

Senior Leadership Track Quality in Action

Chula Vista Resort
Laguna Vista Conference Room
April 29, 2011



Welcome

- Introductions
 - What is most compelling to me about leading the work of organ donation and transplantation?
- Agenda and Handouts
- Script for Results



Patient/Family Video



UW – OPO: A Case Study in Continuous Quality Improvement



A Defining Moment

- In 2003, the Institute for Healthcare Improvement partnered with HRSA to launch the Collaborative for Breakthrough Improvement
- Before the Collaborative the OPO was:
 - High-performing
 - Well-known
 - Site visited twice as a best practice site to create the Collaborative change package
 - Of the opinion that the Collaborative was for the low performing OPOs



Theda Clark Medical Center

	Pre-Collaborative (Oct 2002 – Sept 2003)	Post-Collaborative (Oct 2003 – Sept 2004)
Referrals	37	76
Referral Rate	90%	97%
Conversion Rate	71%	94%
Organ Donors	10	29

Longest streak of donors before a non-donor: 21



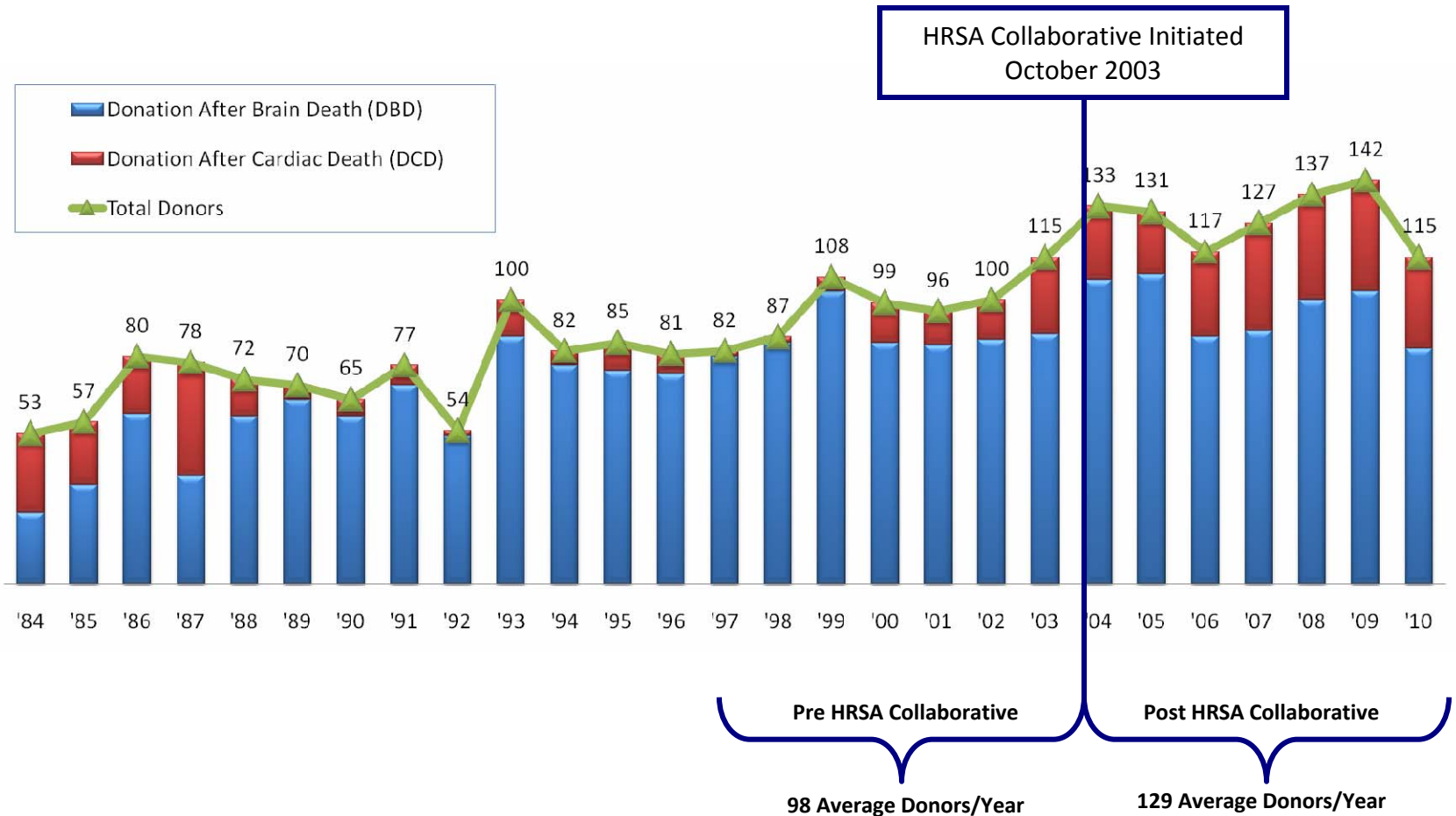
We drank the Kool-Aid



How do we spread results to other hospitals?

