

Strategies in Enhancing Healthcare Quality & Reducing Medical Errors

Responding to the Institute of
Medicine's "To Err Is Human"

A Special Edition of The eHealth Colloquium

March 25–29, 2001

classes held at

Harvard Law School and
The Faculty Club
Harvard University
Cambridge, MA

colloquium hotels

The Inn at Harvard and
The Harvard Square Hotel
Cambridge, MA

sponsored by

British Healthcare Internet Association
Health on the Net Foundation
Internet Healthcare Coalition
Internet Health Alliance
Hi-Ethics
The eHealthcare Association
The Health Technology Center

co-sponsored by

Health Affairs
Medical Education Collaborative

conference and registration information

www.ehc-info.com

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Comments from past Colloquium attendees

I don't believe that I have been to a meeting where I learned more, was challenged to change more and never fell asleep during at least one of the lectures.

Clearly the best conference, overall, I have attended in the last few years.

I came for the program—total immersion (and overload!)—and that is what I got. The broad coverage, large number of speakers, depth of information was fantastic for someone who knows enough to know they need to know lots more.

This is the best course I've been to in the last five years.

The best educational program I have attended. Having it on campus gives it a great ambiance. The quality of the faculty was superb.

I found the eHealth Colloquium to be one of the most intellectually stimulating, and professionally gratifying experiences I have had in quite some time. Thank you for a wonderful week.

The advantages of having full-time access to the Internet and email are immense. I was able to access faculty materials, go to company web sites referenced by faculty and check email messages from work and home throughout the Colloquium.

Thorough, comprehensive, informative.

Wonderful in all respects.

Extremely well done, especially considering the breadth of the topic.

A fantastic experience.

This was an exceptional program on healthcare—truly one of the most comprehensive I've ever seen.



The eHealth Colloquium Conference Series

The eHealth Colloquium conference series addresses issues of healthcare policy and practice through week-long executive courses offered at major academic institutions. The first Colloquium, which addressed the impact of the Internet on healthcare, took place at Harvard University in August of 2000. This special edition of the Colloquium will address the issues of healthcare quality and medical errors reduction.

The Colloquium

- provides a unique approach to executive education in healthcare,
- is intensive and limits capacity so that participants have access to the first rate faculty,
- emphasizes networking opportunities with other participants,
- offers all participants reserved, classroom seating and access to broadband Internet and email at their seats throughout the Colloquium via a personal computer provided by the Colloquium,
- posts faculty materials and secondary source materials to the Colloquium web site, and
- provides Internet chat facilities before, during and after the Colloquium so that participants and the faculty can exchange ideas and experiences.

Enhancing Quality and Reducing Errors

A year ago, The Institute of Medicine ("IOM") issued "To Err is Human," its famous report on medical errors in the United States. It is anticipated that IOM will issue three follow-up reports on strategies in quality enhancement and medical error reduction in 2001.

This executive course of *Strategies in Enhancing Healthcare Quality and Reducing Medical Errors*, a special edition of the eHealth Colloquium Series, provides a strategic road map for healthcare purchasers, plans and providers in their efforts to reduce medical errors and improve healthcare quality.

Where

The Colloquium takes place on the campus of Harvard University. Morning, afternoon and evening classes are held in Langdell Hall of the Harvard Law School. Langdell Hall is uniquely constructed to offer broad band Internet access to all Colloquium participants. Lunches and discussion groups will be held at the Harvard Faculty Club and the Inn at Harvard.

When

Sunday, March 25 through Thursday March 29. Registration begins on Sunday, March 25 from 10:00 A.M. to 7:00 P.M. The Colloquium commences on Sunday, March 25 at 1:00 P.M. and adjourns at 4:00 P.M. on Thursday, March 29.

Sponsoring Associations

The British Healthcare Internet Association (BHIA) is an individual membership association based in Great Britain which promotes the advancement of healthcare through the application of Internet technologies and the Bill of Rights of the Internet. For more information on BHIA, go to the BHIA web site at www.BHIA.org.

