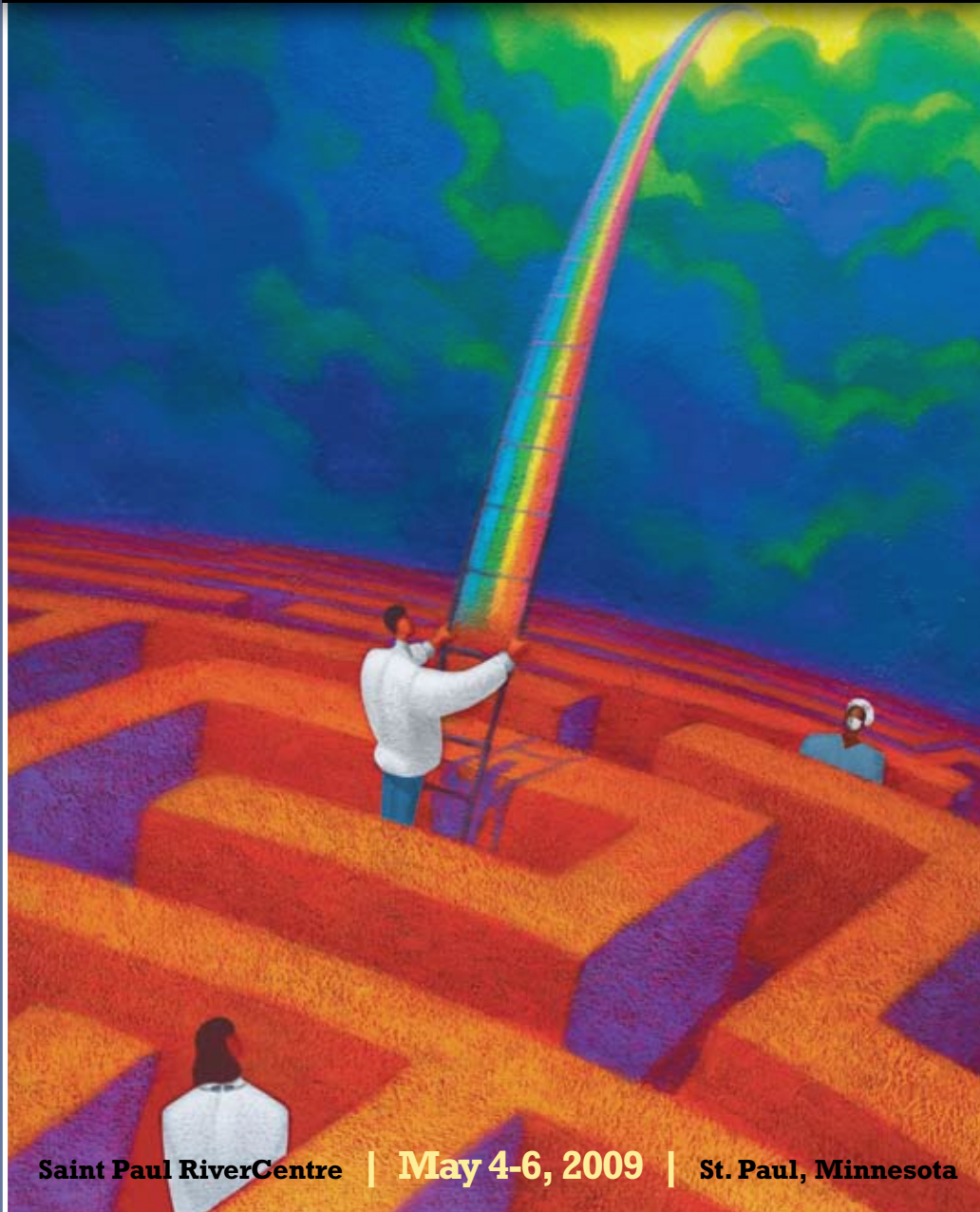


Journey to a New World of Health Care

The Present. The Promise. The Path.

