"TENSE"

A DISCUSSION OF THE KEYNOTE ADDRESS BY DONALD M. BERWICK, MD AT THE 20TH ANNUAL INSTITUTE FOR HEALTHCARE IMPROVEMENT NATIONAL FORUM

Norman Dascher, JR., C.H.E  
Executive Vice President  
Chief Executive Officer, Patient Care Division  
Northeast Health  
discussion facilitator

Kelly O'Connor  
M.P.H.Student  
University at Albany School of Public Health  
IHI Open School Program Chapter Leader  
introductory comments

Using tools such as the Model for Improvement, standardized hospital mortality measures, the Breakthrough Series model and the concept of bundles, the Institute for Healthcare Improvement (IHI) has worked with thousands of committed organizations and individuals and changed the health care landscape forever. Yet, with all these efforts, the healthcare industry continues to experience difficult and stressful times. “Scrutiny still prevails over trust. Measurements, goals, numbers, targets, standards, scorecards: people describe feeling like gerbils on wheels, running fast but getting nowhere.” In his plenary address, Dr. Berwick talks about the need for a roadmap to navigate through these trying times. He shares a letter he wrote to his daughter, a medical student, and describes what is on the map and invites healthcare organizations to join in the move, a move he calls "both a sprint and a marathon" toward the future where “today's students will look back with gratitude to those who maintained both the hope and the courage necessary to bring about lasting change.” Join us for the On Demand presentation of the plenary address and an active dialogue around the issues presented by Dr. Berwick.

Tuesday, May 12, 2009

7:30 a.m.: networking and continental breakfast  
7:55 - 9:40 a.m.: presentation and discussion

New York State Nurses Association  
11 Cornell Road (Airport Park), Latham, NY  
(For directions, visit www.albany.edu/sph/coned/breakfastprograms.htm)

The cost to attend this program is $15  
Registration and payment information found on reverse side

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Norman Dascher, Jr., C.H.E. is Executive Vice President, Northeast Health and Chief Executive Officer of the Acute Care Division of Northeast Health. Mr. Dascher has spent over 25 years in hospital administration in the Capital District, serving as the Chief Operating Officer for Samaritan Hospital, the Vice President of Professional Services and Human Resources at Ellis Hospital, and as Associate Administration at Samaritan Hospital, and is a Diplomate in the American College of Healthcare Executives. He holds an M.A. in Health Care Administration from the George Washington University and a B.S. in Business Administration from the University of Massachusetts - Lowell.

Kelly O'Connor is a student in the Masters of Public Health, Healthcare Policy and Management Program at the University at Albany School of Public Health. She spent 3 years in clinical research at the Dana-Farber Cancer Institute. Ms. O'Connor holds a B.S. in Biochemistry from Elizabethtown College. In November 2008 she established a School of Public Health’s chapter of the IHI Open School, an inter-professional educational community that gives students the skills to become change agents in healthcare improvement.
To register by mail or to make payment, please send the registration form to: Sue Brooks, University at Albany, School of Public Health, Continuing Education Dept., East Campus, One University Place, Rensselaer, NY 12144 or by fax to 518-402-1137. The cost to attend this program is $15. Advanced registration and payment is required by Friday, May 8, 2009. Please note we are unable to accept cash at the door.

___ REGISTRATION AND PAYMENT ENCLOSED
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Individual Friends and employees of Organizational Friends attend at no charge.

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Institute for the Advancement of Health Care Management
School of Public Health

UNIVERSITY AT ALBANY
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