (CDC), the National Institute of Occupational Safety and Health, the Connecticut State Department of Health, the Virgin Islands Department of Health Services, and the Baltimore City Health Department. Dr. Lewis has performed health care quality improvement work for Health Care Excel for the past 10 years.

**Thomas D. Leyden**

Mr. Leyden is the Senior Director of Marketing and Business Development at MPRO. In his current role, he is responsible for the marketing, communications, community outreach, and business development aspects for all of MPRO's contracts. Mr. Leyden has increased MPRO's statewide and national presence through increased presence in industry. He has also increased MPRO's presence in both media (i.e., tv, radio, newspapers, etc.) and professional presentations at CMS, HHS, and other professional and trade conventions – statewide and nationally. Prior to joining MPRO, Mr. Leyden worked in a variety of capacities in healthcare. He worked on national performance improvement projects for Ernst & Young's Health Care Consulting Division. Additionally, he has conducted health care and pharmaceutical research studies for SMG Marketing Group and Market Strategies. He also conducted health care planning at Hammes Company where he developed an ambulatory network development plan for a large academic health system in Detroit, Michigan. He received his BA in marketing from Michigan State University. He is a member of the Michigan Society for Healthcare Planning and Marketing and currently sits on the Blue Cross Blue Shield of Michigan Senior Advisory Council as well as the advisory councils for two Area Agencies on Aging.

**Patricia Lohman**

Patricia Lohman is President and Chief Executive Officer of Outlook Associates, Inc., a national consulting firm providing health-care information systems and operations expertise to clients in all sectors of the healthcare industry. Ms. Lohman founded Outlook Associates in 1991 with a goal of

bettering health care through the effective use of technology and the availability of quality data on which to base sound medical and business decisions. Her relevant work experience includes over 23 years in the field of information systems and technology, 21 of which have been in healthcare, as well as eight years as Vice President of Information Services for two large, successful staff and group model HMOs where she designed, developed/purchased, and implemented provider systems, managed care administration systems and financial applications for medical group and HMO business units. Ms. Lohman has worked with several state medical associations providing consulting services related to Practice Management and Electronic Medical Records systems for physician practices. She presented a workshop seminar "Electronic Medical Records: Making the Decision for Your Practice" to the California Medical Association Leadership Conference in 2002 and has presented seminars statewide in California to 14 regional medical societies on "EMR – Beyond Prototypes" covering the challenges, benefits, costs and types of EMR technology as well as steps for identifying the best EMR solution for the physician practice. Ms. Lohman is the author of a comprehensive guide for small physician practices in EMR selection and implementation, entitled "Evaluating and Selecting an Electronic Medical Record System – A Guide for Small Physician Practices." Most recently, Ms. Lohman assisted in planning and tool development efforts for the Doctors' Office Quality Information Technology (DOQ-IT) project in Utah working to expand adoption of EMR by physician practices throughout the state.

**Heather Mann, MSPH**

Heather Mann is an epidemiologist with Carolina Medical Review. She is a graduate of the University of South Carolina School of Public Health and has been employed with CMR for 4 years. Prior to joining CMR, Heather was a senior level statistician/analyst with the State of South Carolina Office of Research and Statistics. She has numerous years of experience analyzing data and conducting epidemiological studies.

**Janet Marchibroda, MBA**

Janet Marchibroda is the Chief Executive Officer of the eHealth Initiative and the Executive Director of the Foundation for eHealth Initiative. Ms. Marchibroda also serves as the Executive Director of Connecting for Health, a public-private sec-

tor initiative funded and led by the Markle Foundation and supported by the Robert Wood Johnson Foundation which is designed to catalyze actions on a national basis to create an interconnected, electronic health information infrastructure. Prior to the eHealth Initiative, Ms. Marchibroda co-founded and served as Chief Operating Officer for two health care information organizations, one which focuses on providing patient safety and compliance information to physicians and the other a Bertelsmann AG subsidiary which focuses on providing electronic publishing services to the payer community to better meet consumer information needs. She also served as the interim Chief Operating Officer for the National Coalition for Cancer Survivorship (NCCS). Prior to NCCS, Ms. Marchibroda served as the Chief Operating Officer of the National Committee for Quality Assurance, an organization devoted to evaluating and improving the quality of health care for Americans—where she was responsible for accreditation of healthcare organizations; certification of healthcare information services; development and delivery of education programs; development of the national healthcare quality measures (HEDIS) database and related report cards and other information products; and administrative functions such as strategic planning, human resources, finance, development and administration. She holds a B.S. in Commerce from the University of Virginia and an MBA with a concentration in organization development from George Washington University.

### **Svetlana Marchuk**

Svetlana Marchuk is the Database Coordinator and Programming Analyst at Ohio KePRO, the Medicare Quality Improvement Organization for Ohio. In this capacity, she develops and maintains complex applications utilizing Microsoft Access and Visual Basic. Svetlana also designs and supports complex web-based solutions. Svetlana Marchuk holds a Bachelor of Physics Engineering.

### **Rita Mistry, MPH**

Rita Mistry is Manager of Scientific Affairs at Lumetra, the quality improvement organization for California. Ms. Mistry works with and supervises a team of senior scientists, healthcare data analysts, and healthcare information specialists as they conduct Health Services Research and Healthcare Quality Improvement activities. In this role,

she monitors team effectiveness, objectives, and deadlines, and plans for future business by overseeing proposal development and procurement. Ms. Mistry has an extensive background in design, management, and evaluation of public health programs as well as health education and communications. Her experience has included working on complex federal and statewide public health initiatives on bioterrorism, chronic disease, HIV/AIDS and reproductive health. Ms. Mistry holds a Master of Public Health from Tulane University School of Public Health, and a Bachelor of Arts in Biochemistry and Cell Biology from The University of California, San Diego.