12th Annual ICSI/IHI Colloquium on Clinical Quality Improvement



Saint Paul RiverCentre | May 4-6, 2009 | St. Paul, Minnesota



Sponsored by the Institute for Clinical Systems Improvement
and the Institute for Healthcare Improvement



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Who Should Attend:

- Clinicians, including physicians and nurses engaged in clinical improvement activities
- Medical directors
- Medical group and hospital administrators and leaders
- Quality improvement and quality assurance management staff
- Clinic managers
- Additional stakeholders helping to transform health care, including employers, policy makers, citizen advocacy groups, health care media and patients

The promise of health care is to deliver high-quality and equitable care centered around the patient. All health care organizations are on a journey to reach this goal, yet their path is strewn with rugged challenges. In 2009, health care faces a deepening crisis in primary care, the implementation of health care homes and baskets of care, a misaligned payment system, medical bankruptcy, and health care providers struggling with the cultural transformation of care delivery.

That's why you simply cannot miss the 12th Annual ICSI/IHI Colloquium on Clinical Quality Improvement. We believe it, more than any other regional conference in 2009, will focus on issues, models and tools needed to transform today's health care system.

Attending the Colloquium will help you understand the new world of health care—one that is being reshaped by patients and altered by Health 2.0 and Web-based technologies. A stellar line-up of experts will guide you on your journey, no matter where you are along the continuum from idea, through innovation and pilot, to mainstream implementation.

You'll learn from others successfully implementing health care home models and payment reform. You'll gain knowledge of how new decision-support practice tools can improve patient outcomes and lower health care costs. To deal with the transition from traditional care delivery to the new world of cross-cultural care and patient engagement, presenters will strengthen your skills in adaptive leadership and human factors.

In addition to getting roadmaps to the new world, attend the ICSI/IHI Colloquium for the interchange of ideas and linkage with your peers. You'll come away with the vision, energy and ability to steer your organization in the right direction, knowing the promise of a dynamic health care system is not such a distant shore.



About ICSI

ICSI is an independent, non-profit organization dedicated to transforming health care in Minnesota and surrounding states so that it delivers higher quality and more affordable care to patients. As the leading regional health care collaborative, ICSI brings diverse stakeholders together to find solutions to health care system challenges that no single group can solve alone. ICSI is comprised of 54 medical groups representing 9,000 physicians, and is sponsored by six Minnesota health plans.

About IHI

The Institute for Healthcare Improvement (IHI) is an independent not-for-profit organization helping to lead the improvement of health care throughout the world. Founded in 1991 and based in Cambridge, Massachusetts, IHI works to accelerate improvement by building the will for change, cultivating promising concepts for improving patient care, and helping health care systems put those ideas into action. Employing a staff of approximately 120 people and maintaining partnerships with hundreds of faculty members, IHI offers comprehensive programs that aim to improve the lives of patients, the health of communities, and the joy of the health care workforce.

At the conclusion of the two-and-a-half day 2009 ICSI/IHI Colloquium on Clinical Quality Improvement, participants will be able to:

1. Describe the current status and challenges of health care and what will be different in a world increasingly influenced by patients and cross-cultural demands.
2. Discuss how to better integrate behavioral health into primary care.
3. Discuss how decision-support tools can help ensure the appropriate use of health care services.
4. Discuss clinical, operational, and financial redesigns developed and implemented by health care organizations that have demonstrated improved patient outcomes and value.
5. Discuss the critical roles needed within health care teams to transform care delivery, improve patient activation and outcomes, and drive new models of payment.
6. Identify new methods for improving health care and engaging patients in their health through Health 2.0 and other Web-based approaches.
7. Identify one or two ideas from the Colloquium to apply to help move his or her practice or organization toward or into the new world of health care.

Comments from last year's Colloquium participants

The ICSI Colloquium never fails to deliver. It's the only conference I attend because the content and value are always there.

Excellent program. Informative and showing concrete tasks that result in practice change dynamics.

Very worthwhile. A wonderful collection of individuals with not only expertise in thinking big, but also in frontline solutions.

I have been to this Colloquium since 1999, and this was the best in terms of wealth of excellent topics and discussion.

This was my first time here and I found value in every session I attended. I definitely will be back.

Very interesting and timely for our organization that is in the midst of change.

For more information please call (763) 765-2301 or visit the ICSI Web site at www.icsi.org.

