



Quality Improvement is a Team Sport: Florida Perinatal Quality Collaborative Inaugural Conference

***March 22-23, 2012
Hilton Tampa Airport Westshore
Tampa, FL***

COURSE DESCRIPTION

Interdisciplinary, clinical quality improvement initiatives that promote evidence-based practice have been shown to improve perinatal outcomes. This two day educational program is designed to expand the knowledge and skill base for perinatal health care professionals in the identification of quality improvement opportunities, the planning and implementation of quality improvement initiatives, and the advancement of evidence-based practice at the institutional, community, and state levels.

TARGET AUDIENCE

Physicians	Nurses	Nurse Midwives
Administrators	Payers	Health Educators

LEARNING OBJECTIVES

As a result of participation in this activity, *participants should be able to:*

- **Plan** perinatal quality improvement efforts in their communities and practice settings.
- **Lead or participate** in a perinatal quality improvement team in the clinical setting.
- **Implement** perinatal quality improvement efforts in their communities and practice settings.
- **Evaluate** perinatal quality improvement efforts in their communities and practice settings.
- **Implement** a protocol for reducing scheduled, non-medically indicated, deliveries before 39 weeks gestation.
- **Pursue** opportunities for improving the quality of perinatal care in community and clinical settings.
- **Advance** national, state and community health policy aimed at improving perinatal health care.

ACCREDITATION

Physicians: USF Health is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

USF Health designates this live activity for a maximum of 10 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nurses: USF Health is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

A maximum of 10 contact hours may be earned by learners who successfully complete this continuing nursing education activity.

Program Agenda:

THURSDAY, MARCH 22, 2012	
TIME	EVENT
9:00 – 5:30 PM	Registration Desk Open
9:00 – 10:00 AM	Continental Breakfast
10:00 – 10:05 AM	Welcome (<i>John Curran, MD</i>)
10:05 – 10:15 AM	Conference Overview, Introduction of FPQC (<i>John Curran, MD</i>)
10:15 – 11:45 AM	Michigan Keystone Project (<i>Kathleen Rice Simpson, PhD, RN, FAAN and Eric Knox, MD</i>)
11:45 – 12:00 PM	Break
12:00 – 1:15 PM	Working Lunch The Importance of the Last Few Weeks of Pregnancy (<i>Stan Graven, MD</i>)
1:15 – 2:00 PM	March of Dimes 39 Weeks Provider, Payer and Consumer Education Campaigns (<i>Linda Detman, PhD and Carol Brady, MA</i>)
2:00 – 2:15 PM	Break
2:15 – 3:15 PM	Neonatal Care Quality Initiative (<i>Dan Ellsbury, MD</i>)
3:15 – 4:45 PM	March of Dimes Big 5: The Florida Pilots (<i>Speakers TBD</i>)
5:00 – 6:30 PM	Reception with Poster Session Comments by Host

FRIDAY, MARCH 23, 2012	
TIME	EVENT
8:00 – 3:30 PM	Registration Desk Open
8:00 – 9:00 AM	Continental Breakfast
9:00 – 9:15 AM	Welcome (<i>Donna Petersen, ScD, MHS and Stephen Klasko, MD, MBA</i>)
9:15 – 9:45 AM	Overview of Day I and Day II (<i>John Curran, MD</i>)
9:45 – 10:00 AM	Break
10:00 – 11:30 AM	Breakout Session A: Implementing Maternal Health Quality Improvement Initiatives in Your Hospital
	Breakout Session B: Implementing Infant Health Quality Improvement Initiatives in Your Hospital

11:30 – 11:45 AM	Break
11:45 – 1:00 PM	Working Lunch Humor in Health Care (<i>Charles Mahan, MD</i>)
1:00 – 1:15 PM	Break
1:15 – 2:15 PM	Moving Perinatal Quality Improvement into the National Spotlight (<i>Maureen Corry, MPH</i>)
2:15 – 3:15 PM	State Policies for Improving Perinatal Outcomes in Louisiana (<i>Rebekah Gee, MD, MPH, FACOG</i>)
3:15 – 3:30 PM	Closing Comments (<i>John Curran, MD</i>)

NETWORKING OPPORTUNITY:

Enjoy Opportunity to Reconnect with Friends, Network with Colleagues and Unwind at Thursday's reception and poster walk.

