PROMOTING PROFESSIONALISM

Addressing Behaviors that Undermine a Culture of Safety

JUNE 12 • 13, 2015

PHILADELPHIA, PA

“Dr. X left me, walked out and said, ‘This patient has completely fouled up my day. Give her some info and get her out of here.’”
“Dr. Y rushed into surgery, said to the team setting up, ‘Let’s get going. Skip all the extra business and get the patient in here.’”
“Dr. Z came into the exam room and said, ‘You’re late. That’s 7 less minutes I will be spending with you.’”

What does an organization do when individual or group behaviors undermine the best attempts to create a safe and reliable environment? You need a plan and the right people, processes and data systems. The Vanderbilt Center for Patient and Professional Advocacy has conducted 20 years of research to help medical centers and physician groups make healthcare kinder, safer and more reliable. Our internationally recognized faculty have years of experience in healthcare leadership and professional accountability. CPPA’s leadership training, “Promoting Professionalism”, will provide practical tactics for attendees who wish to implement these tools in their own organizations.

For this course, we will be partnering with our physician colleagues at Penn Medicine to provide even more real-world experience. Since 2005, University of Pennsylvania Health System has utilized Vanderbilt CPPA’s Patient Advocacy Reporting System (PARS®) to promote professionalism.

This CME/CNE activity will be of interest to medical center leaders in medicine, nursing and other disciplines, risk managers, underwriters, institutional lawyers, medical ethicists, and business managers. All specialties may therefore be represented and are welcome to attend this program.
• Describe and discuss the relationships between behaviors that undermine a culture of safety and suboptimal outcomes;
• Identify a range of behaviors that undermine a culture of safety and describe a “professional accountability pyramid”;
• Articulate the essential elements of an organizational infrastructure for addressing behaviors that undermine a culture of safety;
• Describe the essential elements of three graduated levels of interventions for addressing behaviors that undermine a culture of safety;
• List pertinent legal precedents about which to be aware before taking action; and
• Describe a method that may be used for identifying professionals with a pattern of behaviors that undermine a culture of safety.
Decades of Hands-On experience in leading and sustaining a culture of safety and accountability

Gerald B. Hickson, MD is the Senior Vice President for Quality, Safety and Risk Prevention, Assistant Vice Chancellor for Health Affairs, and Joseph C. Ross Chair for Medical Education and Administration at Vanderbilt University School of Medicine. Dr. Hickson received a BS from the University of Georgia, his MD from Tulane University School of Medicine, and completed his pediatric residency and fellowship in General Academic Pediatrics at Vanderbilt Children’s Hospital. Since 1990, Dr. Hickson’s research has focused on why families choose to file suit, why certain physicians attract a disproportionate share of claims and how to identify and intervene with high risk physicians. He received awards for Excellence in Research and Teaching from the Ambulatory Pediatric Association and the Society for Healthcare Consumer Advocacy’s Award for National Healthcare Patient Advocacy.

William O. Cooper, MD, MPH is a practicing physician, researcher, teacher, and administrator. He has led School of Medicine programs, including the Center for Patient and Professional Advocacy, the Master of Public Health Program and the Pediatrics Office for Faculty Development. He is an internationally recognized expert in medication safety in children. The results of his research, published in journals including New England Journal of Medicine and JAMA, have led to changes in policy for prescription drugs at the US Food and Drug Administration, Health Canada, and the European Union and have influenced prescribing practices for multiple specialties, including pediatricians, obstetricians, and psychiatrists. He has served as a member of the Food and Drug Administration’s Drug Safety and Risk Management Advisory Committee and recently provided testimony to the US Senate Committee on Health, Education, Labors, and Pensions on the use of psychotropic medications in children. In his role as Director of Vanderbilt’s Center for Patient and Professional Advocacy, Dr. Cooper oversees the operations of the center’s PARS® program, education and training, and research programs.

Charles E. Reiter, III, JD is General Counsel of St. George Corporation and Palos Community Hospital and was for fifteen years Senior Vice President, General Counsel and Secretary of Loyola University Health System, Loyola University Medical Center and Loyola University Physician Foundation. Since receiving his Illinois attorney license in 1981, he has concentrated his practice of law in health-related areas including contracting, reimbursement and litigation. Mr. Reiter is a graduate of Boston University and the University of Miami School of Law. He is admitted to practice in the state and federal (trial bar) courts in Illinois and is a member of the American Bar Association, Illinois State and Chicago Bar Associations, American Health Lawyers Association, Illinois Society of Trial Lawyers, and Society of Corporate Secretaries and Governance Professionals. He is an attorney at Ruff, Weidenaar & Reidy, Ltd in Chicago.
Situated in the heart of a city rich with history, The Westin Philadelphia is steps from upscale shopping and award-winning restaurants. The Westin provides guests with the premiere downtown location for museums and historical attractions, including the Liberty Bell, Independence Hall, and the Constitution Center.

Please join us in Philadelphia as we continue our mission to make healthcare kinder, safer and more reliable.

To make room reservations at the CPPA Program group rate of $199.00 single or double (which is also good for Saturday night June 13th if you wish to stay over and enjoy Philadelphia) CLICK HERE

The Westin Philadelphia
99 South 17th Street at Liberty Place
Philadelphia, Pennsylvania 19103
Phone: (1)(215) 563-1600

CME Credit:
Vanderbilt University School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. Vanderbilt University School of Medicine designates this live activity for a maximum of 9.5 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

CNE Credit:
This continuing nursing education activity was approved by the Tennessee Nurses Association, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation. This activity was approved for 8.75 contact hours.
The registration fee for this course is $1,100 per participant. Discounted registration is offered to organizations who register multiple attendees per the scale below:

<table>
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<th>Number of Attendees</th>
<th>Discount Percentage</th>
<th>EARLY BIRD Discount (through May 1, 2015)</th>
<th>Standard Registration (after May 1, 2015)</th>
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* For groups of 5 or more a 25% discount will apply to each registrant

- Registration fee includes attendance at all sessions, the course syllabus and materials, CME credit, CNE credit and all food functions.
- Registration will be closed after Wednesday June 3rd, 2015
- Checks may be made payable to the Center for Patient and Professional Advocacy (CPPA) and mailed to the CPPA at the address below.
- To receive Group Discount Rates, payment for all attendees must be received at the same time with payment made on one check or credit card transaction.
- To pay by credit card please return to the CPPA website HERE and download the Credit Card Payment form.

If you have any questions please email: john.lawless@vanderbilt.edu
or contact the CPPA office:
Phone: 615.343.4500
Fax: 615.343.8580

Please mail check payment to:
Vanderbilt Center for Patient and Professional Advocacy
ATTN: Professional Accountability Course
2135 Blakemore Avenue
Nashville, TN 37212-3505

If this course should need to be canceled by the Center for Patient and Professional Advocacy a full refund of any previously paid monies will be returned to the attendee or sponsoring institution. Cancellations by attendees will result in a refund of any previously paid amount at the following scale:

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<th>Attendee Cancellation date</th>
<th>Attendee Cost Responsibility</th>
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<td>50%</td>
<td>50%</td>
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<td>After April 15, 2015</td>
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