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12th Annual Colloquium on Clinical Quality Improvement

Saint Paul RiverCentre | May 4-6, 2009 | St. Paul, Minnesota

The 12th Annual ICSI/IHI Colloquium on Clinical Quality Improvement features some of the nation's leading experts in health care redesign, patient-centeredness, the intersection of technology and health care, payment reform and cultural change. Presenters will share their insights and the impact of their work through pre-colloquium workshops, keynote addresses and breakout sessions during the two-and-a-half-day conference.

Monday, May 4, 2009 — 1:00 - 4:30 p.m.

Three pre-colloquium workshops will be offered simultaneously and address tools and skills needed to succeed in the changing world of health care. The workshops have been developed based on suggestions from past Colloquium participants so there can be deeper, more concentrated sessions on the topics. Workshop leaders will deliver comprehensive and interactive presentations on how Health 2.0 tools are changing behaviors about health, why a systematic approach is required to establish safe and reliable care, and how to turn "collaboration" within your organization from a hollow concept into a reality. Please join us a day early to get full value from attending this year's Colloquium.

Videogames for Health Behavior Change

Richard Buday, FAIA

President, Archimage

Houston, TX

Tom Baranowski, PhD

Professor of Pediatrics, Baylor College of Medicine

Houston, TX

One of the paths to the new world of health care calls for changing health behavior to avoid future chronic diseases. This workshop will address efforts in this

arena using a youth-centric media—videogames. The speakers will describe 'Escape from Diab' and 'Nanoswarm'—two videogames that help prevent diabetes by influencing 10- to 12-year-old children to increase their consumption of fruits and vegetables and water, be more physically active and watch less TV. This presentation will show how behavior change theory informed those games, propose a research agenda for health games research, and discuss issues in how game developers and behavioral scientists can effectively collaborate.

A Systematic Approach to Safe and Reliable Care

Michael Leonard, MD

Principal, Pascal Metrics

Physician Leader for Patient Safety, Kaiser Permanente Evergreen, CO

Building a culture of safety requires a systematic approach that incorporates an effective strategy, the appropriate structure, and building the social environment to consistently achieve clinical excellence. A practical and systematic roadmap with the essential elements will be taught, with the goal that participants can apply this information in their clinical settings.

How Do We Collaborate? The Art and Discipline of Creating Collaborative Environments That Leverage Differences to Collectively Address Challenges

Deborah Gilburg, JD, BA

*Principal, Gilburg Leadership Institute
Holyoke, MA*

Jonathan Gilburg, BA

*Principal, Gilburg Leadership Institute
Holyoke, MA*

The term “collaboration” has become a buzzword, representing the desire for people to work together cooperatively in order to accomplish something new, collective, and exceptional. For many organizations and teams, however, collaboration is a hollow concept whose promise is rarely realized. Collaboration is essential in health care because its challenges are far more complex than what any one individual, group or sector can address alone; they demand the collective engagement of a diverse group of stakeholders to inform, design and implement sustainable solutions.

So how can we leverage what are often polarizing differences that shape our perspectives, biases, and choices – be they cultural, racial, generational, or experiential – to create solutions to our challenges?

In this highly interactive workshop, we will collaborate with one another. Through presentation and group exploration, we will expose the core concepts of effective collaboration and consider how to apply them in the real world. Participants will learn and experience a simple yet elegant methodology for engaging the best and most productive thinking of a diverse group of people, while sharing their personal experiences of collaboration, both successes and failures, to decipher the elements that made them so. Not only will participants gain a deeper understanding of the essential logic of collaborative process, they will experience the power of tapping into the collective and diverse wisdom in the room.

Keynote Speakers

Dr. David Kibbe, Senior Advisor, American Academy of Family Physicians, will discuss “Health 2.0: Web and Social Network Savvy Patients Encounter Doctors and Hospitals.” Health 2.0 was one of the topics at ICSI’s recent Reinertsen Lecture, and was of such high interest it shattered usual attendance at this annual event. Dr. Kibbe is a dynamic and recognized Health 2.0 expert who will change your way of thinking about the future of health care delivery.