Health Internet Ethics (Hi-Ethics™) is an alliance of the nation's major online health information providers formed to develop an ethical code of conduct for consumers. Focusing on content, advertising, privacy issues, and commerce, Hi-Ethics is developing principles designed to ensure that consumers are provided with health information that is reliable, safe and trustworthy. For more information about Hi-Ethics™, contact Donald Kemper, Chair, at 1-800-706-9646, or go to the Hi-Ethics web site at www.Healthwise.org.

The Health on the Net Foundation (HON) is a Swiss foundation operating out of Geneva, and is one of the most well respected not-for-profit portals for medical information on the Internet. HON's mission is to guide healthcare consumers and providers to sound, reliable medical information and expertise. HON has led international efforts to improve quality medical information on the Internet through the establishment of the HON Code of Conduct (HONcode®) for healthcare websites. For more information on HON, visit the HON website at www.hon.ch.

The Internet Health Alliance (IHA) is a 501(c)(6) association focused on accelerating the adoption of Internet in healthcare by bringing national visibility to the common interests of leaders in the healthcare and technology communities. In support of this mission, IHA will drive programs and activities in the areas of research, education, infrastructure and policy. This non-profit, independent organization will have headquarters in Washington, DC, and will commence with efforts in early 2001. For more information about the Internet Health Alliance, please go to www.internethealthalliance.org

The Internet Healthcare Coalition (the Coalition), is a 501(c)(3) association representing a broad variety of individuals and institutions interested in healthcare on the Internet. The Coalition seeks to facilitate quality healthcare resources on the Internet through informed consumers, professionals, educators and marketers, and voluntary, self-regulated initiatives. For more information about the Coalition, visit the Coalition's website at www.ihealthcoalition.net.

The eHealthcare Association (TeHA), is a 501(c)(6) association representing healthcare Internet content, connectivity and commerce organizations. TeHA provides representation and advocacy, networking and information for its members. For more information about TeHA, contact Thomas A. Gallo, Executive Director at 804-727-6155, or go to the TeHA web site at EHealthcareAssociation.org.

The Health Technology Center (HealthTech Center) was recently established to advance the broad-scale adoption of new technologies that improve health. The non-profit, independent HealthTech Center will provide information services and analyses of public and private policies, including web-based resources

profiling technologies, recommendations for payment, reimbursement and purchasing policies, and partnerships to promote access to these technologies for low-income people, communities and safety net providers. The HealthTech Center is based at the Institute for the Future in Menlo Park and San Francisco, California. For more information about the HealthTech Center, contact its President, Molly Joel Coye, M.D., M.P.H., at 650-233-9522.

Co-Sponsoring Publication

Health Affairs is a multi-disciplinary, peer-reviewed journal dedicated to the serious exploration of domestic and international health policy and system change. *Health Affairs* will publish a special issue on healthcare and the Internet in late 2000. For more information on *Health Affairs* go to www.projhope.org.

Who Should Attend

- Senior Clinicians Engaged in Medical and Ancillary Practice
- Trustees of Health Care Organizations
- Healthcare Purchaser Representatives
- Health Insurance and Health Plan Executives
- Hospital and Health System Administrators
- IPA and Medical Group Managers
- Quality Assurance and Risk Management Experts
- Healthcare Consultants, Venture Capitalists and Investment Bankers
- Healthcare Attorneys and In House Counsel
- Healthcare Internet Innovators and Entrepreneurs
- Health Service Researchers and Health Policy Experts
- Registered Nurses, Pharmacists and Other Allied Health Professionals

Interactive Discussion Groups

The Colloquium luncheons at the Harvard Faculty Club and The Inn at Harvard will be divided into tables of ten to twelve. This approach will enhance professional networking and interactive discussions of the topics addressed by the Colloquium.

