Statewide Quality Improvement Event

Tuesday, June 16, 2015
9:00 AM – 3:00 PM
Monona Terrace Convention Center (1 John Nolen Drive, Madison, WI 53703)

The Wisconsin Collaborative for Healthcare Quality (WCHQ) is partnering with the Wisconsin Department of Health Services and MetaStar, which represents Wisconsin in the Lake Superior Quality Innovation Network, to host this learning event. Also, through a joint providership with the Wisconsin Medical Society, we are proud to offer continuing medical education credit for physicians attending this event.

Agenda

This event will provide strategies and tools to improve the quality of care and patient outcomes:

- **Motivational Interviewing**: Mark Valenti – director of education and coaching at the Pittsburgh Regional Health Initiative – will provide the opening keynote on motivational interviewing (MI), a form of collaborative conversation for strengthening patients’ motivation and movement toward a specific goal by eliciting and exploring their own reasons for change. Mark will introduce elements of MI and lead participants in practicing the techniques.

- **Diabetes, Hypertension, and Colorectal Cancer**: The WCHQ Quality Improvement Steering Teams – clinician, quality, and operational leaders from Wisconsin healthcare provider organizations with subject-matter experts from other key stakeholders – will present specific strategies for improving care and outcomes in three targeted areas: diabetes, hypertension, and colorectal cancer screening. Participants will receive toolkits of actionable best practices to support implementing the improvement strategies.

- **Less Stress, More Success**: Jason Kotecki – professional speaker, artist and author – will entertain and inspire participants with his prescription for curing “adultitis,” the stress that undermines productivity, teamwork, and morale. With humor and insight, Jason will encourage reduced stress and increased fun, providing tips that we can use to improve the quality of our work and lives.*

Who Should Participate

This event is designed for clinicians, nurses, clinic managers, quality improvement staff, and executive leaders from Wisconsin health systems, medical groups, and clinics.

Registration


Registration is free, thanks to financial support from the Wisconsin Department of Health Services Division of Public Health through the Wisconsin Chronic Disease Prevention Program, which has received funding.

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*Continuing medical education credit (AMA PRA Category 1 Credit™) will not be award for Jason Kotecki’s presentation.*
opportunity no. CDC-RFA-DP 13-1305 from the Centers for Disease Control & Prevention (CDC), U.S. Department of Health and Human Services.

**Continuing Medical Education**

Through a joint providership with the Wisconsin Medical Society, WCHQ will offer CME credit for physicians attending this event.

**Learning Objectives:** At the end of the activity, learners should be able to:

1. Describe the performance gaps and rationale to improve screening for colorectal cancer as well as care and outcomes for patients with diabetes and/or hypertension
2. Implement specific improvement strategies (e.g., best practice interventions) within healthcare provider organizations to address these performance gaps

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the Wisconsin Medical Society and WCHQ. The Wisconsin Medical Society is accredited by the ACCME to provide continuing medical education for physicians.

The Wisconsin Medical Society designates this live activity for a maximum of 4.0 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**Parking**

Parking is available for a fee at the Monona Terrace Convention Center and several nearby public garages. [Parking map](#)

**Lodging**

A block of rooms is available at the [Hilton Madison Monona Terrace](#), located next to our event location, for $179 + tax per night. To secure this special pricing, make your reservation by May 16. Please call 414-935-5941, and give the group code “WIHC.” Or, visit the [reservation website](#). Cancelations must be made at least 48 hours prior to arrival for a refund. If your organization is tax-exempt, you will need to present a copy of the tax-exempt certificate when checking in at the hotel.

Lodging is also available at [other hotels](#) near our event location.

**Questions**

Contact Meghan Meeker, WCHQ quality improvement specialist, at 608-826-6838 or [mmeeker@wchq.org](mailto:mmeeker@wchq.org).

In accordance with the Americans with Disabilities Act, we seek to make this conference accessible to all. If you have a disability which might require special accommodations, please contact us.