Achieving Higher Levels of Performance: mission Possible

UHC 2007 Performance Excellence Forum

March 11-13, 2007
Tampa Marriott Waterside and Tampa Convention Center
Tampa, Florida
UHC’s 2007 forum will launch new and expanded topics to help you achieve your mission:

Discover innovative financial solutions

Apply proven supply chain strategies—analysis, implementation, and beyond

Examine ground-breaking ideas in clinical performance

Apply fresh approaches to operational performance improvement initiatives
Who Should Attend
The forum has been specifically designed to meet the needs of you and your team. Member representatives from the following UHC groups are invited to attend:

- Chief Financial Officers Council
- Chief Information Officers Council
- Chief Nursing Officers Council
- Group Practice Council
- Imaging Council
- Interdisciplinary Supply Chain Council
- Laboratory Council
- Medical Leadership Council
- Nurse Residency Program Participants
- Operational Data Base Coordinators
- Respiratory Care Council
- Senior Operations Officers Council
- Value Analysis Facilitators

First-Time Attendees
If this is the first UHC meeting you are attending, we want to enhance your networking experience! Indicate that you are first-time attendee on the online registration form, and we will assign a veteran member from your discipline to welcome you and help you make the most of this networking opportunity.

Dear Colleague:

Achieving higher levels of performance is possible! The UHC 2007 Performance Excellence Forum is focused on sharing new ideas and proven approaches for performance excellence with leaders of academic medical centers.

The 2007 forum, “Achieving Higher Levels of Performance: Mission Possible,” has expanded its scope to include performance excellence in financial, operational, and clinical areas as well as supply chain management. We have planned an exciting program that includes 2 highly regarded keynote speakers: Molly J. Coye, MD, MPH, founder and CEO of the Health Technology Center (HealthTech), and James P. Bagian, MD, PE, director of the Department of Veterans Affairs National Center for Patient Safety and former NASA astronaut. The program also features presentations and case studies by your peers as well as council meetings.

I look forward to welcoming you to the forum in Tampa!

Best regards,

Roberta Graham
Senior Vice President
James P. Bagian, MD, PE
Director
Department of Veterans Affairs
National Center for Patient Safety

System Approach: It’s Not Rocket Science

As an engineer, astronaut, and physician, James Bagian has a unique perspective on the system approach that academic medical centers must take to be successful in their important missions.

Dr. Bagian is the first director of the Department of Veterans Affairs National Center for Patient Safety, which was established in 1999. The center develops, leads, and oversees activities and programs concerned with improving patient safety throughout the Department of Veterans Affairs health care system. A NASA astronaut for 15 years, Dr. Bagian was a crew member on 2 space shuttle missions. Following the 1986 Challenger space shuttle explosion, he supervised the capsule’s recovery from the ocean floor. In 2003, he was appointed as the medical consultant/chief flight surgeon for the Columbia Accident Investigation Board.

Molly J. Coye, MD, MPH
Founder and CEO
Health Technology Center (HealthTech)

Today’s Decisions for Tomorrow’s Technologies: Translating Research Into Action

Technologies under development today will change health care in every setting. Although many emerging technologies will create significant advances in patient care, in some cases they will present important challenges to quality and to the survival of the teaching institutions that fostered their development.

Molly Coye is founder and CEO of the Health Technology Center (HealthTech), a nonprofit research organization created by leading health care organizations to track emerging technologies and forecast their future impact on health care. In partnership with UHC, HealthTech has focused on the particular challenges of technology planning and adoption in academic medical centers. A national leader in health care quality and innovation, Dr. Coye has extensive experience in both the public and private sectors. Her previous positions include director of the California health department and executive vice president of Good Samaritan Health System.

Awards

UHC will recognize the top 10 members participating in UHC’s Supply Chain Optimization Program. The awards will be based on a calculation that includes Novation purchases, NOVAPLUS purchases, Standardization Program participation, and gross transaction volume through e-commerce, all adjusted by patient day.
SUNDAY, MARCH 11

11:00 AM-5:00 PM
Golf Outing
The Eagles Golf Club of Tampa Bay

3:00 PM-5:00 PM
UHC Orientation (members only)

6:00 PM-8:00 PM
Welcome Reception and Product Fair
Tampa Convention Center

MONDAY, MARCH 12

6:30 AM-8:00 AM
Continental Breakfast

6:45 AM-7:45 AM
Continuing Education Unit Breakfasts (supplier sponsored)

7:00 AM-8:00 AM
Interdisciplinary Supply Chain Steering Committee Meeting

8:00 AM-10:00 AM
Interdisciplinary Supply Chain Council—Clinical
Interdisciplinary Supply Chain Council—Operational

