CAMPAIGN FOR QUALITY
Healthcare Conference

OCTOBER 17 AND 18, 2019
REGISTER ONLINE AT MVHEALTHSYSTEM.ORG/CFQ
CAMPAIGN FOR QUALITY
AN EDUCATIONAL SERIES WITH NATIONAL AND LOCAL SPEAKERS
The Mohawk Valley Health System’s (MVHS) 2019 Campaign For Quality (CFQ) promises to provide a new perspective on the ever-changing healthcare industry. This popular educational event, celebrating its 18th anniversary, features international, national and local experts presenting on current trends in healthcare, patient experiences, population health topics and patient safety initiatives.

CFQ will be held at Hamilton College in Clinton, New York, on Friday, October 18, 2019, and is free to attend. A special evening presentation and dinner will be held on Thursday, October 17, at Delta Hotels by Marriott Utica, 200 Genesee Street, Utica, New York.

Daniel Grossman, MD, kicks off CFQ on Friday, October 18, 2019, at Hamilton College. Dr. Grossman, is an Emergency Department doctor who suffered a devastating spinal cord injury while mountain bike riding. After an emergency surgery performed the day of the accident, Dr. Grossman knew he would never walk again. He returned to the Mayo Clinic not as a physician but as a patient, where he began to learn to navigate the world in a wheelchair. While many of his patients still react with surprise or confusion when Dr. Grossman wheels into an exam room, others seem relieved and comforted being cared for by a provider who has clearly faced his own health hurdles.

“Campaign for Quality is an educational event for the whole community,” said Darlene Stromstad, FACHE, president/CEO of MVHS. “This educational series brings together incredible speakers with years of experience on various topics that affect all of us. These renowned speakers are ones you’d expect to see in large cities or major academic healthcare institutes. However, the 2019 CFQ is bringing them right to our community. I strongly encourage anyone interested in a better understanding of healthcare to attend this wonderful event.”

TARGET AUDIENCE
This educational event is open to employees, medical staff and volunteers from hospitals across New York State, as well as the general public. In 2018, more than 500 physicians, healthcare workers, students and community members were in attendance with more than 50 hospitals and healthcare organizations across New York State represented at CFQ.

LEARNING OBJECTIVES
Following CFQ, participants will be able to:
1. Improve patient experience which will be reflected in a 10 percent improvement in HCAHPS scores
2. Ten percent improvement in sepsis-related mortality via standard protocols
3. Each manager will conduct two safety-oriented discussions per month in their clinical areas.

SPONSORS
CFQ is sponsored by MVHS (affiliates include Faxton St. Luke’s Healthcare and St. Elizabeth Medical Center) as well as the medical staffs.

LEARN MORE
For more information and to register online, visit mvhealthsystem.org/ cfq.

2019 EXHIBITORS AND SPONSORS AS OF TUESDAY, SEPTEMBER 10, 2019

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CAMPAIGN FOR QUALITY 2019 PROGRAM HIGHLIGHTS

THURSDAY, OCTOBER 17, 2019
Delta Hotels by Marriott Utica
Utica, New York
$20 per person, seating is limited, reservations required.

5 p.m. – Cocktails
6 p.m. – Dinner
7 p.m. – Presentation

LARRY JOHNSON
Taking Care: Implementing Change and Why
7 p.m.

For twenty six years, Larry Johnson has helped organizations build more productive and profitable working cultures through the development of strong leaders and dedicated employees. He has received rave reviews from more than 150,000 business, government, and healthcare professionals with his presentations on the topics of leadership, change, customer service, project management and honesty in business.

Johnson is the co-author of the highly acclaimed, top-selling book, “Absolute Honesty: Building a Corporate Culture That Values Straight Talk and Rewards Integrity,” as well as “Generations Inc.: From Boomers to Linksters, Managing the Friction Between Generations at Work.” He has written countless articles and has been published in recognized business and association journals.

FRIDAY, OCTOBER 18, 2019
Hamilton College
Clinton, New York

DANIEL GROSSMAN, MD
Lessons on the Journey from Doctor to Patient and Back
8:45 a.m.

Dr. Grossman is an Emergency Department doctor who suffered a devastating spinal cord injury while mountain bike riding. After an emergency surgery performed the day of the accident, Dr. Grossman knew he would never walk again. He returned to the Mayo Clinic not as a physician but as a patient, where he began to learn to navigate the world in a wheelchair.

