



6th ANNUAL

Health Services & Outcomes Research Conference

Conference Theme:

The Business Case for Quality Improvement in Health Care

HOSTED BY

**KELSEY RESEARCH
FOUNDATION**

FOR MEDICAL RESEARCH AND EDUCATION

Wednesday, November 9, 2005 • 8:15 a.m. to 5:00 p.m.

LOCATION

Jesse H. Jones Graduate School of Management • Rice University • Houston, Texas

Jesse H. Jones Graduate
School of Management
RICE UNIVERSITY

Executive Education



The conference will feature presentations, workshops and posters on

The Business Case for Quality Improvement in Health Care

Conference Objectives:

- Disseminate health services research findings on the key components of quality of care.
- Foster collaborative health services research projects among research and medical care institutions in Texas.
- Demonstrate the application of health services research findings in clinical practice and community settings.

Continuing Education Credit will be available for physicians, nurses and clinical research professionals attending the conference all day. Poster presentations and speaker's contact information will be printed in an abstract compendium and be provided to all conference participants.



Arnold Milstein, M.D., M.P.H.
Medical Director, Pacific Business Group on Health • Worldwide Partner, Mercer Human Resource Consulting



Leonard L. Berry, Ph.D.
Distinguished Professor of Marketing and M.B. Zale Chair in Retailing and Marketing Leadership, Mays Business School Professor of Humanities in Medicine, Texas A&M University

REGISTRATION FORM

Registration Fee: \$50.00 – Fee Waived for Students and Poster Presenters

Name _____ E-Mail _____

MD PhD RN MS Student Other _____

Address _____ City _____ State _____ ZIP _____

Daytime Phone _____ Fax _____

Are you requesting Continuing Education Credit? Yes No Type of CEU requested: MD RN Other _____

Please mark your 1st and 2nd choice for morning workshops:

- Evaluating Effectiveness, Efficiency and Equity in Health Care..... _____ AM
- Patient-Centered Care..... _____ AM
- Selecting and Measuring Intervention Outcomes _____ AM
- Improving Adherence..... _____ AM
- Measuring Quality Improvement in Health Care _____ AM
- Preventing Medical Errors _____ AM
- Disease Management Programs _____ AM

Please mark your 1st and 2nd choice for afternoon workshops:

- Evaluating Effectiveness, Efficiency and Equity in Health Care..... _____ PM
- Patient-Centered Care..... _____ PM
- Selecting and Measuring Intervention Outcomes _____ PM
- Improving Adherence..... _____ PM
- Measuring Quality Improvement in Health Care _____ PM
- Preventing Medical Errors _____ PM
- Disease Management Programs _____ PM

METHOD OF PAYMENT

Check enclosed for Registration (Please make checks payable to: Kelsey Research Foundation)

Charge Credit Card Visa Mastercard American Express

Credit Card Number _____

Name on Card _____ Expiration Date _____

Signature _____



6th ANNUAL Health Services & Outcomes Research Conference

Mail Registration Form to:
 Kelsey Research Foundation
 7800 Fannin, Suite 209
 Houston, TX 77054
 or fax to 713-442-1229



Health Services & Outcomes Research Conference

Wednesday, November 9, 2005

8:15 a.m. to 5:00 p.m.

LOCATION

Jesse H. Jones Graduate School of
Management • Rice University
Houston, Texas

AGENDA

7:30 a.m. – 8:15 a.m. Registration and Continental Breakfast

8:15 a.m. – 8:30 a.m. Welcome and Opening Remarks

Anthony J. Greisinger, Ph.D.

Vice President for Research & Development
Kelsey Research Foundation • Houston, TX

Patrick M. Carter, M.D.

Director for Managed Care
Kelsey-Seybold Clinic • Houston, TX

William H. Glick, Ph.D.

Dean and H. Joe Nelson Professor of Management
Jesse H. Jones Graduate School of Management
Rice University • Houston, TX

8:30 a.m. – 9:15 a.m. Keynote Speaker, Arnold Milstein, M.D., M.P.H.

Medical Director, Pacific Business Group on Health
Worldwide Partner, Mercer Human Resource Consulting • San Francisco, CA
"Clinical Performance Improvement"

9:15 a.m. – 9:30 a.m. Discussion

9:30 a.m. – 10:00 a.m. Leonard L. Berry, Ph.D.

Distinguished Professor of Marketing
M.B. Zale Chair in Retailing and Marketing Leadership
Mays Business School
Professor of Humanities in Medicine
Texas A&M University • College Station, TX
"Improving the Quality of Service in Health Care"

10:00 a.m. – 10:30 a.m. Donna Farley, Ph.D.

RAND Corporation • Pittsburgh, PA
"Consumer Surveys of the Health Care Experience"

10:30 a.m. – 10:45 a.m. Discussion

10:45 a.m. – 11:00 a.m. Break

11:00 a.m. – 12:00 p.m. Workshops

- **Evaluating Effectiveness, Efficiency and Equity in Health Care:** This workshop will introduce frameworks for evaluating medical care interventions in the context of effectiveness, efficiency and equity criteria and present benchmarks and findings, based on the frameworks.

LuAnn Aday, Ph.D., David Lairson, Ph.D., Charles E. Begley, Ph.D.

University of Texas Health Science Center at Houston, School of
Public Health • Houston, TX

- **Patient-Centered Care:** This workshop will describe and disseminate current findings about the role of doctor-patient communication and relationships in improving health outcome.

Paul Haidet, M.D., M.P.H.

