



FOR IMMEDIATE RELEASE  
May 5, 2008  
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*This press release updates the keynote speaker, who has been changed since the previous release.*

***“First, do no harm.”***

## **Oregon hospitals take action to reduce patient injuries**

**Portland**—As many as 40,000 patients a day are harmed in American hospitals.

The Institute for Healthcare Improvement (IHI) wants to do something about that. And more than 3,700 hospitals and health systems, including 53 in Oregon, have joined IHI’s 5 Million Lives Campaign.

On May 8, representatives from hospitals across the state will meet in Portland to share how they are “Transforming Health Care in Oregon” by adopting the Campaign’s measures to address conditions that lead to patient harm.

According to IHI’s analysis, about 15 million incidents of medical harm occur in U.S. hospitals every year. With 37 million annual hospital admissions (according to the American Hospital Association’s National Hospital Survey for 2005), this equates to 40,000 incidents of harm in U.S. hospitals every day.

The 5 Million Lives Campaign and its successful predecessor, the 100,000 Lives Campaign, promote changes that have been shown to reduce hospital patient injuries and save lives.

The May conference is sponsored by the Oregon 5M Lives Network, a coalition of health care organizations including Acumentra Health, CareOregon, Oregon Association of Hospitals and Health Systems, Oregon Nurses Association, Oregon Patient Safety Commission and the Oregon Medical Association (OMA). It is hosted by the OMA at its headquarters, 11740 SW 68<sup>th</sup> Parkway, Portland.

### **Transforming health care**

The conference will celebrate the efforts of hospitals in Oregon. Guest speakers will also touch on other health quality improvement efforts at the state and national level.

**Ree Sailors**, senior health policy advisor to Governor Ted Kulongowski, is the keynote speaker. Sailors will discuss efforts by the Oregon Health Fund Board, under direction from the Oregon Legislature and governor, to develop a comprehensive plan to ensure access to health care for Oregonians, contain health care costs and address issues of quality in health care. The Board is now gathering input at community meetings across the state.

Noon speakers are **Paul Frisch**, OMA general counsel; **Joe McCannon**, vice president and national campaign manager for the 5 Million Lives Campaign; and **Pam Mariea-Nason**, public policy and community affairs director for CareOregon.

Frisch will provide an update on OMA's Disclosure Initiative.

McCannon will discuss early national results from the Campaign. He will also address IHI's "Triple Aim" initiative to improve the health of the population, enhance the health experience of individuals and reduce the per capita cost of health care.

The 5 Million Lives Campaign "is a major step toward reducing the burden on the health care system while broadly improving outcomes," McCannon says. "This is not boiling the ocean. It's hard work but it is possible."

Mariea-Nason will address the Triple Aim in Oregon. CareOregon cares for about one quarter of all Oregon Health Plan members. As part of its mission, CareOregon provides financial assistance for health-quality improvement initiatives that follow Triple Aim objectives and conducts process-improvement training for hospitals and clinics in its provider network.

"This is a critical collaboration for us," Mariea-Nason says. "We're pleased to be working with our network of providers and look forward to evolving our shared work."

Individual hospitals will share their experiences with 5 Million Lives initiatives in three breakout sessions.

While the conference is intended for hospital and health system CEOs, nursing and medical leadership, quality and risk directors and staff, and front-line care providers, members of the press are also invited. Contact Leslie Ray for information.

### **For more information**

**For conference questions, contact Leslie Ray, 503-224-9227, or Diane Waldo, 503-479-6016.**

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## **About the Institute for Healthcare Improvement**

The Institute for Healthcare Improvement ([www.ihl.org](http://www.ihl.org)) is a not-for-profit organization leading the improvement of health care throughout the world. Founded in 1991 and based in Cambridge, MA, IHI is a catalyst for change, cultivating innovative concepts for improving patient care and implementing programs for putting those ideas into action. Thousands of health care providers, including many of the finest hospitals in the world, participate in IHI's groundbreaking work. IHI's 5 Million Lives Campaign addresses patient harm in hospitals. IHI's Triple Aim initiative seeks to optimize the health system taking into account three dimensions: the experience of the individual, the health of the population, and the per capita cost of care.

