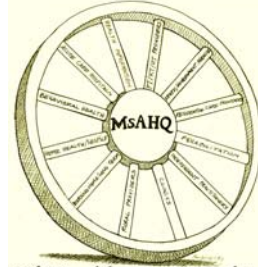




MsAHQ: The HUB



Of Healthcare Quality

The University of Southern Mississippi Welcomes “MsAHQ: The HUB of Healthcare Quality” To Our Hometown, Hattiesburg, Mississippi!

The **University of Southern Mississippi (USM)** is a proud sponsor of the **2010 Fall MsAHQ Education Conference**, October 28-29, 2010, at the beautiful Lake Terrace Convention Center in Hattiesburg. We invite all attendees to drop by our display table and explore all the exciting things happening at **Southern Miss**. There will be a very special appearance Friday by **Seymour**, the official Mascot of the **USM Golden Eagles**.



On Saturday, October 30, 2010, the **Golden Eagles** take on the UAB (University of Alabama at Birmingham) Blazers at 11:00 AM CT at **The Rock** (Roberts Stadium). We invite you to stick around after the conference and come be a part of **Game Day at the Rock!** *It's more than just a game; it's an experience!* Special ticket prices exclusively for conference attendees:

Lower deck sideline: \$26
Lower deck endzone: \$22
Upper deck: \$15

For these special tickets, contact Brian Morrison, at 601-266-6866 or at Brian.Morrison@usm.edu, or visit southernmisstickets.com and enter **HEALTHCARE** in the promotional code box. Tickets must be ordered by Thursday, Oct. 28th to get this discounted price. Tickets will also be for sale at the **USM** vendor booth at the conference.

Make your plans now to attend **“MsAHQ: The HUB of Healthcare Quality”** and then spend your Saturday with the **Golden Eagles** at **The Rock!**

 **Southern Miss to the Top!** 

DAY 1: 10/28/10 CPHQ Review

Schedule

Presented By American Data Network

7:30 – 8:00	Registration
8:00 – 10:00	Healthcare Quality Concepts
10:00 - 11:00	Strategic Leadership
11:00 - 12:00	Quality Systems Mgmt
12:00 - 1:00	Lunch
1:00 – 2:00	Performance Improvement
2:00 – 3:00	Information Management
3:00 – 4:00	People Management
4:00 – 5:00	Review/Practice Test
5:00	Q&A and Evaluations

DAY 2: 10/29/10 Program Schedule

8:00 - 8:30	Registration
8:30 - 8:45	Welcome & Speaker Introduction
8:45 – 10:15	Exposing the Root Cause Marilynn Winborne
10:15 - 10:30	Break
10:30 – 11:45	NAHQ Update Linda Scribner
11:45 - 1:00	Lunch
1:00 – 2:30	Rolling Along to Great Physician Feedback Linda Scribner
2:30 – 2:45	Break
2:45 – 4:00	Sepsis Program Implementation Pat Posa
4:30	Evaluations

CPHQ REVIEW INFORMATION AND OBJECTIVES

This is a review session for healthcare quality professionals who are preparing for the Certified Professional in Healthcare Quality (CPHQ) exam and others who want to expand their existing quality and performance improvement skills. This course is one of many resources that may be used to prepare for the CPHQ exam. Attendance provides no guarantee of successful completion of the CPHQ exam.

- 1: Discuss healthcare quality concepts and opportunities to integrate each within an organization.
- 2: Describe the steps of successful strategic leadership.
- 3: Identify ways to further systems improvement through coordination of care, utilization management, and other quality initiatives.

- 4: Describe performance improvement concepts and ways to apply each to common quality projects.
- 5: Discuss information management and methodologies used in data collection and analysis.
- 6: Discuss how to structure teams and measure competencies to ensure successful people management.

