

# AIG Healthcare<sup>SM</sup> and National Patient Safety Foundation<sup>®</sup> present



10th Annual Seminar

# 2007

## *Transparency & Medical Errors: From Concept to Implementation*

**AIG** Healthcare<sup>SM</sup>

*Excellence in Underwriting, Consulting, Claims Management<sup>SM</sup>*



National Patient Safety Foundation<sup>®</sup>

- **NASHVILLE, TN**
- March 7
- Hermitage Hotel
- **ORLANDO, FL**
- March 20
- Sheraton World Resort
- **BOSTON, MA**
- April 3
- Doubletree Boston-Westborough
- **NEW YORK, NY**
- April 10
- Roosevelt Hotel
- **PHILADELPHIA, PA**
- April 25
- Sheraton Philadelphia City Center
- **DALLAS, TX**
- May 17
- Westin Park Central
- **CHICAGO, IL**
- May 22
- Drake Hotel
- **SEATTLE, WA**
- May 30
- Fairmont Olympic Hotel
- **CHARLOTTE, NC**
- July 25
- The Blake Hotel
- **HONOLULU, HI**
- August 15
- Hawaii Prince Hotel



# Seminar 2007

AIG HEALTHCARE and NPSF PRESENT

## Seminar 2007: Transparency and Medical Errors: From Concept to Implementation

AIG Healthcare, a division of the property-casualty insurance subsidiaries of American International Group, Inc. invites you and others from your organization to attend our 10<sup>th</sup> annual risk management and patient safety seminar. This is a traveling seminar that will be hosted in 10 cities throughout the U.S. in 2007. Titled **Transparency and Medical Errors: From Concept to Implementation**, this seminar is presented in collaboration with the National Patient Safety Foundation (NPSF) **Stand Up for Patient Safety™** program. Join us for any one of the 2007 seminars, which will explore the tough issues surrounding disclosure of medical errors.

**Transparency, open communication and the disclosure of errors combine to create a critical issue for healthcare organizations and providers.** The Institute of Medicine's 1999 report, **To Err is Human**, as well as requirements by accrediting organizations, have prompted many healthcare organizations to develop programs for the disclosure of medical errors as part of the overall effort to improve patient safety. Several years' experience with these programs has led to questions and challenges in their implementation, such as:

- *How do we know which medical errors to disclose or discuss with patients and families? Is it really necessary to discuss all medical errors?*
- *What about medical errors that do not cause harm?*
- *What are the skills and support systems that should be in place to train providers and assist them in transparent communication and disclosure?*
- *How can a healthcare organization best prepare to create, encourage and manage a culture of open communication?*

**Our 2007 seminar will provide information and insight into some of the most salient challenges healthcare organizations face** as they embrace a culture of open communication and transparency, including the disclosure of medical errors. In one of the presentations, a patient and physician will discuss their true life experience at the "sharp end" of a sentinel event and the need for healthcare organizations to acknowledge the impact that these types of events can have on patients, families and providers. Other presentations will focus on organizational challenges and how to overcome them. In the afternoon, the seminar will provide an interactive session to identify and teach communication skills specific to the challenging task of disclosing medical error.

**This year's seminar promises to be one of our very best.** AIG Healthcare and NPSF are confident that participants will gain valuable insight and learn the skills needed to help them successfully move their organizations forward in their efforts to establish a culture of disclosure and organizational transparency. **REGISTER TODAY** using the enclosed form.

## Program Objectives

At the end of this seminar, participants should be able to:

1. Describe the scope and complexity of medical errors
2. Articulate the emotional impact of medical errors on patients, families and clinicians
3. Explore clinical, ethical, psychological, professional, legal, and economic dimensions of medical errors
4. Describe important techniques in breaking bad news as they apply to disclosing medical errors
5. Apply communication techniques for transparent error disclosure





# Seminar 2007

## Agenda

8:00 – 8:30 a.m.

**Registration and Breakfast**

8:30 – 8:45 a.m.

**Welcome and Introductions**

Welcome: AIG Regional Underwriting Manager

Introductions: Gregg Timmons, RN, MA, JD, CPHRM

8:45 – 9:00 a.m.

**Disclosing Errors:**

**From Concept to Implementation**

Presenter: Gregg Timmons, RN, MA, JD, CPHRM

9:00 – 10:15 a.m.

**Transparency and Disclosure:**

**Current Perceptions and Practices**

Presenter: John Banja, PhD

10:15 – 10:30 a.m.

**Break**

10:30 – 12 Noon

**Just Another Day of Surgery**

Presenters: Linda Kenney and

Frederick van Pelt, MD, MBA

12 Noon – 1:00 p.m.

**Lunch**

1:00 – 2:15 p.m.