## About the speakers

**Ree Sailors** serves as senior health policy advisor to Governor Kulongoski on health reform, health information technology and workforce issues. She brings extensive state health policy experience spanning over 25 years. She served briefly as Administrator of the Oregon Office on Health Policy and Research before joining the Governor's staff. Prior to coming to Oregon, she worked at the Washington State Health Care Authority and for five years was health policy advisor to Washington Governor Gary Locke. In Florida, Ree served many years in a variety of executive positions dealing with health care policy.

**Paul Frisch**, JD, CAE, is general counsel and director of Medical-Legal Affairs for the Oregon Medical Association. Long involved in national patient safety efforts, he is a founding board member of the National Patient Safety Foundation and one of five state coordinators in Oregon of IHI's Five Million Lives Network. He also works closely with organizations developing quality and performance improvement initiatives, chairs the Accreditation Council for Continuing Medical Education's Advisory Committee on Equivalency and is a member of Governor Kulongowski's Health Information Security and Privacy Collaboration.

**Joe McCannon** is vice president and campaign manager of the Institute for Healthcare Improvement's 5 Million Lives Campaign, IHI's newest national initiative. His background is in business and technology. He was the cofounder of October East Associates, a successful Boston area consulting firm, and worked as director of business development at Xamplify, Inc., a California software company. He started his career in the publishing industry with roles at Fast Company, *The Atlantic Monthly* and *Outside* magazine. He is a graduate of Harvard University, and was a Reuters and Merck Fellow at Stanford University.

**Pamela Mariea-Nason**, RN, MBA, is Public Policy and Community Affairs Director for CareOregon. A graduate of Oregon Health & Science University, she worked in multiple clinical settings before moving into an administrative role, including tenure as Chief Operating Officer for a physician-hospital-community organization. With CareOregon, she is responsible for researching and integrating current and future local, state and federal legislative health issues that have an impact on Oregon's Medicaid population.

## Conference sponsors

### **Acumentra Health**

2020 SW Fourth Ave., Suite 520  
Portland, Oregon 97201-4960  
503-279-0100  
[www.acumentra.org](http://www.acumentra.org)

### **CareOregon**

315 SW Fifth Ave., Suite 900  
Portland, OR 97204  
503-416-4100, 1-800-224-4840  
[www.careoregon.org](http://www.careoregon.org)

### **Oregon Association of Hospitals and Health Systems**

4000 Kruse Way Place  
Building 2, Suite 100  
Lake Oswego, OR 97035  
503-636-2204  
[www.oahhs.org/](http://www.oahhs.org/)

### **Oregon Medical Association**

11740 SW 68<sup>th</sup> Parkway, Suite 100  
Portland, OR 97223  
503-619-8000  
[www.theoma.org/](http://www.theoma.org/)

### **Oregon Nursing Association**

18765 SW Boones Ferry Road, Suite 200  
Tualatin, OR 97062  
503-293-0011, 1-800-634-3552  
[www.oregonrn.org/](http://www.oregonrn.org/)

### **Oregon Patient Safety Commission**

PO Box 285  
Portland OR 97207-0285  
503-224-9226, 503-224-9307  
[www.oregon.gov/DHS/ph/pscommission/](http://www.oregon.gov/DHS/ph/pscommission/)  
[www.oregonpatientsafety.org/](http://www.oregonpatientsafety.org/)

