



## **2010 Northwest Patient Safety Conference**

May 4, 2010 – 8:00 AM-4:30 PM  
Hilton Seattle Airport & Conference Center

Our seventh regional conference focuses on the topic of "Patient Safety Culture." Presentations and small-group discussions in workshop formats provide a full-day event that will challenge participants' assumptions about best practices, and provide tools and methods that can be quickly put to use in participants' care settings. Topics will cover a wide range from root cause analyses to what we're learning from Washington's mandatory reporting programs; and include awards presentations, a poster session, networking opportunities, and much, much more...

### **Keynote Speaker:**

We will join with the Foundation's [Surgical Care and Outcomes Assessment Program](#) (SCOAP) to hear from surgeon and writer, [Atul Gawande, MD, MPH](#), a staff member of Brigham and Women's Hospital, the Dana Farber Cancer Institute, and the New Yorker magazine. He received his B.A.S. from Stanford University, M.A. (in politics, philosophy, and economics) from Oxford University, M.D. from Harvard Medical School, and M.P.H. from the Harvard School of Public Health. He served as a senior health policy advisor in the Clinton presidential campaign and White House from 1992 to 1993. Since 1998, he has been a staff writer for the New Yorker magazine. In 2003, he completed his surgical residency at Brigham and Women's Hospital, Boston, and joined the faculty as a general and endocrine surgeon.

He is also Associate Professor of Surgery at Harvard Medical School, Associate Professor in the Department of Health Policy and Management at the Harvard School of Public Health, and Research Director for the BWH Center for Surgery and Public Health. He has published research studies in areas ranging from surgical technique, to US military care for the wounded, to error and performance in medicine. He is the director of the World Health Organization's Global Challenge for Safer Surgical Care.

In 2006, he received the MacArthur Award for his research and writing. His book *Complications: A Surgeon's Notes On An Imperfect Science* was a finalist for the National Book Award in 2002 and is published in more than a hundred countries. He was editor of *The Best American Science Writing 2006*. His book *Better: A Surgeon's Notes On Performance* is a New York Times bestseller and one of Amazon.com's ten best books of 2007. His newest book, *The Checklist Manifesto*, is one of Amazon's best books of the month: December 2009.

### **Plenary Speakers:**

[Mick Oreskovich, MD](#), is Medical Director and Chief Executive Officer of Washington Physicians Health Program, whose mission is to facilitate the rehabilitation of healthcare practitioners who have physical or mental conditions that could compromise public safety and to monitor their recovery. He provides leadership and oversight over all clinical and administrative operations. As an educator on the health and well being of healthcare practitioners, he lectures extensively at the state, national, and international level to clinics, hospitals, specialty groups, societies, insurers, and legislators. In addition, as a member of the clinical faculty of the University of Washington School of Medicine, he teaches medical students, residents, fellows, and faculty.

His primary research interest is in primary prevention of impairment and he has developed an anonymous self-assessment survey that identifies at risk behavior in healthcare practitioners. He attended medical school at the University of Washington and also completed residencies there in both surgery and psychiatry and a fellowship in addiction psychiatry. This was followed by a Seattle VA MIRECC fellowship in advanced psychiatry. Dr. Oreskovich will give a morning plenary talk on burnout and safety, and will also give a breakout session on impaired healthcare professionals.

[David Marx, JD](#), is President of [Outcome Engineering](#), a Dallas-based risk management firm. David has a BS in Mechanical Systems Engineering and Juris Doctor in Law. David's firm currently spends the majority of its effort on helping high-risk organizations develop safety supportive practices and culture.

David began his career as a Boeing aircraft design engineer. In his final years at Boeing, David organized a human factors and safety group where his team won the International Whittle Award for the development of a human error investigation process now used by air carriers around the world.

In 1997, David launched a research and consulting practice focusing on the management of human error through the integration of systems engineering, human factors, and the law. David has served as an advisor to the Federal Aviation Administration's Human Factors Research Program and to the NASA Space Shuttle Program.

David was the principal consultant to guide the State of Oregon and the Oregon Health Care Association to build the first state-wide, quantitative model of medication safety risk. In the area of safety culture, David authored for the National Institutes of Health the document "Patient Safety and the 'Just Culture': A Primer for Healthcare Executives." David's Just Culture tools have now been implemented at a statewide level in both Minnesota and North Carolina. In November 2005, David's firm launched the Just Culture Community, a web-based resource for organizations on the journey to more open learning cultures. In December 2005, the Institute for Safe Medication Practices awarded David the Cheers award for his work in developing the "Just Culture." Mr. Marx will deliver the afternoon plenary talk.

## **SPONSORSHIP PACKAGES for 2010 Washington Patient Safety Conference**

### **Patient Safety Conference Sponsor (\$15,000+)**

- Recognition as Conference Sponsor in all promotional material:
  - Three (3) e-mail blasts – at *minimum*, a save-the-date announcement, registration opening e-mail, and a registration reminder to the mailing lists of the Foundation for Health Care Quality\*
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### **Patient Safety Keynote Sponsors (\$7,500+ each)**

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- Sponsorship/Introduction of Keynote speaker **OR** Sponsorship/Introduction of plenary session
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*Qualis Health & Virginia Mason  
... only ONE left!*

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  - Complimentary exhibit table
  - Web site(s)
- (Joint) Recognition from podium and in opening slides
- One (1) free registration to the conference

### **Friend(s) of Patient Safety (\$1,000~\$2,499 each)**

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  - Packet Materials (name)
  - Website(s)
- (Joint) Recognition from podium and in opening slides

*\*Number of e-mail blasts may be dependent upon timing of sponsorship agreement.*

**For more information, please contact:**

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