

Arizona Performance Improvement Summit for Rural Hospitals

Wednesday, August 2, 2006

8:30 a.m. - 3:30 p.m.

University of Arizona, Drachman Hall,
Room A122, 1295 N. Martin Ave., Tucson



Mel and Enid Zuckerman
College of Public Health

RURAL HEALTH OFFICE

Purpose

The Arizona Performance Improvement Summit for Rural Hospitals will again bring together Arizona's small, rural hospitals to discuss activities underway that implement and measure their hospital wide PI initiatives.

Highlights

- Alternative methodologies being used to measure and track performance improvement
- Use of Rural Performance Management (RPM) Balanced Scorecard system and how they are using the online system to support their PI efforts
- How Medicare's Pay for Performance program could potentially support the improvement of care to Medicare beneficiaries
- How one CAH - involved in a formal Network - is addressing quality
- An update on the 8th Scope of Work in Arizona's rural hospitals
- How to interpret the RPM Balanced Scorecard data and use it as a strategic management tool

Agenda

- 8:30 a.m. *Registration (Room A276 - on the window bridge)*
- 9:00 a.m. *Welcome and Introductions (Room A122 - all day)*
Alison Hughes, Director, Arizona Rural Hospital Flexibility Program
- 9:10 a.m. *Pay for Performance and Quality Improvement*
Dr. Gary Smethers, Senior V.P. of Medical Services and Chief Medical Officer,
Blue Cross Blue Shield of Arizona
- 10:00 a.m. *Public Health at Your Service*
Dr. G. Marie Swanson, Dean, UA Zuckerman College of Public Health
- 10:10 a.m. *Quality Improvement in Arizona, Dashboards and other Methods*
Rich Polheber, CEO, Carondelet Holy Cross Hospital
Loren Ellery, CEO, or Gail Shannon, Gila River Healthcare Corporation
Chris Cronberg, CEO, Northern Cochise Community Hospital
- 10:50 a.m. *Quality Improvement in Arizona, Balanced Scorecard*
Mike Carter, CEO, Southeast Arizona Medical Center
Dawn Reece, PI Coordinator, Benson Hospital
Jeff Hamblen, CEO, Little Colorado Medical Center (invited)
- 11:45 a.m. *Lunch*
- 12:45 p.m. *How a Critical Access Hospital and a Start-up Healthcare Network Approach Quality*
Daryl Melvin, CEO, Hopi Health Care Center (invited)
- 1:00 p.m. *Who's Making Substantive Quality Change in Rural Arizona (and How to Measure It)*
Judith Richard, HSAG
- 1:15 p.m. *Effective Practices in Using Balanced Scorecard*
Greg Wolf and Dr. Scott Goodspeed, Stroudwater Associates
- 3:15 p.m. *The Future of Performance Improvement in Arizona*
- 3:30 p.m. *Adjourn*

Speakers

Dr. Gary Smethers oversees medical policy development, medical underwriting, medical claims review, clinical quality improvement, care management, physician relations and credentialing at Blue Cross Blue Shield of Arizona. He also is the liaison for communication with both state and federal legislators.

Dr. G. Marie Swanson is a nationally recognized epidemiologist. In Public Health, her expertise includes: reducing health status disparities among ethnic minorities; increasing healthy lifestyles across all populations; understanding chronic disease co-morbidities; improving the practice of clinical trials and the reduction of risk of homicides and violence. With her leadership, the College recently received a seven year accreditation.

Judith Richard is a Clinical Quality Specialist at Health Services Advisory Group in Phoenix. She has been with HSAG since 1988, and brings over 20 years of clinical nursing experience in a variety of settings.

Greg Wolf is a healthcare executive at Stroudwater Associates of Portland, Maine. This firm provides strategic, financial and facility planning. Mr. Wolf designs and implements Balanced Scorecard and other performance improvement systems at small rural and community hospitals throughout the United States.

Dr. Scott Goodspeed has been CEO of four hospitals and is recognized for his expertise in strategic planning, building healthy communities and the Balanced Scorecard. His most recent book, *Community Stewardship: Applying the Five Principles of Contemporary Governance*, was published by American Hospital Publishing. He joined Stroudwater Associates in 2006.

Register Now!

The meeting is free of charge. Please complete and send in your registration. Mileage reimbursement (one car per hospital) will be available for CAHs. Parking is available in the Highland Avenue Garage, three blocks from Drachman Hall.

Registration Form

Name: _____ Title: _____

Hospital: _____

Mailing Address: _____

City, State, Zip: _____

Phone Number: _____

Email: _____

Registration Deadline: July 28, 2006

PLEASE FAX or SEND YOUR REGISTRATION FORM TO:

**Rural Health Office, UA Zuckerman College of Public Health
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Email: ahughes@u.arizona.edu or hospodar@u.arizona.edu
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