### **James Mitchiner, MD, MPH, FACEP**

Dr. Mitchiner has over 20 years of experience in the field of emergency medicine. He is currently a staff physician in two Ann Arbor, Michigan – area Emergency Departments at St. Joseph Mercy Hospital and Chelsea Community Hospital and is a clinical faculty member of the University of Michigan – St. Joseph Mercy Hospital Emergency Medicine Residency Program. In his role as Medicare Medical Director for MPRO, he works with all of the quality improvement teams to promote the 7SOW topics. Additionally, he establishes and maintains communication with executive and clinical leadership of collaborators. Dr. Mitchiner is also an active member in many professional medical associations and societies including the American College of Emergency Physicians, Michigan College of Emergency Physicians (Past President), and the Society for Academic Emergency Medicine. He is certified by the American Board of Emergency Medicine. Dr. Mitchiner is published in both peer-reviewed and non-peer reviewed publications and is a frequent lecturer at the state and national levels. Dr. Mitchiner earned a Masters degree in Health Management and Policy from the University of Michigan, and his Doctorate of Medicine from the University of Illinois College of Medicine.

### **Linda L. Moore, RN**

Linda Moore is the Hospital Relations Manager for Carolina Medical Review, the Quality Improvement Organization for South Carolina. She is a registered nurse who has worked in the PSRO/PRO/QIO community for the past twenty-five years. Ms. Moore has served in a management role for CMR since the company began in 1988. Her job responsibilities currently include manage-

ment of process and staff involved with all QIO hospital activities including conducting mandatory case review, hospital payment monitoring program, and healthcare quality improvement initiatives.

### **Chris Mortell**

After nine years as a reporter and editor at newspapers in the metro Chicago area, Chris Mortell has been the media specialist for the Illinois Foundation for Quality Health Care for the last two years. In that role, he has led the role-out of the national Home Health Compare program in Illinois and has been a member of the home health team offering communications support.

### **Daniel B. Moss, BSBA**

Daniel Moss is the Media Specialist at Ohio KePRO, the Medicare Quality Improvement Organization for Ohio. In this capacity, Mr. Moss facilitates communications with media, partner organizations, and participants in quality improvement projects to maximize the synergy of strengthened relationships, changed behaviors, and multi-audience awareness of health issues affecting the Medicare population. During Mr. Moss' tenure he has successfully guided pilot and national launch events and promotional campaigns for the National Quality Initiative, for which the outdoor billboard earned a National Mature Media Award for advertising and marketing directed at older adults. He is the host and creative director for the *Medicare Moment* weekly radio program on WMKV-FM 89.3 in Cincinnati, which also was recognized by National Mature Media in 2004 for excellence in consumer education.

### **Kate O'Malley, RN, MS, GNP**

Kate O'Malley graduated from the University of Rhode Island College of Nursing, received a Master in Science in Health Education from San Francisco State University and a certificate as a Geriatric Nurse Practitioner from the University of California, San Francisco. She began her nursing career as a nurse trainer with the Peace Corps in Kenya. Ms. O'Malley has twenty-five years' experience in long term care in both clinical and management roles, including twenty years with the On Lok Senior Health Services program in San Francisco. Most recently prior to joining Lumetra she was the regional director for cancer control with the American Cancer Society. At Lumetra she is the Senior Project Manager. In this role, she is responsible for the Management of

Lumetra's Quality Improvement work with nursing facilities, including educational sessions, quality improvement training and monitoring progress.

### **J. Marc Overhage, MD, PhD**

Marc Overhage is Associate Professor of Medicine at the Indiana University School of Medicine, Investigator at the Regenstrief Institute and President and CEO of the Indiana Health Information Exchange. Dr. Overhage received his BA, with High Honors, in Physics from Wabash College and his PhD in Biophysics and MD from Indiana University School of Medicine. Dr. Overhage was a resident in internal medicine, a medical informatics and health services research fellow and then Chief Medical Resident at the Indiana University School of Medicine. After completing informatics fellowship training, Dr. Overhage has over 20 years of computing experience including developing one of the earliest commercial object oriented database systems and real-time data acquisition and control systems. While he has broad interests in the use of informational interventions to modify physician behavior, development of rule-based systems to implement guidelines or protocols has been a major focus of Dr. Overhage's research for the last 15 years. Using these tools, he has completed a number of large-scale studies of implementing guidelines in the outpatient and inpatient settings that examine the impact of process measures, costs and patient outcomes. The other major research area has been implementation of a regional health information exchange for Indiana. Working with Dr. Clement McDonald, one of the pioneers of medical informatics, he has created an electronic patient record containing data from many sources including laboratories, pharmacies, and hospitals in central Indiana. The system currently connects nearly all acute care hospitals in central Indiana and includes inpatient and outpatient encounter data, laboratory results, immunization data and other selected data. The Indiana Health Information Exchange is a not-for-profit corporation created to sustain the health information exchange. Dr. Overhage is a Fellow of the American College of Medical Informatics and the American College of Physicians. He received the Davies Recognition Award for Excellence in Computer-Based Patient Recognition for the Regenstrief Medical Record System.

### **Charles Parker**

Chuck Parker is the project team leader for the Doctors' Office Quality-Information Technology (DOQ-IT) project, which seeks to increase the adoption and use of electronic health records (EHR) and other electronic tools in small- to medium-size physicians' offices offering primary care across the Commonwealth. In his current role, Mr. Parker is responsible for all aspects of project management including strategic planning, marketing, budgeting, and staff oversight. Prior to his employment at MassPRO, Mr. Parker worked at VHA, Inc., a healthcare alliance and health improvement firm comprising over 2200 US hospitals. While there, he developed and led three separate successful technology strategies teams and has recently created an active network of regional information technology leaders. In addition, his responsibilities included managing and coordinating all aspects of sales, contract negotiations, and executive relations for 25 multi-million dollar and one billion-dollar integrated healthcare delivery networks. Mr. Parker was a principle in two successful IT consulting companies and has served as an outsourced CIO for several companies. Mr. Parker received his Bachelor of Arts degree in Communication Studies/Business Management from Texas Tech University, and has earned the designation of Apple Systems Engineer.

