

A **must-attend event** that gives hospital quality assurance directors the resources needed to make medication safety a top priority

Medication Management: Error Elimination Summit 2009

November 19-21, 2008

Marriott Baltimore Inner Harbor at Camden Yards, **Baltimore, MD**



Sign up now and join us for a half-day site visit to one of the nation's leading hospitals in medication safety, Mercy Medical Center.* See first-hand medication safety best practices, and bring these proven solutions back to your hospital.

*Limited availability

BONUS

Processes you can implement to overcome the 6 communication errors that put medication safety at risk!

Former Executive Director of Accreditation Services, The Joint Commission



Kurt Patton, CEO, Patton Healthcare Consulting

along with other seasoned hospital administrators, will share with you and other quality managers, directors of pharmacy and VPs of nursing how they successfully created a culture of medication safety, and the steps you need to take to do the same.

- Discover the clinical rationale behind the JCAHO medication reconciliation goals
- Find out how to ensure medication safety in the emergency room, and
- Learn to safely administer high-risk medications and handle look alike/sound alike medications
- And much more!



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Medication Management: Error Elimination

November 19 – Site Visit to Mercy Medical Center

November 20 – Day One

7:00 a.m. - 8:00 a.m. Registration and Continental Breakfast

8:00 a.m. – 8:15 a.m. Welcome

8:15 a.m. – 9:00 a.m. Keynote: Beyond the Rules: Medication Safety as Part of Your Hospital's Culture



Kurt Patton, CEO, Patton Healthcare Consulting, Glendale, AZ; former Executive Director of Accreditation Services, The Joint Commission

Committed to making medication safety a top priority in your hospital, but don't know where to start? Kurt Patton can show you the way. Learn about The Joint Commission's "Priority Focus Process" and the commission's hot-button issues for 2009, which include medication management program evaluation and a hospital's planned use of technology in improving medication safety. He will give you the tools you need to persuade hospital directors and senior officers that medication safety is not just important, it is imperative. And, he will arm you with the arguments that will gain buy-in from clinical and other staff. A commitment to medication safety requires that administrators create a hospital-wide patient safety culture, one that begins at the top and is demonstrated by the entire staff. Culture change begins with you.

9:00 a.m. – 10:15 a.m. Culture Shift: How One Hospital Made Medication Safety Part of its 'Way of Operating'



Debra Foshee, Vice President – Quality and Medical Staff Services, Shady Grove Adventist Hospital, Gaithersburg, MD

Debra Foshee helped turn her hospital into a case study for medication safety best practices. During her time with you, Debra will give you the benefit of her experience; including the techniques her hospital used to transform its culture.

Today, her hospital's CEO and governing board spend more than 25% of their time on quality issues, and senior executive compensation is now tied to quality performance. Debra will tell you how the patient safety team pulled off that coup, and will show you the quality and safety dashboard metrics used to keep the hospital on track to achieve its goals.

10:15 a.m. – 10:30 a.m. Networking Break

10:30 a.m. – 11:45 a.m. Is the Latest Medication Administration Equipment Worth the Investment?



Shirley Knelly, Vice President – Quality and Patient Safety, Anne Arundel Medical Center, Annapolis, MD

Are you considering buying technology to help your hospital manage medical records and medication administration? Shirley Knelly will tell you how to avoid expensive mistakes by showing you how to prepare your facility and your staff before installation. Learn her process and secrets, to ensure that the staff has the proper training to use the technology effectively from day one. She'll give you the benchmarks you'll need to know how your hospital is doing going forward, and arm you with the information you will need to secure facility wide buy-in.

11:45 a.m. – 1:00 p.m. Lunch

1:00 p.m. – 3:00 p.m. Medication Reconciliation Danger Zones – Admission, Patient Handoffs, Discharge – and Solutions



Stephanie Bailey, Director of Ancillary Services and Medication Reconciliation Team Leader, Contra Costa Regional Medical Center, Martinez, CA

The Joint Commission has made medication reconciliation one of its national patient safety goals because it remains a major problem at many hospitals. Multiple medication lists, failure to verify medications taken on admission, and discharging patients with the wrong medications, or none at all, are contributing factors to potentially fatal mistakes. This session will give you the tools you need to create a master medication list and suggest guidelines regarding access limitations to reduce the number of opportunities to make mistakes.

3:00 p.m. – 3:15 p.m. Networking Break

3:15 p.m. – 4:30 p.m. High-Risk Medications: Reliable Methods to Ensure Safer Use



Christian Hartman, Medication Safety Officer, The University of Massachusetts Memorial Medical Center; President, American Society of Medical Safety Officers, Boston, MA

Your hospital doesn't have to be at risk because of improper high-risk medication management. Christian Hartman will give you the benefit of his experience managing high-risk medications. When you leave this meeting, you will be able to return to your hospital ready to tackle your hospital's management system. Best practices from a variety of authoritative sources will be part of the mix, as will use of both automation and knowledge systems to take high-risk medication management to the next level.