## Transforming Health Care in Oregon presentations

May 8, 2008, Portland, Oregon

5 Million Lives Initiative	Hospital/Health System	Presenters
<b>Session 1, 9:30–10:30 a.m.</b>		
<b>Deliver reliable, evidence-based care</b> for congestive heart failure to reduce readmissions.	<b>Mid-Columbia Medical Center</b> 1700 E 19 <sup>th</sup> Street The Dalles, OR 97058 541-296-1111 <a href="http://www.mcmc.net/">www.mcmc.net/</a>	<b>Dianne Storby</b>
<b>Deploy Rapid Response Teams</b> at the first sign of patient decline and before catastrophic cardiac or respiratory event.	<b>Legacy Health System</b> 2801 N Gantenbein Portland, OR 97227 503-413-2200 <a href="http://www.legacyhealth.org">www.legacyhealth.org</a>	<b>Sue Lydic, Nancy Hara</b>
<b>Prevent surgical site infections</b> by following a series of steps, including reliable, timely administration of correct perioperative antibiotics.	<b>Willamette Falls Hospital</b> 1500 Division St. Oregon City, OR 97045 503-650-6805 <a href="http://www.willamettefallshospital.org/">www.willamettefallshospital.org/</a>	<b>Terry Wynkoop</b>
<b>Reduce surgical complications</b> by reliably implementing the changes in care recommended by the Surgical Care Improvement Project.	<b>Legacy Health System and Legacy Good Samaritan Hospital</b> 1015 NW 22 <sup>nd</sup> Ave. Portland, OR 97210 503-413-7711, 1-800-733-9959 <a href="http://www.legacyhealth.org">www.legacyhealth.org</a>	<b>Cheryl Purvis</b>
<b>Get boards on board</b> by defining and spreading new and leveraged processes for hospital boards of directors, so they can become far more effective in accelerating the improvement of care.	<b>Mountain View Hospital</b> 470 NE A St. Madras, OR 97741 541-475-3882 <a href="http://www.cascadehealthcare.org/MountainView">www.cascadehealthcare.org/MountainView</a>	<b>Jay Henry, Michele Walsh</b>
<b>Get boards on board.</b>	<b>Salem Hospital</b> 665 Winter St. SE Salem, OR 97301 503-561-5200, 1-800-876-1718 <a href="http://www.salemhospital.org/">www.salemhospital.org/</a>	<b>Dan Grigg</b>

<b>Session 2, 10:45–11:45</b>		
<b>Deliver reliable, evidence-based care for acute myocardial infarction (AMI)</b> to prevent deaths from heart attack.	<b>Tillamook County General Hospital</b> 1000 Third St. Tillamook, OR 97141 503-842-4444 <a href="http://www.tcgh.com">www.tcgh.com</a>	<b>Gina Seufert</b>
<b>Care for AMI.</b>	<b>Rogue Valley Medical Center</b> 2825 E Barnett Road Medford, OR 97504 541-789-7000, 1-800-944-7073 <a href="http://www.asante.org/StandardPage.asp?MenuID=1340">www.asante.org/StandardPage.asp?MenuID=1340</a>	<b>Joan Voskes, Karen Bales</b>
<b>Prevent ventilator-associated pneumonia (VAP)</b> by implementing a series of interdependent, scientifically grounded steps.	<b>Sky Lakes Medical Center</b> 2865 Daggett Ave. Klamath Falls, OR 97601 541-882-6311 <a href="http://www.skylakes.org">www.skylakes.org</a>	<b>Laurie Gurske, Robin Ewing</b>
<b>Prevent VAP.</b>	<b>Adventist Medical Center</b> 10123 SE Market St. Portland, OR 97216 503-257-2500 <a href="http://www.AdventistHealthNW.com">www.AdventistHealthNW.com</a>	<b>Carolyn Kozik, Cindy Hiday</b>
<b>Prevent Methicillin-Resistant Staphylococcus Aureus (MRSA) infection</b> by reliably implementing scientifically proven infection control practices throughout the hospital.	<b>Southern Coos Hospital</b> 900 11th St. SE Bandon, OR 97411 541-329-1031 <a href="http://www.southerncoos.com">www.southerncoos.com</a>	<b>Heather Edwards</b>
<b>Prevent MRSA.</b>	<b>Portland Veterans Administration Medical Center</b> 3710 SW U.S. Veterans Hospital Road Portland, OR 97239 503-220-8262 1-800-949-1004 <a href="http://www.visn20.med.va.gov/portland/">www.visn20.med.va.gov/portland/</a>	<b>Jennifer Holmquist</b>