### **Barbara Paul, MD**

Barbara Paul is Senior Vice President and Chief Medical Officer at Beverly Enterprises, Inc., a leading provider of healthcare services to the elderly. In this role, she provides strategic medical and quality direction for the Beverly family of providers: more than 350 nursing facilities, 20 assisted living centers and 23 hospice and home care providers; and to AEGIS Therapies, a provider of rehabilitative services in over 500 nursing homes nationally. Dr. Paul is the former director of the Quality Measurement and Health Assessment Group at the federal Medicare program - the Centers for Medicare & Medicaid Services (CMS). Her group was responsible for the Agency's quality measurement activities, launching the Nursing Home, Home Health and Hospital Quality Initiatives for Secretary Tommy G. Thompson. These efforts created and shared quality information with consumers, and were complemented by technical assistance to clinicians and providers as they worked to improve care. In addition, she was instru-

mental in the development of the first 'pay for quality' demonstrations for Medicare and the national voluntary hospital public reporting initiative. Dr. Paul represented the agency as a board member of the National Quality Forum and the Leapfrog Group. She joined Beverly Enterprises in March 2004. Dr. Paul was with CMS for 5 years, preceded by 12 years in full time Internal Medicine practice in Napa, California. In California, she was on the board of the California Health Facilities Financing Authority and was active in the California Medical Association, where she chaired their Council on Ethical Affairs and was a member of their Board of Trustees. She is a 1977 graduate of the University of Wisconsin - Madison, and a 1984 graduate of Stanford University School of Medicine.

### **Vickie J. Peters, MSN, MAED, RN, CPHQ**

Vickie Peters is Special Projects Coordinator for the ESRD Network Coordinating Center, and currently the national coordinator for the Fistula First National Vascular Access Improvement Initiative. Prior to this position, she served as an ESRD Network Quality Improvement Director, and held positions as a corporate dialysis quality director, and consultant. Her background also includes 13 years in an acute care hospital in a variety of specialties and administrative roles, and as a research and education director for a large regional orthopedic specialty practice. She has spoken at many regional and national meetings and has published numerous articles on ESRD, nursing, and quality issues.

### **Hiram C. Polk Jr., MD, FACS**

Hiram C. Polk Jr. is Professor and Chair of the Department of Surgery at the University of Louisville School of Medicine. This position, held since 1971, was endowed as the Ben A. Reid, Sr. Chair in 1988. In 1995, he was inducted as an honorary member of the Royal College of Surgeons in Edinburgh, the oldest surgical college in the world. Dr. Polk is currently president of the American Surgical Association, has led numerous other surgical organizations and entities, and is editor-in-chief of the American Journal of Surgery. He also is one of sixty-six surgeon-owners of Quality Surgical Solutions (QSS), a group of Kentucky surgeons dedicated to quality surgical care. Dr. Polk has authored nearly 500 scientific publications, with an additional 154 chapters in textbooks, 9 major books, and 8 monographs. He has been

honored by numerous professional societies for his work in surgery, cancer, and infection.

### **Mary L. Ralston, PhD**

Mary Ralston is a biostatistician at Lumetra, the Medicare Quality Improvement Organization for California. Dr. Ralston provides analytic and statistical support for the Home Health Quality Improvement, Hospital Quality Improvement, and Doctor's Office Quality Pilot projects, and for the Hospital Payment Monitoring Program (HPMP) project. She is also Lumetra's data content expert on Fathom, the HPMP Oracle Express cube, home health quality measures, OBQI reports and the OASIS data set. She has been with Lumetra since 2002. Before joining Lumetra, Dr. Ralston worked in the Cancer Epidemiology group of the Department of Epidemiology and Biostatistics at University of California, San Francisco (UCSF). In this role she was responsible for monitoring the quality of and integrating clinical, laboratory, and interview data collected for several longitudinal cancer studies. This work required development of data management strategies, determination of appropriate statistical analyses, and performance of the analyses for papers and grant proposals. Dr. Ralston also has several years experience consulting for a biotechnology company where she provided statistical expertise in all phases of experiments (initial design, data collection, data analysis, interpretation of results) for a broad spectrum of applications including analysis of variance, regression, cluster analysis, and maximum likelihood estimation.

### **William Reagan**

William Reagan is Manager of Information Technology at Ohio KePRO. Mr. Reagan has over 15 years of experience in the IT field and includes extensive experience with the creation of entire software packages, networks, various hardware, and Web-based solutions. Mr. Reagan was responsible for creating a new, interactive and award winning web site for Ohio KePRO and directs all web-based efforts. He currently serves as the Co-Chair for the IT Network.

### **Robin Reitzel, BS**

Robin Reitzel serves as Marketing Intervention Specialist at Ohio KePRO, the Medicare Quality Improvement Organization for Ohio. She works with her clinical and analytic counterparts to get the messages associated with QIO quality initiatives to the attention of the appropriate Ohio provider audience in a creative, yet efficient way. Before working at

Ohio KePRO, Ms. Reitzel managed creative and technical projects to develop complex web-based solutions and collaborated with clients to develop dynamic Web site content. Ms. Reitzel holds a Bachelor of Science degree from Kent State University.

### **Joy Hogan Rozman, RN, BS, MEd**

Joy Hogan Rozman has more than 28 years of leadership experience in a variety of health care related settings, including military, civilian and state health care systems. She has served in a number of capacities for the VHQC, and was named Chief Executive Officer in February 1997 and Ms. Rozman was also appointed President in June 2004. A registered nurse, Ms. Rozman is a Phi Beta Kappa graduate with a B.S. in Public Health from Columbus University. She earned her M.Ed. in Human Services Administration from the University of Massachusetts at Amherst, and a quality manager certificate from the George Washington University Continuing Engineering Education Program. She has held many adjunct faculty appointments. She is a past chair of the American Health Quality Association's (AHQA's) Chief Executive Officers Section and a former member of AHQA's Board of Directors and Chief Executive Officers Section Executive Committee. In March 2004 at the AHQA Annual Meeting and Technical Conference, she received the Distinguished Executive Leader Award from the James Q. Cannon Memorial Endowment for "consistent leadership advancing the field of quality improvement." Recently, Ms. Rozman was appointed to the 2004 Malcolm Baldrige National Quality Award Board of Examiners.

### **Patricia Ruddick**

Ms. Ruddick is Director of Patient Safety and is responsible for the day-to-day implementation of WVMI's Patient Safety Project, including training, ongoing support, program improvement, communication facilitation, and coordination of collaboratives. Ms. Ruddick received a BSN from Villanova University and an MSN from Marshall University. She is Board Certified as a Family Nurse Practitioner and in Rehabilitation. She has more than 25 years experience in nursing and has been involved in education, research, case management, and consulting.

