

Registration

Fees

Please reference registration code: 07-118-BPW

Early Bird Rate

\$575 if you register by May 7, 2007
\$650 thereafter

Team Rate

\$550 per person for teams of 3 or more

Program Location and Hotel Information

Crowne Plaza Chicago O'Hare*
5440 North River Road
Rosemont, IL
Phone: 888-642-7344
Room rate: \$169

*Located three miles from O'Hare International Airport. Complimentary airport shuttle is available for all hotel guests. Call hotel for complete details.

Special Thanks

Joint Commission Resources thanks the following Supporting Organizations for their recognition and promotion of this conference: **Medically Induced Trauma Support Services, Partnership for Patient Safety, and The Sorry Works! Coalition**

Save \$75, Register by May 7, 2007 Team Members Save \$100!

4 Easy Ways to Register

- 1. FAX:** Send completed registration form with credit card information to 317-610-4022
- 2. ONLINE:** www.jcrinc.com
- 3. PHONE:** 877-223-6866 to register with credit card (8 am – 8 pm CST)
- 4. MAIL:** Send completed registration form and check payable to Joint Commission Resources, or JCR to: Joint Commission Resources, P.O. Box 75751, Chicago, IL 60675-5751

Method of Payment



- Check MasterCard Visa American Express

Payment must accompany the completed registration form. Registration forms received without payment will not be processed until payment is received. Make check payable to Joint Commission Resources, or JCR.

Card Number _____ Expiration Date _____

Cardholder's Name _____ Signature _____

Cardholder's Telephone _____

Please Print Clearly. Please fill in your special 5-digit VIP code. This code can be found above your name in the address panel.

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Name _____ Title _____

Name (team member 2) _____ Title _____

Name (team member 3) _____ Title _____

Organization Name _____ Check here if you are a current CSR member

Address (No P.O. Boxes, Please) _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail Yes, I would like to receive e-mail updates

Is your organization accredited by The Joint Commission? Yes No

Type of Organization:

- | | | |
|-------------------------------------|---|---|
| <input type="checkbox"/> Hospital | <input type="checkbox"/> Ambulatory Care | <input type="checkbox"/> Laboratory |
| <input type="checkbox"/> Network | <input type="checkbox"/> Long Term Care/Assisted Living | <input type="checkbox"/> Behavioral Health Care |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Home Care | <input type="checkbox"/> Other _____ |

BPW

Seeing Your Way Clear To Apology and Disclosure

An Intensive, Two-Day Conference

June 6-7, 2007
Rosemont, IL

Letting go of the fear

Who Should Attend?

The program is ideal for:

- Physicians
- Chief medical officers
- Hospital and system in-house counsels
- Safety officers
- Risk managers
- Quality improvement managers
- Nurses
- Insurers

SEEING YOUR WAY CLEAR TO APOLOGY AND DISCLOSURE

Make blame, silence, and denial a thing of the past.

www.jcrinc.com

For more information, please call us toll free at 877-223-6866.



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Our Expert Faculty

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Vice President and Chief Patient Safety Officer
The Joint Commission, Oakbrook Terrace, IL

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General Counsel, Health System Legal Office
University of Michigan, Ann Arbor, MI

Martin Hatlie, JD
President
Partnership for Patient Safety, Chicago, IL

Steve Kraman, MD
Former Chief of Staff
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Massachusetts General Hospital, Boston, MA

Doug Wojcieszak
Founder, The Sorry Works! Coalition

Michael S. Woods, MD
Founder and President
Center for Physician Leadership, Sante Fe, NM
Author, *Healing Words: The Power of Apology
in Medicine*

Albert Wu, MD
Johns Hopkins University, Baltimore, MD

“When a physician apologizes authentically, the apology is likely to be received as a gift. It is reciprocated by the patient's forgiveness of the physician and restores trust in the relationship.”

— Michael S. Woods, MD
Healing Words: The Power of Apology in Medicine

REAP THE BENEFITS OF SAYING, “I’M SORRY”

In the medical world, it's tough to admit a mistake.

Doctors and nurses may be overwhelmed with feelings of shame and guilt, and may have received little guidance or training in disclosing medical errors. Health care providers do not always possess these skills, and the environment is not always supportive of this path. And yet, a number of the nation's hospital systems and private liability insurance companies have adopted a policy of robust disclosure that has resulted in greater patient trust and satisfaction and fewer malpractice suits.

