



Connecting the Dots

**Does Reporting
For Results Matter?**

April 16-17, 2008

Marquette Hotel,
Windows on Minnesota



About the 2008 MN Community Measurement Forum

This year the 2008 Forum will start with a half-day of practical workshops devoted to learning about MN Community Measurement depression measures and the newest direct data submission program, establishing a quality culture in your organization, developing a quality measurement framework and understanding the business, regulatory and quality case for collecting ethnicity and race data. The workshop sessions will be followed by a storyboard gallery walk and networking dinner.

At the dinner, we will tip our hats to the Neighborhood Healthcare Network for their significant progress over the last two years in quality improvement efforts. Our featured dinner speaker that evening is Conrad Mallett, president and CEO of Sinai Grace Hospital in Detroit, Michigan. During his tenure there, Mr. Mallett orches-

trated and led a ground-breaking culture change and financial turnaround that has revitalized and transformed Sinai Grace, restoring credibility and respect for the hospital and its programs. His vision, commitment to excellence, deep community involvement, and ability to engage and energize employees at all levels are among the leadership attributes credited with the turnaround.

At the Forum on April 17 we will host a dialogue ranging from national and local health policy concerns to new measures, public reporting and transparency. Lois Quam, Minnesota native and one of *Fortune* magazine's top business women in the nation, will present the keynote address "National Perspective on Healthcare." It should be a lively day and we look forward to seeing you there!

Sincerely,


Diane Mayberry, MHA, RN, CPHQ
2008 Forum Co-Chair


Deb Olson
2008 Forum Co-Chair

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2008 Forum Agenda

Wednesday, April 16, 2008

12:00 - 1:00 pm Registration

1:00 - 1:30 pm **Welcome: What's Coming for Transparency in Minnesota**
Speaker: Jim Chase, Executive Director MN Community Measurement

1:45 - 5:00 pm **MNCM Disparities Workshop**

- Quality, Regulatory and Business Case for Collecting the Data
- Implementation Challenges and Best Practices
- Closing the Performance Gaps

Moderator: Beth Averbeck, MD
Speakers: Beth Averbeck, MD, Associate Medical Director, HealthPartners
Donna Zimmerman, VP Government and Community Relations, HealthPartners
Sandra Eliason, MD, Director Medical Programs, Center for Cross-Cultural Health
Jennifer Hines, MD, Health Partners Medical Group
Yiscah Bracha, Director of Research, Hennepin County Medical Center
Gisele Bouroncle, MD, West Side La Clinica
Loie Lenarz, Chief Clinical Officer, Fairview Health Services

-attend the above, or pick from the workshops below-

1:45 - 3:15 pm **Workshops**

MNCM Depression Direct Data Submission—the Measures and Portal Demo
Speakers: Carrie Trygstad and Dianne Eggen, MN Community Measurement

Building a Quality Culture
Speakers: Nancy Jaeckels and Gary Oftedahl, Institute for Clinical Systems Improvement

Building a Quality Measurement System
Speakers: Dana Soderlund and Jerri Hiniker, Stratis Health

3:15 - 3:30 pm Break

3:30 - 5:00 pm **Workshops (same as above)**

MNCM Depression Direct Data Submission—the Measures and Portal Demo
Speakers: Carrie Trygstad and Dianne Eggen, MN Community Measurement

Building a Quality Culture
Speakers: Nancy Jaeckels and Gary Oftedahl, Institute for Clinical Systems Improvement

Building a Quality Measurement System
Speakers: Dana Soderlund and Jerri Hiniker, Stratis Health

5:00 - 6:00 pm **Gallery Walk: Poster Session and Networking: Transparency—Using Information to Redesign Care**

6:00 pm Dinner Served

6:30 - 8:00 pm **Dinner Program**
Introduction: Bruce Rueben, President of Minnesota Hospital Association

- Quality Award Presentation to Neighborhood Health Care Network
- Speaker: Conrad Mallett, President and CEO of Sinai Grace Hospital, Detroit, MI

Thursday, April 17, 2008—Full-Day Group Sessions

8:00 - 8:20 am **Welcome and Introduction**
Speakers: Brian Anderson, MN Community Measurement Board Chair
Jim Chase, Executive Director, MN Community Measurement

8:20 - 9:00 am **Keynote Speaker: National Perspective on Healthcare**
• **Lois Quam, Managing Director, Piper Jaffray and Co.**

9:00 - 9:30 am Question and Answer Session
Moderator: Jim Chase

-continued on the next page-

2008 Forum Agenda Continued

Thursday, April 17, 2008 Continued...

