



The Healthcare Division Chair's Progress Report, February 2012:
Spring is just around the corner!

by Joe Fortuna

I am happy to report to the ASQ Healthcare Division (HCD) and its friends that the theme for this month's "Letter from the Chair" is progress! Last month, the HCD achieved progress on several fronts:



1. HCD website—One of our website chairs, Linh Dye, has designed our new website and it will soon be placed in a test environment. This new site will have increased functionality and will better serve HCD members. Look for more news about this exciting development soon. By the way, it is not too late to let Dye know what you think the HCD website should look like. Please feel free to contact her at ldye@bjc.org with your thoughts and suggestions.

Our other website chair, Cheri Graham-Clark, who serves as our representative to the Healthcare Information and Management Systems Society (HIMSS) Stories of Success Program, will soon provide an update about this year's call for success stories. Each member of the division will have the opportunity to put in an application for this prestigious HIMSS competition to showcase work that we have done and results we have had in implementing that we could use at ASQ HCD. Graham-Clark, who recently passed her Six Sigma Black Belt exam, will place an announcement about this competition on our website soon, but feel free to contact her at cheri.grahamclark@cox.net in the meantime for information.

2. Quality Institute for Healthcare

Conference (QIHC) 2012—Planning for the QIHC in May in Anaheim, CA, is in its final stages. This year's program—orchestrated by Co-chairs Jim Levett and Laura Kinney, and ASQ Healthcare Market Director



Ray Zielke—is outstanding. All HCD members should make plans to attend. Visit the QIHC website (qihc.asq.org) to learn more about the program and to register.

3. HCD booth at ASQ World Conference on Quality and Improvement (WCQI) and QIHC—For those attending QIHC and WCQI, please note that our HCD booth chair, Graciela Perez, needs help manning the HCD booth. Please let her know as soon as possible at glphci@gmail.com any times during the conference you can offer two hours to help her host the booth. I am also happy to report that our new HCD brochure, developed by Membership Co-



chairs Paul Grizzell and Douglas Dotan will be available to those visiting our HCD booth at the QIHC and WCQI. Please stop by the booth to pick some up and give them to your friends and associates who are not yet HCD members.

4. HCD and Quality Management Division (QMD) keynote speech, and wine and cheese reception—As previously announced, Perez has been working hard with our colleagues in the QMD to plan a stellar event at the WCQI and QIHC at 6 p.m. PST Monday, May 21. The keynote address will be delivered by Robert Jesse, M.D., principal deputy under the secretary for health at the Veterans Health Administration. Jesse is one of the principal architects in the successful deployment of process improvement and quality improvement tools and techniques in the Veteran's Affairs Health System. Following the keynote, Perez, a trained sommelier, is planning a wonderful wine and cheese tasting reception. The location of this event will be posted soon. Please plan to attend.

5. HCD annual divisional meeting—This year, the event will be at 1 p.m. PST Sunday, May 20 at the conference headquarters hotel. Please plan to attend this important meeting. More information will be available soon.

6. Nightingale Scholarship Award competition—I am pleased to report that Co-chairs Grace Paranzino and Tamera Lampro have informed me that we have received validated applications for this year's Nightingale Scholarship Award. The winner will be announced during the HCD annual divisional meeting and serves as yet another great reason to be there.

7. HCD Mental Health Worker Special Interest Group (SIG)—At our annual HCD Divisional Meeting, we hope to hear about the efforts of Tony Weiss, Ty Asante and Tom Grinley in forming a Mental Health Worker SIG. If you are interested in assisting them, email Grinley at tomgrinley@nafi.com.

8. Section Health SIGs—HCD Health SIG Leader Hamilton Plaza reports that our long-awaited webinar for ASQ Section Chairs on Health SIGs will take place in March. The webinar will address how to form a SIG and will be available to all section chairs with 10 or more HCD members, as well as the HCD members in those sections. We have already heard from several sections about their interest in forming a Health SIG. If you would like to start a Health SIG in your ASQ section, email Hamilton at hamiltonplaza@gmail.com.

9. Marshall Plan updates—



- a. **Southern California Program in Partnership with Palmetto GBA and their Medical Director, Harry Feliciano, MD, MPH (an HCD member and Co-Chair of the Division's QBOK Committee)**—Work by ASQ volunteer process improvement coaches from the Southern California area ASQ Sections is currently underway in three area medical practices. Their focus is on teaching the practice staffs how to find and remove the root causes of Part B (Medicare) claims denials and rejections. In addition, work will begin in early April in two Southern California hospitals to assist the hospital staffs to find and remove the root causes of Part A (Medicare) claims rejections for short hospital stays for chest pain.
- b. **Kansas City Program in partnership with the Heartland Regional Kidney Network and their quality director Kay Brown (an HCD member and Vice-chair of the Kansas City ASQ Section)**—In late January several volunteer coaches from the Kansas City ASQ Section were oriented and will soon begin work in three area dialysis centers to assist their staffs in finding and eliminating waste in their environments.

Updates on both of these programs will be given at our annual HCD members meeting May 20 at 1 p.m. PST.

10. Renewed activity in the membership committee—Membership co-chairs Paul Grizzell and Douglas Dotan report that their work on developing an “Onboarding Toolkit” for new HCD members is now underway. The next step will be arranging a conference call with new HCD members about topics such as:

- Why they joined the HCD.
- What they see as deliverables to them from their membership.
- How they will judge the value of the membership.
- What could or would have helped them to get more quickly up to speed on ASQ and HCD membership and its benefits.

11. A comprehensive and implementable HCD education strategy and plan—Dan Rand, along with Russ Russo and Kathryn Seifert, are already hard at work on this initiative, but they could use more volunteers. Please contact Rand at drand@winona.edu to let him know of your interest.



12. A comprehensive and implementable HCD publications strategy and plan—

Pierce Story is already hard at work on this, but he could use more volunteers. Please contact Pierce at pbstory@jumbee.com to let him know of your interest.

13. Healthcare Quality Body of Knowledge (QBOK)—

Our QBOK co-chairs, Susan Peiffer, Harry Feliciano and Deb Hopen, and several other HCD members—including John Harrison, Brian Kvapil, Russ Russo and Kathryn Seifert (also members of the Education committee), Brie Corfman and Debbie Meeks—are hard at work on this important project to develop and publish ASQ's first Healthcare QBOK by the end of the year. They will give an update on their progress during the HCD Annual Divisional Meeting on May 20 in Anaheim. The Education Committee, chaired by Dan Rand, and the Publications Group, led by Pierce Story, are closely monitoring the QBOK efforts, which will in turn assist them in their work.

14. HCD divisional audit for final six months of 2011—

HCD Treasurer Siew Lee Cheng, assisted by Deb Hopen and John Harrison and informed by Bill Dunwoody, completed the audit and submitted it on time. Thanks, guys.

15. HCD member involvement—

We need to hear from you soon to learn how you want to contribute to and participate in the HCD. Our goal is active participation by every member of the HCD in at least one HCD activity. The more active participation we have, the stronger and more valuable we can be to our members, customers and ASQ.

In closing, I hope to see you all at the Annual HCD Meeting on May 20 at the QIHC in Anaheim, CA, and at the HCD-QMD keynote and wine and cheese reception on May 21. Until then, I hope that you have a wonderful and productive spring 2012!

Yours respectfully,

Joe Fortuna, Chair

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