Going Back to the Basics

This month, I am going back to the basics—the ABCs—to tell the story of where we are in the ASQ Healthcare Division (HCD) and where we hope to go. As always, I welcome your feedback **via e-mail** or on my cell phone at 248-709-6669. Thanks in advance.

'A' is for all hands on deck

As we move into spring, the HCD needs you to sign up and be a part of the change that is coming:

- Now that we have made the transition to *Healthcare Update*, an electronic, monthly newsletter (as well as its sister newsletter, *Healthcare Update: Tools and Applications*, also a monthly publication) we need your contributions in two ways: as a writer or commentator.
- Each issue of *Healthcare Update* is focused on an overarching theme. This month, the theme is accountable care organizations **(ACO's).** The focus of the March issue will be **the Federal requirements to incent the M**eaningful **U**se **of Health IT (MU)**. There will be a schedule for future issues and a style sheet posted to the HCD website soon. We invite your articles and commentaries on any of the themes, as well as on other issues that interest you. Each issue contains a Guest Essay (a feature article). These articles should be 1,000 to 1,500 words and follow the issue theme. Additionally, the shorter, commentary-type pieces should be limited to 500 words or fewer. Both types of articles can be e-mailed to *Healthcare Update* editor **Nicole Adrian**.
- Each issue of *Health Update: Tools and Applications* focuses on a specific quality or process improvement tool or method. We also invite you to send in instructive, how-to pieces on the use of such tools with specific, detailed case-study references to show how these tools can and are being used in healthcare.
- We also need your help manning our HCD committees and task groups that are hard at work making it possible for the HCD to deliver more value to you, ASQ Sections, the quality profession and ASQ as a whole. Currently, we need co-chairs for the following committees and task groups:
    o Audit committee (**Siew Lee Cheng** is chair).
    o Voice of the customer committee (**Carla Konzel** chair).
- We also need working members on almost all of our committees and task groups, which are listed in the table below.

Group name	Last name	E-mail address
COMMITTEES		
Audit committee	Cheng	siewlcheng@gmail.com
Internet website committee	Dye	ldye@bjc.org
	Graham-Clark	cheri.grahamclark@cox.net
Database committee	Dunwoody	whd@iioe.net
Examining/awards committee	Hardy	ellen.hardy1@gmail.com
	Munro	roderickmunro@att.net
Membership committee	Dotan	ddotan@crgmedical.com
	Grizzel	paul.grizzell@corevaluespartners.com
Newsletter committee	Weiss	AWEISS@PARTNERS.ORG
	Bodinson	glenn@baldrige-coach.com
Quality Institute for Healthcare Care (QIHC) and education committee	Hackett	billhackett@vpsi-ma.com
	Rand	DRand@winona.edu
QMP committee	Carbonne	kbd2011@aol.com

	Claudio	Yvclaudio@aol.com
Social media committee (ListServe and LinkedIn)	Harrison	jmhconsulting@earthlink.net
	Dunwoody	whd@iioe.net
Voice of the customer committee	Konzel	ckonzel@svhs.org
TASK GROUPS		
Behavioral health special interest group (SIG)	Grinley	TomGrinley@nafi.com
	Weiss	AWEISS@PARTNERS.ORG
Behavioral health WP	Grinley	TomGrinley@nafi.com
	Weiss	AWEISS@PARTNERS.ORG
Quality body of knowledge/ certification	Munro	roderickmunro@att.net
	Kinney	laura.kinney@multicare.org
	Harrison	jmhconsulting@earthlink.net
Healthcare SIGs	Plaza	hamiltonplaza@gmail.com
Management engineering WP	Kolker	alexanderkolker@yahoo.com
Nightingale scholarship workgroup	Paranzino	parangk@kellyservices.com
	Lampero	tammy.lampro@yahoo.com
Publications strategy workgroup	Story	pbstory@jumbee.com
QAPI workgroup	Brown?	
QIHC booth group		
REC action group	Gladd	BGladd@healthinsight.org
	Munro	roderickmunro@att.net

More information—including business plans, member requirements and leader profiles—on each committee or workgroup will be posted on the HCD website soon, and I will be writing a general membership letter about these needs with the places you can find the information on the website without having to commit an afternoon to search for it.

In the meantime, I invite you to contact me to let me know of your interest in volunteering. You may also want to contact the committee or workgroup chairs.

'B' is for BHAG—big hairy audacious goal

At our HCD leadership council retreat last December—from which a couple of us have never returned, having been stuck in the Milwaukee airport (like the man in the old Kingston Trio folk song who was stuck forever in the MTA)—the group, by consensus, settled on a BHAG for the HCD over the next few years. That goal is:

The HCD and its membership will materially contribute to the elimination of the $700 billion of annual healthcare waste[1] by enabling and equipping champions of performance excellence and continuous improvement in healthcare. We will do this by cost-effectively informing, educating and motivating our HCD members to sustainably:

- Improve organization and operational excellence.
- Increase patient and customer satisfaction.

