



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

March 22-23, 2012

*Hilton Tampa Airport Westshore
Tampa, FL*



Making Life Better®

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.



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.

TARGET AUDIENCE:

- ◆ Physicians
- ◆ Nurses
- ◆ Nurse Midwives
- ◆ Administrators
- ◆ Payers
- ◆ Health Educators

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 the FPQC (<i>John Curran, MD</i>)
10:15 – 11:45 AM	Perinatal Quality Gap Analysis and Evidence-Based Labor Delivery (<i>Presenters: Kathleen Rice Simpson, PhD, RN 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>Presenter: Stan N. Graven, MD</i>)
1:15 – 2:00 PM	March of Dimes 39 Weeks Provider, Payer and Consumer Education Campaigns (<i>Presenters: Linda Detman, PhD and Carol Brady, MA</i>)
2:00 – 2:15 PM	Break
2:15 – 3:15 PM	Neonatal Care Quality Initiative (<i>Presenter: Dan Ellsbury, MD</i>)
3:15 – 4:45 PM	March of Dimes Big 5 - Florida Pilot the California Toolkit for Eliminating Non-Medically Indicated Deliveries Prior to 39 Weeks of Gestation (<i>Speakers: Representatives of Florida Hospitals that Participated in Pilot Project</i>) (<i>Facilitators: Lori Reeves, MPH and William Sappenfield, MD, MPH</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>Steven Klasko, MD, MBA and Beth Kidder, Chief, Bureau of Medicaid Services - "Invited"</i>)
9:15 – 9:45 AM	Overview of Day I and Day II (<i>John Curran, MD</i>)
9:45 – 10:00 AM	Break to Move into Concurrent Sessions
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>Presenter: Charles Mahan, MD</i>)
1:00 – 1:15 PM	Break
1:15 – 2:00 PM	Moving Perinatal Quality Improvement into the National Spotlight (<i>Presenter: Maureen Corry, MPH</i>)
2:00 – 3:00 PM	State Policies for Improving Perinatal Outcomes in Louisiana (<i>Presenter: Rebekah Gee, MD, MPH, FACOG</i>)
3:00 – 3:15 PM	Closing Comments (<i>John Curran, MD</i>)

NETWORKING OPPORTUNITY

Enjoy the Opportunity to Reconnect with Friends, Network with Colleagues and Unwind at Thursday's Reception and Poster Walk.



Program Faculty

<p>Carol Brady, MA Executive Director Northeast Florida Healthy Start Coalition Jacksonville, FL</p>	<p>Beth Kidder - "Invited" Chief, Bureau of Medicaid Services Agency for Health Care Administration Tallahassee, FL</p>
<p>Maureen Corry, MPH Executive Director Childbirth Connection New York, NY</p>	<p>Steven Klasko, MD, MBA CEO, University of South Florida (USF) Health Dean, Morsani College of Medicine Tampa, FL</p>
<p>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</p>	<p>G. Eric Knox, MD Chief Obstetrics Risk and Safety Officer PeriGen Princeton, NJ</p>
<p>Linda A. Detman, PhD FPQC Research Associate The Lawton & Rhea Chiles Center for Healthy Mothers and Babies USF College of Public Health Tampa, FL</p>	<p>Charles Mahan, MD Dean and Professor Emeritus The Lawton & Rhea Chiles Center for Healthy Mothers and Babies USF College of Public Health Tampa, FL</p>
<p>Rebekah Gee, MD, MPH, FACOG Assistant Professor Director, Birth Outcomes Initiative Health Science Center Louisiana State University New Orleans, LA</p>	<p>Lori Reeves, MPH State Program Director March of Dimes Florida Chapter Maitland, FL</p>
<p>Stan Graven, MD Professor, Dept. of Community and Family Health USF College of Public Health Tampa, FL</p>	<p>Kathleen Rice Simpson, PhD, RN Perinatal Nurse Specialist St. John's Mercy Medical Center St. Louis, MO</p>
<p>William Sappenfield, MD, MPH Professor and Chair, Department of Community and Family Health Director, The Lawton and Rhea Chiles Center for Healthy Mothers and Babies USF College of Public Health Tampa, FL</p>	

