



our patients our partners
one team one goal

**A FREE One-Day Conference
focusing on key patient safety issues**

Thursday, March 30, 2006
9 a.m. to 3 p.m.

Arizona Medical Association
810 W. Bethany Home Road
Phoenix, AZ 85013
Upstairs conference rooms

**ONLY 100 SEATS AVAILABLE...
SIGN-UP TODAY TO RESERVE YOUR SPOT!**

Presented by:

 **APIPS** Arizona Partnership for
Implementing Patient Safety

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Welcome—Please join us!

The Arizona Partnership for Implementing Patient Safety, or APIPS, would like to invite you to spend a day with fellow health care team members discussing issues important to patient safety initiatives.

The goal of this conference is to not only educate you on key patient safety strategies, but also build rapport among health care providers in the spirit of patient safety and quality care.

Who is APIPS?

The Arizona Partnership for Implementing Patient Safety (APIPS) is an interdisciplinary association of health care professionals committed to providing a safe health care environment for all Arizonans through collaborative action. APIPS key functions are to improve communication among the health care professions; conduct joint planning, action, and problem solving; provide professional education; and, create public awareness and education about patient safety initiatives in Arizona.

The APIPS vision is to see the health care disciplines communicating effectively and working together toward the common goal of patient safety. APIPS seeks to increase public awareness and improve patient safety, outcomes, satisfaction, and trust. APIPS will work to improve health care practitioner safety, satisfaction, and retention.

APIPS believes that together, consumers and their health care practitioners will create a healthy Arizona.

Organizations participating in the Arizona Partnership for Implementing Patient Safety (APIPS) include the Arizona Medical Association, the Arizona Hospital and Healthcare Association, the University of Arizona Rural Health Office, the Arizona Association of Homes for the Aging, John C. Lincoln Hospital - Deer Valley, the Arizona Osteopathic Medical Association, the Arizona Association for Home Care, Aetna, PacifiCare, Mercy Health Care Center, Banner Desert Medical Center, the Arizona Department of Health Services, the Arizona State Board of Pharmacy, the Arizona Partnership for Immunization, Arizona Medical Board, AHCCCS, Your Partners in Quality, Abrazo Health Care, Health Services Advisory Group, Arizona Nurses Association, Wellness Council of Arizona, Arizona State Board of Nursing, Banner Home Care, Blue Cross Blue Shield of Arizona, AARP, Hospice of the Valley, and the Mutual Insurance Company of Arizona.

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Conference Outline

9-9:10 a.m.

Welcome & Continental Breakfast, Bruce A. Bethancourt, Jr., MD, APIPS chairman

Dr. Bethancourt was president of the Arizona Medical Association (ArMA) from June 2003 until June 2004. He has been a member of ArMA since 1984. Dr. Bethancourt received his degree from the University of Arizona College of Medicine. He has had a solo practice in Phoenix since 1984. Dr. Bethancourt is a member of the Maricopa County Medical Society, the American Medical Association, and the American College of Physicians. He is currently the medical director of the Samaritan Prime Care Network. It was Dr. Bethancourt's vision and dedication to patient safety that led to the creation of APIPS. He is APIPS' current chairman.

9:10-9:30 a.m.

*Why is patient safety important? Dan Ford, Oro Valley, Arizona,
National Patient Safety Foundation Patient and Family Advisory Council*

Dan Ford developed a deep passion for patient safety as a result of medical errors involving his first wife and the human treatment they experienced when he started asking logical and genuine questions as to what happened and why. The mother of three children (11, 14 and 17 at the time) who was pursuing her second master's degree, she suffered a morphine-induced respiratory arrest following a hysterectomy. She now has permanent brain damage, specifically short-term memory loss, resulting in a poor quality of life, and is in an independent living facility.

Desiring to convert his anger and frustration into efforts for constructive change, and using his visibility as a nationally known health care executive search consultant, Dan became involved with the National Patient Safety Foundation (NPSF) and its Patient and Family Advisory Council (PFAC) and the American Society for Healthcare Risk Management (ASHRM). He has given a number of patient safety presentations at national and regional ASHRM conferences, as well as for hospitals and health systems.