November 21 – Day Two

7:00 a.m - 8:00 a.m. Continental Breakfast

8:00 a.m. – 9:15 a.m. Beyond the List: The Clinical Rationale Behind the JCAHO Medication Reconciliation Goals



Kurt Patton, CEO, Patton Healthcare Consulting; former Executive Director of Accreditation Services, The Joint Commission, Glendale, AZ

As the Joint Commission's former top accreditation official, Kurt Patton can give you the scoop. He is an authoritative source of information and will explain what's really driving JCAHO's medication reconciliation goals. He'll tell you what you need to do in your hospital to be compliant. Kurt will give you a step-by-step program for eliminating medication management errors.

BONUS: Reducing home-medication errors and duplication: what your hospital can do to keep discharged patients from falling victim to potentially fatal mistakes at home.

9:15 a.m. – 10:30 a.m. Case Study: How the University of Maryland Medical Center Developed a Medication Safety Strategic Plan



Marc Summerfield, Director of Pharmacy, University of Maryland Medical Center, Baltimore, MD

To make sure medication safety is a top priority in your hospital, you need a strategic plan. Marc Summerfield will outline 6 key medication safety steps, and give you the framework for a medication management error elimination strategic plan. He'll explain the importance of creating, communicating and demonstrating a leadership-driven culture of safety, the imperative to improve error detection and reporting, and the importance of optimizing medication control and storage. When you leave this session, you will have the knowledge you need to help your hospital begin the process of creating its own medication management strategic plan.

10:30 a.m. – 10:45 a.m. Networking Break

10:45 a.m. – 12:00 Noon Medication Safety in the Emergency Department



William Churchill, Executive Director of Pharmacy Services, Brigham and Women's Hospital, Boston, MA

If your emergency room team isn't thinking about medication safety, they should be! In the ER, the opportunities for mistakes and mismanagement are many. William Churchill has first hand experience improving medication safety in the emergency room. He'll tell you how it's done, and fill you in as to the role and responsibility of the clinical pharmacist in this setting. Enhanced pharmacy support in ER settings can save your hospital from making costly, or even fatal, mistakes. This session is a must!

12:00 Noon – 1:15 p.m. Lunch

1:15 p.m. – 2:30 p.m. Solutions to the Look alike/Sound alike Medication Challenge



Timothy Lesar, Director of Clinical Pharmacy Services, Albany Medical Center, Albany, NY

Many medications look like lots of other medications and several have names that are so similar it's hard for even the experts to know one from the other. Timothy Lesar, a noted authority on the topic of look alike/sound alike drug-medication errors, will tell you exactly what you need to do to ensure that such errors do not result in major problems for your patients, your hospital or yourself. You're sure to walk away with some new "tricks of the trade" to help you and your staff quickly distinguish one product from the other and greatly reduce incidences of patients being given the wrong medication.

2:30 p.m. – 3:45 p.m. The 6 Communication Errors that Put Medication Safety at Risk... and How to Overcome Them



Steve Harden, President, LifeWings Partners, Memphis, TN

There are 6 common communication errors that directly affect medication safety. Steve Harden brings to this session years of experience in identifying and correcting flaws in an organizations communications pathways. He will tell you where the critical communication lapses are, and how to close the gaps. He also will walk you through a four-point communication model to help you standardize the transfer of information in your hospital. When you return to your hospital you will be ready to take a giant step forward in improved communications.

3:45 p.m. – 4:00 p.m. Networking Break

4:00 p.m. – 5:15 p.m. Anticoagulation Therapy and Solutions to its Medication Safety Challenges

Patricia Grunwald, Interim Director of Pharmacy, Frederick Memorial Hospital, Frederick, MD

Use of warfarin – both in terms of overtreatment and undertreatment – as part of anticoagulation therapy poses unique risks, especially with a warning from the FDA of the need for genetic testing (a warning that has been questioned by many). With the goal to bring down the number of adverse effects from warfarin treatment and other anticoagulant therapy measures, hospitals, physicians and pharmacists need to proceed carefully as they balance the benefits and the risks. Find out in this session just what the medication safety risks of anticoagulation therapy are...and what you need to do to ensure that adverse affects at your hospital are kept to a minimum.

Registration

	Regular Price	Early-bird Price*
Medication Management Error Elimination (MMEE) 2009 November 19-21, 2008	<input type="checkbox"/> \$1,095	<input type="checkbox"/> \$995
Can't attend? If you can't come to the Medication Management Error Elimination Summit 2009 conference but don't want to miss a thing, order the professionally recorded audio CDs from the entire conference along with the conference course book. Use this form to order or order online from the conference website. Or you may order by phone at 866-620-5939; reference TC1108CD.	<input type="checkbox"/> \$1,095	<input type="checkbox"/> \$995

*Early-Bird Price Expires Sept 12, 2008

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*Important information regarding the program will be sent to registered participants via e-mail; please provide an e-mail address for each attendee. If additional people are attending, please attach a separate sheet or call **(866) 620-5939**

Hotel & Travel Discounts

Marriott Baltimore Inner Harbor at Camden Yards
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 Fax **1-410-625-7892**

Call the hotel directly at **1-800-228-9290** (direct Number is **410-962-0202**) to make your reservations. **Note:** Only a limited block of rooms has been reserved at the **discounted rate of \$199 single/double**. To receive the discount you must confirm your reservation by **Oct 29, 2008 or before the block is full**.

