



## The Healthcare Division Chair's Progress Report

April 2013

by Joe Fortuna



**The Healthcare Division (HCD) acknowledges and mourns the passing of Chris Robinson, our Healthcare Body of Knowledge (HBoK) Co-Chair**

With sadness, the HCD, acknowledges and mourns the recent passing of Chris Robinson, the Co-Chair of our very successful HBoK committee (along with Susan Peiffer and Debbie Hopen). The HBoK effort has benefited immensely from her extremely important contributions. We will definitely miss her! Our thoughts and prayers go out to her family.

**The HCD will hold its 2013 annual membership meeting on Sunday, May 5 at 2 p.m. EDT. All HCD members can call in.**

If you are unable to attend the World Conference on Quality and Improvement (WCQI) this year, please plan to join the call. The call-in number is **866-699-3239** and the access number is **20705918**. We will have officer and committee reports, activity reports and enough time for a lively question and answers session and member feedback about the HCD.

**Tickets have been sent for the second annual healthcare lecture at WCQI and the "Evening of Elegance" dessert and coffee reception.**



This year we are co-sponsoring these events with the Statistics Division and the Lean Enterprise Division. We are expecting over 100 attendees. Our speaker will be Kenneth J. Musselman, the strategic collaboration director of the Regenstrief Center for Healthcare. His talk will be on “engineering healthcare delivery.”

### **Nightingale Scholarship awarded.**

The 2013 HCD Nightingale Scholarship will go to Colleen O’Brien, MSN, MSMI, CPHQ and ASQ-certified manager of quality and operational excellence for her outstanding essay titled “Quality in Healthcare: Strategies for Reducing Adverse Outcomes and Costs While Improving Quality of Care.” The \$2,000 scholarship will be presented to her by Grace Paranzino, co-chair of the Nightingale Scholarship committee (along with Tammy Lampro) prior to the second annual healthcare lecture at WCQI (see above). O’Brien is a team leader for quality and patient safety with Bellin Health in Green Bay, WI.

### **HCD webinars being restructured. Available soon!**

Dan Rand and Elizabeth Seifert from the education committee are hard at work with Linh Dye (website co-chair) and Linda Milanoski (ASQ staff liaison) to offer webinars from our own HCD website. More news on their availability in the near future!

### **HCD certification exam committee update.**

We now have a co-chair for our reestablished HCD certification committee. It is Ken DeVane, the director of the project management office at Scripps Health in San Diego, which has just been named one of the top 15 health systems in the country by Truven Health Analytics. DeVane has extensive experience in education and healthcare and is a Six Sigma Black Belt. We are thrilled to have him aboard to co-lead this effort. In the next few weeks, Ken will be reviewing the old information we have on this effort as well as working on a charter for this new effort. He will also be recruiting a co-chair and members for the committee. If you are interested, please let me know! We anticipate the committee will begin its work in earnest over the summer.



**Help is urgently needed for several HCD committees, task groups and activities. Please consider pitching in. I guarantee you will get much more than you give. Several of HCD Committees and task groups urgently need your help. It is a great volunteer networking opportunity from which you can really benefit from. Volunteer needs include:**



**Membership/voice of the customer (VOC) committee:**

A membership/VOC data lead to work with the committee to select, collect, analyze and present summary membership data to identify opportunities for improvement in member engagement. Key responsibilities include tracking and reporting segmented HCD membership numbers on a monthly basis.

A membership/VOC committee webmaster to ensure current membership-related information is on the HCD website, including the new member tool kit.

A membership/VOC committee survey master to assist committee leadership in collecting vitally important data for current and potential HCD members and other customers. This person also would assist and guide us in developing our programming and service offerings, and in building and maintaining HCD membership.

A membership/VOC new member welcome kit editor and manager. More on this can be found later in this report.

If interested in a membership/VOC committee opportunity, contact Paul Grizzell, membership lead, at [paul.grizzell@corevaluespartners.com](mailto:paul.grizzell@corevaluespartners.com) or VOC chair Graciela De Lujan Perez [glphci@gmail.com](mailto:glphci@gmail.com).