- Change the culture of healthcare in a positive manner.

Several action steps in support of this BHAG were agreed on, including:

- The membership committee was charged with creating a new member welcome process. This could include content and messages to be delivered via phone, e-mail and website.
- The membership committee, with help from ASQ staff and the voice of the customer committee, will research and report on ASQ Enterprise members in the healthcare sector to better understand their needs.
- The membership committee will create toolkits to assist members in two ways:
  o Effectively spread the gospel of quality and process improvement to their organizations' management.
  o Develop a personal plan for making quality, process and operational improvements within their organizations in the clinical, operational and financial domains.
- A workgroup—consisting of Joe Fortuna, Glenn Bodinson, Yvonne Claudio, Tom Grinley and Hamilton Plaza—will develop a BHAG charter with an associated vision, mission and core values statements. The workgroup will present the charter at the HCD leadership council meeting in April for approval. The group will work with ASQ staff to develop an effective branding approach to more effectively communicate the BHAG and to motivate action.

The full minutes of the December HCD leadership council retreat and all of the leadership council monthly meetings will also be posted on the HCD website soon. I will let you know where they can be found in my upcoming letter.

'C' is for change

In the immortal words of Bob Dylan: "The times they are a changin'." Nowhere is that more true than in the HCD. Throughout the past year, many of us on the leadership council have studied the operations and successes of other divisions and entities at ASQ and have analyzed our challenges and obstacles. As a result, the leadership council and its members have put in play many positive changes we believe will add value to your experience as a member. These include, but are not limited to, the following:

- An electronic monthly newsletter instead of a bimonthly one at no monetary cost to the HCD. This represents a savings of $22,000 over the projected 2011 cost of the previous newsletter format.
- A refreshed, more user-friendly revision of the HCD website (courtesy of Cheri Graham-Clark and Cynthia Nazario), which will be followed up in May with a completely new, redesigned HCD website Linh Dye is now developing. We hope to be able to share a few screen shots from it next month.
- A world-class, three-day healthcare conference—the **Quality Institute for Healthcare** (QIHC)—May 16-18 in Pittsburgh. It will be filled with multiple opportunities to take home practical, how-to information and tools while networking with peers in healthcare and in other fields. QIHC, held in conjunction with ASQ's World Conference on Quality and Improvement, has been developed by HCD leaders Dan Rand and Bill Hackett in partnership with ASQ Healthcare Market Manager Ray Zielke. Ricardo Leano, M.D., has also been involved. We urge you to attend and to stop by the HCD booth in the exhibit hall.
- A new approach in relating to and maintaining two-way communications with what we consider to be one of our most important customer groups: ASQ Sections. At our recent HCD leadership council meeting and after considering several well-researched alternatives offered by Bob Burney and Bill Dunwoody, we voted to discontinue the regional councilor system. We will now be working to develop other more practical, less costly and more accountable methods for developing and sustaining communications with sections. One such effort being led from the voice of the customer committee—headed by Carla Konzel and Hamilton Plaza from the Atlanta section—will be to identify sections interested in forming health special interest groups (SIGs) and support development of these groups.
- Development of a healthcare book of knowledge. Work on this is well on its way, with completion slated for the end of this calendar year, according to the chairs of this activity: Rod Munro, Laura Kinney and John Harrison.
- Continuation of our outreach correspondence with new HCD members as they join. This past month, I talked with three new HCD members: Tom Manning, Gisselle Aguirre and John Signorino. In all three conversations, I was able to learn more about what our customers want and, I believe, was able to

inform and assist them. At the end of the day, it is all about people and how we relate to each other—an important and effective path to HCD and HCD member success!

- Exploration of partnerships between the HCD and two national healthcare market activities, both of which are in urgent need of practice transformation, culture change, waste reduction and quality improvement. In both of these generic groups of care deliverers, the healthcare reform and stimulus incentives and regulations added to their already burdensome market conditions and have led the practitioners to seek out the HCD to see how we may be able to engage in mutually beneficial activities. There will be more information on this as our discussions progress.

- Pierce Story will lead the launch of a new effort to develop a defined, well-structured, integrated publications strategy for the HCD that will strive for synergistic, well-planned and coordinated, cost-efficient use of media and messaging to provide maximum value to our members and other customers. Again, more on this in the weeks to come.

—Warm regards,
Joe Fortuna, HCD Chair

Reference
1. Robert Kelly, "Where Can $700 Billion in Waste Be Cut Annually from the U.S. Healthcare System?" Thomson Reuters, www.factsforhealthcare.com/whitepaper/healthcarewaste.pdf.