Program Faculty

Carol Brady, MA

Executive Director
Northeast Florida Healthy Start Coalition
Jacksonville, FL

Steven Klasko, MD, MBA

CEO, USF Health
Dean, Morsani College of Medicine
University of South Florida
Tampa, FL

Maureen Corry, MPH

Executive Director
Childbirth Connection
New York, NY

G. Eric Knox, MD

Chief Obstetrics Risk and Safety Officer
PeriGen
Princeton, NJ

John S. Curran, MD

FPQC Principal Investigator
Professor of Pediatrics
Senior Executive Associate Dean
USF Morsani College of Medicine
Associate Vice President, USF Health
Tampa, FL

Charles Mahan, MD

Dean and Professor Emeritus
Lawton & Rhea Chiles Center
for Healthy Mothers and Babies
College of Public Health
University of South Florida
Tampa, FL

Linda A. Detman, PhD

Research Associate, FPQC
Lawton & Rhea Chiles Center
for Healthy Mothers and Babies
University of South Florida
Tampa, FL

Donna J. Petersen, ScD, MHS

Senior Vice President, USF Health
Dean, College of Public Health
University of South Florida
Tampa, FL

Rebekah Gee, MD, MPH, FACOG

Assistant Professor
Director, Birth Outcomes Initiative
Health Science Center
Louisiana State University
New Orleans, LA

Kathleen Rice Simpson, PhD, RN

Perinatal Nurse Specialist
St. John's Mercy Medical Center
St. Louis, MO

Stan Graven, MD

Professor, Department of Community and Family Health
College of Public Health
University of South Florida
Tampa, FL

Program Planning Committee

John S. Curran, MD

FPQC Principal Investigator
Professor of Pediatrics
Senior Executive Associate Dean
USF College of Medicine
Associate Vice President
USF Health
Tampa, FL

Dee Jeffers, RN, MPH

Program Director
The Lawton and Rhea Chiles Center
for Healthy Mothers and Babies
College of Public Health
University of South Florida
Tampa, FL

Linda A. Detman, PhD

Research Associate
Florida Perinatal Quality Collaborative
Lawton & Rhea Chiles Center
for Healthy Mothers and Babies
University of South Florida
Tampa, FL

Lori Reeves, MPH

State Program Director
March of Dimes Florida Chapter
Maitland, FL

Douglas E. Hardy, MD

Clinical Director of the NICU
Winnie Palmer Hospital
Orlando, FL

FACULTY DISCLOSURE

USF Health adheres to ACCME Standards regarding commercial support of continuing medical education. It is the policy of USF Health that the faculty and planning committee disclose real or apparent conflicts of interest relating to the topics of this educational activity, that relevant conflicts of interest are resolved, and also that speakers will disclose any unlabeled / unapproved use of drugs or devices during their presentation. Detailed disclosure will be made in the course syllabus.

ACCOMMODATIONS FOR DISABILITIES / EQUAL OPPORTUNITY

USF HPCC is an Equal Opportunity / Equal Access Institution. For disability accommodations contact USF HPCC at 813-974-4296, or email Bobbi Rose at brose@health.usf.edu a minimum of ten (10) working days in advance.

Events, activities, programs and facilities of the University of South Florida are available to all without regard to race, color, marital status, gender, sexual orientation, religion, national origin, disability, age, Vietnam or disabled veteran status as provided by law and in accordance with the university's respect for personal dignity.

COURSE EVALUATION AND OUTCOMES MEASURES

The evaluation process is a critical component in our strategy to offer excellence in our future conferences and to ensure we are addressing the educational needs of our audience. Your comments and feedback make a difference! Please complete the evaluation. In addition, we measure the outcome of the education using a

post-event survey sent via email. The results of this survey are equally important as we need to know if the education made a difference, be it in awareness, practice change, health outcomes, or all the above. Please complete the survey when it comes to your in-box approximately 6 weeks after the conclusion of the conference.