**HBoK Competency Project.**

Sue Peiffer and her HBoK team still urgently need reviewers and evaluators of the massive amount of material they have amassed which, when catalogued and ranked, will provide great value to ASQ, the HCD, and—most of all—to our members. The HBoK will also serve as the jumping off point and foundation of other important HCD efforts including a certification exam that we are just beginning to reconsider. If interested please contact Peiffer at [SPeiffer@shec.hshs.org](mailto:SPeiffer@shec.hshs.org),



**The education committee.**

Dan Rand, Kathryn Seifert and their education committee need help with organizing and presenting anticipated expanded HCD webinar series. If interested, please contact Rand at [DRand@winona.edu](mailto:DRand@winona.edu) or Seifert at [kathryn.m.seifert@gmail.com](mailto:kathryn.m.seifert@gmail.com).

**The Nightingale Scholarship award committee.**

If interested, please contact Grace Paranzino at [parangk@kellyservices.com](mailto:parangk@kellyservices.com).

**The task group on increasing awareness in healthcare of the quality and process improvement professional.**

If interested, please contact Rod Munro at [roderickmunro@att.net](mailto:roderickmunro@att.net).

**The development of healthcare SIGs within ASQ sections.**

Is your section ready for a healthcare SIG? If so, or if you want to learn more, please contact Hamilton Plaza at [hamiltonplaza@gmail.com](mailto:hamiltonplaza@gmail.com).

**The HCD website and related social media effort.**

Are you a “techie”? Do you understand how to make websites or social media campaigns work to produce the desired effects? If so and if you’d like to make an important contribution to the HCD, please contact Linh Dye at [ldye@bjc.org](mailto:ldye@bjc.org) or Cherie Graham-Clark [cheri.grahamclark@cox.net](mailto:cheri.grahamclark@cox.net).

**E-newsletter editorial board.**

Here’s your chance to be the next Jim Collins (*Good to Great*) or the next Ben Bradley (*Washington Post* editor). Megan Schmidt, the editor and Pierce Story, our communications chair, urgently need you to sign up and participate on the *Healthcare Update* editorial board. The HCD’s help with this important communication tool is essential. Please consider signing up to help out. You contact Schmidt at [mschmidt@asq.org](mailto:mschmidt@asq.org) or Story at [pbstory@capacitystrategies.com](mailto:pbstory@capacitystrategies.com).



**The HCD exhibit booth at WCQI.**

If you are planning to go to WCQI 2013 in Indianapolis and you are a member of the HCD, please volunteer at least two hours of your time at the HCD exhibit booth. Everyone who has done this has had a great time, helped the division tremendously and got a lot of value out of the experience. If you can do this, please contact Graciela De Juan Perez [glphci@gmail.com](mailto:glphci@gmail.com) as soon as you can.

**Last but not least, the HCD is recruiting two unique individuals to co-lead our efforts to develop needed certifications in healthcare quality, process improvement and culture change.**

Now that the foundation is set for such certifications, our HBoK and the companion quality capabilities inventories developed by Susan Peiffer, Deb Hopen and their “cast of thousands” who have put in yeoman service are a reality, we believe that it is time for us to revisit the concept of certifications.

We need two unique individuals with a passion for this enterprise, a lot of stamina and tenacity, along with some experience and know-how to co-lead what will, in all likelihood, be a two to three year project. It will, of course, be hard work, but the results will be worth it.

The good news is that there has already been progress on this effort by Rod Munro and others. In fact, at one point, ASQ had approved us for certification development.

**Please consider making 2013 the year you get off the bench and become an active and participating member of the HCD. I guarantee you'll get as much or more than you give.**

Warm regards,

Joe Fortuna, chair  
[jaf@prism1.org](mailto:jaf@prism1.org)  
248-709-6669

**SEE YOU IN  
INDIANAPOLIS!**