The Setting

Harvard University, the oldest institution of higher learning in the United States, was established in 1636 by a vote of the Great and General Court of the Massachusetts Bay Colony, and was named for its first benefactor, John Harvard of Charlestown, a young minister who upon his death in 1638, left his library and half of his estate to the new institution. Today, Harvard has grown to become a great undergraduate and graduate research University, with more than 18,000 degree candidates enrolled.

Spend your spring break at Harvard

Supporting Publications

Aspen's The Quality Letter

Healthcare Risk Control

Report on Patient Privacy

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Sunday, March 25, 2001

- 10:00 A.M.–7:00 P.M. **Registration at The Inn at Harvard**
- 1:00 P.M. **Introduction to Day One**
Peter N. Grant, J.D., Ph.D., Partner, Davis Wright Tremaine LLP, Instructor, Harvard School of Public Health, and Colloquium Co-Chair, Seattle, WA
- 1:15 P.M. **Unit I**
Twenty-First Century Initiatives in Healthcare Quality
Brent James, M.D., M. Stat., Executive Director, Institute for Health Care Delivery Research, Intermountain Health Care, Salt Lake City, UT
- 2:45 P.M. **Unit II**
The Challenge of Medical Errors in the United States
Lucian Leape, M.D., Adjunct Professor of Health Policy, Department of Health Policy and Management, Harvard School of Public Health, Boston, MA
- 4:15 P.M. **Break**
- 4:30 P.M. **Unit III**
The Healthcare Internet—Its Structure, Organization and Major Web Sites with Emphasis on Healthcare Quality and Medical Error Reduction Sites
Joyce Flory, Ph.D., President, Communications for Business & Health, and Editor, Internet Healthcare Strategies, Chicago, IL
- 6:00 P.M. **Adjournment**
- 6:30–8:00 P.M. **Reception at the Fogg Art Museum, Harvard University, Sponsored by Health Affairs**

Monday, March 26, 2001

- 8:00 A.M. **Introduction to Day Two**
John K. Iglehart, Founding Editor, *Health Affairs*, and Colloquium Co-Chair, Washington, D.C.
- 8:15 A.M. **Unit IV**
“To Err is Human”: The Institute of Medicine’s Reports On Medical Errors in the United States
Kenneth I. Shine, M.D., President, Institute of Medicine, National Academy of Sciences, Washington, D.C.
- 10:00 A.M. **Break**
- 10:15 A.M. **Unit V**
Purchaser Initiatives in Medical Error Reduction
Suzanne Delbanco, Ph.D., Executive Director, The Leapfrog Group, Washington, D.C.
- NOON **Luncheon at The Inn at Harvard**
- 1:30 P.M. **Unit VI**
Health Plan Initiatives in Medical Error Reduction
William A. Gillespie, M.D., Executive Vice President and Chief Operating Officer, Kaiser Foundation Health Plan, Oakland, CA
Reed V. Tuckson, M.D., Senior Vice President, Consumer Health and Medical Care Advancement, UnitedHealth Group, Minnetonka, MN
- 3:15 P.M. **Break**
- 3:30 P.M. **Unit VII**
Provider Strategies in Medical Error Reduction
Kenneth W. Kizer, M.D., M.P.H., President and CEO, National Quality Forum, Washington, D.C.