Thereafter, reservations will be taken on a space- and rate-available basis only. Rooms at the conference hotel are expected to fill quickly, so be sure to confirm your reservation soon.

Airline Discount: United Airlines is offering conference attendees a special discounted rate. To take advantage of savings up to 10% off published domestic fares, call **World Travel at 888-602-6534** or call **United Airlines** directly at **800-521-4041** and refer to **File #582PV**.

Rental Car Discount: Avis Car Rental is offering conference attendees discounted rates. To take advantage of these rates, please call **800-331-1600** and mention **AWD # T706699** to receive the discount.

CEUs

Continuing education credits for nurses, quality managers, risk managers, and pharmacists have been applied for.

Interested in Exhibiting?

Sponsorships and exhibit space are available! Contact Ellen Promisloff at 301-287-2605 or epromisloff@decisionhealth.com.

Share Your Medication

Safety Solutions

Are you a hospital or other organization that would like to share your solutions to medication safety problems? Find out how you can reserve one of our Medication Safety Poster Exhibits today. Contact Ellen Promisloff at 301-287-2605 or epromisloff@decisionhealth.com.

Payment Options

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To ensure accurate registration, **please ENTER your "STP Code"** from the mailing panel of this brochure _____.

Cancellation/Substitution Policy

Transfers/substitutions are permitted at any time. However, for administrative purposes, please notify the conference registrar at 866-620-5939 as soon as changes are made. Cancellations must be received **in writing by November 3, 2008**, in order to receive a full refund. Cancellations made after this time are subject to a \$100 administrative charge. Registrants who do not cancel and do not attend are liable for the full registration fee.

Email registrar@decisionhealth.com for cancellations. Phone cancellations are not accepted.

100% Money-Back Guarantee

If you don't leave this conference with the tools your hospital needs to create a culture of medication safety throughout the facility we will refund your entire registration fee, no questions asked.



A message from the conference chair:

Sign up early to get a **FREE
BONUS!**

November 19, 2008

See a hospital's medication safety system and team in action during a half-day site visit on the afternoon of November 19 at Mercy Medical Center in Baltimore.*

Consistently ranked among the top Maryland hospitals on every indicator measured by the Maryland Hospital Performance Report, Mercy also is considered one of the nations' leading hospitals in medication safety.

Speak directly with Mercy's medication safety team members, tour the departments involved, see how the hospital's medication reconciliation process works along the continuum of care, learn about its bedside bar code medication verification process, see how the hospital uses an Electronic Medication Administration System and the Allscripts Electronic Medical Record to create an integrated Computerized Patient Record that saves time and lives. Discover how many aspects of this innovation make it unique including point-of-care note entry, patient health history, electronic orders/results management, electronic prescribing (eRx), and personal health record (PHR).

You will be able to take these real world lessons back to your own hospital and put them to use!

*Limited availability

Dear hospital quality manager/patient safety officer:

Medication management mistakes do happen, and when they do they can be fatal. They also can cost your hospital millions of dollars, and the incalculable costs associated with a tarnished reputation. According to the Institute of Medicine of the National Academies, medication errors are among the most common medical errors, harming at least 1.5 million people every year. With patient lives at stake, as well as financial and legal concerns your hospital may be exposed to, action is needed now.

That's why it is imperative for you to join your fellow quality managers, patient safety officers, directors of pharmacy, medication safety officers, vice presidents of nursing, risk managers and others involved with medication safety at —

Medication Management: Error Elimination Summit 2009

The policies and procedures you need to eliminate medication errors in your hospital

November 19-21, 2008

Marriott Baltimore Inner Harbor at Camden Yards

I look forward to seeing you at the conference and providing you with the techniques you need to eliminate medication errors in 2009.

Sincerely,



Robert Sperber, Director – Patient Safety
Conference Chairman



DECISIONHEALTH®

Medication Management:

Error Elimination Summit 2009 November 19-21, 2008

Marriott Baltimore Inner Harbor at Camden Yards, Baltimore, MD

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Make certain your hospital has the correct policies and
procedures in place to eliminate all medication errors!

Visit www.decisionhealth.com/mmee2009
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Error Elimination Summit 2009 November 19-21, 2008

Marriott Baltimore Inner Harbor at Camden Yards, Baltimore, MD

Who Should Attend?

- Vice Presidents of Quality
- Quality Managers
- Patient Safety Officers
- Directors of Pharmacy
- Medication Safety Officers
- Hospital Professionals
- Other Health Professionals
- Vice Presidents of Nursing
- Risk Managers
- Physicians involved in patient safety
- CEOs
- COOs
- CMOs (Chief Medical Officers)
- Consultants
- Attorneys

BONUS

Sign up now and join us for a half-day site visit to one of the nation's leading hospitals in medication safety, Mercy Medical Center. See first-hand medication safety best practices, and bring these proven solutions back to your hospital. Hurry, space is limited!

To register, please visit

www.decisionhealth.com/mmee2009

or call 866-620-5939 today!