If you and your staff are serious about reaping the benefits of sincere apology and genuine disclosure, you will want to attend **Seeing Your Way Clear to Apology and Disclosure, June 6-7, 2007, in Rosemont, IL.**

Register today to:

- Welcome apology and disclosure as the “right thing to do.” It lays a foundation of honesty, integrity, and civility in the world of health care. Vital elements of disclosure include thorough analysis and intervention, along with an apology and early compensation for patient injury.
- Understand how effective apology and disclosure work together to improve patient care and satisfaction, and reduce administrative and litigation costs.
- Practice the 5 R's of Apology supported by the current physician culture—recognition, regret, responsibility, remedy, and remaining engaged. This methodology ensures authentic patient-centered communication, a commitment to professionalism, and a focus on patient safety.

The knowledge gained through this conference can be applied to emergency rooms, intensive care units, operating rooms, obstetrics units, and outpatient clinics.

Other Highlights Include:

- Ways to develop disclosure strategies for supporting hospital personnel involved in unanticipated outcomes. Model programs and procedures for addressing medical malpractice claims will also be discussed.
- Strategies for creating a culture that empowers its participants to embrace and practice apology and disclosure, without fear of management or legal reprisal.
- Tools, techniques, and skills that should be used for effective disclosure.
- Case studies from pioneers in the apology and disclosure movement, including Veterans Administration Medical Center in Lexington, KY, whose programs now serve as a model for other health care organizations.

Call Joint Commission Resources toll free at 877-223-6866 for more details.

“Data indicate that the likelihood of a lawsuit falls by 50% when an apology is offered and the details of a medical error are disclosed immediately.”

— Michael S. Woods, MD
Healing Words: The Power of Apology in Medicine

Continuing Education

Joint Commission Resources is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. Joint Commission Resources takes responsibility for the content, quality, and scientific integrity of this CME activity. Joint Commission Resources designates this educational activity for a maximum of 13.0 *AMA PRA Category 1 Credit(s)*™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Joint Commission Resources is also accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. Joint Commission Resources designates this continuing nursing education activity for 13.0 contact hours.

Joint Commission Resources is authorized to award 13.0 hours of pre-approved Category II (non-ACHE) continuing education credit for this program toward advancement, or re-certification in the American College of Health care Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or re-certification.

Provider approved by the California Board of Registered Nursing, provider number CEP 6381 for 13.0 contact hours.

Summary of applicable hours: ACCME: 13; ANCC: 13; ACHE: 13; California Board of Registered Nursing: 13.

Full attendance at every session is a prerequisite for receiving full continuing education credits. If a participant needs to leave early, his or her continuing education credits will be reduced.

Americans with Disabilities Act

If you require any of the auxiliary aids or services identified in the Americans with Disabilities Act in order to attend this Joint Commission Resources program, please call 630-792-5425 or write to the Department of Education, Joint Commission Resources, One Renaissance Boulevard, Oakbrook Terrace, IL 60181.

Substitutions, Transfers, and Cancellation Policy

Registration is nontransferable between JCR education programs due to variability in program sponsors; it is permissible to send an alternate attendee. Your registration fee, less a \$50 service charge, is refundable, if written notice of cancellation is faxed 5 business days prior to the start of the program to 630-792-5423. Discounts may not be combined.

JCR reserves the right to cancel or reschedule due to unforeseen circumstances. If a program must be cancelled, the registration fee will be refunded in full to each registrant. Neither Joint Commission Resources nor The Joint Commission is responsible for a registrant's travel expenses in the event a program is cancelled. Participants are encouraged to purchase refundable tickets in case a program is cancelled or rescheduled. Participants should also be aware that most airline tickets, including nonrefundable or discounted tickets, can be reissued within one year from the date the original ticket was issued.

AGENDA

DAY 1 - JUNE 6, 2007

7:00 – 8:00 AM

Registration and Continental Breakfast

8:00 – 8:15 AM

*Welcome & Introductions, Video Presentation
Conference Moderator*

8:15 – 9:15 AM

The 5 R's of Apology

In the aftermath of a negative outcome, the predominant expectation among the patient population is an apology. While the current physician culture has not always supported this methodology, Dr. Woods will explain the key components of apology (recognition, regret, responsibility, remedy, and remaining engaged) and the significant impact healing words can have on effective and authentic communication.

Michael S. Woods, MD
Founder and President
Center for Physician Leadership, Santa Fe, NM

9:15 – 10:15 AM

When Things Go Wrong:

Open Disclosure of Medical Error

Disclosing the fact that an error has occurred is perhaps one of the most difficult types of communication that providers may ever have with their patients and families. Learn why it is essential that providers are trained to communicate a medical error openly and honestly to patients and their families.

Lucian L. Leape, MD
Adjunct Professor of Health Policy
Harvard School of Public Health, Boston, MA

10:15 – 10:45 AM

*Apology & Disclosure:
Question and Answer Session*

Drs. Leape and Woods will address participants' questions.

