



The Tennessee Quality News and Networking Connection

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President's Message

EDITOR: Joyce Hall, RN, CPHQ



It's hard to believe we are already well into the New Year! We are off to a promising start with a new Board and new Bylaws! I am honored and excited to be serving a second term as your President. We are thrilled to have several new board members joining and some of our "seasoned" board members remaining on the Board! Welcome to Judy Weddle and Matt Sevier – joining as first time board members. Thank you to Joyce Gentry, Michael Greer, Irv Koehler, Joyce Hall and Helen Vaughn for continuing to serve on the board. We have set some very high goals for 2008! As a board we are committed to providing our members with the best value for their membership. We consistently put out an exceptional newsletter full of informative articles and information that members can use to promote quality and safety within their circle of influence. This year, in addition to our Annual Educational Conference that will be held in November in Nashville, we are planning to hold educational sessions this summer in Jackson and Cookeville to reach our West and East Tennessee members.

Watch you email for more details as this develops!!

Once again this year, TAHQ plans to submit our application for the State Award through NAHQ. We have been the proud recipient of both the gold and silver award in the past.

As discussed in previous news letters, we have revised our bylaws to better align with NAHQ. These bylaws were approved during the business meeting at the Annual Conference last November. Please take a moment to review the newly revised bylaws on our TAHQ website.

Speaking of websites, Kudos to Michael Greer for updating our current website! Please take a minute to check it out via this link: <http://tahq.org>

Many of you volunteered to serve on a committee/team this year. Please look for an email from the team leader of your committee/team with information on how you can get more involved. If you didn't get a chance to volunteer but you would like to help please send me an email with your contact information so you can get plugged in. We still need help on the following committees/teams and hope you will consider getting involved:

Membership Team, Publication Team, Education Team, Nominating Team, By-Laws Team, NAHQ State Award Team. You will be asked to give minimal time and this will always be done by email or conference call. Getting involved with a team is a great way to network and develop as a leader within TAHQ!

We have seen steady growth in our membership and a variety of segments in healthcare is represented in our membership. We want to hear from YOU, our members, how we can best meet your needs. Please email a board member with your ideas! I hope, this year, through our additional educational opportunities and through partnering with other organizations such as the Tennessee Hospital Association, the National Association for Healthcare Quality and the Tennessee QIO we can provide you with the resources you need to continue the very important work you do every day!

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Membership Report

TAHQ is starting the year with almost 120 members from five (5) states. Our members work in acute care, behavioral health, home care, long term care, hospice, health plans and the QIO. You can reach out to each other through our state association and the opportunities provided to you through the association. See page 2 for the 2008 Teams that will help our organization grow this year and the last page for contact information to your board members.

TAHQ president, Michelle Franklin, recently got an e-mail question which she forwarded to the Board members and the gentleman got not one or two responses but five! So, next time you are looking for advise from a quality professional - try one of your quality associates from TAHQ!

2008 TAHQ Teams

If you are interested in participating on a team—contact the team leader or Michelle Franklin.

If you are on a team and have not yet been contacted, contact the leader!

Member Ship Team

Irv Koehler, Leader
 Sheila Gordon
 Jerry Hardwick
 Susan Nance
 Matt Sevier

By-Laws Team

Joyce Gentry, Leader
 Peggy Clark
 Kathy Cartwright

Nominating Team

Michael Greer, Leader
 Kathy Wright
 Susan McClanahan

Education Team

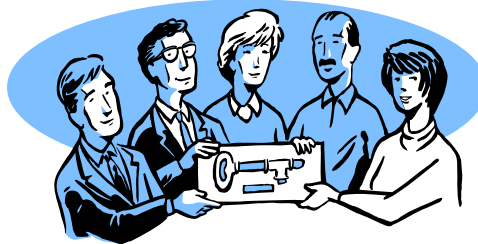
Helen Vaughn, Leader
 Ken Grubbs
 Joyce Gentry
 Cynthia Hooper
 Michelle Franklin
 Michael Greer

Publication Team

Joyce Hall, Leader
 Susan Nance
 Sue Sayre
 Heidi Benson

NAHQ State Award Team 2008

Michelle Franklin, Leader
 Sharon Pettigrew
 Michael Greer

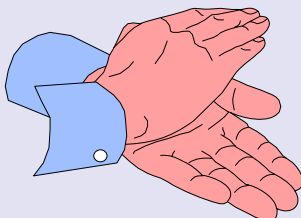


Congratulations to TAHQ Past President, Irv Koehler - Irv has been promoted to the position of Chief Operating Officer for Volunteer State Health Plan (VSHP), the subsidiary that provides manages the State and Federal Health Plans for BlueCross BlueShield of Tennessee.