“What the Public Really Wants from Doctors and Hospitals” will be jointly addressed by Nancy Turett, Global President and Health Chair, Global Practices for Edelman—the world’s leading independent global PR firm, and Dr. Kristin L. Carman, American Institutes for Research, Washington, DC. This session will give you key insights into patient-centeredness, engagement and activation.

Tuesday, May 5, 2009 — 8:30 a.m. to 4:30 p.m.

The day will feature this keynote speaker followed by breakout sessions in the morning and afternoon:

Health 2.0: Web and Social Network Savvy Patients Encounter Doctors and Hospitals

David C. Kibbe, MD, MBA

Principal, The Kibbe Group, LLC

*Senior Advisor, Center for Health Information Technology, American Academy of Family Physicians Chair, ASTM E31 Technical Committee
Pittsboro, NC*

Health 2.0 has been described as the arrival of the Age of the Internet on the doorstep of medicine. But it is much more than new technology and Web-based tools for consumers. Health 2.0 is re-defining the social and professional relationship between doctor and patients. It describes how patients are using the Internet to take charge of their own health care. How Health 2.0 patients and providers are integrated

into the traditional health care system will determine the future of health care and the physician/patient relationship. However, the traditional health care system is not leading this movement. This session will address how pioneering providers are using such Health 2.0 tools as social networks, online care systems and mobile phones to partner with their patients and one another.

Dr. Kibbe is well known as an innovator in health information technology (HIT). He is co-developer of the ASTM Continuity of Care Record standard – which utilizes XML for interoperable health information exchange. Dr. Kibbe is also an experienced clinician who practiced medicine for more than 15 years, while also teaching informatics at the School of Public Health, University of North Carolina. He has started two medical software companies, and in 2005 was voted one of the 50 Most Powerful Physician Executives in Healthcare by readers of the magazine *Modern Physician*.

From 2002 until 2006, Dr. Kibbe was the founding Director of the Center for Health Information Technology for the American Academy of Family Physicians (AAFP). During his tenure, AAFP physician member adoption and use of EHRs more than tripled. Dr. Kibbe currently serves on a number of national boards and work groups involved in HIT standards and certification for such organizations as the Agency for Health Research and Quality (AHRQ), Joint Commission on Accreditation of Healthcare Organizations (JCAHO) and the National Institutes of Health (NIH).

Dr. Kibbe is a sought-after speaker on topics ranging from the economics of small practice adoption of EHRs, to privacy and security of health data exchange, to Web 2.0 applications applied to consumer health care delivery. He has authored numerous peer-reviewed articles and several book chapters on e-health, computer security, and HIPAA. Dr. Kibbe received his BA from Harvard University, MD from Case-Western Reserve University School of Medicine, and his MBA from the University of Texas at Austin.

Wednesday, May 6, 2009 – 7:30 a.m. to 3:30 p.m.

The day will feature these keynote speakers followed by breakout sessions in the morning and afternoon:

What the Public Really Wants from Doctors and Hospitals

Kristin L. Carman, PhD

*Co-Director, Health Policy & Research
American Institutes for Research*

Washington, DC

Nancy M. Turett

*Global President, Health
Chair, Global Practices*

Edelman

New York, NY

Everyone talks about the need to transform health care and engage patients. But do patients want what hospitals and doctors want? Dr. Kristin L. Carman of the American Institutes for Research reports on the similarities and differences in how patients and physicians understand medical evidence, quality of care, and expectations and needs in communicating about these topics.

Nancy Turett of Edelman describes the Edelman Health Engagement Barometer, a first-of-its-kind study of adults in the U.S. and around the world. Ms. Turett will reveal the new rules of health engagement; what topics, channels, and sources are most important; a segment of the public that is most influential; and the steps to take to build trust between the public and providers.



Dr. Carman leads a team of professionals conducting research on issues of health care quality, access, communications, financing, and consumer engagement. Her work for use by consumers, purchasers, and health care providers focuses on explaining evidence-based information. She is well regarded for her work assessing the performance of health care organizations and determining how best to improve their performance. Dr. Carman currently leads a project to evaluate a redesign of the rheumatology office visit to reduce waste and improve efficiency, quality and safety, and patient-centered care and a project to evaluate the contribution of Lean/Toyota Production System (TPS) to reducing waste and inefficiency in health care.