9:30-10:30 a.m.

"A Fitting Apology: Practical, Ethical and Risk Management Considerations"

Overview

Effective patient-physician communication is a critical component of health care, particularly when a medical error or adverse event occurs. Patients are less likely to sue a physician or health care practitioner who provides full and honest explanations of all aspects of the patient's care. Patients who do pursue litigation are often motivated by a desire to obtain a full explanation of a medical error or adverse event that occurred in their care. This workshop explores this topic through the use of didactic information, video scenarios and interactive group exercises.

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Objectives

As a result of attending this workshop, the participant should be able to:

- Discuss the practical, ethical and risk management concerns of apologizing for a medical error.
- Explain the different approaches in apologies for unanticipated outcomes.
- Describe steps to appropriate “I’m Sorry” discussions with patients and family members.

Speaker information: Judy Avery, R.N., BSN

Judy is a native Phoenician with a Bachelor of Science Degree in Nursing from Arizona State University. She was employed at a regional medical center for 12 years as a Staff Nurse, Administrator and Clinical Instructor prior to becoming a Legal Nurse Consultant in 1980.

Judy worked for 20 years as a Legal Nurse Consultant assisting defense attorneys on behalf of physicians and hospitals. She is a founding member of the American Association of Legal Nurse Consultants (AALNC) as well as a founding member and Past President of the Arizona chapter of AALNC. She is a member of ASHRM (American Society for Healthcare Risk Management) and the AZ Chapter as well. Judy served on the Board of the AZ Chapter as Treasurer from 2002-2005.

Judy accepted the job of Education Coordinator in Risk Management Services at Mutual Insurance Company of Arizona (MICA) in 2000. This position is primarily responsible for administration, development and production of educational programs and enduring products and materials to assist insureds in reducing risks. Responsibilities include administration and maintenance of CME accreditation and the direct supervision of Education and Risk Management support staff. She was appointed to the ArMA CME Accreditation Committee in 2004.

10:30-10:45 a.m.

Break

10:45-11:30 a.m.

“A Fitting Apology” continued...

11:45-12:30 p.m.

Luncheon/ sandwiches and salads

“Health Literacy” video by American Medical Association

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12:45-1:45 p.m.

“Team Communication—The Key to Patient Safety”

Overview

Poor patterns of communication have been shown to increase the chance of medical errors. Not only is effective physician/patient communication necessary for enhancing patient outcomes, communication within the health care team has been shown to be a prevalent source of medical mistakes. Effective teamwork depends on the ability of each team member to: anticipate the needs of others, adjust to each other’s actions and to the changing environment and to communicate a shared understanding of events in order to identify potential errors and make timely course corrections.

Objectives

As a result of attending this workshop, the participant should be able to:

- Describe the consequences of ineffective communication within the health care setting.
- Describe characteristics of effective health care teams.
- Identify the primary sources of difficulty in nurse/physician communication.
- List the key elements of a situational briefing.

Speaker information: Karen Connell, MA, BSN, RN

A Registered Nurse, Karen holds a Masters Degree in Adult and Continuing Education. Her professional career has included Clinical Nursing, Nursing Education, Hospital Risk Management and Legal Nurse Consulting. Karen has been with MICA for 17 years where she currently serves as Assistant Manager of Risk Management Services. She is a frequent author and speaker on Risk Management topics, a member of the American Academy on Physician and Patient, a certified Faculty Member for the Institute for Healthcare Communication and a regular presenter to 3rd year medical students at the Arizona campuses of Midwestern University and Kirksville College of Osteopathic Medicine.

1:45-2 p.m.

Break

2-3 p.m.

“Team Communication,” continued...

3 p.m.

Conclusion

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Registration Form

Today's date

Remember, we can only accept the first 100 registrants. Please register immediately!

Name

Title

Address

City State ZIP

Phone

Fax

Email

Please fill out this form, print it out and fax to Melissa Alvarez at 602-242-6283