8:00 AM-12:00 PM
Roundtable Discussions and Council Meetings
• Chief Financial Officers Council
• Chief Information Officers Council
• Chief Nursing Officers (Nurse Residency Program)
• Group Practice Council
• Imaging Council
• Laboratory Council
• Medical Leadership Council
• Operational Data Base Coordinators
• Respiratory Care Council
• Senior Operations Officers Council

10:00 AM-12:00 PM
Clinical and Operational Joint Interdisciplinary
Supply Chain Council Meeting

12:00 PM-1:30 PM
Lunch

1:30 PM-5:00 PM
GENERAL SESSION

System Approach: It’s Not Rocket Science
Using his experience from the investigation of the Challenger explosion, James Bagian will discuss the critical characteristics that organizations must possess to eliminate harm to patients. He will also provide insights into the training, communication, and usability testing needed to ensure safety, including the role of suppliers.

James Bagian, MD, PE, Director
Department of Veterans Affairs National Center for Patient Safety

UHC Physician Preference Program
Managing high-dollar physician preference items (PPIs)—stents, implants, and defibrillators—is a challenge for any hospital. The value that can be achieved through a comprehensive PPI management program is significant. This presentation will highlight variations in clinical resource utilization across academic medical centers and provide a framework for PPI management that integrates clinical care management and the supply chain.

Jayne Resek, Senior Director, Physician Preference Program
University HealthSystem Consortium

The Economics of Complex Care: A New Strategic Vision
Complex care is central to academic health center (AHC) missions. AHCs depend on complex cases, with higher contribution margins, for their financial well-being. Churning simple cases, a profitable strategy for community hospitals, is not an option for AHCs. Cost-shifting in the commercial market will make less complex care a price-sensitive commodity. Impending changes to Medicare will shift reimbursement from simple to complex care. Community hospitals will turn to complex care when churning simple cases becomes less profitable. Protecting the complex care franchise will be critical for AHCs. Tom Robertson will present an economic argument for complex care and tactics to protect AHC market share.

Tom Robertson, Vice President, Business Strategies & Tactics
University HealthSystem Consortium

Today’s Decisions for Tomorrow’s Technologies: Translating Research Into Action
Molly Coye will address key implications of emerging technologies for the leaders of academic medical centers and the design of teaching hospitals. And she will discuss planning for technology adoption in the face of a burgeoning pipeline of new technologies.

Molly Coye, MD, MPH, Founder and CEO
Health Technology Center (HealthTech)

5:30 PM-8:00 PM
Networking Reception and Product Fair
Tampa Convention Center
TUESDAY, MARCH 13

7:00 AM - 8:00 AM
Continental Breakfast

8:00 AM - 9:15 AM
BREAKOUT SESSIONS

Strong Working Relationships Between CFOs and CNOs Make Good Business Sense
Learn how a close, collaborative relationship between the chief financial officer and chief nursing officer improves the quality of patient care and reduces costs in the long run. This session will feature a member panel discussion.

Information Technology’s Influence on Quality and Staffing
As the electronic medical record (EMR) becomes a reality, is there a positive impact on quality? This session will reveal data about the connection between EMR implementation score and national quality scores.

Using Performance Improvement Methods and Strategies to Reduce Operating Room Costs and Improve Quality
Find out the strategies used by 2 members to significantly improve operating room processes and, at the same time, reduce costs.

Vendor Management and Conflict of Interest Policies and Procedures
Hear from members who have developed policies and procedures to manage vendor access and certification and to monitor conflict of interest. This session will feature a member panel discussion.

Supply Chain Projects That Save Millions
Learn strategies and applied approaches for supply chain initiatives that achieve impressive cost savings. These initiatives use UHC/Novation programs, tools, contracts, and services.

Clinical Preference Item Management: Spine
Learn about benchmark comparisons for spine service lines including market incidence rates, procedure mix, average LOS, payer mix, MD surgical profile, costs per DRG, ancillary spin-off profitability, and outpatient procedure profile. Discuss implant reimbursement, coding, and contracting issues.

Mining Clinical and Operational Data to Effect Change
How are members mining the UHC Clinical and Operational Data Bases to target areas for performance improvement? This session will highlight several members’ experiences and results.

8:00 AM - 3:00 PM
Nurse Residency Program Meeting
Nurse Residency Program coordinators and faculty partners will meet to discuss program outcomes and share best practices in program implementation.

9:30 AM - 10:45 AM
BREAKOUT SESSIONS

Partnering With Patients and Families to Improve Care
How do best-practice organizations foster culture that views patients and families as important members of the care team? This session will provide highlights from the UHC Patient- and Family-Centered Care 2007 Benchmarking Project.

