



FOR IMMEDIATE RELEASE  
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CONTACT: Jeanie Lunsford  
Communications Manager  
CareOregon  
(503) 416-3626  
lunsfordj@careoregon.org

## ***A culture of innovation***

# **Oregon physicians and hospitals share efforts to transform health care**

**Portland**—As many as 40,000 patients a day are harmed in American hospitals. More than 47 million Americans have no medical insurance. At least 2 million Americans declare bankruptcy each year because of medical bills.

Something has to change.

Oregon health care leaders will share progress on their efforts to make such changes at CareOregon's Fourth Annual Care Support and System Innovation (CSSI) Program Conference, October 9, 8 a.m. to 4:30 p.m., at the Oregon Convention Center.

The conference highlights specific initiatives that are transforming health care in Oregon today.

Speakers during the general sessions include Eileen Brady, co-owner of New Seasons Market and vice chair of the Oregon Health Fund Board, and Dave Ford, CEO of CareOregon.

Ms. Brady will speak on "A Culture of Innovation." She is known as an innovative entrepreneur in business, and has brought that experience and spirit to the Oregon Health Fund Board. The board has been tasked with drafting a state plan to remake the health care system in Oregon to address quality, access and cost.

Dave Ford will continue the idea when he speaks on the theme, "Transformation is Not a Dream. Waiting is Not an Option." Trends in health care dictate that innovation is critical to transforming the industry. Improvements must occur if there is any hope of keeping cost within reason.

Through CSSI, CareOregon provides financial and process improvement support for physicians, clinics and hospitals in its provider network that seek to improve care access and quality. CSSI responds to the Institute of Medicine's (IOM) "call to action to improve the American health care delivery system" (*Crossing the Quality Chasm: A New Health System for the 21st Century*).

Throughout the day, health care leaders will present the results of specific innovative projects they've undertaken under CSSI.

Participating providers focus on the six aims for improvement outlined in the IOM report: transform health care into a maximally safe, effective, patient-centered, timely, efficient and equitable system.

## **About Eileen Brady**

Eileen Brady is co-owner of New Seasons Market, a landmark neighborhood grocery chain in Portland, and the co-vice chair of the Oregon Health Fund Board. She is co-owner and board chair for Celilo Group Media, publisher of *Chinook Book* and the Eco-Metro guide. Eileen serves as the chair of Zenger Farm, an urban agriculture park for school children, is a member of the Metro Blue Ribbon Bike Trails Commission and serves on the Oregon Business Association (OBA) Board. Eileen speaks regularly on “Sustainability and Building Regional Food Economies.” Eileen helped launch Oregon Solutions, former Gov. John Kitzhaber’s state-wide effort at building citizen based solutions. She has more than 20 years operational, marketing and human resource experience in the high-tech and natural foods industries.

## **About CareOregon**

CareOregon is a non-profit health plan that serves Oregonians with Medicare and Medicaid, including about one-quarter of Oregon Health Plan participants. Its mission is to help all Oregonians have quality health care, even in these times when health care is hard to afford. CareOregon works with its members and its network of providers so members can live healthier lives and have high-quality, affordable, effective health care whenever they need it, now and in the future. For more information, see <http://www.careoregon.org/>.

**Members of the media:** If you would like to attend the conference or want more information about CareOregon or CSSI should contact Jeanie Lunsford, 503) 416-3626, [lunsfordj@careoregon.org](mailto:lunsfordj@careoregon.org).

## General Sessions, Oregon Convention Center

*Portland Ballroom: 253–254*

**8:30 a.m.**

### **Welcome and Opening Remarks**

Diana Wolford, CSSI Program Coordinator

David E. Ford, CEO, CareOregon

**8:45 a.m.**

### **A Culture of Innovation**

Eileen Brady, Co-owner, New Seasons  
Vice Chair, Oregon Health Fund Board

**11:45 a.m.**

**Lunch**

**12:15 p.m.**

### **Transformation is Not a Dream. Waiting is Not an Option.**

David E. Ford, CEO, CareOregon

### **What's Next for CSSI?**

David Labby, MD, PhD, Medical Director,  
CareOregon

*Room E-147*

**3:30 p.m.**

### **CSSI Guidelines for 2009**

## **Breakout Session 1, 10:15 a.m. to 11:15 a.m.**

*Room E 141-142*

Facilitator: Leslie Ray, PhD, RN, Field Coordinator, Oregon Patient Safety Commission