Program Planning Committee

<p>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</p>	<p>Dee Jeffers, RN, MPH Program Director The Lawton and Rhea Chiles Center for Healthy Mothers and Babies USF College of Public Health Tampa, FL</p>
<p>Martha DeCastro, MS, RN Vice President, Nursing Florida Hospital Association Tallahassee, FL</p>	<p>Lori Reeves, MPH State Program Director March of Dimes Florida Chapter Maitland, FL</p>
<p>Linda A. Detman, PhD FPQC Research Associate The Lawton & Rhea Chiles Center for Healthy Mothers and Babies USF College of Public Health Tampa, FL</p>	<p>William Sappenfield, MD, MPH Professor and Chair Department of Community and Family Health Director, The Lawton and Rhea Chiles Center for Healthy Mothers and Babies USF College of Public Health Tampa, FL</p>
<p>Douglas E. Hardy, MD Clinical Director of the NICU Winnie Palmer Hospital Orlando, FL</p>	<p>Kim Streit, FACHE, MBA, MHS Vice President, Healthcare Research & Information Florida Hospital Association Orlando, FL</p>

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 in awareness, practice change, health outcomes or all the above. Please complete the survey when it comes to your inbox 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
Physician: Single Day <input type="checkbox"/> Thurs. <input type="checkbox"/> Fri.	\$185	\$215	\$235
Nurse/NP/Community Representative	\$225	\$250	\$300
Nurse/NP/Comm. Representative: Single Day <input type="checkbox"/> Thurs. <input type="checkbox"/> Fri.	\$150	\$175	\$225
Team Member (1 of 3 or more)*	\$200	\$250	\$300
No single day available for team member			

*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.

THREE 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

REGISTRATION FEE INCLUDES:*

- ◆ 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

***Per participant**

CANCELLATION POLICY

Cancellation notification must be made in writing (fax and email 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/TPAAHFF-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.

Florida Perinatal Quality Collaborative at The Lawton and Rhea Chiles Center for Healthy Mothers and Babies



Primary Business Address
3111 East Fletcher Avenue
Tampa, FL 33613-4660

Contact: Linda A. Detman
Phone: 813-974-5865
Email: ldetman@health.usf.edu



The mission of the Florida Perinatal Quality Collaborative (FPQC) at The Chiles Center is to improve Florida's maternal and infant health outcomes through assuring quality perinatal care for all of Florida's women and infants. We seek to collaborate with all Florida perinatal health care stakeholders using data-driven, value-added quality improvement processes in projects aimed at improving maternal and infant health.

Goals

- ◆ Engage perinatal health care stakeholders in the design, implementation and evaluation of a data-driven process for value-added, cost-effective perinatal health quality improvement efforts.
- ◆ Build and sustain consensus, awareness and support across the state regarding the value and benefits of participation in the FPQC.

This project supported by  **march of dimes**
florida chapter

Promoting better outcomes for our mothers and babies

To learn more about the FPQC, please visit us on the web at <http://health.usf.edu/publichealth/chilescenter/services.html#Florida Perinatal Quality Collaborative> or on Facebook at **Florida Perinatal Quality Collaborative**.

The Lawton and Rhea Chiles Center for Healthy Mothers and Babies



Phone: 813-974-8888

To learn more about the The Chiles Center,
please visit us on the web at
<http://health.usf.edu/publichealth/chilescenter/>.

The mission of The Lawton and Rhea Chiles Center for Healthy Mothers and Babies is to promote and protect the health of pregnant women, their infants and young children through research, education and service. The Chiles Center is dedicated to determining the most effective strategies for reducing illness, disability and death among mothers, their infants and young children. The Center brings together experts in public health, health care, program design and evaluation and maternal and child health from Florida universities as well as national and international programs to address the many needs of mothers and their children and families. Today, through the committed work of its faculty and staff as well as community supporters, The Chiles Center has become the first choice in the nation for maternal and child health research, education and service for scholars, practitioners, policy-makers, advocates, families and students.



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