



CAMPAIGN FOR QUALITY

Healthcare Conference

OCTOBER 11-12, 2018

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CAMPAIGN FOR QUALITY 2018

AN EDUCATIONAL SERIES WITH INTERNATIONAL, NATIONAL AND LOCAL SPEAKERS

The Mohawk Valley Health System's (MVHS) 2018 Campaign For Quality (CFQ) promises to provide a new perspective on the ever-changing healthcare industry. This popular educational event, celebrating its 17th anniversary, features international, national and local experts presenting on current trends in healthcare, patient experiences, population health topics and patient safety initiatives.

CFQ will be held at Hamilton College in Clinton, New York, on Friday, October 12, 2018, and is free to attend. A special evening presentation and dinner will be held on Thursday, October 11, at Delta Hotels by Marriott Utica.

Trisha Meili kicks off CFQ on Friday at Hamilton College. For years, Meili was known to the world as the Central Park Jogger. Her amazing story of survival and recovery was detailed in her best-selling memoir, *I Am The Central Park Jogger: A Story of Hope and Possibility*. Meili's story is not of an attack, but rather, one of healing. The horror of her attack brought an outpouring of support and love from her family, friends, healthcare workers, co-workers and strangers.

The conference also features Bryan Sexton, PhD. Sexton specializes in organizational assessment, teamwork, survey development and quantitative methods. He spends his time teaching, mentoring, conducting research and finding practical ways of getting busy caregivers to do the right thing by making it the easy thing to do. His research instruments have been used around the world in more than 3,000 hospitals, in 30 countries.

The conference offers nine presentations in total, including topics on: palliative care, robotics and the American College of Surgeons (ACS) National Surgical Quality Improvement Program (NSQIP), TeamSTEPPS, team training, high reliability, AFib treatments, teamwork, accountability and more.

"Providers, healthcare workers and anyone concerned about his or her health, or the health of loved ones in general, should make time to attend Campaign For Quality," said Scott Perra, FACHE, president/CEO of MVHS. "This educational series brings together incredible speakers with years of experience on various topics that affect all of us. You'd expect to see these renowned speakers in large cities or major academic healthcare institutes, however, the 2018 CFQ is bringing all of them right to our community. Even if you can only attend part of this amazing conference, you will come away with a better understanding of healthcare."

TARGET AUDIENCE

This free educational event is open to employees, medical staff and volunteers from hospitals across New York State, as well as the general public. In 2017, more than 500 physicians, healthcare workers, students and community members were in attendance with more than 50 hospitals and healthcare organizations across New York State represented at CFQ.

LEARNING OBJECTIVES

Following CFQ, participants will be able to:

1. Improve patient experience reflected in a 10 percent improvement in HCAHPS scores.
2. 10 percent improvement in sepsis-related mortality via standard protocols.
3. Each manager will conduct two safety-oriented discussion/month in their clinical areas.

SPONSORS

CFQ is sponsored by MVHS (affiliates include Faxton St. Luke's Healthcare and St. Elizabeth Medical Center) as well as their medical staffs and Iroquois Healthcare.

LEARN MORE

For more information and to register online, visit campaignforquality.com.

2018 SPONSORS



CAMPAIGN FOR QUALITY 2018 PROGRAM HIGHLIGHTS

Thursday, October 11, 2018

Delta Hotels by Marriott Utica - Utica, New York

LEE TOMLINSON

The Naked Truth About Compassion is Revealed: Advancing the Art, Science and Business of Compassion

\$20 per person, seating limited, reservations required. Thank you to Iroquois Healthcare for supporting the additional cost of the dinner and presentation for all attendees.

5 p.m. - Cocktails

6 p.m. - Dinner

7 p.m. - Presentation



A stage 3+ cancer survivor, patient-centered care advocate, and customer service expert, Lee Tomlinson is a nationally known thought leader and TED-

Talk Presenter on compassionate care. Combining his unique constellation of life experiences for the benefit of healthcare organizations, he is a speaker dedicated to bringing more compassionate care to the forefront of modern medicine.

Tomlinson will explore the positive impact of being treated in a compassionate environment, the negative impacts of being treated in a non-compassionate environment and five actions that are certain to express compassion to patients and staff.

Expect a speech that's riveting, educational, provocative and explosively funny.

Friday, October 12, 2018

Hamilton College - Clinton, New York



TRISHA MEILI

A Brain Injured Patient's Perspective on Healing to Wholeness

8:45 a.m.

For years Trisha Meili was known to the world as the Central Park Jogger. Her amazing story of survival and recovery was detailed in her best-selling memoir, *I Am The Central Park Jogger: A Story of Hope and Possibility*. Meili's story is not of an attack, but rather, one of healing. The horror of her attack brought an outpouring of

support and love from her family, friends, healthcare workers, co-workers and strangers. Her journey of overcoming these two life-altering injuries gives her a genuine and direct approach to transcending life's difficulties.