Congratulations to LeeAnn Hannah and Joyce Hall—these ladies will be presenting Concurrent Sessions at the NAHQ Annual Education Conference in Phoenix in September!

Congratulations to Michael Greer who has been selected to serve on the 2008 Healthcare Quality Certification Board (HCQB) and Exam Committee. Talk to Michael if you have questions about the Certified Professional in Healthcare Quality (CPHQ) exam and certification program!

TAHQ Board appreciation goes to Jill Fainter for her service on the TAHQ Board and for fostering improvement efforts in patient safety and quality through her work with agencies such as NQF, TJC, AHA and the Federation. W the TAHQ Board salute her dedication to healthcare quality management.



Susan Goodwin has been re-elected to serve another 2-year term as chair of the Joint Commission’s Hospital Professional and Technical Advisory Committee.

Please let us know if you have good news you would like to share!

If you have news or individuals you would like to recognize, send the information to: joyce_hall@bcbst.com

Kudos Corner

News from



National Association
for Healthcare Quality

State Association Education Offerings
are posted at
<http://www.nahq.org/affiliates/edstate.htm>

33rd Annual NAHQ Educational Conference

Collaboration: The Spark Behind Quality

September 14-17, 2008

Phoenix, AZ

Ignite the spark behind healthcare Quality at NAHQ's 33rd annual Educational Conference at the J.W. Marriott Desert Ridge Resort and Spa in sunny Phoenix!

- Get cutting-edge news in healthcare quality
- Learn firsthand about innovative products
- Earn valuable continuing education (CE) credits
- Network with key leaders in healthcare quality

HQF New Quality Professional Grant

The HQF New Quality Professional Grant is for a NAHQ member who has been in the healthcare quality field less than 2 years and is not yet a Certified Professional in Healthcare Quality (CPHQ). The grant will be for \$1,000, which can be used for travel and registration expenses for attendance at either a NAHQ CPHQ Review Course or the annual conference. One grant will be chosen annually. Completed applications must be received at NAHQ's Office by April 26, 2008.

The Quality Handbook for Health Care Organizations, 8th edition

Yosef D. Dlugacz, PhD; Andrea Restifo, MPA RN; and Alice Greenwood, PhD

This vital book is a practical, theory-based resource on the topic of healthcare quality management written for healthcare administrators and practitioners. It offers the tools needed to help managers make decisions, prioritize resources (financial and human), and analyze and improve the care they deliver. Great resource to prepare for CPHQ Examination.

Available at www.nahq.org

Make plans now to attend
33rd Annual NAHQ Educational Conference
September 14-17, 2008
Phoenix, Arizona

Reflections from the 2007 Annual TAHQ Meeting

Sue Sayre - Rhea Medial Center - Dayton, TN

As a recipient of the TAHQ grant to attend the annual TAHQ Conference I wanted to submit a heart felt thanks to the TAHQ Board for the wonderful opportunity to attend the sessions. I work as a Quality Director at a Critical Access Hospital in Southeast Tennessee. My impression of the speakers at the TAHQ meeting was that the attendees were privileged to hear outstanding, world class speakers who had excellent visionary information to share.

Nashville, itself, was in a flurry of activity with the CME awards taking place. I personally did not see any celebrities but there were lots of people in the city looking for a "star." The weather was cold and windy as well which added to the brisk scurry of all the exciting happenings including the THA annual meeting at the Renaissance Hotel.

The atmosphere of "Music City" was invigorating and a bit unnerving, as you might imagine, for a person alone and from a small town!

