

Achieving Excellence In Healthcare

A UNIQUE OPPORTUNITY TO LEARN FROM BALDRIGE RECIPIENTS

March 1, 2010

A ONE DAY, HIGH-IMPACT EVENT

At Southern Methodist University - Dallas, Texas

FIRST TIME THESE KEY LEADERS PRESENTING IN ONE FORUM

Morning - Learn From The Best

8:00-10:30

The three recipients explain their challenges and accomplishments.

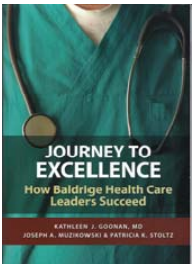
10:45-12:00

Panel - Recipients answer questions about using Baldrige to improve operational and clinical quality.

Afternoon - Workshop on Metrics

1:00-4:00

Dr. Kathleen Goonan and her staff from Massachusetts General Hospital Center for Performance Excellence, will conduct a workshop on measurement in healthcare. In such a highly regulated industry, with so many measurements, what really counts? Learn from experts how to identify and focus on metrics for effective change.



Dr. Goonan's internationally recognized book about how to use the Baldrige framework to become an exceptional hospital is a must read.

Event Organizers

The Quality Texas Foundation
Medical City Dallas
Baylor Health Care System
Texas Health Resources

Registration

\$250

(includes lunch)

www.texas-quality.org



**2002
Baldrige Recipient
SSM**

Sister Mary Jean Ryan, is Chair/CEO of SSM Health Care, one of the largest Catholic healthcare systems in the US, with 23,000 employees in four states. SSM has been recognized with state quality awards in each of the four states it serves.



**2007
Baldrige Recipient
SHARP**

Mike Murphy, President /CEO of Sharp HealthCare, oversees a workforce of nearly 14,000 employees, 2,600 affiliated physicians and 2,000 volunteers. Murphy has transformed his organization thru The Sharp Experience.



**2008
Baldrige Recipient
POUDRE VALLEY**

Rulon F. Stacey, Ph.D. became CEO at the Poudre Valley Health System in 1996. Since then, he grew the system from a single campus into one with more than a dozen facilities.

WHAT IF THE TRANSFORMATION OF AMERICAN HEALTHCARE LIES WITHIN YOU AND YOUR ORGANIZATION

There has never been a conference focused specifically on how to use the Baldrige Criteria to change healthcare.

Take away learnings from Baldrige healthcare recipients - what they did and how they did it - a unique opportunity to ask questions of these successful hospital leaders.

In an industry undergoing so much change and facing significant challenges, learn how these leaders focused organizational resources to succeed.

FOR MORE INFORMATION CALL

Quality Texas - (214) 565-8550
www.texas-quality.org

Keynotes and Workshop



Sister Mary Jean Ryan, is Chair/CEO of SSM Health Care, one of the largest Catholic healthcare systems in the US, with 23,000 employees in four states. SSM has been recognized with state quality awards in each of the four states it serves. Internationally known as an inspiring speaker and leader in the healthcare quality movement, she has been named one of the most powerful people in healthcare by *Modern Healthcare Magazine* for the past six years. Sister Mary Jean has received numerous honors, including the Missouri Governor's Quality Leadership Award and the Brotherhood and Sisterhood Award from the National Conference of Community and Justice.

She currently serves on the National Commission for Quality Long Term Care, co-chaired by former Speaker of the House Newt Gingrich and former Senator Bob Kerry. She serves on the board of Premier Inc., a healthcare alliance.

She is the co-author of two books: *On Becoming Exceptional – SSM Health Care's Journey to Baldrige and Beyond* (ASQ Quality Press, 2007) and *CQI and the Renovation of an American Health Care System: A Culture Under Construction* (ASQ Quality Press, 1997).



Mike Murphy is President/CEO of Sharp HealthCare. Murphy oversees a workforce of nearly 14,000 employees, 2,600 affiliated physicians and 2,000 volunteers. They provide care and service in a fully integrated not-for-profit system that includes four acute-care hospitals, three specialty hospitals, three affiliated medical groups, five urgent care centers, four skilled nursing facilities, home health, hospice, state-of-the-art outpatient facilities and a health plan.

Murphy was appointed to his position in June 1996. Under Murphy's direction, Sharp has dedicated itself to The Sharp Experience, which is transforming the healthcare experience for employees, physicians and customers. This focus on purpose, worthwhile work and making a difference has led to increased employee, physician and patient satisfaction, as well as enhanced loyalty and improved outcomes as Sharp strives to fulfill its vision of becoming the best place to work, practice medicine and receive care.

Murphy grew up in Southern California. He is a graduate of California State University at Long Beach and is a certified public accountant. His career in healthcare spans more than 20 years. He served as chairman of the board of the Greater San Diego Regional Chamber of Commerce in 2005. Murphy is a member of the American Hospital Association's Health Care Systems Governing Council and is actively involved as a member and supporter of several community-based health and social service organizations.