Meili will discuss the importance of support in patient recovery and the benefits of exercise in healing from trauma.



BRYAN SEXTON, PHD

Thriving vs. Surviving During Times of Change: The Science of Enhancing Resilience

10:15 a.m.

Dr. Sexton has captured the wisdom of front-line caregivers through rigorous assessments of safety culture, teamwork and workforce resilience. His research instruments have been used around the world in more than 3,000 hospitals, in 30 countries. With specializations in organizational assessment, teamwork, survey development and quantitative methods, he spends his time teaching, mentoring, conducting research and finding practical ways of getting busy caregivers to do the right thing, by making it the easy thing to do.

Sexton will present on healthcare worker burnout and its association with care quality. He will also discuss the impact of stress and the relationship between burnout, clinical errors and quality of patient care.



KEVIN MATHEWS, MD, FAAFP

Palliative Care Within the Patient Centered Medical Home (PCMH)

11:45 a.m.

Dr. Mathews is a board certified Family Practice and Hospice and Palliative Care Medicine physician. Dr. Mathews received his medical degree from the University of Rome in Rome, Italy.

Dr. Mathews will discuss primary palliative care with an emphasis on quality opportunities as well as palliative care in the patient centered medical home. He will talk about examples of the types of patients served and how patient centered communication in primary palliative care is used in the healthcare setting.

JONATHAN



BLANCAFLOR, MD, FACS

The MVHS Robotics Program and NSQIP: A Springboard for Surgical Excellence

11:45 a.m.

Jonathan Blancaflor, MD, FACS, is a specialist in General, Colorectal and Thoracic Surgery and is the medical director of Robotic Surgery at MVHS.

Dr. Blancaflor received his medical degree from the University of Connecticut School of Medicine, with honors in surgery, in Farmington, Connecticut. He is board certified in General Surgery by the American Board of General Surgery.

Dr. Blancaflor served as section chief for General Surgery at Middlesex Hospital for eight years and on the Board of Directors of the Connecticut Chapter, American College of Surgeons Connecticut Surgical Quality Collaborative for the past three years prior to joining MVHS. He has also been course director for the Yale/Middlesex Advanced Laparoscopic Skills Course in Middletown, and for the Yale University Advanced Laparoscopic Suturing Course in Cape Town, South Africa.

Dr. Blancaflor is a member of the American College of Surgeons; American College of Surgeons, Connecticut Chapter; Connecticut Surgical Quality Collaborative; Connecticut Medical Society; Middlesex County Medical Society; and the Society of American Gastrointestinal and Endoscopic Surgeons.

Dr. Blancaflor will discuss the trajectory of the MVHS Robotics program with a focus on general and thoracic surgery. He will help the audience understand the importance of risk adjusted, validated metrics for surgical quality improvement by giving a National Surgical Quality Improvement Program (NSQIP) overview as well as a history of risk adjustment and best practice archives. He will review risk and life quality improvement cases and discuss additional options from a surgeons standpoint.



TIMOTHY SHOEN, MD
*Introduction to TeamSTEPPS
 and Team Training in
 Healthcare*
11:45 a.m.

Dr. Shoen is a retired emergency physician who served as vice president of Medical Affairs at St. Mary's Healthcare in Amsterdam, New York until his retirement in 2014. He completed a graduate certificate in Healthcare Quality and Safety from the Thomas Jefferson School of Population Health in 2017. He has been a TeamSTEPPS master trainer since 2008. In 2010, St. Mary's Healthcare completed training 100 percent of its associates in the TeamSTEPPS team training program and an Ascension Health project in the Science of High Reliability. Dr. Shoen has presented to leadership teams and medical staffs on TeamSTEPPS, high reliability, physician leadership, and communication. He has participated in Iroquois Health initiatives on team training, reducing readmission and patient safety organizations, and has served on the planning committee for the Campaign for Quality since 2012.

Dr. Shoen will provide an overview of the TeamSTEPPS curriculum and implementation as well as provide examples and results from case studies and evidence that supports team training in a healthcare setting.



**KENNETH MURPHY, MD,
 FSIR**
*Y-90 Radioembolization of
 Liver Tumors: Bringing New
 Hope for Quality of Life*
11:45 a.m.

Dr. Murphy received his bachelors degree from Union College in Schenectady, New York, and his medical degree from SUNY Upstate Medical University in Syracuse, New York. He completed an internship in General Surgery at Bassett Hospital in Cooperstown, New York, and his residencies in Pathology and Radiology at SUNY Upstate Medical University in Syracuse. He completed a fellowship in Interventional Radiology at University of Texas in Austin, Texas, and is certified in Diagnostic Radiology by the American Board of Radiology.