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PROGRAM

- 5:15 P.M. **Adjournment**
- 8:00 P.M. **Special Evening Event:**
Beyond Blame (Medical Error Documentary Film) and Anatomy of an Error (Medical Errors Hypothetical)
- John B. Grotting, President and CEO, Bridge Medical Inc., Solana Beach, CA
Mary-Michael Brown, RN, MS, Bridge Medical Inc., Solana Beach, CA

Tuesday, March 27, 2001

- 8:00 A.M. **Introduction to Day Three**
- Alfred Lewis, Executive Director, Disease Management Purchasing Consortium, President, Disease Management Association of America, and Colloquium Co-Chair, Boston, MA
- 8:15 A.M. **Unit VIII**
Quality Initiatives From the Top Down: The Role of Management and the Board
- Brock Nelson, Chief Executive Officer, Children's Hospitals and Clinics, Minneapolis, MN
- 10:00 A.M. **Break**
- 10:15 A.M. **Unit IX**
The Financial Implications of Quality and Medical Errors Reduction Initiatives
- David P. Hunter, Chief Executive Officer, The Hunter Group, St. Petersburg, FL
Peter Kilbridge, M.D., Practice Director, Performance Improvement Group, First Consulting Group, Cambridge, MA
- NOON **Luncheon at The Harvard Faculty Club**
- 1:30 P.M. **Unit X**
Will Disruptive Innovation Cure Health Care?
- John Kenagy, M.D., Visiting Scholar, Harvard Business School, Clinical Associate Professor of Surgery, University of Washington, Boston, MA, and Adjunct Associate Professor of Pharmacy and Therapeutic, University of Pittsburgh, Pittsburgh, PA
- 3:15 P.M. **Break**
- 3:30 P.M. **Unit XI**
Disease Management as a Means of Enhancing Quality and Reducing Medical Errors
- David Feffer, Senior Vice President, Health Dialog, Inc., Boston, MA
Alfred Lewis, Executive Director, Disease Management Purchasing Consortium, President, Disease Management Association of America, and Colloquium Co-Chair, Boston, MA
Philip Strong, M.D., Chief Technical Officer, Virtual Health Solutions, Los Gatos, CA
- 5:15 P.M. **Adjournment**
- 8:00 P.M. **Special Evening Event:**
A Roundtable Discussion of the Law, Regulation and Ethics of Quality and Medical Errors Reduction
- John Bentivolgio, Esq., Of Counsel, Arnold and Porter, and Former Special Counsel for Health Care Fraud and Chief Privacy Officer, Department of Justice, Washington, D.C.
Bruce Merlin Fried, Esq., Partner, Shaw Pittman, General Counsel, Internet Healthcare Coalition and Hi-Ethics, and Former Director, Center for Health Plans and Providers, HCFA, Washington, D.C.
Gerry Hinkley, Esq., Partner, Davis Wright Tremaine LLP, San Francisco, CA
Donald Kemper, President and Chief Executive Officer, Healthwise, and Chair, Hi-Ethics, Boise, ID
Ahmad Risk, M.D., Chairman, British Healthcare Internet Association, Editor, *Health Informatics Europe*, and Board Member, Internet Healthcare Coalition, Hove Brighton, England

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Wednesday, March 28, 2001

8:00 A.M. **Introduction to Day Four**

David A. Shore, Ph.D., Associate Dean, PricewaterhouseCoopers Director, Center for Continuing Professional Education, Harvard School of Public Health, and Colloquium Co-Chair, Cambridge, MA

8:15 A.M. **Unit XII**
Managing Pharmaceuticals to Reduce Medication Errors

Michael R. Cohen, MS, FASHP, President, Institute for Safe Medication Practices, Huntingdon Valley, PA
William R. Jarvis, M.D., Associate Director for Program Development, Centers for Disease Control and Prevention, Atlanta, GA

10:00 A.M. **Break**

10:15 A.M. **Unit XIII**
Sophisticated Clinical Strategies on Medical Error Reduction: Case Studies in Ambulatory Care, Anaesthesia and Cardiovascular Surgery

John Byrnes, M.D., Senior Vice President for Clinical Effectiveness, Sharp Healthcare, San Deigo, CA
William C. Nugent, M.D., Professor of Surgery, Dartmouth Hitchcock Medical Center, Lebanon, NH
Stephen Small, M.D., Director, Safety Group, Department of Anesthesia and Critical Care, University of Chicago, Chicago, IL