Nancy Turett is Global President for Health at Edelman, the world's leading independent public relations and public engagement firm. Ms. Turett counsels health corporations, providers, universities, advocacy organizations, foundations, government agencies, trade associations, and organizations in other sectors involved in health. She is a member of the boards of the Columbia University Mailman School of Public Health, the Global Education Initiative of the World Economic Forum, and Shaping America's Health (the obesity initiative founded at the American Diabetes Association).

General Information

Location and accommodations — The 2009 ICSI/IHI Colloquium on Clinical Quality Improvement will be held at the Saint Paul RiverCentre, St. Paul, Minnesota. Accommodations are available at the Holiday Inn RiverCentre, which is conveniently located across the street from the Saint Paul RiverCentre in downtown St. Paul. See hotel reservation form for details.

Parking — Saint Paul RiverCentre parking is available in either the Kellogg Ramp or RiverCentre Parking Ramps. Both ramps are located on Kellogg Boulevard. There are approximately 2,200 parking spaces directly connected to Saint Paul RiverCentre and Xcel Energy Center via these 2-ramps, with an additional 15,000 + in close proximity. Parking fees range from \$10 to \$15 daily.

Colloquium registration — Includes access to all sessions, session handouts, Colloquium on-line “notebook,” continental breakfasts, lunches, and refreshment breaks. For more on registration, go to www.icsi.org or call (763) 765-2301. Space is limited and pre-registration is strongly advised.

Payment — Registration must be paid in U.S. dollars drawn on a U.S. bank. American Express, MasterCard, and VISA credit cards may be used for payment on mail, telephone, facsimile, or electronic registrations and will also be accepted at the on-site Attendee Services Desk. Registration payment by check may be used for mail or on-site registrations only. Payment must accompany registration. Payment vouchers or purchase orders will not be considered as payment. *Registrations received without payment will not be processed.* Written confirmation will be sent upon receipt of registration and payment.

Cancellations — Please submit Colloquium cancellations in writing by e-mail, mail or fax to the ICSI Meeting Management Office on or before March 26, 2009. All Colloquium cancellations will be assessed a \$75 cancellation fee. Refunds will be processed after June 6, 2009. Cancellations received after March 26, 2009 will not be honored. There is no charge for transferring registration to another person at any time. Written notification of all registration transfers must be received by the Meeting Management Office.

Travel — Travel arrangements, including air and ground, can be made through the Colloquium's travel partner, Travel One, at (952) 854-2551 or (800) 245-1111. Please ask for Leann Krenz.

Airport transfer — Transportation from the Minneapolis/St. Paul Airport is available via Super Shuttle for approximately \$20 a person each way with reservations. For reservations, call (800) 258-3826.

ADA — For equal and full enjoyment of the Colloquium, please specify special requirements in the "Special Requests" areas of the Colloquium registration and hotel reservation forms.

Dietary — Please specify special dietary requirements in the "Special Requests" area of the Colloquium registration form. Every effort will be made to meet dietary requirements; requests, however, are subject to availability.

Recommended attire — Business casual.

Program changes — All information is subject to change without notice.

Storyboards — This year ICSI will be accepting a limited number of poster/story boards that support the Colloquium theme of "Journey to a New World of Health Care." This will give ICSI members and sponsors, as well as other stakeholders in health care, an opportunity to describe strategies and work that have made a significant contribution toward transforming health care in Minnesota and surrounding states so that it is more patient-centered and value-driven. Guidelines for submitting poster boards are available at www.icsi.org/Colloquium/posterboards.

For more information — Visit the ICSI Web site at www.icsi.org or contact the ICSI Meeting Management Office at (763) 765-2301 or by e-mail, registration@icsi.org.



Colloquium Registration

12th Annual 2009 ICSI/IHI Colloquium on Clinical Quality Improvement May 4-6, 2009

Register for the ICSI/IHI Colloquium on Clinical Quality Improvement online at www.icsi.org (click registration), via telephone or complete the following form and return it by mail or fax to the ICSI Meeting Management Office.