### **Fabio Sabogal, PhD**

As Senior Health Care Information Specialist at Lumetra, the Medicare quality improvement organization for California, Fabio Sabogal is responsible for synthesizing evidence-based information to develop interventions for Managed Care, Doctor Office Quality-Information Technology, Underserved, Physician Office, and Home Health projects. Dr. Sabogal has expertise in cultural competency and minority health services research. He has over 20 years of experience as a university professor and researcher, and has written over 40 peer-reviewed journal articles. Dr. Sabogal holds a Doctor of Philosophy in Psychology from the University of North Texas at Denton, Texas.

### **Charles Schade, MD, MPH**

Charles Schade provides medical and epidemiologic support for the design, analysis and dissemination of results of WVMI's contracts, projects and studies, including Medicaid prior authorization and utilization management. Dr. Schade designs quality studies and data collection procedures, guides data collection and analysis, and helps interpret findings for staff, health professionals, and customers. He is responsible for using sound methods to obtain credible results that lead to appropriate health decisions. His recent work includes the design of surveillance systems for quality measurement and conducting studies of impacts of quality improvement efforts. In prior positions, he has been a public health administrator, preventive medicine clinician, association executive and federal disease control epidemiologist. His peer reviewed publications and presentations cover topics including biomedical engineering, communicable disease control, substance abuse epidemiology, and health care quality improvement. Dr. Schade earned a BA in mathematics and electrical engineering from Rice University, an MD from the Baylor College of Medicine and an MPH from the University of Texas. He completed a residency in public health/preventive medicine at Oregon Health Sciences University.

### **Frank F. Song, PhD**

Frank Song joined the Virginia Health Quality Center in September 2003 as a senior scientist. He was with VHQC from 1999 to 2001 as a biostatistician. Dr. Song is a certified SAS professional and a certified project management professional (PMP) by the Project Management Institute (PMI).

**Jan P. Van Vlack, RN**

Jan P. Van Vlack serves as Study Manager of the Surgical Care Improvement Project (SCIP) for Health Care Excel of Kentucky, the Medicare Quality Improvement Organization. Ms. Van Vlack received her ADN from Shelby State Community College, Memphis, Tennessee, and has over twenty years combined experience in health care quality improvement, operations, management, program development, finance, training, and information systems. Her clinical experience includes Emergency Department; Med-Surg, Cardiac Stepdown, Cardiac Care, and Intensive Care units; Outpatient Surgery; and company physicals. She has managed health care services in a variety of settings, including hospitals, home health agencies, and nursing homes; and is proficient in administration of an array of health care products, systems, and reporting. Ms. Van Vlack has recent experience in development of information technology applications and their use in health care quality improvement.

**Sandeep Wadhwa, MD, MBA**

Sandeep Wadhwa oversees government services and products for McKesson Health Solutions, the largest provider of healthcare information technology and pharmaceutical distribution services. As a national expert in disease management for Medicaid and Medicare beneficiaries, Dr. Wadhwa is regularly called upon by the media to offer an expert opinion about issues in these areas. His research interests center on chronic disease prevention and health care economics, and he frequently publishes scholarly articles in research journals. Dr. Wadhwa received his undergraduate degree from Wesleyan University and attended medical school at the Cornell University Medical College, where he was elected to the Alpha Omega Alpha Honor Society. He is board certified in internal medicine and geriatrics and completed his residency training and fellowships at the Hospital of the University of Pennsylvania. Dr. Wadhwa also received an MBA from the Wharton School of Business and completed a health services research fellowship at the University of Pennsylvania. He is a Clinical Assistant Professor of Medicine at the University of Colorado Health Sciences Center where he precepts at the Seniors Clinic. Prior to joining McKesson, Dr. Wadhwa was active in health care policy. He worked for the White House and the U.S. Congress, and has testified

before four Congressional committees. He also testified before the President's Advisory Commission on Quality and Consumer Protection in the Health Care Industry on developing innovative models of care for vulnerable populations. Dr. Wadhwa is a Board Member of the Disease Management Association of America.

**Eric White**

Eric White works as a Project Analyst in the Information Systems department at Qualis Health, the CMS quality improvement organization for Washington, Idaho, and Alaska. He is responsible for a wide variety of projects, including developing the corporate intranet site and managing the company's transition to a single contact management database. White joined Qualis Health in 1998 as an IS trainer and guided all employees through the conversion Microsoft™ Windows. He also supervised the internal help desk for a year and a half improving processes and developed their call-tracking tool. Throughout his tenure at Qualis Health, he has served as a bridge between the technical and non-technical staff, translating the needs of both groups into viable projects. Prior to joining Qualis Health, White was a fifth grade teacher. He holds a BS in Social Science from Colorado State University.

**Nancy Wolf, RN, CIC, CPHQ**

Nancy Wolf is Stratis Health's Quality Improvement Project Manager for hospitals and clinics in the southern region of Minnesota and for various Twin Cities' facilities. She also serves as the quality improvement team lead for the Surgical Infection Prevention, Pneumonia, and Hospital Generated Data initiatives. Prior to coming to Stratis Health, Ms. Wolf held the position of Quality Management Director in a rural health care system, where she managed organization-wide performance improvement, infection control/employee health, safety, medical staff services, staff development, and JCAHO preparation programs. She has over 20 years of clinical and leadership experience as a registered nurse in a variety of areas, including ICCU, cardiac rehab, medical/surgical, obstetric, and emergency care. She is currently pursuing a MSN with a focus on leadership and management at Metropolitan State University.

**Chitra Yeshwanth**

Ms. Yeshwanth coordinates the Underserved and Rural Team in its efforts to improve the hemoglobin A1c rate among diabetic African American Medicare beneficiaries. She has worked with people of all ages in a variety of cultures. Ms. Yeshwanth has coordinated programs for disadvantaged populations and directed research in mother and child survival and safe motherhood funded by the World Health Organization. Her varied efforts include literacy, education of rural females and community-based projects. She received her Master of Public Health Degree in Community and Family Health from the University of South Florida and her Master of Science Degree in Human Development and Family Dynamics from the University of Madras, India.