**Session 3, 2:45–3:45 p.m.**

<p><b>Prevent pressure ulcers...by</b> reliably using science-based guidelines for prevention of this serious and common complication.</p>	<p><b>Providence Milwaukie</b>          10150 SE 32nd Ave.          Milwaukie, Oregon 97222          503-513-8300  <a href="http://www.providence.org/oregon/Facilities/Hospitals/Providence_Milwaukie">www.providence.org/oregon/Facilities/Hospitals/Providence_Milwaukie</a></p>	<p><b>Jaclyn McLaughlin</b></p>
<p><b>Prevent pressure ulcers.</b></p>	<p><b>Kaiser Sunnyside Medical Center</b>          10180 SE Sunnyside Road          Clackamas, OR 97015          503-652-2880  <a href="http://www.kp.org">www.kp.org</a></p>	<p><b>Pam Chritton</b></p>
<p><b>Prevent central line infections</b> by implementing a series of interdependent, scientifically grounded steps.</p>	<p><b>Grand Ronde Hospital</b>          900 Sunset Dr.          La Grande, OR 97850          541-963-8421  <a href="http://www.grh.org/">www.grh.org/</a></p>	<p><b>Brandie Manuel</b></p>
<p><b>Prevent central line infections.</b></p>	<p><b>Providence St. Vincent Medical Center</b>          9205 SW Barnes Road          Portland, Oregon 97225          503-216-1234  <a href="http://www.providence.org/Oregon/facilities/hospitals/providence_st_vincent">www.providence.org/Oregon/facilities/hospitals/providence_st_vincent</a></p>	<p><b>Mary Shanks</b></p>
<p><b>Reduce harm from high-alert medications</b> starting with a focus on anticoagulants, sedatives, narcotics and insulin.</p>	<p><b>Three Rivers Community Hospital</b>          500 SW Ramsey Ave.          Grants Pass, Oregon          (541) 472-7000  <a href="http://www.asante.org/StandardPage.asp?MenuID=1348">www.asante.org/StandardPage.asp?MenuID=1348</a></p>	<p><b>Debbie Zietlow</b></p>
<p><b>Prevent adverse drug events</b> by implementing medication reconciliation.</p>	<p><b>Portland Veterans Administration Medical Center</b>          3710 SW U.S. Veterans Hospital Road          Portland, OR 97239          503-220-8262 1-800-949-1004  <a href="http://www.visn20.med.va.gov/portland/">www.visn20.med.va.gov/portland/</a></p>	<p><b>Blake Lesselroth</b></p>

## Oregon hospitals and health systems participating in the 5 Million Lives Campaign

- Adventist Medical Center, Portland
- Ashland Community Hospital, Ashland
- Bay Area Hospital, Coos Bay
- Blue Mt. Hospital, John Day
- Columbia Memorial Hospital, Astoria
- Coquille Valley Hospital District, Coquille
- Cottage Grove Hospital, Cottage Grove
- Good Samaritan Regional Medical Center, Corvallis
- Good Shepherd Healthcare System, Hermiston
- Grande Ronde Hospital, LaGrande
- Holy Rosary Medical Center, Ontario
- Kaiser Sunnyside Medical Center, Clackamas
- Lake District Hospital, Lakeview
- Legacy Emanuel Hospital & Health Center, Portland
- Legacy Good Samaritan Hospital & Medical Center, Portland
- Legacy Meridian Park Hospital, Tualatin
- Legacy Mount Hood Medical Center, Gresham
- McKenzie-Willamette Medical Center, Springfield
- Mercy Medical Center, Roseburg
- Mid-Columbia Medical Center, The Dalles
- Mountain View Hospital District, Madras
- Oregon Health and Science University Hospitals and Clinics, Portland
- Peace Harbor Hospital, Florence
- Pioneer Memorial Hospital, Prineville
- Portland Veterans Administration Medical Center
- Providence Hood River Memorial, Hood River
- Providence Medford Medical Center, Medford
- Providence Milwaukie Hospital, Milwaukie
- Providence Newberg Hospital, Newberg
- Providence Portland Medical Center, Portland
- Providence Seaside Hospital, Seaside
- Providence St. Vincent Medical Center, Portland
- Rogue Valley Medical Center, Medford
- Sacred Heart Medical Center, Eugene
- Salem Hospital, Salem
- Samaritan Albany General Hospital, Albany
- Samaritan Lebanon Community Hospital, Lebanon
- Samaritan North Lincoln Hospital, Lincoln City
- Samaritan Pacific Community Hospital, Newport
- Santiam Memorial Hospital, Stayton
- Silverton Hospital, Silverton
- Sky Lakes Medical Center, Klamath Falls
- Southern Coos Hospital & Health Center, Bandon
- St. Anthony Hospital, Pendleton
- St. Charles Medical Center, Bend
- St. Charles Medical Center, Redmond
- St. Elizabeth Health Services, Baker City
- Three Rivers Community Hospital, Grants Pass
- Tillamook County General Hospital, Tillamook
- Tuality Healthcare, Hillsboro
- West Valley Hospital, Dallas
- Willamette Falls Hospital, Oregon City
- Willamette Valley Medical Center, McMinnville