The first speaker for the TAHQ sessions was Dr. Jonathan Perlin, HCA Chief Medical Officer. Dr. Perlin's presentation was titled "Healthcare 2017: Health, Care Delivery and Technology. He portrayed the transformation of Healthcare from 2007-2017 with an emphasis on "Quality through Value". We are taught that value equals quality over cost as quality professionals but he used his past experiences with the VA to expound further on what quality includes such as access, technical, functional, satisfaction and community health. Value based purchasing for healthcare is the wave of the future. The overview for the future was comprised of Policy Challenges/Opportunities such as Safety and Quality, Population Health, Delivery System/Workforce, Technology, Finances, Politics and Value; Industrial to Information Age Model including a new definition for value (as mentioned) and Personalized Healthcare. It's impossible to summarize the information he presented in a brief paragraph because he covered items from the concern for obesity, changing demographics, Federal initiatives such as transparency and IT requirements, to employerism replacing consumerism. The closing and beginning statements touched home: "Quality, Always Valued, Now Valuable and Overtly, the Best Business Case."

Dr. Wendy Long, Chief Medical Officer for TennCare, spoke second on "Promoting and Monitoring Quality Care in the TennCare Program. Maybe this sounds boring but was exactly the opposite. Dr. Long was a very knowledgeable and captivating speaker and gave practical information. She instilled a greater respect for what our TennCare program has accomplished. We are the first state in the country to mandate the participating MCO's achieve NCQA accreditation. Her presentation included many tables showing the performance of the MCO's with HEDIS (nationally recognized set of standardized MCO performance measures) and CAHPS (standardized survey tools for measuring consumer satisfaction) criteria with proof that indeed the "TennCare Quality Initiatives are data driven, evidence based and focus on effectiveness of care, access/availability, and use of services as well as use of standardized , nationally recognized measures and financial incentives and disincentives."

Statistical consultant, Dr. Gyspie Raney, educated the audience on "Distinguishing Signal from Noise". Dr. Ramey used graphs and applications that were examples of data/statistic aggregation and analysis in the quality professionals' every day life. "The reasons for sorting signals from noise were to improve evaluations of performance, to avoid over reacting to noise, to know when performance is predictable, to guide actions for improvement and to determine whether actions taken have produced improvement.

The second day of the session began with an early meeting of the TAHQ Annual Business Meeting. Work was being done to align the TAHQ bylaws with the NAHQ bylaws. I gained insight into the work that goes into making TAHQ effective as an organization.

Chris Goeschel, Director, Patient Safety and Quality Initiatives, John Hopkins University Quality and Safety Research Group, presented "Improving Quality and Patient Safety: Challenges of Technical and Adaptive Work." I was totally swept away with this presentation. From the beginning to the end the cry was "Excellence is more of a habit than a virtue." (Aristotle) Chris was involved in the Michigan Keystone ICU Project and gave a captivating overview of that project of reducing harm with BSI and VAP.

The most exciting revelation was her involvement in the Tennessee Center for Patient Safety initiatives to reduce HAI and nursing collaborative to integrate nurse staffing, work environment and patient safety.

Influencing Quality: At the Bedside, as a Bureaucrat, and Back to the Hospital was the title of Dr. Barbara Paul's, Chief Medical Officer, Community Health Systems, all encompassing experiences gave her obvious wisdom in approaching healthcare quality. I gleaned many concepts from her presentation including again a look at the importance of following the definition of quality from the document "The Quality Chasm" of safe, timely, effective, efficient, equitable and patient-centered care. CMS is using the strategy of value-based purchasing by compliance oversight activities in their pay-for performance initiatives. DR. Paul stated that the organizations that have high quality performance quality initiatives that are CEO driven, a culture of quality and continuous improvement, are technology adopters' and focus on process redesign.

What a wonderful opportunity to hear from three Chief Medical Officers plus more. Michelle Franklin, president of TAHQ, certainly deserved all the recognition she received for a superb line-up of speakers for this conference!