Mining Significant Savings Through Distribution and Freight Management Arrangements
Learn findings from the recently completed benchmarking projects on models of supply distribution and freight management. Members will present the programs and processes that have saved their organizations millions of dollars.

Exploring Procurement in Faculty Practices and Other Nonacute Sites
What are the typical ordering practices, inventory management, and cost savings initiatives outside the hospital setting, and how are nonacute sites related to their acute care counterparts? This session will include survey findings, a member panel discussion, and case studies representing best practices and facilities that are new to supply chain management.

Managing Patient Flow to Maximize Capacity
Discover how better performers from the Managing Patient Flow in the Emergency Department and Operating Room Benchmarking Project have improved flow through the entire inpatient setting.

A Million Reasons and More for Using the ODB
Find out how members have used Operational Data Base (ODB) data to identify improvement areas and implement initiatives that resulted in cost savings of more than a million dollars.

Clinical Preference Item Management: Cardiology
Learn strategies for managing cardiology clinical preference items, tactics used by members, outcomes, and total savings.
New Financial Performance Reports
The Financial Performance Reports are UHC’s newest addition to an expanded suite of diagnostic tools. Members contribute patient-specific expected revenue, actual revenue, and cost data, and UHC maintains a comparative repository that enables standardized and customized reports to be produced. This session will highlight the value of these new reports and provide an opportunity for you to ask questions and provide feedback about these new diagnostic tools.

11:00 AM-12:00 PM
BREAKOUT SESSIONS

Member Experiences With Pay for Performance
A growing number of health care organizations are participating in quality-based pay-for-performance arrangements. UHC conducted a benchmarking project to understand and assess external pay-for-performance arrangements and explore strategies for maximizing potential benefits. This session will present the project findings and highlight member experiences as well as efficient processes for capturing and reporting performance data.

Cost Reduction Success Using DRG, Procedure, or Service Line to Identify and Implement Savings Opportunities
Explore various approaches to a cost savings initiative. Two members will discuss how they identified opportunities, what steps they took to implement and influence change, and what they learned from the initiative.

UHC Spend Analytics Tool: Beyond Analysis to Real Savings
Learn how members have used insights from the UHC Spend Analytics Tool to uncover significant cost savings that would have otherwise gone undetected. This interactive session will take you through the process from analysis to implementation to tracking of ongoing results.

Better Than a 10: Achieving High Returns on Investment Through Value Analysis
The average participant in the UHC Value Analysis Program has consistently saved more than 10 times the full cost of the program. During this session, members will describe the strategies and initiatives that have made them so successful.

Conquering ODB Data Quality
What are members doing to improve the quality, breadth, and depth of their Operational Data Base (ODB) data? This session will reveal how they are using ACTION O-I and UHC audit reports and involving managers and administrators. You will learn how these initiatives have increased buy-in of the data at their organizations and how your organization can improve data quality.

Delivering Value Through Reduced Practice Variation
This session will focus on the tangible benefits of reducing practice variation—both economic and quality. Significant cost savings accrue when standardization creates economies of scale, and measurable quality improvements follow reductions in practice variation. The case for renewed efforts to reduce variation will be presented, including success stories from UHC members.

Improved Care Processes With Six Sigma and Innovative Technologies
Learn how 2 members used different techniques to improve care processes. One member conducted a Six Sigma analysis on the nursing unit and in the pharmacy to improve the time for drug delivery to patients. The other member used wireless bar-code devices at the point of care to reduce blood product transfusion errors.

1:00 PM-3:00 PM
Imaging Council Meeting
Operational Data Base Users Group Meeting

1:00 PM-4:30 PM
Value Analysis Program and Interdisciplinary Supply Chain Councils Meeting

WEDNESDAY, MARCH, 14

7:00 AM-8:00 AM
Continental Breakfast

8:00 AM-12:00 PM
Value Analysis Program Meeting

Save the Date
UHC 2008 Performance Excellence Forum
February 24-27, 2008
Gaylord Texan Resort & Convention Center on Lake Grapevine
Grapevine, Texas
**Scholarships Available**

Suppliers participating in the forum have offered UHC members the opportunity to participate in a scholarship program. The scholarships will cover the cost of airfare and 3 nights’ stay at the forum hotel.

To participate:

1. Register online for the forum by January 15, 2007. The electronic meeting registration site can be found at www.iplanevents.com/PEF2007. Indicate in the appropriate area that you want to participate in the scholarship program. If the box is NOT checked, you will NOT be entered.

2. Winners must book their air travel through UHC’s travel coordinator. If airline tickets are not booked by UHC and by a specific date, the scholarship will be declared void and given to another winner.