**Franzi Zabolitzki**

Ms. Zabolitzki has over ten years experience in healthcare delivery and health-related research focused on geriatrics. Other areas of interest include organizational change and health outcomes assessment. Her past experience includes clinical management of older adults in nursing home, hospital, and outpatient settings. Her research experience focused on promoting functional abilities and wellness in institutionalized older adults. In addition, Ms. Zabolitzki has taught clinical geriatrics in the Physical Therapy program at the University of North Carolina at Chapel Hill. She holds a Master of Science in Human Movement Science and a Bachelor of Science in Physical Therapy from the University of North Carolina at Chapel Hill. As the Project Manager for the Nursing Home Quality Initiative (NHQI) with Medical Review of North Carolina she is responsible for planning and implementing the Medicare nursing home quality improvement activities throughout North Carolina.

**David Zaun**

Dave Zaun received his BA in statistics in 1998 from Winona State University in Winona, Minnesota. He then went to graduate school at Iowa State University where he received his MS in statistics in May of 2000. Mr. Zaun started working at Stratis Health (MN QIO) in June of 2000, and is currently their Senior Research Analyst. Among other things, he is Stratis Health's lead analyst on their hospital, physician office, M+C, underserved and rural, and HPMP teams.

*Faculty disclosure statements are available at the Registration Desk for review.*



*See you in  
Miami!*

**2006 Annual  
Meeting**

February 20-24, 2006  
Hyatt Regency Miami &  
Intercontinental Hotel  
(Overflow hotel) Miami, FL  
(Room Block will open  
February 2006)

AHQA would like to thank the 2005 Exhibitors for participating at the **2005 Annual Meeting & Technical Conference**

*Building the Bridge to Transformational Change*

We also would like to thank our 2005 Poster Presenters for showcasing their work.

**ATTENTION PARTICIPANTS:**

*Don't miss the Exhibit Hall prize drawing that will be held Friday during lunch (11:45 am).*

To be eligible for the prize drawing:

1. You should visit the Exhibitors and drop off your completed "Exhibit Hall Drawing Form" (distributed with your registration materials) at their booths. You are encouraged to visit ALL exhibitors! Remember to drop your badge to be considered for the drawing. (DO NOT leave your badge at the AHQA booth.)
2. You must be present to win.

**EXHIBIT HALL HOURS:**

Wednesday 7:00 am – 3:00 pm  
Thursday 7:00 am – 3:00 pm  
Friday 7:00 am – 1:00 pm

## Exhibitor Listings

**BOOTH 100**

**AHQA**

**1155 21st Street, NW – Suite 202  
Washington, DC 20036  
(202) 331-5790 ext. 1575**

The American Health Quality Association represents Quality Improvement Organizations (QIOs) and professionals working to improve the quality of health care in communities across America. QIOs share information about best practices with physicians, hospitals, and nursing homes. Working together with health care providers, QIOs identify opportunities and provide assistance for improvement.

**BOOTH 101**

**Douglas Dotan, President  
CRG Medical Patient Safety Quality  
Management Solutions**

**1533 John F. Kennedy Blvd.  
Houston, TX 77032  
(713) 825-7900**

CRG Medical, an innovative patient safety and quality improvement company, offers best practice solutions to uncover vulnerabilities within a patient-care organization. Providing innovative process management systems, continual improvement, effectiveness and efficiencies are created that will reduce the occurrence of medical errors and ultimately reach better outcomes with less cost and risk.

**BOOTH 103**

**Rosa Mendoza, Senior Sales Manager  
Hyatt Regency Miami**

**400 S.E. 2nd Avenue  
Miami, FL 33131  
(305) 679-3093**

The four-diamond, four-star Hyatt Regency Miami location for AHQA's 2006 Annual Meeting is a landmark hotel located in the downtown area. Unique among Miami hotels for its location on the scenic Miami River, the Hyatt Regency Miami hotel is steps from the Riverwalk and shopping at Bayside Marketplace.

**BOOTH 110**

**Corey Reilly, Assistant Director,  
Marketing**

**MHA Quality Indicator Project  
6829 Deerpath Road  
Elkridge, MD 21075  
(410) 379-6200**

For 20 years the Quality Indicator Project® has operated performance measurement programs for over 800 health care facilities within specific areas of care: Acute Care, Psychiatric Care, Long-term Care, and Home Care. Nearly 600 of its hospitals use the QI Project's Core Measures Component to participate in national reporting initiatives.

**BOOTH 111**

**Barbara Schwartz, Director,  
Communications & Corporate  
Development**

**IPRO  
1979 Marcus Ave.  
Lake Success, NY 11042  
(516) 326-7767**

IPRO is an independent, not-for-profit corporation, dedicated to assessing and improving the value of health care services. Since its incorporation in 1983 IPRO has been involved in all facets of health care assessment and quality improvement, evolving to meet the changing needs of the industry. Based in New York, IPRO's clients include federal and state agencies, providers, managed care organizations, commercial insurers, Fortune 500 companies, business coalitions and unions across the country.

**BOOTH 112**

**Kam Valentine  
Director, Communications/Education  
Colorado Foundation for Medical Care**

**3025 S. Parker Road, Suite 800  
Aurora, CO 80014  
(303) 743-7307**

ISO Certification: Training, Coaching and Consultation - ISO 9001-2000 certification gives your organization external validation for its management system.

InfoTrak Business Management Tools - CFMC's InfoTrak software contains a full set of business management tools for small to medium sized-companies.

Continuing Education Credit - CFMC, the only QIO with national accreditation to provide CME credit for physicians, has a streamlined process for QIOs that wish to give professional credit for their educational activities.

**BOOTH 113**

**Mitzi Daffron, Executive Director**  
**Health Care Excel**  
**2901 Ohio Blvd., Suite 112**  
**Terre Haute, IN 47850**  
**(812) 234-1499**

Health Care Excel, Incorporated (HCE) serves as the QIO for Indiana. Health Care Excel of Kentucky (HCEK) is a subsidiary of Health Care Excel, and serves as the QIO for the Commonwealth of Kentucky.

HCE and HCEK are currently conducting several special studies in conjunction with CMS, including the Hospital Leadership and Systems Improvement (HLSI) study, Surgical Care Improvement Project, and Benefits Improvement and Protection Act study.