Make your plans to attend the 2008 Education Conference—October 1-3, 2008

How to Turn Personal Attacks Into Patient Satisfaction

Tim Dawes

timcd@interplaygroup.com

www.interplaygroup.com

Of course, patients are more than "healthcare consumers". Unlike mere consumers, our customers are often frightened and in pain. And if you're a care giver working with people in fear and pain, you can count on hearing accusations -- "You don't care!", "You're incompetent", "You're a racist!"

When you're responding to accusations like these, the words you say are critical. They can spell the difference between creating a deeper level of respect with your patient, and opening the door to a law suit.* The eventual outcome hinges on a critical choice you'll make: the way you choose to hear the negative comment.

There are two ways to hear an accusation. You can play "The Blame Game" or become a "Needs Detective." Here's an example.

Suppose your patient says, "You're not listening to me but you're gonna!" Let's look at how your choice of context determines your response.

1. The Blame Game

You can choose to take the comment personally and attack or defend. If you blame yourself, you'll accept the criticism and apologize, "I'm sorry, I didn't mean to disturb you. Maybe I can come back later." If you blame your patient, you'll find fault with her. You might say, for example, "I assure you that your care is my highest concern" while thinking to yourself, "And right now, your attitude is an obstacle to that care."

When you blame yourself, you'll feel guilt or shame. When you blame your patient, you'll become angry. All those emotions are likely to come between you and the quality of experience you want to create.

2. The Needs Detective

Alternatively, you can tune into the needs that are going unmet.

When you turn your attention to your own needs, you reveal your humanity, "When I hear you talk that way, I'm frustrated that I'm working hard and not getting the results I'd hoped for." When you turn your attention to your patient's needs, you demonstrate your empathy, "Are you anxious about getting the support you need?"

You might think it would be tough for your patients to listen to your needs and feelings. And much of the time, I'd agree with you. If she's giving you judgments and accusations, your patient likely has important needs to satisfy before she'll be a good audience for you. Surprisingly, though, many patients are aching to hear what's alive in you, especially if it's a reaction to them. It reminds them you're human and lets them know they're having an effect on you.

A supervising nurse I worked with recently told me, "I'm not a racist, but there's nothing I can say to change this patient's mind." That's the core. If you hear a judgment about you, you'll try to defend yourself. Nothing you can say will be enough.

Shift your perspective. See your patient as suffering and identify his call for help. You'll open up a whole new line of responses, and possibly a whole new relationship.

(Tim is the author of the award winning book: **Healing from the Heart** - A Practical Guide to Creating Excellent Experiences for Patients and Their Families)

Job Openings!

Regional CNO Position

Partners in Medical Search a nation-wide executive level search firm that specializes in placing outstanding healthcare executives to the top companies who are in need of their talents - our process is completely free to you and 100% confidential as well. The position is over 5 hospitals, for a national healthcare organization, and is located in the southwest region of the US.

Crystal Lohmann

Account Manager **Partners in Medical Search**

Office: (231) 592-5400 Cell: (231) 349-7057 Fax: (231) 592-5500 Email: CLohmann@PartnersinMedical.com

Web: <http://www.PartnersinMedical.com>

Utilization Review Mental Health Reviewer, Nashville, TN

As one of the largest employers of mental health professionals in the nation, MHM Services, Inc. is always looking for dedicated individuals who want a career that is both professionally rewarding and provides a greater balance with less stress in their day-to-day life.

As part of our Quality Assurance department, you will perform initial, concurrent and retrospective utilization reviews and consult with QA Manager, Medical Director and Director of Psychology to discuss clinical/authorization questions and concerns regarding specific cases.

Associate's or a Bachelor's degree in Nursing, Psychology or Social Work. Master's degree preferred. Licensure/certification required.

MHM Services, Inc. offers a supportive, innovative and team-oriented atmosphere. Additionally, MHM provides its employees with an excellent benefits package that includes a top salary, great insurance options, paid malpractice coverage, up to 36 annual paid days off (including 6 paid holidays) and much more. MHM Services, Inc. is an Equal Opportunity Employer.

An awareness that the road less traveled is often the most rewarding. A commitment to maximizing your skills and potential. The need for greater professional satisfaction and accomplishment. The desire to make a difference. These are the attributes of the MHM professional.