10:45 – 11:00 AM BREAK

11:00 AM – 12:00 PM

The Challenges of Apology

Fear, anger, panic, guilt, shame. When medical errors occur, providers are left alone to grapple with a host of psychological, social, and emotional difficulties. Dr. Shapiro explains why creating a supportive environment based upon open communication and patient-centered care is central to recognizing and acknowledging the emotional impact of medical error.

Jo Shapiro, MD
Chief, Otolaryngology, Head and Neck Surgery
Senior Associate Director of
Graduate Medical Education
Brigham and Women's Hospital and
Massachusetts General Hospital, Boston, MA

12:00 – 1:00 PM LUNCH

1:00 – 2:15 PM

CASE STUDY - Disclosure

*Veterans Administration Medical Center
Lexington, KY*

A true pioneer in the apology and disclosure movement, Dr. Steve Kraman and his colleagues implemented a full disclosure policy at a VA Hospital in the late 1980s. Discover how this model program serves as a pillar of success from which other health care organizations can learn.

Steve Kraman, MD
Former Chief of Staff
Lexington, KY, Veterans Administration Hospital

2:15 – 3:30 PM

*CASE STUDY - Garnering Leadership Support
to Foster Change*

University of Michigan Health System

Garnering the trust and support of hospital leadership is necessary to facilitate change in the organization. Learn how the leadership at the University of Michigan Health System adopted a policy and implemented a program that not only minimized defense costs for medical malpractice claims, but ultimately enhanced patient safety and provider-patient communication.

Richard C. Boothman, JD
General Counsel, Health System Legal Office
University of Michigan, Ann Arbor, MI

3:30 – 3:50 PM BREAK

3:50 – 4:50 PM

*The Insurance Industry's Role in Supporting
Apology and Disclosure Policies*

In 2000, COPIC, a medical malpractice insurance company from Colorado, developed a non-fault based program to help resolve unanticipated medical outcomes/injuries and prevent these cases from entering the adversarial legal system. Discover why effective, empathetic provider-to-patient communications are the cornerstones of this program. Also, hear why COPIC believes that recent significant decreases in claim frequency and projected losses are partly attributable to this program.

Richert E. Quinn, MD
Physician Risk Manager
COPIC Insurance Company, Denver, CO

DAY 2 - JUNE 7, 2007

7:30 AM

Continental Breakfast

8:00 – 8:30 AM

The Power of Patient-Centered Care

Discover how the aftermath of unanticipated outcomes can be very different when patients develop a provider-patient relationship built upon trust, openness, and mutual respect.

Linda Kenney
Health Care Advocate and Founder
Medically Induced Trauma Support Services
Chestnut Hill, MA

8:30 – 9:15 AM

A Patient's Right for Apology and Full Disclosure

Patients have a right to know when mistakes are made in their care. Their desire to get information that is not forthcoming from their provider or health care facility is a common reason for lawsuits. Mr. Hatlie explains why apology and disclosure is the foundation for treating patients with the respect and compassion that they deserve.

Martin Hatlie, JD
President, Partnership for Patient Safety
Chicago, IL

9:15 – 10:00 AM

Improving Communication in the Medical Setting

The Joint Commission has documented that communication breakdowns were the root cause of more than 60 percent of reported medical errors in 2003. Furthermore, The Joint Commission has noted that “physicians are most often sued not for bad care, but for inept communication.” Dr. Angood will discuss the Joint Commission standards that require organizations to inform their patients and their families of adverse events.

Peter Angood, MD
Vice President and Chief Patient Safety Officer
The Joint Commission, Oakbrook Terrace, IL

10:00 – 10:15 AM BREAK

10:15 –11:45 AM

*Video Vignettes:
A Critical Look at Open Disclosure*

Just what is the best method for disclosing medical errors? Dr. Wu will explain how he developed a series of video vignettes designed to help providers tell patients and families about adverse events in a manner that is beneficial to both parties, resulting in a health care culture based on mutual trust and respect.

Albert Wu, MD
Johns Hopkins University, Baltimore, MD

11:45 AM – 12:30 PM

Box Lunch

12:30 - 2:00 PM

Focus Group: Providers

Leaders – Michael S. Woods, MD; Jo Shapiro, MD; Albert Wu, MD

12:30 – 2:00 PM

Focus Group: Leadership/Administration

Leaders – Richard Boothman, JD; Richert E. Quinn, MD; Steve Kraman, MD

2:00 – 3:00 PM

Training and Support – Tackling the “How To”

The Sorry Works! Coalition is dedicated to the mission of educating doctors, hospitals, and insurers to ensure apology programs are successfully implemented in hospitals across the country. Mr. Wojcieszak will explain why a middle ground solution based on open communication and fairness is working.

Doug Wojcieszak
Founder, The Sorry Works! Coalition