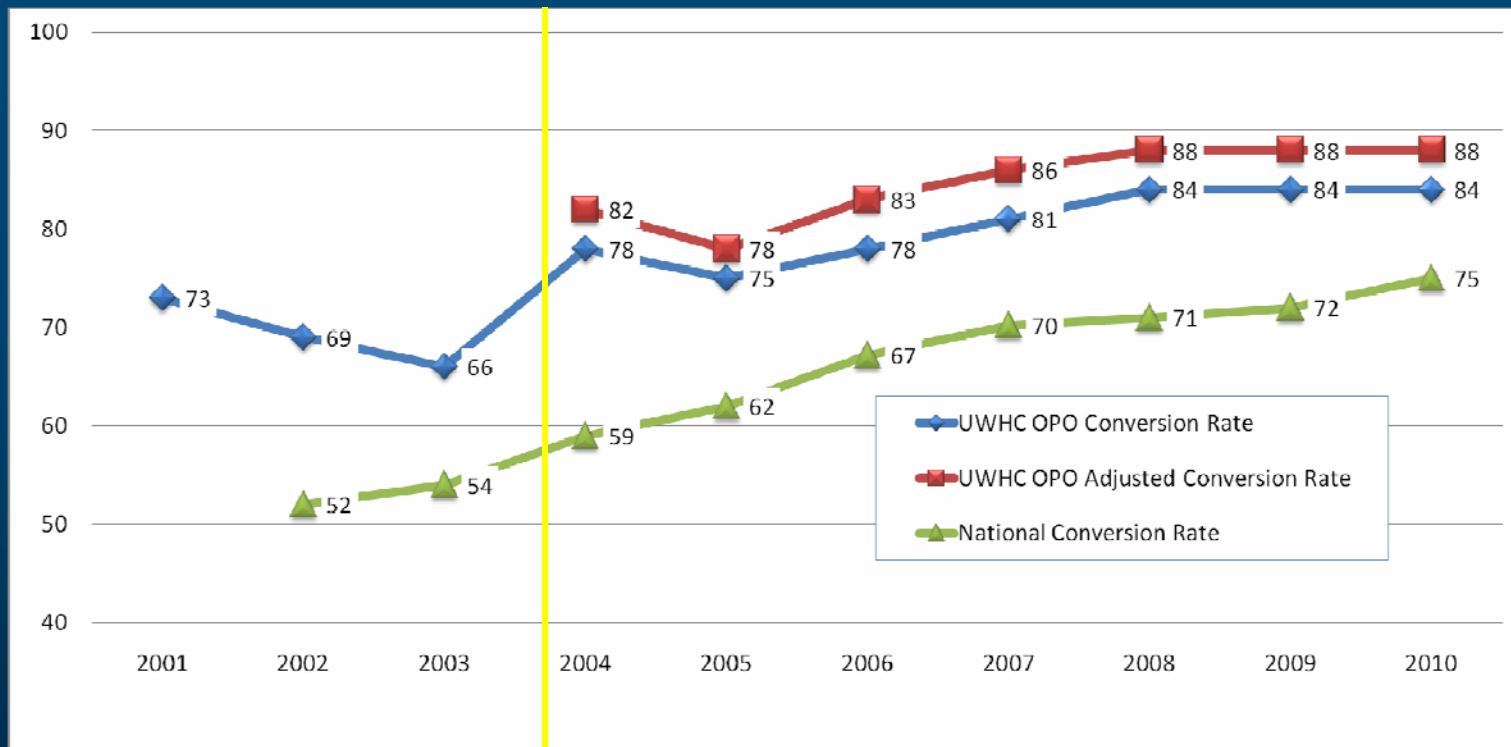


Deceased Donor Activity



Performance Measures

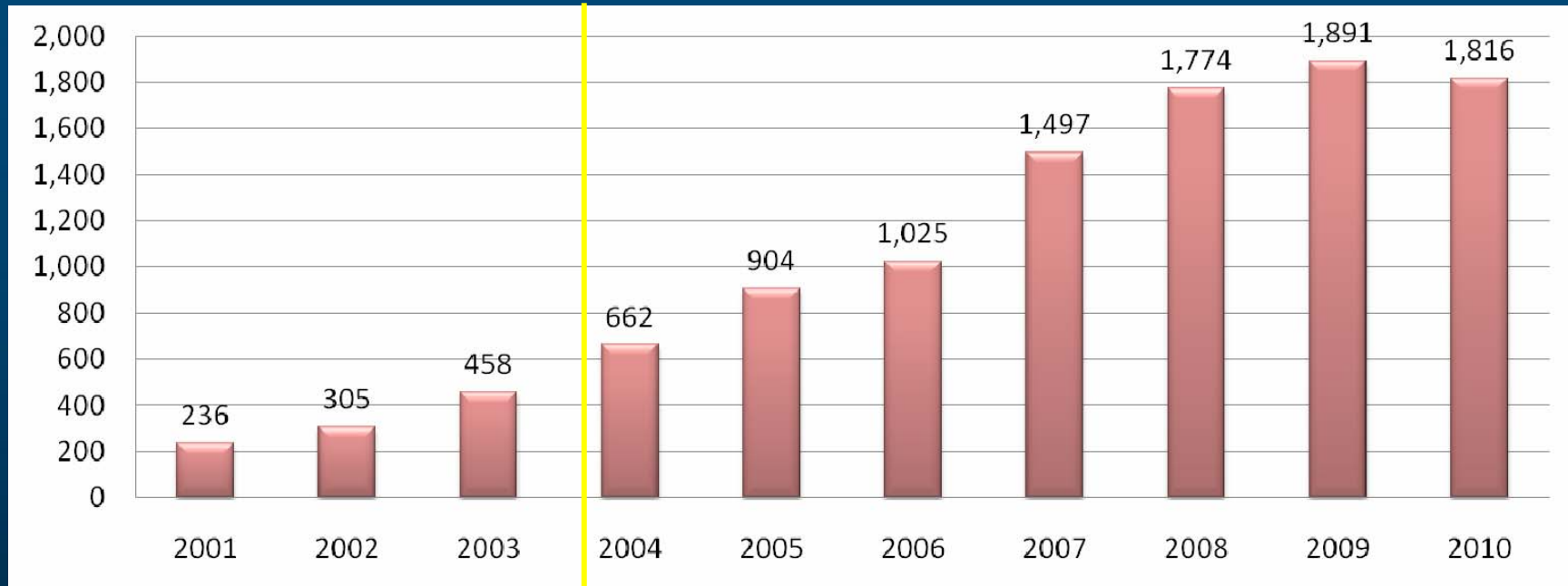
HRSA Collaborative Goal 75%



HRSA Collaborative Initiated
October 2003



Donor Referrals



HRSA Collaborative Initiated
October 2003



How do we sustain results?



Requests and Offers

- Requests:
 - Identify a contact person that could orient us to your hospital's CQI process and structure
 - Include our hospital services specialist in CQI training provided so we can learn your hospital's vocabulary, structure, etc.
 - Commit to testing at least one improvement idea related to the donation process and monitor its progress until completion
- Offers:
 - Sharing and promotion of results
 - Feedback loop of patient stories and the impact of our efforts
 - Follow up after today's meeting incorporating the improvement idea into the annual hospital services plan

