

**September 4, 2008**

Quality, Patient Safety and the Board: Why Boards, Why Now?

**October 7, 2008**

Boards and Backbone: How Boards Build Will to Improve Quality and Safety

**November 5, 2008**

Difficult Conversations: How the Best Boards Talk About the Right Things, At the Right Time, With the Right Players

**December 2, 2008**

In God We Trust, All Others Bring Data: How the Best Boards Use Dashboards



**Webinars with: James L. Reinertsen, M.D., and James E. Orlikoff**



**How to enroll?** Go to <http://reinertsendgroup.webex.com> ~ The price quoted is per connection.

**How do I attend?**

At the time of the seminar, all you need to attend is a telephone, and a computer with an internet connection. You can attend as an individual, or with the addition of a speakerphone and an LCD projector, your entire Board, Medical Executive Committee, or management team can attend the seminar as a group. The registration fee is \$295 per computer/phone line, regardless of how many of you participate. There will be a recording of the event and presentation available shortly after it concludes. The cost of the recording is \$40 for attendees and \$350 for non-attendees.

**When does registration close?**

Registration is open right up until the event starts. However, handouts will be sent to registered participants in advance to allow them to make copies to pass out to board members. We suggest not waiting until the last minute so that handouts and other documents can be received ahead of time.

**To learn more about the Faculty,** go to <http://www.reinertsendgroup.com/services/faculty-biographies.html>

Please contact Anders with questions and comments at [anders@reinertsendgroup.com](mailto:anders@reinertsendgroup.com) or 305.924.0992.

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**Quality, Patient Safety and the Board: Why Boards, Why Now?**

**September 4, 2008 ~ 1:00 – 2:30 p.m. CST**

Quality and Patient Safety are front and center issues in American healthcare today. So is the recognition that hospital and system Boards bear the ultimate ethical and legal responsibility for the quality of care in their institutions. Yet, many board members are uncomfortable with this responsibility and do not understand why the board is responsible and accountable and even liable for the quality of the care provided to patients. They often say: "Isn't clinical quality the job of the doctors and nurses?"

This Web Seminar will outline in clear, understandable terms the *Whys* of board responsibility for quality. This interactive session will address:

- The historical evolution of the Board's responsibility for quality and patient safety
- The relationship between the Board, Medical Staff, and Executive Management in the oversight of quality and patient safety
- The new era of scrutiny, accountability, and liability for Board oversight of quality
- The clear delineation of the appropriate and achievable role of the Board in quality and patient safety

At the conclusion of this Web Seminar, board members will understand and accept their crucial responsibility for quality and be prepared to learn how to effectively discharge this key leadership function.

## **Boards and Backbone: How Boards Build Will to Improve Quality and Safety**

**October 7, 2008 ~ 1:00 – 2:30 p.m. CST**

Three things must happen if hospitals are to become safer, and deliver quality care more reliably. First, the leaders of the hospital must develop and maintain the *Will* to make necessary changes. Second, leaders must generate strong *Ideas* about what changes to try. And third, leaders must *Execute* the changes.

Boards don't execute changes, or come up with new ideas for care of cancer, or heart disease. But the Board is the highest authority in an organization, and is therefore a powerful potential source of *Will*, or "backbone." If the Board sends signals that it is uncertain and weak on key quality and safety policies, then the organization will lack the backbone to push through resistance to change. On the other hand, if the Board is clear and steadfast about these matters, then the entire organization can develop the spine to make needed changes.

This interactive web seminar will focus on the question: "How do Boards build Will for Improvement?" Among other topics, the faculty will address:

- How do Boards use patient stories to transform the Board itself, and to generate a sense of urgency for improvement?
- What questions do Boards need to ask to avoid becoming lulled into complacency about quality and safety?
- How can Boards harness the power of transparency—i.e. going public with performance data—to drive internal improvement?

**Who should attend?** The seminar is strongly recommended for all Board members and for management leaders who work with the Board. The seminar might be particularly valuable for those Board and executive leaders who work on or with the Quality and Risk Management Committees of the Board.

## **Difficult Conversations: How the Best Boards Talk About the Right Things,**

**At the Right Time, With the Right Players**

**November 5, 2008 ~ 1:00 – 2:30 p.m. CST**

Getting good information to the board or physician leadership about quality and patient safety does not mean anything if the board does not know how to effectively talk about what the information means and what to do with it. Boards that are truly effective in improving their hospital's quality and patient safety know the importance of having difficult conversations. These difficult conversations can be with each other; between the board and the MEC; between the board and the CEO; between the board and individual physicians; among others. Such conversations may not be fun, but they are a crucial component of effective governance and leadership. The ability to have these conversations in a timely and consistently effective way is a skill that can be learned, and one that must be learned by effective hospital leaders.

This Web Seminar will teach board members the importance of having these crucial conversations, as well as skills for how to approach and conduct them. This interactive Web Seminar will address:

- The skills and tools for having crucial conversations that result in meaningful change
- Effective approaches for managing the most difficult and challenging conversations
- Practical techniques for preparing for and conducting these crucial conversations
- Specific tools and techniques for managing conflict during these difficult conversations

**Who should attend?** The seminar is strongly recommended for all Board members and for management leaders who work with the Board. The seminar might be particularly valuable for those Board and executive leaders who work on or with the Quality and Risk Management Committees of the Board.

## **In God We Trust, All Others Bring Data: How the Best Boards Use Dashboards**

**December 2, 2008 ~ 1:00 – 2:30 p.m. CST**

Studies show that Boards usually have a much higher opinion of their hospital's quality and safety of care than do the hospital's executives, nurses, and doctors. This is partly because the Boards have mostly been told about the "islands of excellence" that exist in every hospital—often within a "sea of mediocrity." But it's also because when lay Board members try to understand the whole picture—both the sea and the islands—they often get lost in an impenetrable fog of technical data.

Boards don't accept this situation for their financial oversight responsibilities, and they shouldn't accept it for their quality and safety responsibilities either. Boards need timely, accurate, useful information, presented in a way that will allow them to oversee quality and safety at least as carefully as they oversee finance.

This web seminar will provide trustees and executive leaders with ideas and best practice examples for how to use "dashboards" and other forms of data display to provide Boards with answers to important questions such as:

- How safe is the care given at this hospital?
- How good are we compared to other hospitals like ours?
- Are we getting better and safer, or are we just treading water?
- Are we on track to achieve our quality and safety goals for the year?
- What does it really mean to be "Green" on the dashboard?

**Who should attend?** The seminar is strongly recommended for all Board members and for management leaders who work with the Board. The seminar might be particularly valuable for those Board and executive leaders who work on or with the Quality and Risk Management Committees of the Board, and for staff members of the Quality Department.