Dr. Murphy will identify different types of liver tumors amenable to Y-90 radioembolization and describe the technique and outpatient nature of the procedure. He will

also help the audience recognize the benefits of this outpatient therapy with respect to survival and quality of life as well as understand other options for management of liver tumors and when and why radioembolization exceeds those alternatives.



FREDERIC JOYCE, MD
*New Innovations in Cardiac
 Surgery at MVHS*
11:45 a.m.

Dr. Joyce is a Cardiothoracic Surgeon and has been a member of the medical staff at MVHS since 1998. He specializes in aortic and mitral valve surgery, hybrid coronary revascularization and intra-operative echocardiography. Dr. Joyce received his medical degree from Aarhus University Medical School in Aarhus, Denmark. He completed a cardiothoracic surgery fellowship at Rigshospitalet-Copenhagen University Hospital in Copenhagen and cardiothoracic surgery and echocardiography fellowships at the Cleveland Clinic in Cleveland, Ohio. He is board certified in Thoracic Surgery, Perioperative Transesophageal Echocardiography and is a registered physician in Vascular Interpretation.

Dr. Joyce will discuss recent advances and techniques in cardiac surgery as well as new innovative developments to improve the quality of surgical care at MVHS.

***SPECIAL LUNCH SESSION PRESENTED BY
 IROQUOIS HEALTHCARE ALLIANCE.**

JESSICA MORELLI
*Iroquois Healthcare Alliance: IHA Opioid
 Alternative Project, IHA Workforce
 Investment Organization and the IHA Take a
 Look Tour*

Jessica Morelli, Iroquois Healthcare Alliance vice president, has nearly 20 years of experience in public service, with a primary focus on healthcare advocacy, policy and financing. She served as the chief of staff to the vice chairman of the New York State Senate Health Committee, deputy chief of staff for the Independent Democratic Conference Leader, as well as the lead budget negotiator of health issues for the conference. Jessica has also been an adjunct instructor in English and public speaking at the College of Saint Rose, where she earned both an MA and a BA in English.

Jessica will be presenting on three new statewide initiatives including opioid abuse prevention, online long-term worker training and healthcare workforce recruitment and retention.



BRIAN JONES
The Ideal Team Player
1:30 p.m.

Brian Jones has more than 15 years of experience helping organizations achieve real results in the areas of organizational health and leadership development. Jones is a resource to business leaders everywhere in their pursuit of organizational health as a facilitator, coach, advisor, writer and speaker. Jones facilitates high impact sessions for senior leadership teams and other intact work groups, and over 15,000 executives have participated in Jones's offsites and workshops worldwide.

Currently, Jones works regularly with CEOs and executive teams in quickly and effectively applying the concepts captured in all of Pat Lencioni's books. His clients span a broad spectrum of various industries, including technology, manufacturing and health care. Jones is also the co-author with Pam Bilbrey of the book "Ordinary Greatness" (Wiley, 2009), which helps leaders develop greater levels of employee engagement in their companies. He has been a guest on National Public Radio and has been quoted in *USA TODAY*, *The Denver Post*, *The Miami Herald*, and *HealthLeaders*.

Jones will identify the three qualities of an ideal team player and the audience will be able to identify which of these qualities they have a natural proclivity towards. They will also learn how to embed the three qualities into the ongoing systems of the organization such as hiring, employee retention and performance management.



17TH ANNUAL CAMPAIGN FOR QUALITY OCTOBER 11 - 12, 2018

EVENT REGISTRATION

Registration is required for all Delta Hotels by Marriott Utica and Hamilton College events. Attendees must register by October 5, 2018, at campaignforquality.com.

There is a \$20 charge for the Thursday night event. A special thank you to Iroquois Healthcare for sponsoring the remaining cost of the dinner and presentation. There is no charge for Friday's presentations or lunch. Registration and payment can be made at campaignforquality.com. Once you register, you will receive a confirmation email that lists the presentations you signed up for. Please print out the email and bring it with you to the event on Friday.

For questions or registration assistance, contact Linda Lovrin by calling **315-624-6693** or email llovrin@mvhealthsystem.org.

DIRECTIONS

The presentation on Thursday, October 11 will be at the Delta Hotels by Marriott Utica, 200 Genesee Street, Utica, New York 13502.

All presentations on Friday at Hamilton College will be held in the Kirner-Johnson Building or Wellin Hall (198 College Hill Road, Clinton, New York). Registration will be in the Kirner-Johnson Building where you will receive your welcome packet which includes room assignments.

To get to the Kirner-Johnson Building, drive up College Hill Road until you pass through the yellow flashing light at the student crosswalk. Turn left onto Green Apple Way (two stone pillars flank the street). Drive to the circle in front of Kirner-Johnson and take a right. Parking lots are on the right.

For additional directions to Delta Hotels by Marriott Utica and Hamilton College, please visit campaignforquality.com/locations.



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