9:30 - 9:45 am Break

9:45 - 10:45 am **General Session: Quality Measurement and Public Reporting—National and Local Perspectives**

Introduction: Barry Bershow, Medical Director, Quality Informatics, Fairview Health Services

- National Measurement Efforts

Speaker: Janet Corrigan, President and CEO, National Quality Forum

- Local Perspective in Quality Measurement and Reporting

Speaker: Penny Wheeler, MD, Chief Clinical Officer, Allina Hospitals and Clinics

10:45 - 11:00 am Question and Answer Session

Moderator: Barry Bershow, Medical Director, Quality Informatics, Fairview Health Services

11:00 am - 12:00 pm **General Session: New Measures**

Introduction: Steve Richards, Vice President & Medical Director of Government Programs & Health Benefits, Blue Cross Blue Shield of Minnesota

- Medical Home

Speaker: Beth Averbeck, MD, Associate Medical Director, Health Partners

- Specialty Measurement—Orthopedics

Speaker: Greg Brown, MD, Orthopedic Surgeon

- Hospital Never Events

Speaker: Allison Page, Chief Safety Officer, Fairview Health Services

- Patient Experience of Care

Speakers: Heather Britt, Manager, Survey Measurement, Allina Health Systems

Michelle Ferrari, Project Manager, MN Community Measurement

12:00 - 12:15 pm Question and Answer Session

Moderator: Steve Richards, Vice President & Medical Director of Government Programs & Health Benefits, Blue Cross Blue Shield of Minnesota

12:15 - 1:00 pm **Lunch and Networking**

1:00 - 2:00 pm **General Session: Transparency in Pharmaceutical Payments**

Introduction: Ghita Worcester, VP of Public Affairs & Development, UCare

- The St. Mary's Duluth "Clean Sweep" Experience

Speaker: Mike McAvoy, Duluth Clinic Vice President of Operation, SMDC System

- Minnesota Gifts Practitioner and Disclosure Laws

Speaker: Cody Wiberg, Executive Director, Minnesota Board of Pharmacy

- Physician Leadership Policy Board Opinion

Speaker: Brian Rank, MD, Medical Director, HealthPartners Medical Group

2:00 - 2:30 pm Question and Answer Session

Moderator: Ghita Worcester, VP of Public Affairs & Development, UCare

2:30 - 2:45 pm Break

2:45 - 3:45 pm **Panel Discussion: Role of Transparency in Redesigning the Healthcare System**

Introduction and Moderator: Maulik Joshi, President and CEO, Network for Regional Healthcare Improvement

Speakers: Charlie Fazio, MD, Chief Medical Officer, Medica

Terry Cahill, MD, Primary Care Physician, Blue Earth, MN

John Sakowski, Interim President, Institute for Clinical Systems Improvement

Sanne Magnan, MD, Commissioner, Minnesota Department of Health

Maulik Joshi, President and CEO, Network for Regional Healthcare Improvement

3:45 - 4:00 pm **Adjournment**

Speakers: Brian Anderson and Jim Chase

2008 Forum Venue

The Marquette Hotel, Windows on Minnesota
710 Marquette Avenue
(7th St. & Marquette Ave.)
Minneapolis, MN 55402-2368

(800) 328-4782 • (612) 333-4545
Fax: (612) 288-2188
info@marquettehotel.com

To view map and driving directions,
please see the [Marquette Hotel's maps page](#).

Room rates are single/\$199 and double/\$209 per
night for single/double occupancy.

Reference "MN Community Measurement" to get the
special rate. Hotel reservation deadline is
March 16, 2008.



2008 Forum Registration

Online registration is available at www.mnhealthcare.org.

Pricing options

- \$250entire conference (1/2 day workshops, dinner and full-day Forum)
- \$200conference only (1/2 day workshop and full-day Forum)
- \$75 1/2 day workshop only
- \$60dinner only
- \$125full-day Forum only

MNCM requests that you register online. You may also complete and return the registration form on the next page no later than 5 p.m. on Friday, April 11, 2008. Cancellations received by 5:00 p.m. on Friday, April 11, 2008, are eligible for a refund of the registration fee. Cancellations received after 5:00 p.m. on April 11, 2008, are not eligible for a refund. No-shows will be billed for any unpaid registration fees. Please direct all questions regarding registration to the 2008 Forum Registration Hotline at 651-999-5355, or email your questions to mncm@nonprofitsolutions.com.



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This form must be received no later than 5 p.m. on Friday, April 11, 2008.

Registration Form

Name: _____

Title: _____

Company Name: _____

Address: _____

City, State, ZIP: _____

Phone: _____ Fax: _____ E-mail: _____

Cost:

- \$250entire conference (1/2 day workshops, dinner and full-day Forum)
- \$200conference only (1/2 day workshop and full-day Forum)
- \$751/2 day workshop only
- \$60dinner only
- \$125full-day Forum only

Entire Conference and 1/2 day workshop attendees (please select your choices):

On April 16, I will attend the disparities workshop from 1:45 – 5:00 p.m.

-OR-

On April 16 from 1:45 – 3:15 I will attend: Depression Workshop Building a Quality Culture Building a Quality Measurement System

On April 16 from 3:30 – 5:00 I will attend: Depression Workshop Building a Quality Culture Building a Quality Measurement System

Total Enclosed: \$ _____

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