**Empathic Disclosure of Medical Error**

**PART 1: Presentation**

Presenter: John Banja, PhD

2:15 – 2:30 p.m.

**Break**

2:30 – 3:45 p.m.

**Empathic Disclosure of Medical Error**

**PART 2: Role Play and Discussion**

Facilitators: John Banja, PhD and

Gregg Timmons, RN, MA, JD, CPHRM

3:45 – 4:00 p.m.

**Summary, Next Steps, Wrap-up**

Closing remarks: John Banja, PhD

and Gregg Timmons, RN, MA, JD, CPHRM

## Learn from the Best

*This year's seminar features a knowledgeable faculty comprised of experts in risk management and patient safety, including:*



**John Banja, PhD**, is an Associate Professor of Clinical Ethics and Assistant Director of the Program in Health Sciences and Ethics at Emory University. He is also an Associate Professor in the university's Department of Rehabilitation Medicine. Dr. Banja received a doctorate degree in philosophy from Fordham University in New York and has taught and lectured on topics concerning medical ethics throughout the United States. He has authored or coauthored more than 150 articles and has delivered more than 700 invited presentations at regional, national and international conferences. Dr. Banja's scholarly interests include the ethical dimensions of private health insurance, the psychodynamics of patient-provider relationships, and the phenomenon of harm-causing medical error. Dr. Banja's book, titled **Medical Errors and Medical Narcissism**, was published by Jones and Bartlett Publishers in February 2005.



**Linda Kenney** is an activist for patient, family and clinician rights, as well as an educator, public speaker and author of articles on patient safety issues. Ms. Kenney is the Founder and President of Medically Induced Trauma Support Services (MITSS). She founded MITSS as the result of a personal experience with medical trauma. The group provides support services in cases of adverse medical events and actively promotes an agenda for change in how the healthcare industry handles medical error disclosure. Ms. Kenney serves on the Boards of the Massachusetts Coalition for the Prevention of Medical Errors, the Chicago-based Consumers Advancing Patient Safety and the National Patient Safety Foundation (NPSF). She is a recent graduate of the NSPF/Health Research & Educational Trust (HRET) Patient Safety Leadership Fellowship.



**Gregg Timmons, RN, MA, JD, CPHRM**, is a Regional Consulting Manager for AIG Consultants, Inc., Healthcare Division. Mr. Timmons is based in San Francisco and oversees the management and support of AIG consulting staff throughout the western and southwestern United States. Mr. Timmons has more than 25 years of experience within the healthcare industry. He joined AIG in 1999 following a successful tenure as a healthcare attorney specializing in risk management, medical malpractice claims management and employment practice issues. In addition to his law degree, he holds a M.A. degree in Communication from Texas State University and has taught communication skills to both academic and professional audiences. Mr. Timmons frequently writes and speaks on risk management topics and has developed special programs for healthcare providers on disclosure, informed consent, documentation, bioethics and many other medical/legal issues.



**Frederick van Pelt, MD, MBA**, is a member of the Department of Anesthesiology at Boston's Brigham and Women's Hospital. During his medical training, Dr. van Pelt developed a strong interest in improving patient care and service, and went on to attend Harvard Business School with a focus on leadership in healthcare innovation. Since completing his MBA in 1999, Dr. van Pelt has assumed leadership roles in healthcare improvement initiatives, especially in the area of patient safety. He has a special interest in helping to assure that healthcare organizations recognize the need to support clinicians involved in medical errors. In addition to maintaining his clinical appointment at Brigham and Women's Hospital, Dr. van Pelt is Chairman of the Board of Directors for the advocacy group Medically Induced Trauma Support Services (MITSS).

# Presentations that are Timely and Relevant to Your Organization

## Transparency and Disclosure: Current Perceptions and Practices

**Presenter: John Banja, PhD**

Healthcare organizations that strive to attain transparency within their disclosure conversations face a host of problematic issues. What, for example, is an error? How do we define error in order to differentiate it from non-error? Should errors that do not culminate in harm still be disclosed? These are just a few of the many questions and issues that need to be addressed by any healthcare organization that intends to embrace a culture of transparency. Using an interactive approach, Dr. Banja will address these and other key issues pertaining to medical error disclosure, including how to differentiate error from non-error and how to develop a communication strategy for “near misses” and nonharmful errors. Participants will also learn how to compare and contrast ethical reasons that support error disclosure with the professional, psychological and economic barriers that can often impede such disclosure. Dr. Banja will also describe recent empirical findings on the intersection of transparent error disclosure with the frequency and severity of malpractice litigation.