### **Hospital Projects: Institute of Healthcare Improvement (IHI) Protecting 5 Million Lives from Harm Campaign**

- **Oregon 5 Million Lives Network: IHI Campaign Update.** The Oregon 5 Mil Lives Network (or the Oregon Node) includes Acumentra Health, CareOregon, the Oregon Association of Hospitals and Health Systems, the Oregon Medical Association, the Oregon Patient Safety Commission and the Oregon Nurses Association. Leslie Ray will give an update on IHI's tentative plans for 2009.

- **Salem Hospital: Hospital-acquired Infection Reduction MRSA.** A multidisciplinary team at Salem Hospital is dedicated to reducing the number of hospital-acquired methicillin-resistant staphylococcus aureus (MRSA) infections and providing reliable, evidence-based care. The presentation will include the business case for the MRSA project and outcomes and results to date.
- **Tuality Healthcare: Implementing Best Practices for Pressure Ulcer Prevention.** A team at Tuality Healthcare is implementing a pressure ulcer prevention project that was piloted in the intensive care unit. The team reviewed current practices at the facility, redesigned pressure ulcer prevention guidelines of care and developed an education program for nursing staff (RNs, LPNs and CNAs), physicians, patients and families. Presenters will report on results of the latest pressure ulcer prevalence and incidence survey.
- **Oregon Health & Science University: Developing Skin Nurse Champions to Reduce Nosocomial Pressure Ulcers.** Skin Nurse Champions have been trained in pressure ulcer prevention and treatment. The project lead will report on outcomes from the surveys for prevalence of hospital-acquired pressure ulcers.

*Room E 143–144*

Facilitator: Lani Fukuzawa, Process Improvement Coordinator, CareOregon

### **Doula Care/ Behavioral and Physical Health Integration**

- **Oregon Health & Science University: Doula Care for Laboring Women: Impact on Obstetrical Outcomes and Patient Satisfaction.** Presenters will share outcomes from a doula care program that provided services to 100 low-income laboring patients, women whose pregnancy was either uninsured or insured through CareOregon or other OHP plans. Evaluation of the program demonstrated strong patient and provider satisfaction. These women also experienced an operative birth rate significantly lower than the hospital average.
- **Community Health Center: Integrated Mental Health and Primary Care for Disenfranchised Populations.** Community Health Center has embedded the services of licensed clinical social workers in its primary care practice. These individuals provide brief, solution-focused interventions and support primary health care providers in performing biopsychosocial assessments and case planning/case management functions.
- **The Oregon Clinic: Behavioral Health Screening for Patients with Hepatitis C.** This project was implemented at Gastroenterology Division of the Oregon Clinic. The team developed a screening algorithm for behavioral health diagnoses to assess psychological candidacy for interferon treatment and expanded the education program.
- **LifeWorks NW: Medical/Mental Health Integration Project.** LifeWorks NW continues the primary care integration project started last year. A registered nurse at Lifeworks NW's Hillsboro and Multnomah County sites works with CareOregon clients and their identified primary care providers to coordinate primary care needs. The nurse also conducts basic health evaluations, provides health education and screens clients for Metabolic Syndrome.

## *Room E 145-146*

Facilitator: Sarah Wachs, Process Improvement Coordinator, CareOregon

### **Chronic Disease Management/ Prevention**

- **Oregon Health & Science University, Internal Medicine: Chronic Illness Management.** Oregon Health & Science University, Internal Medicine implemented the Chronic Illness Management project with one team in 2005. Presenters will discuss the evolution of the project, including developing a registry, creating a nurse care management position and spreading the project to five teams.
- **Northwest Human Services: Chronic Disease Management and the Electronic Health Record (EHR).** Northwest Human Services implemented EHR across all medical, mental health and dental clinics. Their CSSI project enhanced the EHR reporting capacity in immunizations, cancer screening and prenatal care.
- **Children's Health Alliance: Immunization Rate Reporting Initiative.** The Children's Health Alliance started a Quality Initiative, funded by CareOregon in 2007, to obtain on a sustainable basis accurate immunization rates for two-year-olds by site or by clinic. Presenters will share project outcomes, including 100 percent reporting of data by Alliance physicians as of June 2008.
- **Pacific Medical Group: Diabetes Project.** Pacific Medical Group will report on their efforts to improve diabetic patient satisfaction and increase compliance with diabetic care at their Tigard clinic. The activities of the project include developing a system to conduct lab tests in advance of patient appointments and providing a visit summary.

