Physician Participation in Hospital QI

HRET HIIN

May 31, 2017
Emily Koebnick, Program Manager, HRET

WELCOME AND INTRODUCTIONS
## Agenda

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<th>Time</th>
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| 11:00 a.m. – 11:05 a.m. CT | Welcome and Introductions                        | Emily Koebnick  
Program Manager, HRET                                                                 |
|                    | Opening and housekeeping information             |                                                                                                   |
| 11:05 a.m. – 11:45 a.m. CT | Physician Participation in QI Panel              | Dr. Jay Bhatt  
President, HRET; Senior Vice President and CMO, American Hospital Association                     |
|                    | 1. Why physician participation is crucial in QI –  
learning from high performing hospitals            | Dr. David Perrott  
Senior Vice President and CMO, California Hospital Association                                     |
|                    | 2. The "afterglow” of physician participation in the  
HIIN interventions                                  | Dr. Floyd J. "Flip" Roberts Jr.,  
Vice President of Clinical Affairs, Louisiana Hospital Association                                |
|                    | 3. Finding and nurturing physician champions      | Dr. Bruce Spurlock  
President and CEO, Cynosure Health                                                                  |
|                    | 4. Attracting physicians to your quality agenda   |                                                                                                   |
|                    | 5. Streamlining quality measurement and burden – the  
role of the physician                               |                                                                                                   |
|                    | 6. Understanding the role of physician leaders during  
the transformation of the health system              |                                                                                                   |
| 11:45 a.m. – 11:55 a.m. | Discussion and Q&A                              |                                                                                                   |
|                    | This is an opportunity for participants to ask their  
questions to the panelists                          |                                                                                                   |
| 11:55 a.m. – 12:00 p.m. CT | Bring it Home                                    | Emily Koebnick  
Program Manager, HRET                                                                 |
|                    | • Next steps                                      |                                                                                                   |
|                    | • Unique opportunities for physicians             |                                                                                                   |
ACTIVATING PHYSICIAN PARTICIPATION IN HOSPITALS

Bruce Spurlock, M.D.
President and CEO | Cynosure Health
Your Panelists

Dr. Jay Bhatt
President, HRET; Senior Vice President and CMO, American Hospital Association

Dr. David Perrott
Senior Vice President and CMO, California Hospital Association

Dr. Floyd J. "Flip" Roberts Jr.,
Vice President of Clinical Affairs, Louisiana Hospital Association
Why physician participation is crucial to QI

- What is different about QI projects with and without active physician participation?
- What does active participation look like?
- How does participation in HIIN projects generalize to other important quality of care activities?

Infrastructure and people

- What are the ideal characterizes of physical champion?
- Do they need to be employed or compensated in some way to be champion?
- How does a physician champion relate to the medical staff committees and governance?

Physician champion activities

- How do you support physician champions for maximal effectiveness?
- How do you avoid burning out a champion?
Questions For The Group

1. What does a QI portfolio look like and how do you use it to enhance MD participation?

2. So many measures, so little time – how do you balance QI measurement with burden to MDs?

3. Are there other strategies in addition to utilizing MD champions to promote MD participation? (committees, recognition)

4. What is the role or danger from including decision support or other tools in the EMR to advance QI?

5. Are there trends in the current environment that you build into your thinking about physician participation in QI (e.g., physician burnout, integration, risk arrangements)?
Stay Tuned – Upcoming Podcasts

Podcast 1 - MOC IV
• How can HIIN support MD Participation with MOC IV?
• What are the requirements for MOC credit with the HIIN?
• What is the role of the hospital?
• Where do I sign up?

Podcast 2 – Overcoming the barriers and increasing activation
• Why do some MDs jump on board with QI activities and others hold back?
• How do you share your overall quality agenda with physicians?
• What is the role of setting aims and sharing progress with physicians?
• How do you overcome the “debate the data” conundrum?

Podcast 3 – Activating Rural Physicians
• What are some differences regarding activating rural physicians?
  – How does this play out with your approach?
• How do you maximize MD participation in the rural setting?
• Can you share some take home actions for rural hospital quality leaders trying to use with their physicians?
Adaptive Leadership for Medicine (ALM)

Physicians and Administrators; Partners in Leadership

• At its core...adaptive leadership assists in providing leaders the insights and resilience needed to lead change when facing complex systemic problems. It is:
  • A people-focused approach to leadership development;
  • Grounded in inclusion, honoring diverse perspectives;
  • Focused on mobilizing people to tackle tough problems and thrive;
  • Designed to help individuals/organizations through change in times of uncertainty;
  • Based on the premise that leadership is an activity, not a person, and can be exercised by anyone, no matter their role.
Physician champions and administrative leaders join together. Gain leadership tools that will allow you to:

- Diagnose and solve complex problems;
- Resolve problems in an iterative way;
- Observe more deeply;
- Identify critical challenges and the type of leadership needed to solve them;
- Reinforce agility by identifying opportunities to transform;
- Understand social systems more analytically;
- Build a network of adaptive leadership champions.
Meeting Logistics

Chicago August 2-3

- **Registration** is now open and the scholarship includes:
  - HIIN hospitals - the training, hotel and airfare free of charge.
  - Non-HIIN hospitals - only the cost of the training.
  - Those interested in applying will be required at the time of registration to identify the individual from their organization who will be joining them.
  - Please note that this is an HRET-sponsored meeting, not an HRET HIIN-sponsored meeting.
- The **deadline** for **event registration** is **Friday, July 14**.
- Contact [physicianforum@aha.org](mailto:physicianforum@aha.org) with any questions you or your hospitals may have regarding the event registration and/or its learning objectives.
Thank You!

Find more information on our website: www.hret-hiin.org

Questions or Comments: HIIN@aha.org