NOON **Luncheon at The Inn at Harvard**

1:30 P.M. **Unit XIV**
Purchase Clinical Initiatives in Quality Enhancement And Medical Error Reduction

Arnold Milstein, M.D., M.P.H., National Healthcare Thought Leader, William M. Mercer, and Medical Director, Pacific Business Group on Health, San Francisco, CA

3:15 P.M. **Break**

3:30 P.M. **Unit XV**
Branding Quality—A Healthcare Brand Called Trust

David A. Shore, Ph.D., Associate Dean and PricewaterhouseCoopers Director, Center for Continuing Professional Education, Harvard School of Public Health, and Colloquium Co-Chair, Cambridge, MA

5:30 P.M. **Adjournment**

8:00 P.M. **Special Evening Event:**
"Escape Fire" Video Presentation, featuring Donald Berwick, M.D., M.P.P., President and Chief Executive Officer, Institute for Health Improvement, Boston, MA

Thursday, March 29, 2001

8:00 A.M. **Introduction to Day Five**

Molly Joel Coye, M.D., M.P.H., Founder and Chief Executive Officer, The Health Technology Center, and PricewaterhouseCoopers Senior Fellow, Institute for the Future, and Colloquium Co-Chair, San Francisco, CA

8:15 A.M. **Unit XVI**
Healthcare Internet Strategies in Enhancing Quality and Avoiding Medical Errors

David W. Bates, M.D., M.Sc., Medical Director, Clinical and Quality Analysis, Partners, HealthCare Systems, Chief, Division of General Medicine, Brigham and Women's Hospital, and Associate Professor of Medicine, Harvard Medical School, Cambridge, MA

Robert A. Greenes, M.D., Ph.D., Professor of Radiology, Harvard Medical School, and Professor (Medical Informatics), Harvard—MIT Division of Health Sciences & Technology, Director, Harvard-MIT-NEMC, Training Program in Medical Informatics, Cambridge, MA

Warner V. Slack, M.D., Professor of Medicine and Psychiatry, Harvard Medical School, Co-President, Center for Clinical Computing, and Co-Chief, Division of Clinical Computing, Department of Medicine, Beth Israel Deaconess Medical Center, Boston, MA

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PROGRAM

- 10:00 A.M. **Break**
- 10:15 A.M. **Unit XVII**
Consumerism, and the Internet—The Use of Internet-Empowered Diagnostic and Therapeutic Devices
- Molly Joel Coye, M.D., M.P.H., Founder and Chief Executive Officer, The Health Technology Center, and PricewaterhouseCoopers Senior Fellow, Institute for the Future, San Francisco, CA
- David Levison, President and Chief Executive Officer, Iscribe, San Mateo, CA
- Emmet Kenney, M.D., Director of Medical Staff Affairs, ParkStone, Weston, FL
- Harry R. Soza, President and Chief Executive Officer, Resolution Health Strategies, San Jose, CA
- NOON **Luncheon at The Inn at Harvard**
The Politics of Healthcare Quality and Medical Errors
- Newt Gingrich, Senior Fellow, American Enterprise Institute, Visiting Fellow, Hoover Institute, Stanford University and former Speaker, U.S. House of Representatives, Washington, DC
- 1:30 P.M. **Unit XVIII**
The Future of Healthcare Quality and Medical Errors Reduction Initiatives
- James L. Reinertsen, M.D., Chief Executive Officer, CareGroup and Beth Israel Deaconess, Boston, MA
- 2:30 P.M. **Break**
- 2:45 P.M. **Unit XIX**
Socratic Dialogue on the Strategies for Enhancing Quality And Avoiding Medical Errors
- Arthur Miller, Esq., Bruce Bromley Professor of Law, and Associate Director, Berkman Center for Internet and Society, Cambridge, MA
(Facilitator)
- 4:00 P.M. **Colloquium Adjournment**

Continuing Education Credit

ACHE Credit. Medical Education Collaborative is authorized to award 33 hours of pre-approved Category II (non-ACHE) continuing education credits for this program toward advancement, re-certification, or re-appointment in the American College of Healthcare Executives. Participants of this program wishing to have the continuing education hours applied toward Category II credit should list their attendance when applying for advancement, re-certification, or re-appointment in ACHE.