Michael E. DeBakey VA Medical Center • Houston, TX

- **Selecting and Measuring Intervention Outcomes:** This workshop will describe and disseminate findings about objective and subjective outcome measure.

Rajesh Balkrishnan, Ph.D.

Merrell Dow Professor
Ohio State University College of Pharmacy and School of
Public Health • Columbus, OH

- **Measuring Quality Improvement in Health Care:** This workshop will describe and disseminate information about monitoring, benchmarking and improving quality of care, including the timeliness of care.

Peg Reiter, R.N.C., M.S.

St. Luke's Episcopal Hospital • Houston, TX

- **Improving Adherence:** This workshop will describe and disseminate strategies for improving adherence to treatment.

Sarah Lake-Wallace, Pharm.D.

Kelsey-Seybold Clinic • Houston, TX

J. David Hayes, Pharm.D.

University of Houston School of Pharmacy • Houston, TX

- **Preventing Medical Errors:** This workshop will describe and disseminate strategies and reporting systems to reduce medical errors and improve patient safety.

Eric Thomas, M.D., M.P.H.

University of Texas Medical School • Houston, TX

- **Disease Management Programs:** This workshop will describe models of disease management for chronic diseases.

Patrick M. Carter, M.D.

Director for Managed Care
Kelsey-Seybold Clinic • Houston, TX

Bruce H. Fireman, M.A.

Health Services Researcher
Permanent Medical Group of Northern California • Oakland, CA

12:00 p.m. – 1:15 p.m. Lunch and Poster Session

Poster presentations will focus on the six major components of quality of care: effectiveness, efficiency, equity, patient safety, timeliness of care, and patient-centered care.

1:15 p.m. – 1:45 p.m.

James S. Goodwin, M.D.

George and Cynthia Mitchell Distinguished Chair in Geriatric Medicine
Director, Sealy Center on Aging
The University of Texas Medical Branch • Galveston, TX
"Using Administrative Data to Assess Health Care Quality"

1:45 p.m. – 2:00 p.m. Discussion

2:00 p.m. – 2:30 p.m. Bruce H. Fireman, M.A.

Health Services Researcher
Permanent Medical Group of Northern California • Oakland, CA
"Can Disease Management Reduce Health Care Costs By Improving Quality? Lessons from Kaiser-Permanent"

2:30 p.m. – 3:00 p.m. Vivian Ho, Ph.D.

James A. Baker III Institute Chair in Health Economics
Associate Professor of Economics
Rice University • Houston, TX
"The Influence of Health Policy on Quality of Care"

3:00 p.m. – 3:15 p.m. Discussion

3:15 p.m. – 4:15 p.m. Workshops will be repeated

4:15 p.m. – 4:30 p.m. Break

4:30 p.m. Poster Awards and Reception

Keynote Speaker

ARNOLD MILSTEIN, M.D., M.P.H. – Dr. Milstein is the Medical Director of the Pacific Business Group on Health (PBGH) and the U.S. Health Care Thought Leader at Mercer Human Resource Consulting. PBGH is the largest employer health care purchasing coalition in the U.S. His work and publications focus on private and public sector health care purchasing strategy, clinical performance measurement, and the psychology of clinical performance improvement.

Dr. Milstein cofounded both the Leapfrog Group and the Consumer-Purchaser Disclosure Project. He heads performance measurement activities for both initiatives and is a MedPAC Commissioner. Previously a Rosenthal Lecturer at the Institute of Medicine, the New England Journal of Medicine's series on employer-sponsored health insurance described him as a "pioneer" in efforts to advance quality of care. In 2004 and 2005, he was selected for the highest annual award of World-at-Work, the largest global organization of human resource managers, and of the National Business Group on Health (NBGH). The NBGH award cited nationally recognized innovation and implementation success in health care cost reduction and quality gains.

Educated at Harvard (BA-Economics), Tufts (MD) and UC-Berkeley (MPH-Health Services Evaluation and Planning), he is an associate clinical professor at the University of California at San Francisco.

Continuing Education Credits

Participants must attend entire program to receive their contact hours.

This activity has been planned and implemented in accordance with the Essentials and Standards of Texas Medical Association through the joint sponsorship of St. Luke's Episcopal Hospital and the Kelsey-Seybold Research Foundation.

St. Luke's Episcopal Hospital designates this continuing medical education activity for a maximum of 6.5 category I credits towards the AMA Physician's Recognition Award. Each physician should claim only those hours of credit that he/she actually spent in the educational activity.

Nurse's Credits: Kelsey-Seybold Clinic is an approved provider of continuing nursing education by the Texas Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. This activity meets Type 1 criteria for mandatory continuing education requirements toward relicensure as established by the Board of Nurse Examiners of the State of Texas. Nurses will receive 7.5 contact hours for completion of this program.

The Association of Clinical Research Professionals (ACRP) recognizes the CEU's earned at the conference as acceptable credit towards recertification of CCRA's and CCRC's.

After participation in this activity, attendees should be better able to:

- Apply research findings to clinical practice.
- Measure quality improvement.
- Demonstrate methods of improving patient safety.

Education Methods

Lectures/Discussions/Workshops/Poster Sessions

FOR MORE INFORMATION

Please contact Patricia Sheldon at the Kelsey Research Foundation
713-442-1219 or pasheldon@kelsey-seybold.com

**KELSEY RESEARCH
FOUNDATION**

FOR MEDICAL RESEARCH AND EDUCATION

7800 Fannin, Suite 209
Houston, TX 77054
713-442-1214 • Fax 713-442-1229
www.ksfnd.org