**BOOTH 114**

**Sandra Bowe, Manager, Managed Care Operations**  
**Sankyo Pharma**  
**Two Hilton Court**  
**Parsippany, NJ 07054**  
**(973) 630-2661**

Sankyo Pharma Inc. is the U.S. subsidiary of Sankyo Co. Ltd., one of the world's leading pharmaceutical companies. Sankyo's contributions to public health include the discovery of statins, revolutionizing the treatment of heart disease. Sankyo Pharma focuses on marketing cardiovascular products, including: WelChol® (colesevelam HCl), a lipid-lowering agent; Benicar® and Benicar HCT® (olmesartan medoxomil), an anti-hypertensive.

**BOOTH 115**

**Terry A. Duncombe, President/CEO**  
**CHAP, Inc.**  
**39 Broadway, Suite 710**  
**New York, NY 10006**  
**(800) 656-9656**

The Community Health Accreditation Program, Inc. (CHAP) has been accrediting organizations providing care to Americans at home since 1965, CHAO accreditation publicly certifies that an organization has voluntarily met the highest standards of excellence for home and community-based health care. Licensed professionals perform site visits which are consultative and educational.

**BOOTH 117**

**Tonya McCarther, Exhibit Manager**  
**Agency for Healthcare Research and Quality**  
**540 Gaither Road**  
**Rockville, MD 20850**  
**(301) 427-1392**

The mission of AHRQ, U.S. Department of Health and Human Services, is to improve the quality, safety, efficiency, and effectiveness of health care by using evidence to improve health care, improving health care outcomes through research, and transforming research into practice.

**BOOTH 118**

**Warren Lesnefsky, Marketing Manager**  
**McKesson Health Solutions**  
**335 Interlocken Parkway**  
**Broomfield, CO 80021**  
**(303) 664-6361**

McKesson's CareEnhance® Disease Management and 24x7 Nurse Triage Services provide market-leading, integrated telephonic and community-based programs to Medicaid and managed care beneficiaries living with asthma, diabetes, heart failure, COPD, CAD, ESRD, and more. We manage some 24 million lives, including more than 2.7 million Fee-for-Service Medicaid beneficiaries in eight states.

**BOOTH 119/124**

**Cyber Café Supported by The American Health Quality Association**

**BOOTH 125/128**

**B. Dalton Bookseller**  
**One Embarcadero Center**  
**San Francisco, CA 94111**  
**(415) 982-4278**

B. Dalton is a division of Barnes & Noble. We are the world's largest bookseller, employing more than 35,000 booksellers in over 1,000 stores in 50 states under the Barnes & Noble and B. Dalton names. Our company was founded by a bookseller who has maintained his commitment to customer service through the hiring of likeminded customer service employees. Our founder introduced many revolutionary concepts to the book industry. They include the first bookseller to discount books and advertise on television and the first to make bookstores more accessible and friendly. B. Dalton was acquired by Barnes & Noble in 1987.

**BOOTH 131**

**Kelly Hicks, Marketing Communications**  
**Premier, Inc.**  
**2320 Cascade Pointe Blvd.**  
**Charlotte, NC 28208**  
**(704) 733-5641**

Premier Healthcare Informatics tools and services are used by hundreds of hospitals nationwide to improve care, safely reduce costs, adhere to regulatory standards, and benefit from pay-for-performance initiatives. Our Advisor Suite supports you with detailed clinical, operations, satisfaction, and safety information and performance improvement expertise. More information: 800.805.4608 or premierinc.com/informatics.

**BOOTH 143**

**Christina Phillips, Marketing Coordinator**  
**Q Mark, Inc.**  
**3025 S. Parker Road, Suite 800**  
**Aurora, CO 80014**  
**(303) 743-7307**

Founded in 1996, and invested in by five Quality Improvement Organizations, Q Mark provides a suite of HEDIS, quality management, and accreditation-based products and services for Quality Improvement Organizations, managed care organizations, and governmental agencies for both HEDIS and quality improvement initiatives. Through both information technology and business process outsourcing, Q Mark equips its clients with the ability to collect, analyze, and report health care data. For more information visit [www.qmarkinc.com](http://www.qmarkinc.com) or contact Q Mark's Marketing Coordinator, Christina Phillips at 1-800-947-5762, ext. 113.

**BOOTH 144**

**Sami Aita, MD, Chairman & CEO**  
**MedcomSoft**  
**1200 Eglinton Avenue, East – Suite 900**  
**Ontario, Canada M3C 1H0**  
**(416) 443-8788 ext. 232**

MedcomSoft is a software developer of total automation solutions for ambulatory care practices. MedcomSoft is pioneering the use of codified point-of-care medical vocabularies to produce state of the art electronic medical records, disease, and patient management systems that are tightly integrated with practice management systems for better efficiency and compliance.

## Exhibitor Listings

### BOOTH 145

**Sharon E. Tippo, Manager of Program Marketing**

**IHI**

**3602 New Holland Drive  
Wilmington, NC 28412  
(910) 794-4476**

The Institute for Healthcare Improvement (IHI) is a not-for-profit organization leading the improvement of health care throughout the world. Founded in 1991 and based in Boston, MA, IHI is a catalyst for change, cultivating innovative concepts for improving patient care and implementing programs for putting those ideas into action. Thousands of health care providers participate in IHI's groundbreaking work.

### BOOTH 148

**Terry Moore, Senior Associate  
Abt Associates, Inc.**

**55 Wheeler Street  
Cambridge, MA 02438  
(617) 349-2463**

Abt Associates ([www.abtassociates.com](http://www.abtassociates.com)), applies rigorous research and consulting techniques and technical assistance expertise to a wide range of social, economic, clinical, health, and science policy issues confronted by public- and private-sector decision makers. Clients include U.S. federal, state, and local governments; foreign governments; international organizations; foundations; nonprofit associations and institutions; and business and industry. Founded in 1965, Abt Associates has worked in more than 100 countries and currently has projects in more than 40 countries and over 25 foreign project offices. Staff members from the Abt Associates Health Policy and Clinical Research

Division include experts from a wide range of disciplines — biostatistics, economics, environmental sciences, epidemiology, experimental science, health communications, health policy, informatics, medicine, nursing, public health, and survey research.