## **Break-out Session 2, 1:15 to 2:30 p.m.**

### *Room E 141-142*

Facilitator: Leslie Ray, PhD, RN, Field Coordinator, Oregon Patient Safety Commission

### **Hospital Projects: Institute of Healthcare Improvement (IHI) Protecting 5 Million Lives from Harm Campaign**

- **Legacy Health System: IHI Global Trigger Tool.** Legacy Health System has implemented the Global Trigger Tool, a method to accurately identify and quantify adverse events (injury or harm) to aid understanding and focus improvement efforts. The presenters will review the methodology of the trigger tool and report on their progress to date.
- **Asante/ Rogue Valley Medical Center: Application of the IHI Global Trigger Tool.** Rogue Valley Medical Center also implemented the Global Trigger Tool. The presenters will report on their efforts to date.

- **Oregon Health & Science University: Operation SCRUB – A Hand Hygiene Improvement Initiative.** OHSU's Operation SCRUB coordinator will report on activities to increase health care worker compliance with appropriate hand hygiene practices by placing hand hygiene monitors on patient care units and by conducting a house-wide campaign to educate patients about asking health care workers if they have washed their hands before they have direct contact with the patient.
- **Oregon Health & Science University: Crew Resource Management – A Strategy for Reduction of Surgical Site Infections.** The objective of this project is to reduce surgical site infections and surgical complications in high risk/high volume populations (including neurosurgery, orthopedic, cardiothoracic, vascular and general surgery patients) by providing staff in these areas with Crew Resource Management training.
- **Willamette Falls Hospital: Surgical Care Improvement Project for the Orthopedic Patient.** Willamette Falls Hospital has focused its CSSI project on complying with infection control measures related to orthopedic surgery patients. The presenters will discuss three interventions that have been implemented and next steps for the project team.

*Room E 143-144*

Facilitator: Lani Fukuzawa, Process Improvement Coordinator, CareOregon

### **Chemical Dependency/Behavioral Health**

- **CRC Health Group/Allied Health Services: STEPS Program.** Strategies to Enhance Patient Success (STEPS) focuses on immediate access to treatment, treatment engagement through contingency management (patient incentives) and treatment retention for opiate dependent patients. CRC/Allied will discuss the evolution of the program over the last two years and provide data on patient outcomes.
- **CODA, Inc.: Case Management Services.** CODA will discuss the challenges and successes of integrating case management services within a multidisciplinary team while continuing with the original project objective of connecting patients with their primary care providers. The presenters will also discuss specific case management activities to improve patient outcomes.
- **Integrated Health Clinics: Websteps to Success.** Integrated Health Clinics (IHC) created a confidential, interactive, web-based intervention for patients who are not compliant with treatment plans. IHC will discuss testing the program with a pilot group and plans for implementing with all eligible patients.
- **Cascadia Behavioral Health: CORE/ACT Program.** This Community Outreach Recover and Engagement (CORE) project provides dedicated case management to CareOregon Advantage members. Cascadia will report on efforts to meet the objectives of the project: reduce acute care hospitalizations, increase intensity of contact with providers and increase community-oriented contacts.