## Just Another Day of Surgery

**Presenters: Linda Kenney and Frederick van Pelt, MD, MBA**

While many healthcare organizations have launched major initiatives to reduce medical error, it often seems as if the need for structured support for patients, families and clinicians at the “sharp end” of an error has been overlooked. This presentation chronicles the journey of a patient and physician who transformed an adverse medical event -- one that nearly took the patient’s life -- into a movement that supports healing and restores hope. As passionate advocates for patients and families, as well as providers, Ms. Kenney and Dr. van Pelt will discuss the need to raise the awareness of the emotional impact that adverse medical events can have on all of those involved. They will share insight into what type of communication and support patients and families truly want and need following an adverse event. They will also discuss opportunities to improve the current system for all, including greater involvement of patients in healthcare organizational planning and operations.

## The Empathic Disclosure of Medical Error (includes Role Play & Discussion Session)

**Presenters: John Banja, PhD and Gregg Timmons, RN, MA, JD, CPHRM**

Acute feelings of anxiety, fear, embarrassment and humiliation are common reactions by healthcare professionals to the occurrence of harm-causing medical error. Often, the prospect of disclosing error to the harmed party seems as though it will only make the situation worse. While ethics require that the person harmed by error be informed about what happened, it is even more important for the healthcare professional to manage the feelings that will be aroused by the discussion. This presentation will provide an overview of important techniques that can be used when disclosing a medical error. Topics to be discussed will include: the physical setting in which error disclosure occurs; appropriate body language; tone of voice and other speech considerations; who should be present at the disclosure; telephonic disclosure of error; beginning and sustaining the conversation in an empathic way; psychological temptations that compromise empathy; content of the disclosure; and managing the aftermath of the discussion.

# Seminar Locations

Join AIG Healthcare and NPSF at any of the seminar locations listed below. If you require a room, contact the hotel directly to make reservations. Call early to receive special rates. All seminar participants are responsible for their own travel and lodging arrangements and costs.

## Hotels

### Nashville, TN

March 7  
Hermitage Hotel  
231 Sixth Ave. North 615-321-1300

### Orlando, FL

March 20  
Sheraton World Resort  
10100 International Dr. 407-352-1100

### Boston, MA

April 3  
Doubletree Boston-Westborough  
5400 Computer Dr. 508-366-5511

### New York, NY

April 10  
Roosevelt Hotel  
45<sup>th</sup> St. and Madison Ave. 888-833-3969

### Philadelphia, PA

April 25  
Sheraton Philadelphia City Center  
17<sup>th</sup> and Race St. 800-325-3535

### Dallas, TX

May 17  
Westin Park Central  
12720 Merit Dr. 972-385-3000

### Chicago, IL

May 22  
Drake Hotel  
140 East Walton Pl. 800-553-7253

### Seattle, WA

May 30  
Fairmont Olympic Hotel  
411 University St. 206-621-1700

### Charlotte, NC

July 25  
The Blake Hotel  
555 S. McDowell St. 704-372-4100

### Honolulu, HI

August 15  
Hawaii Prince Hotel  
100 Hōlomoana St. 808-956-1111

# Seminar Information

## FEES

Seminars are complimentary for healthcare organizations that are professional liability clients of AIG Healthcare or members of the NPSF Stand Up for Patient Safety program. One or more individuals from an organization are welcome to attend at no charge.

The seminar fee is \$495 for those who are not AIG Healthcare clients or NPSF Stand Up for Patient Safety program members. If more than one individual is attending, the fee is \$250 for each individual after the first paid participant. Payment in full by check must be received at least two weeks prior to the seminar date. **Make checks payable to:** AIG Healthcare Management Services.

All seminar participants receive an extensive syllabus, continental breakfast, lunch and other refreshments. All participants are responsible for their own travel and lodging arrangements and costs.

## REGISTRATION

All seminar participants must pre-register using one of the two methods presented below:

- **REGISTER BY FAX:** Kristina Huff at 770-399-4161
- **REGISTER BY MAIL:** Kristina Huff/Seminar Registration, AIG Healthcare, Northpark Town Center Bldg, 600, 1200 Abernathy Road NE, Atlanta, GA 30328

(PLEASE NOTE: If you are submitting payment by check with your seminar registration, you must register via mail.)

## CONFIRMATION

A written registration confirmation will be emailed, faxed or mailed to you. This will guarantee your space at the seminar date and location you selected. Please allow several business days for the written confirmation to arrive. If you do not receive written confirmation, contact Kristina Huff (Tel 888-224-4467; Email kristina.huff@aig.com).