10/29/10 CONFERENCE OBJECTIVES

- 1: Identify three components ESRD facilities use to monitor the assessment and quality improvement of care in the facility.
- 2: Define the elements that should be considered in a QAPI plan for Hospice.
- 3: Comprehend the role of the hospital's governing body in the Quality Assessment and Performance Improvement Program.
- 4: Describe the organizational mission & vision for NAHQ & HQCB
- 5: Explain the governance structure of the NAHQ organization
- 6: Provide an update on the current status of the strategic plan & initiatives
- 7: Identify the anticipated changes to the NAHQ & HQCB governance structure, including the emphasis on "Good to Great"
- 8: Identify the steps required to achieve & maintain certification as an HQ professional
- 9: Discuss the difference between sepsis, severe sepsis and septic shock
- 10: Understand the 4 Tiers for sepsis program development
- 11: Identify issues, barriers and potential solutions to program implementation
- 12: Provide a brief overview of the OPPE and FPPE requirements
- 13: Describe at least 4 elements to include in an FPPE review
- 14: Demonstrate use of a standard format for developing an FPPE plan

CE Credit requested for CPHQ, social work, nursing, counselors, teachers (JSU), alcohol & drug counselors, all MS DMH credentials, marriage and family therapists, nursing home administrators, recreation therapists, NAMSS, health information, and rehabilitation therapists. (Details Inside)

MsAHQ: The HUB



Rolling Along to Great Physician Feedback, The Role of NAHQ, Severe Sepsis Program Implementation: The Power of the Pyramid, Exposing the Root Cause: Quality Across the Spectrum of Providers, and CPHQ Credential Review

CPHQ Review Course
October 28, 2010 8:00 am - 5:00 pm
MsAHQ Conference
October 29, 2010 9:00 am – 4:00 pm

Lake Terrace Convention Center
Hattiesburg, Mississippi

Sponsored In Part By



REGISTRATION INFORMATION

Registration: Complete form and mail with payment to:

MsAHQ

Attention: Fall Conference
P.O. Box 55431
Jackson, MS 39296-5431

Pre-payment and pre-registration is required.

Conference Fees:

10/29/10 MsAHQ Members (includes lunch & CE credit)	\$65
10/29/10 Non-members (includes lunch & CE credit)	\$75
<i>(Requests for more than one type of CE credit-\$10 per additional CE type)</i>	
10/28/10 CPHQ Review.....	\$55
Discount Price for Attending Both Days	\$115

State of Mississippi Vendor #V0002282880

Checks should be made payable to:

Mississippi Association for Healthcare Quality (MsAHQ)

For more information/special assistance contact:

John W. Pace, MsAHQ President at
Phone..... (601) 351-8000, ext. 4558
E-mail..... pacejo@msh.state.ms.us

Refunds & Cancellations: Full refunds for cancellations will be made only if a written request is received within 14 days prior to this program. After this date, all fees are forfeited. *You may send a substitute if you cannot attend.* Application for conference gives your consent for your contact information to be shared with paid vendors and for your photo to be used for future publicity purposes.

Hosted by:

Mississippi Association for Healthcare Quality
American Data Network, Little Rock, Arkansas

CONTINUING EDUCATION INFO

An educational portion of this activity is sponsored by the Department of Mental Health, Division of Professional Development. Continuing education is a separate registration which is required at the beginning of the conference. Application has been submitted for continuing education credit for the following: Nursing (13), Psychology, LPCs, A&D Counselors (9.5), Education (JSU CE), Marriage & Family Therapists, DMH credentials (Certified/Licensed Mental Health Therapists, Certified/Licensed Mental Retardation Therapists, Licensed Mental Health/Mental Retardation Administrators, Case Mgmt, and Addiction Counseling) (9.5-13), Nursing Home Administrators (13), Recreation Therapists, and Rehabilitation Counselors. **For specific information regarding the status of application for these CEs and/or number of units approved, please contact the Mississippi Department of Mental Health, Division of Professional Development, at 601-359-6246.**

In addition to continuing education credit provided by the Mississippi Department of Mental Health, MsAHQ offers the following: Certified Professional in Healthcare Quality (CPHQ) 8/5.5/13.5, Approved for NAMSS continuing education credit by the National Association Medical Staff Services 8/5.5/13.5, and Approved for social work continuing education credit by the National Association of Social Workers 7.66/4.25/11.91, Health Information Management professionals can self report continuing education hours based on the appropriate HIM Professional Domain Definitions. For more information please see the *Commission on Certification for Health Informatics and Information Management (CCHIIM) Recertification Guide*. **For specific information regarding these CEs, please contact MsAHQ Education Chair John W. Pace at pacejo@msh.state.ms.us .**

KEY: DAY One/DAY Two/TOTAL CE Credit

DIRECTIONS TO LAKE TERRACE CONVENTION CENTER, HATTIESBURG, MISSISSIPPI



If Coming from the South on I-59:

Take Exit 67A
At bottom of ramp turn right
At first traffic light turn left

If Coming from the North on I-59:

Take Exit 67A
At bottom of ramp merge into Hwy 49 South
At first traffic light turn left

If Coming from the South on Highway 49:

Take Highway 49 North to Hattiesburg
Continue on Hwy 49 through Hattiesburg
Just before Intersection of I-59 and Hwy 49 there will be a traffic light
Turn right at traffic light

If Coming from the North on Highway 49:

Take Highway 49 South to Hattiesburg
Pass the intersection of I-59 and Hwy 49
Turn left at first traffic light past intersection

DIRECTIONS TO/CONTACT INFORMATION FOR COMFORT SUITES, 122 PLAZA DRIVE, HATTIESBURG, MS



Located off I-59 South at Exit 65A, Comfort Suites

offers unparalleled convenience and comfort. The hotel combines easy access to all that Hattiesburg has to offer, with a staff committed to making your travel experience exceptional. Just off Exit 65A, the hotel is near the **Lake Terrace Convention Center**, Turtle Creek Mall shopping, entertainment, and dining.

COMFORT SUITES HATTIESBURG is the official host hotel of the 2010 **MsAHQ** Fall Conference. Conference attendees get a special rate of \$87 per night. To make reservations call **601-261-5555** and ask for the **MsAHQ Conference** special rate. Fax: (601) 261-9995.

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CONFERENCE PRESENTERS

Linda Scribner, CPHQ, BA



Director of Quality and Clinical Outcomes Management at Methodist Dallas Medical Center is quality professional with 20 years experience in healthcare improvement. She earned her bachelor's degree at the University of Florida in Gainesville. She earned her CPHQ credential in 1989.

In addition to her current position at Methodist Dallas, Ms. Scribner's professional experience in acute care includes posts at Baylor Medical Center Irving, Irving Texas, Lakeland Medical Center in New Orleans, Louisiana, Helen Ellis Memorial Hospital in Tarpon Springs, Florida and at Shands Hospital at the University of Florida, Gainesville, Florida. She has presented on topics such as case management, organization performance improvement, national measures improvement initiatives and medical staff quality and peer review.

Scribner is currently serving as a member of the Dallas Fort Worth Hospital Council's Quality and Patient Safety Committee. She is also serving as an elected member on the National Association for Healthcare Quality (NAHQ)

Board as President. Scribner has a career of professional service with NAHQ as well as serving on the boards including President for both the Florida and Texas Association's for Healthcare Quality.

Scribner is a recipient of the Florida Association for Healthcare Quality Outstanding Quality Professional, the Texas Association for Healthcare Quality Donna Rossa Distinguished Service Award; and is the recipient of the National Association for Healthcare Quality Claire Glover Distinguished Member Award.

Marilynn Winborne, MBA



As Bureau Director, I have oversight over the state licensure program for multiple facility types and for evaluating the facility's compliance with state licensure requirements and for federal requirements when those entities voluntarily participate in the Medicare and Medicaid programs. As Bureau Director for HFCL, I have supervisory oversight over the Program Managers who are liaisons to multiple facility types including but not limited to nursing homes, hospitals, hospices, home health agencies, end stage renal dialysis units, and laboratories; and for survey staff responsible for surveying these entities in the state of MS.

Pat Posa, RN, BSN, MSA



Has held various roles in health care in her 30 years of practice including critical care staff nurse, manager, educator, and director of nursing and administrator of an outpatient multispecialty/ primary care clinic. Excellence in clinical practice is her passion and she has been involved in many programs with that aim, including most recently the statewide Keystone ICU patient safety initiative. She is currently a member of the Technical Expert Panel for an AHRO/HRET project to implement this patient safety program in 10 additional states over the next 3 years. Pat has published many articles in both clinical and quality journals. Pat lectures extensively nationally on various critical care and quality topics.

Pat received her BSN from Wayne State University in Detroit Michigan and her masters in healthcare administration from Central Michigan University. Pat is currently a Special Projects Coordinator for St. Joseph Mercy Health System in Ann Arbor Michigan working on the Keystone ICU program and other patient safety initiatives.