### BOOTH 149

**Jay Arthur, President  
QI Macros for Excel (KnowWare  
International, Inc.)**

**2244 S. Olive Street  
Denver, CO 80224  
(888) 468-1537**

The QI Macros for Excel draws pareto and control charts, histograms and scatter diagrams. It contains over 50 templates including flowcharts, fishbones, QFD and FMEA. It is used by over 2,000 hospitals and at \$99/copy when you buy 5 or more, it is the most affordable solution on the market.

## Poster Presentations

**Tables 5-20 will be held in Booths 104-106. Tables 25-40 will be held in Booths 136-138.**

### TABLE 5

**Topic: E-Learning: Supporting  
Providers in a Virtual Classroom  
Environment**

Linda Caldwell  
Lumetra  
One Samsome Street  
San Francisco, CA 94104  
415-677-2000

### TABLE 10

**Topic: Overcoming Home Health  
Agency Barriers in the 7th SOW**

Kathleen Churchill, RN, CPHQ  
Lumetra  
One Samsome Street  
San Francisco, CA 94104  
415-677-2031

### TABLE 15

**Topic: Powerful Partners: Teaming up  
to Improve Diabetes Care**

Ana Perez, APRN, CDE  
Lumetra  
One Samsome Street  
San Francisco, CA 94104  
415-677-2142

### TABLE 20

**Topic: Quality of Care vs. Claims Data**

Bonnie Hollopeter, LPN, CPHQ  
Ohio KePRO  
5700 Lombardo Center Drive, Suite 100  
Seven Hills, OH 44131  
216-447-9604

### TABLE 25

**Topic: QI Model for Invasive  
Cardiology Facility Oversight**

Charles P. Schade  
West Virginia Medical Institute  
3001 Chesterfield, WV 25304  
304-346-9864

### TABLE 30

**Topic: Collaboration between  
Cardiologists and the ED in Reducing  
the Door to Balloon time for AMI  
Patients**

James Mitchiner, MD  
MPRO  
22670 Haggerty Road, Suite 100  
Farmington Hills, MI 48335  
248-465-7313

### TABLE 35

**Topic: The Road to Success: Culture  
Change Implementation in the Long-  
Term Care Setting**

Renee Beniak  
MPRO  
22670 Haggerty Road, Suite 100  
Farmington Hills, MI 48335  
248-465-7357

### TABLE 40

**Topic: Persistence Pays Off**

Kirsten Kammerzell, RHIA and Kim  
Kurokawa, RN  
Mountain Pacific Quality Health Foundation  
3403 Cooney Drive  
Helena, MT 59602  
406-443-4020

### TABLE 45

**Topic: The Idaho Consortium for  
Performance Improvement**

Kurt B. Stevenson, MD, MPH and Susan  
Gelletly, MD, MS  
Qualis Health  
720 Park Boulevard, Suite 120  
Boise, Idaho 83712-7756  
208-389-5021