REGISTRATION FEES

Registration Options	Early Bird (through 2/29/12)	Regular (3/1-21/12)	Late (3/22-23/12)
Physician	\$275	\$300	\$350
Nurse/NP/Community Representative	\$225	\$250	\$300
Physician Single Day (Thursday or Friday)	\$185	\$215	\$235
Nurse/NP/Comm Rep Single Day (Thursday or Friday)	\$150	\$175	\$225
Team Member (1 of 3 or more)*	\$200	\$250	\$300
<i>No single day available for team member</i>			

*Team Member:

A reduced tuition fee of \$200 per person (Early Bird pricing) is available to members of interdisciplinary maternal, neonatal, and community teams. Each participating hospital may register one or all three teams. However, the maternal and neonatal teams must include at least one physician leader and one nurse. Hospitals are also encouraged to include consumers or other community representatives of organizations such as Healthy Start or the March of Dimes.

The 'Early Bird' registration fee is valid for any registrations made on or before February 29, 2012. The 'Regular' registration fee is valid for any registrations made on March 1st through March 21st. The on-site fee will be charged to any attendee that did not register previous to the first day of the event. .

Telephone registrations are not accepted, but fax registrations paid by credit card (Visa, MasterCard, and American Express only) are accepted. Purchase orders are not accepted.

3 WAYS TO REGISTER!

1. **Online** at www.cme.hsc.usf.edu (select 'Course Calendar,' then 'March 2012').
2. **Fax** the registration form and payment information to (813) 974-3217. The form is available at www.cme.hsc.usf.edu/quality/regform/RegForm&TeamForm-FPQC.doc.
3. **Mail** registration form and payment to:
 - USF Health Professions Conferencing Corp.
 - ATTN: SM2012368/1186
 - P.O. Box 628263
 - Orlando, FL 32862-8263

CONFERENCE REGISTRATION FEE INCLUDES (per participant)

- Attendance at the conference,
- Continuing education credit as applicable,
- Exhibits if applicable,
- Thursday's reception,
- Poster walk,
- Continental breakfast, lunch, and breaks each day,
- The conference syllabus / handouts, which may be hard copy or electronic.

CANCELLATION POLICY

Cancellation notification must be made in writing (fax and e-mail are acceptable) and received by March 1, 2012. A cancellation fee of \$75 will be assessed. Cancellations received after March 1st will not be refunded, nor will 'no shows'. Substitutes are welcome without penalty. Please allow up to 3 weeks after the conference for any refunds.

USF Health reserves the right to cancel this activity due to unforeseen circumstances, in which case, the full registration will be refunded. USF Health will not be responsible for travel expenses incurred by participants in the unlikely event that the program is cancelled.

CONFIRMATIONS

If registering online, confirmation will occur upon completion. If mailing or faxing, confirmation will occur when data entry is completed.

PAYMENT POLICY

Checks must be made payable to USF HPCC. Payment by credit card may be done via online registration or by faxing the registration form to (813) 974-3217. Only Visa, MasterCard and American Express are accepted. Payment is in US dollars only.

QUESTIONS OR ASSISTANCE

Conference Coordinator: Bobbi Rose, brose@health.usf.edu, (813) 974-6158

Office of Continuing Professional Development: (813) 974-4296 / (800) 852-5362

MEETING LOCATION AND ACCOMMODATIONS



Hilton Tampa Airport Westshore

2225 North Lois Avenue

Tampa, FL 33607

Phone: 813-877-6688

http://www1.hilton.com/en_US/hi/hotel/TPAAHHF-Hilton-Tampa-Airport-Westshore-Florida/index.do

A limited number of rooms have been reserved for this meeting at a special rate of \$124 plus tax for single/double occupancy. For reservations, call 813-877-6688 or 800-445-8667 and identify yourself as a participant of the **USF or Florida Perinatal Quality Collaborative** Conference to receive the special group rate. The deadline to receive the group rate is February 29, 2012.

- The hotel has complimentary parking.
- The hotel will provide complimentary wireless internet.
- The hotel has a complimentary shuttle to and from Tampa International Airport.

To access the shuttle, collect your luggage, then call the hotel at 813-877-6688. You will be instructed where to wait for the shuttle. The shuttle has the Hilton logo on it, near the rear windows.