CPHQ REVIEW COURSE INSTRUCTOR

Susan Mellott PhD, RN, CPHQ, FNAHQ



CEO of Mellott & Associates. Dr. Mellott has over 30 years experience in healthcare and in reducing costs and improving quality in the healthcare field. She obtained her BSN from Indiana University of PA, her MSN from University of PA, and her Ph.D. in Health Education and Wellness from Texas A&M University. Dr. Mellott has authored numerous publications and is a nationally recognized speaker. Susan is a Certified Professional in Healthcare Quality (CPHQ) and is also a Fellow of the National Association for Healthcare Quality.

CPHQ: Certified Professional in Healthcare Quality

What is it? A voluntary certification that recognizes professional and academic achievement by individuals in the field of healthcare quality management.

The HQCB web site states: "The CPHQ designation means you are a **WORLD CLASS, CERTIFIED, PROFESSIONAL**. It is the worldwide Gold Standard for the healthcare quality professional. Certified Healthcare Quality Professionals are committed to excellence in healthcare quality."

Who is eligible for this certification?

No minimum education and experience are required to take the CPHQ examination so anyone may apply. If interested, it is recommended by the Healthcare Quality Certification Board (HQCB) that each person considering this achievement take time to assess their own readiness to apply, especially if not having worked in the field of healthcare quality management for at least two years. A careful review of the examination content outline and the sample questions provided in the candidate handbook is advised.

A sample test is available online at <http://www.cphq.org/2selfAssessment.html>

What is covered in the certification test?

This is the only international voluntary healthcare quality management competency-based certification that tests knowledge in the following areas at all employment levels and in all healthcare settings:

- quality management
- quality improvement
- case/care/disease/utilization management
- risk management.

How much does it cost?

The fee for the computer-based domestic and international examination is **\$440**.

A discounted price is available to **NAHQ** (National Association for Healthcare Quality) members may take advantage of the **\$370 special NAHQ member fee**.

What is the procedure to follow for those interested in this certification?

1. The candidate's handbook is available at www.cphq.org/documents/HQCBhandbookJan09.pdf
2. Complete an application online at www.cphq.org
3. Pick a site to take the test which is given electronically

at over 170 approved sites at various geographical locations.

4. When the application has been approved, you will have 90 days to schedule and sit for the examination.

5. Take the exam at the site you selected.

What are the Benefits?

- Demonstration of knowledge and competency in the healthcare quality management field (for example - proof of competency to Joint Commission)
- Monetary incentive to complete certifications (offered by some organizations)
- Reimbursement for certification costs (offered by some organizations unless it is not achieved)
- Nationally a move to require this certification for anyone working in the field of healthcare quality management
- Personal satisfaction and achievement of professional goals

How do I maintain certification once it is achieved?

Recertification is required every 2 years. Each CPHQ can log continuing education hours online at www.cphq.org/2reCertification.html. Thirty continuing education hours are required.

Our challenge?

Mississippi did not have any new CPHQ certifications awarded in 2008 or 2009. The surrounding states, Louisiana, Tennessee, and Arkansas, all had persons achieving this certification. In fact, 52 persons from outside the United States were certified as well. Currently 28% of the MsAHQ members have achieved this certification!

Good news?

Most CPHQ review courses cost significantly more (up to 8 times more) than the upcoming review offered by MsAHQ and ADN. The CPHQ program is fully accredited by the National Commission for Certifying Agencies of the National Organization for Competency Assurance in Washington, D.C. It is the only international voluntary certification program in the field of healthcare quality management to achieve this accreditation

All attendees of the MsAHQ Fall CPHQ Review get a 30% discount off Janet Brown's Healthcare Quality Handbook; the recognized study guide for the CPHQ exam.

For more information, contact Helen Vance, CPHQ at 662-690-4288 or hvance@nmsh.state.ms.us

Registration: MsAHQ 2010 Fall Conference, October 28 & 29, 2010

Name _____ Title _____
Mailing Address _____ Company _____
City/State/Zip _____ Home Phone _____
Work Phone _____ E-mail Address _____
Type CE Requested**** _____

Registration for Conference (\$75*) _____ CPHQ Training (\$55) _____ Both (\$115) _____**

Method of Payment: Check Money Order (No credit cards accepted.) Make check/money order payable to MsAHQ and return completed form to: MsAHQ, P.O. Box 55431, Jackson, MS 39296-5431

*** MsAHQ members \$65 ** Discount fee applies to anyone attending both days ***\$10 for each CE type requested above one included in registration**