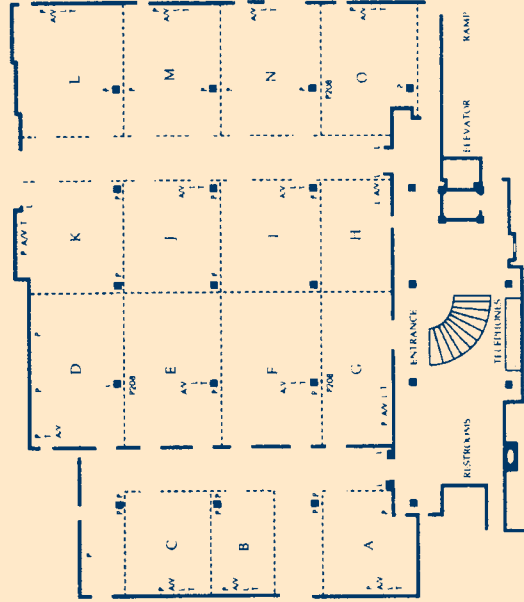


# FLOOR PLAN

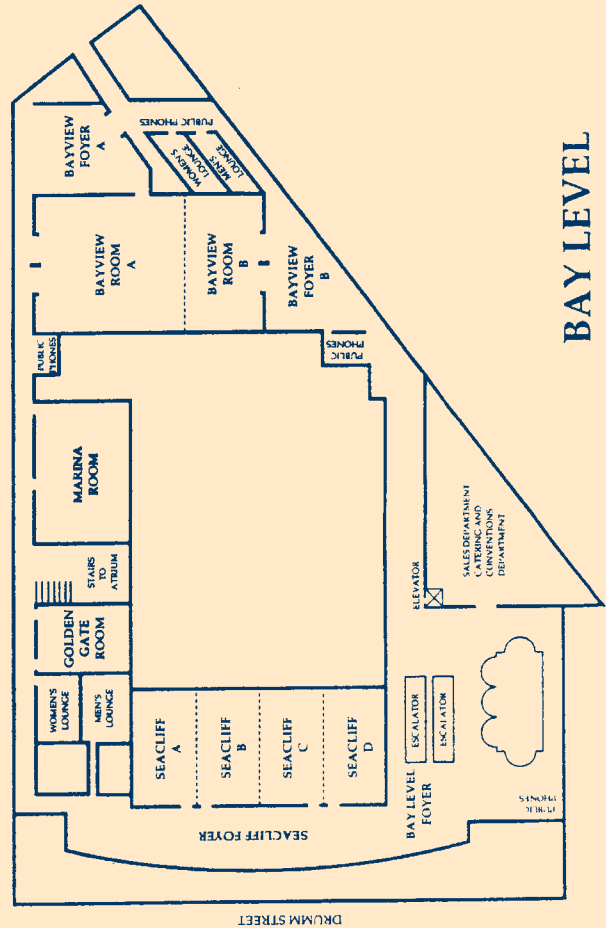
## Hyatt Regency San Francisco

February 23 - 25, 2005

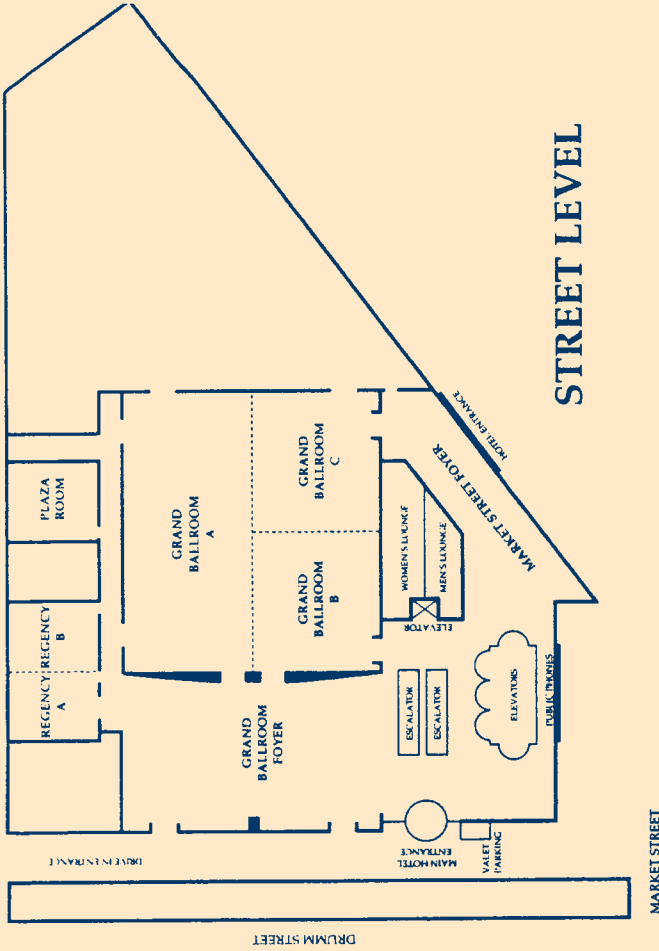
### THE PACIFIC CONCOURSE



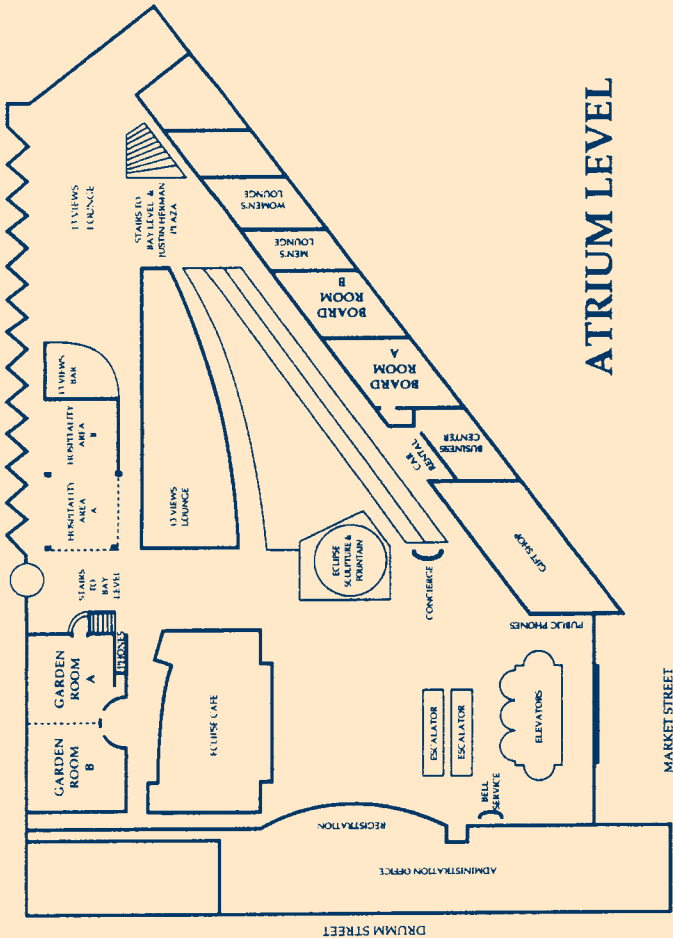
### BAY LEVEL



### STREET LEVEL



### ATRIUM LEVEL



# Upcoming Events

---

## **AHQA 2005 Washington Leadership Week**

May 23, 24, & 27, 2005  
Renaissance Hotel, Washington, DC  
(More details to come)

---

## **Joint Educational Meeting AHQA/eHealth Initiative Connecting Communities for Better Health: 2nd Annual Learning Forum and Exhibition**

May 25-26, 2005  
Renaissance Hotel, Washington, DC  
(Room Block will open February 2005)

---

## **AHQA 2005 Fall Membership Meeting**

November 15-17, 2005  
Hyatt Regency Crystal City, Arlington, VA  
(More details to come)

---

## **QIO Leadership Retreat**

July 13-15, 2005  
Silverado Resort, Napa, CA  
(Room Block will open January 2005)

---

## **2006 Annual Meeting**

February 20-24, 2006  
Hyatt Regency Miami & Intercontinental Hotel (Overflow hotel) Miami, FL  
(Room Block will open February 2006)

---

## **QIO Leadership Retreat**

July 19-21, 2006  
Hyatt Regency Tamaya, Santa Ana Pueblo, NM  
(Room Block will open February 2006)

---

## **2007 Annual Meeting**

February 12-16, 2007  
New Orleans Marriott, New Orleans, LA  
(Room Block will open October 2006)

---

## **2008 Annual Meeting**

February 25-29, 2008  
Hyatt Regency San Francisco, San Francisco, CA  
(Room Block will open October 2007)

---

## **2009 Annual Meeting**

February 23-27, 2009  
Marriott Tampa Waterside, Tampa Waterside, FL  
(Room Block will open October 2008)



# San Francisco

## **AHQA CONFERENCE CONTACTS:**

**Amanda Scott**  
Membership, registration,  
cancellations/substitutions  
[ascott@ahqa.org](mailto:ascott@ahqa.org)

**Jacqueline Osborne**  
General conference inquiries, hotel,  
logistics, conference support, exhibits  
[josborne@ahqa.org](mailto:josborne@ahqa.org)

**Erin Williams**  
Educational content development,  
conference support; speaker inquiries  
[ewilliams@ahqa.org](mailto:ewilliams@ahqa.org)



THE AMERICAN  
HEALTH QUALITY  

---

ASSOCIATION

1155 21st Street, NW, Suite 202  
Washington, DC 20036  
(202) 331-5790  
(202) 331-9334 Fax