

“A New Dawn for Quality”

MAHQ ANNUAL CONFERENCE
Genoa Woods Conference Center, Brighton, MI
September 29 & 30, 2008



DAY 1: CONFERENCE

- 7:30AM-8: 30AM: Conference Registration
- 8:30AM-8: 45AM: Introduction/Welcome
- 8:45AM-10: 15AM: [Keynote Speakers: Cathy Munn \(NAHQ\), Jack Peterson \(HQCB\)](#)
This session centers around NAHQ, the benefits of membership and certification and also a look at NAHQ's strategic plan, our progress to date and what the future holds in terms of the External Advisory Council, the Special Interest Groups and the new governance model.
- 10:15AM-10: 45AM: Morning Break
- 10:45AM-12 Noon: [Margaret Klobucar: Service Line Quality Model](#)
This presentation will focus on the experience of transitioning from a traditional medical staff process improvement model into a service line approach process/operational improvement model.
- 12 Noon-1:00 PM: Lunch
- 1:00 PM-1: 15 PM: **MAHQ Annual Business Meeting**
- 1:15 PM-2: 30 PM: [Michele Ekblad/Christian Schafer: Risky Business of the EMR World](#)
With the advent of the Electronic Medical Record (EMR), more complete and consistent information is available for treatment decisions. Additionally there is more evidence-based medicine, immediate access to lab and radiology results, less duplication of work, and an abundant list of other benefits. However there are some unexpected consequences Michele Ekblad and Christian Schafer will review the benefits and risks associated with this technology.
- 2:30 PM-3:00 PM: Afternoon Break
- 3:00 PM-4:00 PM: [Carolyn Shaloub: The HCAHPS Experience](#)
This session will provide background on the development of the survey methodology, examples of how to pull up the scores, and suggestions on ways to get staff involved in activities to improve the care experience for patients.

Certified Professional in Healthcare Quality Review Session



DAY 2: CPHQ REVIEW SESSION

8 am – 4 pm

Full Day Session

Instructors:

Kathy Clinefelter, CPHQ, FNAHQ- Past President NAHQ and Florida Association for Healthcare Quality
Sandi O'Neal, CPHQ, President, Florida Association for Healthcare Quality

Kathryn Clinefelter, MBA, MSN, FNAHQ, CPHQ, ARNP

Kathy has extensive experience in development and implementation of programs to assess and improve the quality of clinical care, and related healthcare service, in hospital and managed care settings. she has expertise in design and implementation of clinical record review for research and clinical improvement. Kathy has collaborated with providers to use clinical and financial data in evaluating and reducing the cost of clinical care. Kathy has provided training and facilitation of teams, with emphasis on healthcare work process analysis and redesign. She has been an invited lecturer in healthcare quality and organizational improvement.

Kathy is a Past President of the National Association for Healthcare Quality and the Florida Association for Healthcare Quality. She has a Masters in Business Administration and a Master of Science in Nursing from the University of Florida. Kathy is also a Certified Professional in Healthcare Quality and a Fellow of the National Association for Healthcare Quality (FNAHQ).

Sandra O'Neal, MS, MEd, BA, CPHQ

Sandi has been presenting education nationally and regionally for healthcare professionals in organizational improvement using the Baldrige Health Care Criteria as a framework for over 20 years. She has been designing targeted educational approaches for healthcare organizations who are working to achieve excellence in healthcare quality.

Sandi has a Master of Science from the Florida Institute of Technology and a Masters of Education from the University of Central Florida. Sandi is also a Certified Professional in Healthcare Quality. Sandi is the current President of the Florida Association for Healthcare Quality.

About our speakers.

CATHY MUNN, MPH, RHIA, CPHQ:

Cathy Munn currently serves as a Clinical Consultant working with the implementation and integration of documentation software at DST Health Solutions located in Birmingham, AL. In this role she is responsible for managing client relationships and ensuring that the goals and expectations of the client are met throughout the integration process. Cathy previously managed the day-to-day operations of the Medical Services Department at DST which was responsible for performing delegated utilization management and quality review for five (5) clients and approximately 85,000 members located throughout the country.

Cathy has over 30 years of experience in Quality Improvement and Regulatory Compliance in addition to Medical Services. She has spent the past 10 years working with Managed Care companies in Alabama, focusing on Quality Improvement, HEDIS and Regulatory Compliance in addition to Medical Management. Prior to her work in Managed Care, Cathy spent over 20 years working in acute care in both urban and rural hospital settings across the southeast.

Cathy holds a Bachelor of Science Degree and a Master of Public Health Degree from the University of Alabama in Birmingham. She is also a Certified Professional in Healthcare Quality and a Registered Health Information Administrator. Cathy is the 2008 President-Elect for the National Association for Healthcare Quality. She will serve as President in 2009.

JACK PETERSON, MS, FAAMA, CPHQ :

Jack L. Peterson, the President of Peterson & Associates, Inc., consults primarily with acute hospitals and networks in establishing, re-engineering and improving processes and systems. He is called upon most often to assist with survey readiness and response, policy and procedure preparation and leadership and organizational development. He received his Bachelors and Master degrees from The George Washington University and the University of Southern California, respectively, and completed 26 years service in the U.S. Navy as a Commander prior to embarking on a 15 year career in healthcare quality. He is a Fellow and Diplomate, American Academy of Medical Administrators and has held the Certified Professional in Healthcare Quality designation since 1991. Jack is also published in the medical staff services field. He currently serves on the Healthcare Quality Certification Board as a Director and member of its Examination Committee. Mr. Peterson has been active and an officer in both local and Texas state quality associations over the past 18 years and currently resides in El Paso, Texas.

MARGARET KLOBUCAR, MA, RHIA, CPHQ:

Margaret has worked in various organizations in an administrative role in Performance Improvement. In her current role, Administrative Director Clinical Excellence Western Region - Providence Hospitals, she has responsibility for Performance Improvement, Clinical Risk and Safety, Medical Affairs, and Infection Control. She has been involved in performance improvement since the early 1980's. Having to change with the evolution of quality and patient safety, she has been the visionary for continuous improvement in her organizations. She drives and strives to look for ways to improve quality and safety processes. Margaret holds a Lean/Six Sigma Greenbelt and uses these tools to help lead change in her organizations.

MICHELE EKBLAD, MSN, JD & CHRISTIAN SCHAFER, JD

Michele is currently the General Counsel, Integrity Officer, Director, Organizational Integrity, Risk and Patient Safety & Quality at Battle Creek Health System. Christian Schafer is currently the Manager of Legal Services, Integrity and Risk at Battle Creek Health Systems. Both have experience in the implementation of electronic medical records. They have been closely engaged with electronic processes as they related to patient safety and quality, risk, audit and both real and potential impact on claims management.

CAROLYN SHALOUB, MS, CPHQ:

Carolyn received a Masters of Science in Occupational (Healthcare) Education from the University of Michigan and a Bachelor of Science in Medical Technology from the University of Detroit. Carolyn has worked in various capacities at Providence Hospital and Medical Centers for many years. Most recently, her position was that of Manager of Quality Improvement/JCAHO. She facilitated the organization's continuous compliance for the Joint Commission accreditation and certification, served as a "Super Coach" for Service Excellence and was the organization representative for the Press Ganey patient satisfaction database. Press Ganey was also the vendor used by the organization for the HCAHPS survey and she provided training and of the HCAHPS data.