Winners will receive 1 round-trip airline ticket to and from Tampa and 3 hotel room nights, plus tax. (Note: This does not include ground transportation, meals, entertainment, tips, etc.) Winners will be notified by January 30, 2007. The scholarship is non-transferable. Any winner who decides not to participate must notify UHC immediately so that another winner can be selected.

Winners are to submit a testimonial to UHC within 6 weeks after the forum, describing the value they received from the meeting (additional details to follow).

**Golf Outing**

UHC will host its fifth annual golf outing at The Eagles Golf Club of Tampa Bay on Sunday, March 11, 2007. This is an excellent opportunity to network with UHC members and suppliers. For the past 4 years, participant satisfaction with the golf outing has been extremely high. Don’t miss this exciting and fun event!

The cost of the outing is $50 per person. This price includes lunch, greens fees, range balls, cart, prizes, food, and beverages on the course. On-site registration begins at 11:00 AM, and the shotgun start kicks off the outing at 12:00 PM. Members and their guests are encouraged to participate. Further details regarding foursomes, contests, etc., will be sent to registered participants 2 weeks prior to the event.

Bus transportation will be provided to and from the hotel. Please indicate when registering if you will be using the transportation provided. Confirmation of the time the buses will leave the hotel will be communicated later. Directions to the golf course from the airport and from the hotel will be included in your confirmation letter.

**Accreditation**

This activity for 7 contact hours is provided by the University HealthSystem Consortium.

UHC is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation.

A total of 7 contact hours is provided as continuing education credits by the American College of Healthcare Executives.

**Supplier Product Fair**

See the latest in product innovations and hear other useful news from the suppliers whose products and services you use every day. More than 100 suppliers will be represented.

**Welcome Reception and Product Fair:** Sunday, March 11—6:00 PM to 8:00 PM

**Networking Reception and Product Fair:** Monday, March 12—5:30 PM to 8:00 PM

Tampa Convention Center

UHC greatly appreciates the support of these organizations and their sponsorship, which helps fund the forum and related events.
**Meeting Hotel**

**Tampa Marriott Waterside**

700 S. Florida Ave.

Tampa, FL 33602

Phone: 813/221-4900

Fax: 813/204-6342

Web site: www.tampamarriottwaterside.com

Reservations: 800/228-9290

Room rate: $209 single/double occupancy

Ask for the University HealthSystem Consortium room block to access our discount rate. **Hotel reservations must be made by February 2, 2007.**

Cancellations for individual room reservations must be made 72 hours prior to arrival.

**Ground Transportation**

The hotel is approximately 20 minutes from Tampa International Airport.

**Hertz**

UHC has negotiated special rental car rates for forum attendees. To make a reservation, call Hertz at 800/654-2240, contact your travel agent, or book online at www.hertz.com. Refer to code CV#03WZ0001.

**Taxi**

One-way cab fare is approximately $21.

**Tampa Bay Shuttle**

A shuttle service is available to and from the airport. Reservations are not required for the trip from the airport to the hotel. Tampa Bay Shuttle booths are located in the baggage claim area. You will be asked to pay at the booth; the one-way rate is $11. You will then be directed to a pickup point at the airport. For the trip from the hotel to the airport, you must make a reservation 24 hours in advance. You can call the shuttle directly at 813/259-9998, make your reservation online at www.tampabayshuttle.com, or make arrangements through the hotel.

**Meeting Attire**

Business casual attire is appropriate for the entire forum. Because hotel meeting room temperatures vary, we suggest wearing layered clothing so that you are comfortable. The average high temperature in Tampa in March is 76 degrees, and the average low is 56 degrees.

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The 2007 Performance Excellence Forum is offered exclusively to UHC members and associate members. All travel expenses and room reservations are the responsibility of the attendee. To register, go to www.iplanevents.com/PEF2007. The registration deadline is February 2, 2007.

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For additional information about the forum, contact Pam Formento at 630/954-2463 or formento@uhc.edu.
Have you ever created a new practice, eliminated a wasteful procedure, or improved a process and would like a place to showcase your success? We have just the place for you—a poster session to highlight member success stories!

Posters will be displayed in common areas for attendees to view throughout the meeting. An individual or an organization can submit a poster. It can be a one-time project or an ongoing effort. Space is limited, so please submit your entry by January 10, 2007. The submitted poster abstract should include:

- Title of the presentation
- Contact person’s name and title
- Goal or objective of the initiative (250 words or less)
- UHC reference or database sources used (if applicable)
- Results, such as financial impact, cost avoidance, and improvements

E-mail your abstract to Pam Formento at formento@uhc.edu or fax it to her attention at 630/954-4730 by January 10, 2007. UHC will notify those whose abstracts are accepted by January 17, 2007.