ACMPE Credit. This program may qualify for continuing education credit in the American College of Medical Practice Executives (ACMPE). To apply for ACMPE credit, submit a generic credit hour form with a copy of the brochure. Forms will be available on site.



CME Credit. This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of Medical Education Collaborative and Health Care Conference Administrators. Medical Education Collaborative, a nonprofit education organization, is accredited by the ACCME to provide continuing medical education for physicians and takes responsibility for the content, quality and scientific integrity of this CME activity.

Medical Education Collaborative designates this educational activity for a maximum of 33 hours in category 1 credit towards the AMA Physician's Recognition Award. Each physician should claim only those hours of credit that he/she actually spent in the educational activity.

CNA (Nursing) Credit. This educational activity for 39.9 contact hours is provided by Medical Education Collaborative. Medical Education Collaborative is approved as a provider of continuing education in nursing by the Colorado Nurses Association, which is accredited as an approver of continuing education in nursing by the American Nurses Credentialing Center's Commission on Accreditation.

NASBA Credit. Registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Telephone: (615) 880-4200. (A maximum of 39 credits based on a 50-minute hour will be granted. Program Level: Intermediate to Advanced.)



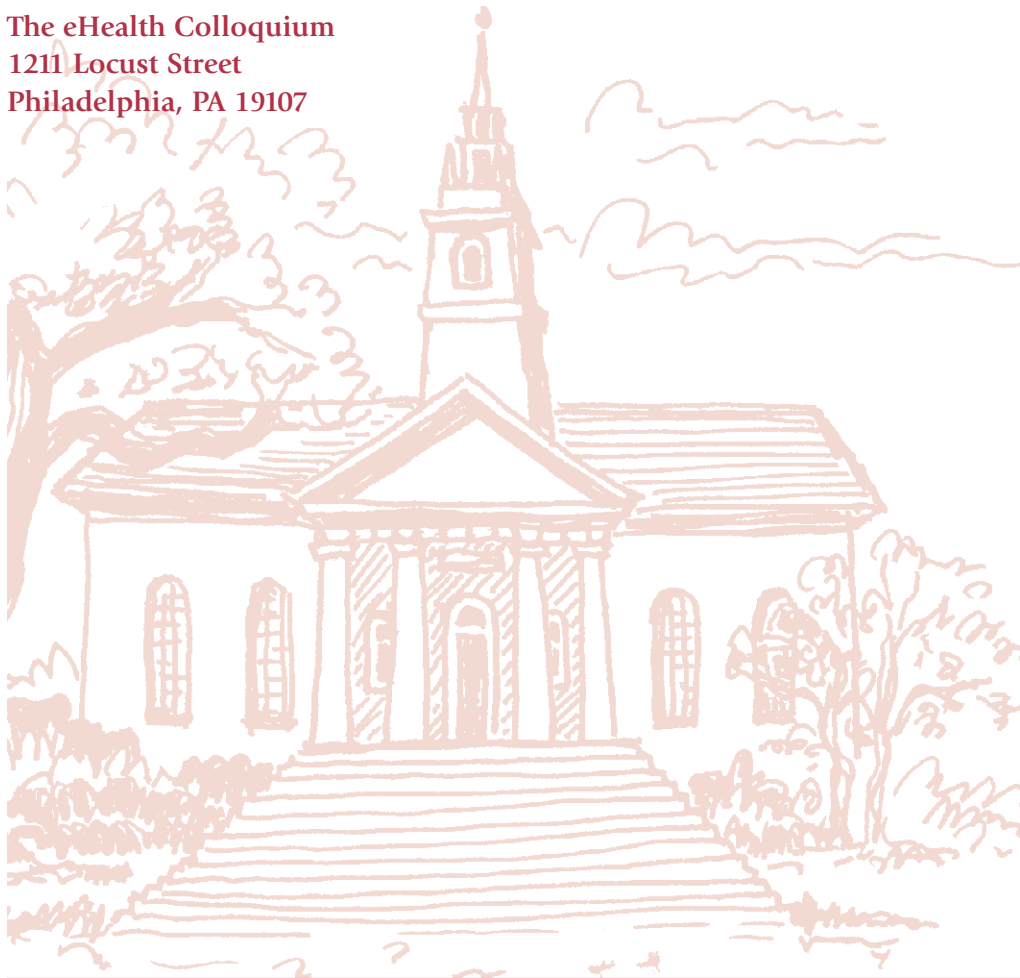
Pharmacy CEU Credit. Medical Education Collaborative, Inc. is approved by the American Council on Pharmaceutical Education as a provider of continuing pharmaceutical education. Medical Education Collaborative, Inc. has assigned 33 contact hours/3.3 CEUs of continuing pharmaceutical education credit. ACPE provider number: _____. Participants will be required to sign in daily and complete an evaluation form for credit. Registration fee includes a certificate, which will be mailed within six weeks after the meeting.