Rulon F. Stacey, Ph.D., came to the Poudre Valley Health System in 1996. Since then, he has transformed Poudre Valley Health System from a single facility (Poudre Valley Hospital) into a system with more than a dozen facilities. During his time in Fort Collins, Dr. Stacey has led the industry in finding ways to align incentives with physicians and form collaborative partnerships. Over the course of his tenure, he has created 18 separate joint ventures between physicians and the Poudre Valley Health System. These joint ventures have allowed the health system and physicians to focus better on quality outcomes, while nearly tripling the net revenue and net assets of the health system. For these innovations, Dr. Stacey received the 1999 Robert S. Hudgens Award from the American College of Healthcare Executives as the "Young Healthcare Executive of the Year." In 1992, Dr.

Stacey was recognized as an "up and comer" by *Modern Healthcare* magazine, designating him as one of the 12 young "rising stars" of the healthcare administration profession in the country. In 2000, the Graduate School of Public Affairs at the University of Colorado at Denver named Dr. Stacey a Milstein Scholar for having written that year's best dissertation. In 2005, Dr. Stacey was named as Northern Colorado's Business Leader of the Year by the Fort Collins Coloradoan. In early 2007, Dr. Stacey was elected to serve on the governing board of the 35,000 member American College of Healthcare Executives.



Dr. Kathleen Goonan directs the Massachusetts General Hospital Center for Performance Excellence. Dr. Goonan has twenty years experience as a healthcare executive and nine years clinical practice experience as a board-certified internist. She has worked as a senior executive with diverse delivery and managed care organizations throughout Massachusetts. She has consulted for the Juran Institute and independently throughout the United States, supporting healthcare leaders who are building high-performance organizations.

Dr. Goonan served on the nine-member Panel of Judges for the Malcolm Baldrige National Quality Award (2000-02). She serves as Judge for the Massachusetts Excellence Award, the AHA McKesson Quality Award and previously for the JCAHO Codman Award. Kate is former Senior Vice President of the Institute for Healthcare Improvement; and Senior Vice President/Chief Medical Officer of Blue Cross Blue Shield of Massachusetts; Vice President of Quality for UMASS Memorial Health Care, a five-hospital, 900-bed hospital system. She is faculty member for the Leadership Development Program for Physicians from Academic Health Centers at the Harvard School of Public Health, and is also Assistant Professor of Medicine at University of Massachusetts Medical School and Tufts University Medical School as well as an Instructor at Harvard Medical School. She speaks nationally on topics related to high-performance organizations, leadership and strategic planning, quality and safety in healthcare.

[DR. GOONAN'S WORKSHOP DESCRIBED ON THE NEXT PAGE](#)

Workshop - Measures That Matter

Presented By Dr. Kathleen Goonan

**And The Staff of The Massachusetts General Hospital Center For Performance Excellence
(FREE TO ALL CONFERENCE ATTENDEES)**

Healthcare organizations often find that selecting and effectively using performance measures is a daunting task. Beyond metrics mandated by CMS and other external stakeholders, healthcare leaders are faced with a bewildering array of measures to consider. The result is often a "measure whatever moves" approach, which diffuses focus and hinders alignment in the organization.

There are common elements within effective measurement systems that high performing health care organizations take advantage of to drive improvement and create organizational alignment. This workshop will help participants understand these principles and apply them to their unique environment.

The workshop will address three key topics essential to an effective performance measurement system:

- Key Measures
 - Why it is essential to focus on key measures
 - What are they and how to identify them; how to use strategy to align measures throughout the organization
 - Results: the measures that Baldrige-recipient health care organizations use for clinical outcomes and other key areas will be used as examples
- Evaluation of Results
 - Analysis methods including statistical significance and Baldrige evaluation factors
 - Effective use of comparisons and benchmarking
- How to Use Measurement Tools to Drive Decision Making, Improve Performance and Create Strategic Line of Sight
 - The process of performance review: who reviews, where, how often
 - Use of dashboards and balanced scorecards; elements of an effective one
 - Deploying measurement: tools to create strategic line of sight

VENUE

**The Beautiful Campus of Southern Methodist University
Dallas, Texas**

Venue Sponsored By



Location - Hughes-Trigg Student Center



Map To Venue Included In Registration Materials

[HOTEL INFORMATION ON THE NEXT PAGE](#)

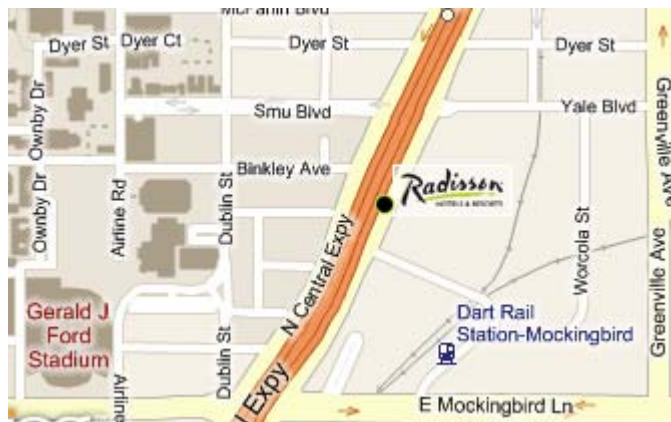
HOTEL INFORMATION

**Special Conference Rate
\$89 - Includes Breakfast
Complimentary Shuttle to SMU**

**RADISON HOTEL CENTRAL DALLAS
6060 North Central Expressway
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Meeting Name - Quality Texas Spring Conference**



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