Please print or type

First Name _____ Middle _____ Last _____

Profession (MD, NP, RN, etc.) _____ Title _____ Affiliation _____

Address _____

City _____ State _____ Postal Code _____ Country _____

Daytime telephone _____ E-mail address _____

(For international numbers, please include country and city codes)

Special Requests (ADA/Dietary, Etc.) _____

REGISTRATION

On or Before *After*
March 26 *March 26*

Sponsor* Colloquium \$495 \$575

Sponsor* Pre-Colloquium Workshop \$160 \$240
(select workshop on the right)

Sponsor* Colloquium and Pre-Colloq Workshop \$650 \$730
(select workshop on the right)

General Colloquium \$795 \$875

General Pre-Colloquium Workshop \$260 \$340
(select workshop on the right)

General Colloquium and Pre-Colloq Workshop \$1050 \$1130
(select workshop on the right)

TOTAL DUE _____

* Sponsor rate applies to staff of ICSI sponsors and participating member organizations.

PRE-CONFERENCE WORKSHOPS

(select one — workshops run concurrently)

- 1) Videogames for Health Behavior Change
- 2) A Systematic Approach to Safe and Reliable Care
- 3) How Do We Collaborate? The Art and Discipline of Creating Collaborative Environments Where Differences Are Leveraged to Collectively Address the Challenges We Face

Check Enclosed *(Remit to ICSI, payable in U.S. dollars drawn on a U.S. bank)*

VISA MasterCard American Express

Name *(as it appears on the card)* _____

Card # _____ Expiration Date _____

Cardholder Signature _____ Security Digits* _____

**For your protection, we ask for these digits to prevent unauthorized use of your credit card number. A security digit is three numbers for VISA or MasterCard and four numbers for American Express and may be found on the front or back of the card.*

Billing Address

Street Address _____

City _____ State _____ Postal Code _____

Country _____

**Return
Colloquium
registration
form to:**

ICSI Meeting Management
Office
P.O. Box 16377
Minneapolis, MN
55416-0377
Telephone: (763) 765-2301
Fax (952) 303-4060
www.icsi.org

Hotel Reservations

12th Annual 2009 ICSI/IHI Colloquium on Clinical Quality Improvement May 4-6, 2009

The ICSI/IHI Colloquium will be held at the Saint Paul RiverCentre in St. Paul, Minnesota. The Holiday Inn RiverCentre is conveniently located across the street from the St. Paul RiverCentre in downtown St. Paul and is within walking distance to attractions and several restaurants. The hotel offers many amenities including complimentary high-speed wireless Internet access throughout the hotel, coffee makers and refrigerators in all rooms, and an on-site fitness room. It is home to the Liffey Irish Pub serving breakfast, lunch and dinner.

Hotel reservations may be submitted by the following methods:

- Online at www.holidayinn.com/stpaulmn (enter convention/group code CQI).
- Mail or fax reservations - fill out the following form and return it to the hotel.
- Call the hotel directly at (651) 225-1515 and ask for in-house reservations.
- Email the following form to Nikki Irvine at nirvine@golderhospitality.com.

Please note.

Reservations received after March 23, 2009, will be accepted on a space and rate available basis. Cancellations must be received 24 hours prior to arrival in order to avoid a charge for the first night's room and tax.

Please print or type (one reservation per room)

Name _____

Title _____ Affiliation _____

Address _____

City _____ State _____ Postal Code _____ Country _____

Daytime telephone _____ Fax _____

E-mail address _____

King Double Smoking Non-smoking Number of occupants: 1 2 3

Sharing room with _____

Special Requests (ADA/Dietary, Etc.) _____

Single/Double \$139 plus tax | All rates subject to 13.25% tax | Check-in is 4 p.m. | Check-out is 12 p.m.

Arrival Date _____ Departure Date _____

Credit card required for guarantee for all reservations

American Express Carte Blanche Diners Club VISA Discover MasterCard

Name (as it appears on the card) _____

Card # _____ Expiration Date _____

Cardholder Signature _____

The hotel will send a confirmation.

Reservations Manager
Holiday Inn RiverCentre
175 West 7th Street
St. Paul, MN 55102
Phone: (651) 225-1515
Fax: (651) 556-1413
www.holidayinn.com/stpaulmn