## Room E 145-146

Facilitators: David Labby, MD, PhD, Medical Director, CareOregon  
David Shute, MD, Physician and Surgeon, GreenField Health

### **Medical Home: These presentations will continue from Break-out Session 2 to Break-out Session 3**

- **Regence BlueCross/BlueShield: Medical Home Care Coordination Pilots.** Ralph Prows, senior medical director, will provide an overview of the Regence Medical Home Care Coordination Pilots: generalist and specialist models, goals, designs, measures, and the current status of implementation of three comprehensive pilots, including PeaceHealth in Eugene and Florence and Legacy Health System in Portland.
- **Oregon Primary Care Association (OPCA) Panel: Primary Care Home.** OPCA presenters will describe a state primary care association's process in working with federally qualified health centers to develop components of a Primary Care Home (PCH) model by working with clinics to implement team-based care through team building and leadership development. The presenters will discuss behavioral health integration and access improvement. Community Health Centers of Lane County will address integrating primary care into a county behavioral health system. Outside In will share implementation of an improved scheduling system that enhances access to care for a homeless adolescent population.
- **CareOregon Primary Care Renewal (PCR) Initiative Panel, Part 1 – Learning to Spread the Medical Home Model.** The Primary Care Renewal (PCR) Initiative involving five clinic organizations and CareOregon has moved from testing whether a medical home model can be implemented in local practices to actually spreading the model throughout their organizations. After 12- to 18-month pilots, clinic sites are embracing the complexity of primary care practice to meet the challenges of spreading the medical home model.

Presenters will talk about their challenges and strategies in creating cultures of improvement that encourage diffusion and continuous development. PCR sites will cover the following topics:

- OHSU Richmond – strengthening the project leadership team
- Virginia Garcia Memorial Health Center – the pilot team's evolving understanding of what it means to practice as a team accountable for a population
- Central City Concern – building a clinic “learning system” with a curriculum and tools to support medical home practice
- Multnomah County Health Department – changing the governance structure at every level and building effective internal support for emerging team practices

## **Break-out Session 3, 2:45 to 3:30 p.m.**

*Room E 141-142*

Facilitator: Leslie Ray, PhD, RN, Field Coordinator, Oregon Patient Safety Commission

### **Building a Culture of Improvement**

- **Salem Hospital: Building Our Culture of Quality and Patient Safety.** Dan Grigg, director of patient safety and clinical effectiveness, will share the steps taken and defining moments on the journey to build a culture of quality and patient safety at Salem Hospital. He will discuss the role of the board of directors, the engagement of medical staff in improvements efforts and Salem Hospital's relentless focus on quality and patient safety.
- **Adventist Medical Center: Quality – The Cornerstone of Strategic Planning.** Tom Russell, senior vice president; Carolyn Kozik, quality director; and Cindy Hiday, clinical performance improvement coordinator will describe their efforts to align the IHI Protecting 5 Million Lives from Harm Campaign initiatives with the corporate strategic plan for their organization. They will discuss how they have involved leadership at the local and corporate level and spread a culture of quality throughout their organization.

*Room E 143-144*

Facilitator: Lani Fukuzawa, Process Improvement Coordinator, CareOregon

### **Building a Culture of Improvement**

- **Women's Healthcare Associates: Quality Improvement and the EMR.** The Women's Healthcare Associates' team of Cindy Campbell, quality improvement coordinator; Maggie Herscher, operations manager; and CEO Brian Kelly will provide an overview of their efforts to create a quality improvement program within the seven-office obstetrical practice. They will discuss the critical role of administrative and clinical leadership as they integrated quality improvement measures into the planning and implementation of their electronic medical record system.
- **Klamath Health Partnership: Beyond Projects – Sustained Improvement over Time.** Bob Marsalli, executive director, will share the organization's plans to sustain improvement through long-range planning, physician engagement, and funding mechanisms. He will illustrate how Klamath Health Partnership has used CSSI and other resources to enhance improvement efforts.

## *Room E 145-146*

Facilitators: David Labby, MD, Medical Director, CareOregon

### **This presentation continues from Break-out Session 2.**

- **CareOregon Primary Care Renewal Panel, Part 2 – Learning to Spread the Medical Home Model.** The Primary Care Renewal (PCR) Initiative involving five clinic organizations and CareOregon has moved from testing whether a medical home model can be implemented in local practices to spreading the model throughout their organizations. After 12-18 month pilots, clinic sites are embracing the complexity of primary care practice to meet the challenges of spreading the medical home model.

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- OHSU Richmond—strengthening the project leadership team.
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- Central City Concern—building a clinic “learning system” with a curriculum and tools to support medical home practice.
- Multnomah County Health Department—changing the governance structure at every level, and building effective internal support for emerging team practices.