## SUBSTITUTIONS/CANCELLATIONS

**Registered participants can substitute another individual from their organization at any time.**

Notice of cancellations must be received by Kristina Huff (Fax 770-399-4161; Email kristina.huff@aig.com) at least 10 days prior to the seminar so that individuals from a waiting list will have an opportunity to register for the vacated spot. **All cancellations must be in writing.**

Cancellations of paid registrations that are faxed or emailed up to 10 business days prior to the seminar will qualify for a full refund, less a \$50 administrative fee per individual who cancels. Cancellations of paid registrations that are faxed or emailed within fewer than 10 business days prior to the seminar will qualify for a 50% refund. AIG Healthcare and NPSF are not responsible for nonrefundable travel arrangements.

**AIG Healthcare and NPSF reserve the right to make changes or cancellations without prior notice.**

## CONTINUING EDUCATION CREDITS

An application has been submitted to the Georgia Nurses Association for approval of 5.75 contact hours. Please contact [kristina.huff@aig.com](mailto:kristina.huff@aig.com) for more information.

Approved for 5.75 contact hours toward fulfillment of requirements for the ASHRM designations of FASHRM (Fellow) and DFASHRM (Distinguished Fellow) and towards CPHRM renewal.

AIG HEALTHCARE and NPSF PRESENT

# Transparency and Medical Errors: From Concept to Implementation

## REGISTRATION FORM

Select location. Complete form below. PLEASE PRINT.

<input type="checkbox"/> Nashville, TN March 7	<input type="checkbox"/> Orlando, FL March 20	<input type="checkbox"/> Boston, MA April 3	<input type="checkbox"/> New York, NY April 10	<input type="checkbox"/> Philadelphia, PA April 25
<input type="checkbox"/> Chicago, IL May 22	<input type="checkbox"/> Dallas, TX May 17	<input type="checkbox"/> Seattle, WA May 30	<input type="checkbox"/> Charlotte, NC July 25	<input type="checkbox"/> Honolulu, HI August 15

(Duplicate this form for additional registrations.)

First name \_\_\_\_\_

Last name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Type of facility (i.e., LTC, hospital, organ procurement, etc.) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Tel ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email \_\_\_\_\_

Select one of the following:

My healthcare organization is an insured professional liability client of AIG Healthcare (Seminar participation is complimentary.)

Policy # \_\_\_\_\_

Underwriter name \_\_\_\_\_

Broker name & address \_\_\_\_\_

My healthcare organization is a member of the NPSF Stand Up for Patient Safety™ program (Seminar participation is complimentary.)

My healthcare organization is not an AIG Healthcare client or NPSF member (Seminar registration payment is enclosed.)

QUESTIONS? Send email to [kristina.huff@aig.com](mailto:kristina.huff@aig.com)

AIG HEALTHCARE and NPSF PRESENT

# Seminar 2007:

## Transparency and Medical Errors: From Concept to Implementation



### Who Should Attend

Healthcare professionals involved in risk and quality management, patient safety and patient relations will benefit from this seminar. This includes nursing and medical staff leaders who serve as champions and role models in building an organizational philosophy that engenders and supports transparency in a nonpunitive environment. Specific types of professionals who will benefit from this seminar include:

- Healthcare Risk Managers
- Nursing Leaders
- Quality Managers
- Healthcare Administrators
- Patient Safety Professionals
- Medical Staff Leaders
- Patient Relations Staff
- Physicians and Medical Directors

### About AIG Healthcare<sup>SM</sup>

The AIG Healthcare Division of Lexington Insurance Company can deliver reliable insurance protection and support services for healthcare providers and healthcare industry entities\*. Among the key risk groups for which AIG Healthcare often provides coverage are: hospitals, medical laboratories, clinical research organizations, long term care facilities, all types of outpatient facilities, allied health professionals and large physician groups.



*Excellence in Underwriting, Consulting, Claims Management<sup>SM</sup>*

### About the National Patient Safety Foundation<sup>®</sup>

The mission of the National Patient Safety Foundation (NPSF) is to improve the safety of patients. NPSF accomplishes this through its efforts to: identify and create a core body of knowledge; identify pathways to apply the knowledge; develop and enhance the culture of receptivity to patient safety; and raise public awareness and foster communications about patient safety.



National Patient Safety Foundation<sup>®</sup>

American International Group, Inc. (AIG), world leaders in insurance and financial services, is the leading international insurance organization with operations in more than 130 countries and jurisdictions.

\*Insurance is underwritten by member companies of American International Group, Inc., and is subject to underwriting review and approval. The description herein is a summary only. It does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for complete details of coverage and exclusions. Coverage may not be available in all states. Non-insurance products may be provided through independent third parties.