AHIMA Credit. This program is pending approval of 33 CE credits for use in fulfilling the continuing education requirements of the American Health Information Management Association (AHIMA).

***MCLE Credit.** Minimum Continuing Legal Education may be obtainable for this activity. Contact Medical Education Collaborative for more information. 303-278-1900 ext. 151.

The eHealth Colloquium
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Philadelphia, PA 19107

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How to Register Fully complete the following (one form per registrant, photocopies acceptable). Payment must accompany each registration.

FAX: 888-222-8548 PHONE: 888-202-1611 E-MAIL: registration@ehc-info.com

MAIL: The eHealth Colloquium, 1211 Locust St., Philadelphia, PA 19107

Register On-line www.ehc-info.com

Complete the Following

NAME _____

TITLE _____

INDICATE YOUR AMERICAN COLLEGE HEALTHCARE EXECUTIVES CREDENTIALS:

CERTIFIED HEALTHCARE EXECUTIVE (CHE) FELLOW OF ACHE (FACHE)

ORGANIZATION _____ DEPARTMENT _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE _____ FAX _____

E-MAIL _____

Colloquium Tuition \$3,250.00

Team Discount Teams of 3 or more from an organization will be charged **\$2,850.00** for each registrant.

Hotel Information / Reservations Special rates of \$249 per night (plus tax) at The Inn at Harvard and \$209 per night (plus tax) at the Harvard Square Hotel have been arranged. Please make your reservation directly with the hotels by calling 800-458-5886 and mention The eHealth Colloquium to receive the reduced rates. Reservations will be received through February 25, 2001. After that cut-off date, reservations will only be accepted on a space-available basis.

The Inn at Harvard
1201 Massachusetts Avenue
Harvard Square
Cambridge, MA 02138
800-458-5886

Harvard Square Hotel
110 Mount Auburn Street
Harvard Square
Cambridge, MA 02138
800-458-5886

Payment Options Please enclose payment with your registration and return it to the Colloquium registrar at the following address, or fax your credit card payment to 888-222-8548.

The eHealth Colloquium, 1211 Locust St., Philadelphia, PA 19107

- Check/money order enclosed (checks payable to The eHealth Colloquium)
- Payment to be made by check/money order. Credit card must be given to hold registration. If payment is not received by seven days prior to the Colloquium, credit card payment will be processed.
 - American Express Visa Mastercard
- Payment by credit card.
 - American Express Visa Mastercard

*Tax ID No. 91-1892021

TOTAL \$ _____

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