If you think you fit this description and you would like to learn more about the rewards and challenges of working with a national leader such as MHM Services, Inc., please contact Kelli Holland at (866) 616-8389 or submit your resume by either e-mailing her at kholland@mhm-services.com or by faxing her at (573) 635-9739.

Director of Quality Management—BlueCross BlueShield of Tennessee

E-mail: duane_hill@bcbst.com

- Masters Degree in health care related field or business administration, or equivalent work experience.
- Current certification in Healthcare Quality (CPHQ) preferred.
- Eight to ten years of management experience required.
- Five to seven years experience in quality management, research, including success in leading accreditation projects.
- Advanced knowledge of accreditation standards, operations, quality management principles, research methodology, and data analysis.
- Demonstrated strength in strategic thinking, communication and presentation skills, problem solving.
- Fosters a team oriented management style, customer focused, demonstrates passion about quality.

TAHQ NEWS

Just a Reminder!

As a reminder the first phase-in requirement for National Patient Safety Goal 3E anticoagulation therapy and 16A Recognition and Response to Changes in Patient's Condition should be in place as of **April 1, 2008**: the organization's leadership has assigned responsibility for oversight and coordination of the development, testing and implementation of Requirement 3E and 16A.

The next milestone should be in place on or before **July 1, 2008**: an implementation work plan is in place that identifies adequate resources, assigned accountabilities, and a time line for full implementation of National Patient Safety Goal requirements 3E and 16A by January 1, 2009.

2008 New Board Members



TAHQ welcomes 2 new faces to the TAHQ Board of Directors. Judy Weddle (right) will serve as Special Interest Group (SIG) - Acute Care and Matt Sevier (left) will serve as SIG - Other. Judy is the Manager of the Hospital Quality Improvement Program for QSource - the Quality Improvement Organization for the state of Tennessee. For the past 22 years, Judy has been engaged in healthcare quality improvement work with QSource, and as such has gained experience in developing and conducting collaborative quality improvement initiatives with personnel from Tennessee hospitals. Judy is a Certified Professional in Health-



care Quality and a member of the Tennessee and National Associations for Healthcare Quality. In 2007 she completed a Master of Education degree at Christian Brothers University in Memphis.

Matt Sevier, CPHQ, is managing principal of Parragon Healthcare Group, a Cookeville-based consulting firm specializing in quality improvement and regulatory compliance for post-acute care providers. He was educated at Tennessee Tech in Cookeville and Excelsior College in Albany, New York. Matt is the author of "Setting the Nursing Home on Fire", an online QI-based culture change resource for nursing homes. He can be reached at matt.sevier@parragonhealth.com



Upcoming Educational Opportunity - June 14, 2008

Make plans to attend a special TAHQ sponsored education session at Cookeville Regional Medical Center on Saturday, June 14, 2008.

This full day of relevant topics will be brought to you at **no** registration cost* by the TAHQ Board. Confirmed speakers to date will cover such issues as Public Reporting and Transparency, an update on Core Measures and an Overview of the 9th Scope of Work PLUS an opportunity to network with other healthcare quality professionals from across the state.

Look for more information coming soon and register early, space will be limited to approximately 60 people.

*There may be a minimum charge for breakfast and lunch.



Tennessee Association for Healthcare Quality

TAHQ Mission:

To improve health care quality and patient safety through the development and support of initiatives designed to enhance the effectiveness of healthcare quality professionals.

TAHQ Vision:

To be recognized as Tennessee's premier source of expertise in healthcare quality and patient safety.

Calendar of Events

September 14-17, 2008

2008 NAHQ Education Conference

Phoenix, Arizona

October 1-3, 2008

**THA/TAHQ Annual Meeting
and Education Conference**

Nashville, TN

October 10, 2008

National Healthcare Quality Week

THOUGHT TO PONDER

"It is easier to do a job right, then to explain why you didn't."

Martin Van Buren



TAHQ CONTACTS: 2008 Officers and Board

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Joyce Gentry, Secretary-Treasurer

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