After 64 days of working with the physical medicine and rehabilitation physicians, nursing staff and therapists of Mayo Clinic's Spinal Cord Injury Rehabilitation Program, Dr. Grossman was ready to take the next step in his rehabilitation. He transferred to Courage Kenny Rehabilitation Institute's Transitional Rehabilitation Program in the Twin Cities, which offered a longer-term, high-intensity inpatient rehabilitation program. There, he continued to hone the skills he’d need to get back home, back to work and back to the life waiting outside of the hospital.

While many of his patients still react with surprise or confusion when Dr. Grossman wheels into an exam room, others seem relieved, as though they're comforted by being cared for by a provider who has clearly faced his own health hurdles.

"One patient said that she thought you'd have to go through something yourself to be a good doctor," Dr. Grossman said. "I don't believe that, but I do agree that having a personal experience gives you a perspective that others might lack."

For Dr. Grossman, that new perspective is a gift that has transformed the way he cares for patients.

“There's no question that this accident will have a long-term impact on my ability to be a better physician,” he said. “It's made me more empathetic and compassionate and made me much more aware of my patients' needs.”

It's also made him more aware of the challenges within the healthcare system and more committed to finding a way to address them.

“It’s a difficult system to navigate,” Dr. Grossman said. “I now have a unique voice. I want to use it to help humanize the system.”

STEVE KREISER
HIGH RELIABILITY
10:15 a.m.

Steve Kreiser is a Partner with the Press Ganey Strategic Consulting Group, specializing in safety and high reliability. Kreiser has more than 30 years of experience improving safety and reliability in naval operations, military and commercial aviation and healthcare.

Kreiser holds a Master of Business Administration degree from the University of Maryland and a Bachelor of Science degree in Aerospace Engineering from the University of Virginia.
As the medical director of the Mohawk Valley Health System (MVHS) Structural Heart Program, Dr. Sassower has been directly involved in advancing the cardiac program to achieve quality outcomes, utilizing the newest technologies. The Edwards TAVR program, Protected PCI Impella program and Left Atrial Appendage Watchman program have allowed minimally invasive procedures to maximize our patients’ quality of life. In a field where technology changes and advances rapidly, these procedures have given patients a renewed hope for treatment, when previously, they were faced with limited options or none.

Dr. Del Prato has 28 years of teaching, leadership and administrative experience in associate, baccalaureate and graduate nursing education. Dr. Del Prato’s scholarly interests include self-authorship, evidence-based pedagogies and educational practices that shape students’ cognitive development and professional formation, incivility, mentoring and faculty development. Her work is published in several books and peer-reviewed journals.

Elizabeth Gleasman, NP, is a nurse practitioner specialist. She attended and graduated from George Washington University School Of Medicine in Washington, DC, and has more than 22 years of diverse experience, especially as a nurse practitioner.

Dr. Halliday is senior associate provost and professor of Philosophy at Utica College. He earned his doctorate from Oxford University in England before moving to the United States. He has published work in medical ethics, philosophy of religion, political philosophy, pedagogy and epistemology.

Dr. Reddy, a specialist in Interventional Neurology, is affiliated with United Health Services in Johnson City, New York, MVHS and SUNY Upstate Medical University in Binghamton, New York. Dr. Reddy earned his Bachelor of Medicine at Bangalore Medical College in India. He also completed an internship in Internal Medicine at Staten Island University Hospital in Staten Island, New York, and residencies in Neurology at both New York University Medical Center and at St. Vincent’s Hospital in New York, New York. Dr. Reddy completed a clinical and research fellowship in Vascular Neurology at Harvard Medical School in Boston, Massachusetts.

As cofounder of Maun-Lemke Speaking and Consulting, LLC, Maun has more than 38 years of experience in healthcare operations, management, revenue enhancement, leadership, quality improvement, turnover reduction, employee retention and self-development programs. Maun’s acclaimed leadership process has been successfully implemented in small and multi-facility businesses nationwide. His visions, ideas, techniques and innovative solutions are currently at work in thousands of organizations throughout the country.

Since 1984, Maun has concentrated on “changing the results of healthcare” and improving the “people business” of our profession. He consults and speaks on a diverse range of critical challenges facing healthcare, from revenue and marketing strategies to service excellence, as well as optimizing employee effectiveness and executive mentoring. Maun’s strength is optimizing organizational effectiveness with programs targeted to the 3 “Cs” of healthcare: Customers, Coworkers and Collaboration.

Maun has the proven ability to motivate individuals to positive action and implement results-oriented change. Using his vast experience and knowledge of the healthcare profession, Maun also provides free proven and practical best practice stories, tips and anecdotes daily on Clintcast.com.
EVENT REGISTRATION
Registration is required for all Delta Hotels by Marriott Utica and Hamilton College events. Attendees must register by Friday, October 11, 2019, at mvhealthsystem.org/cfq.

There is a $20 charge for the Thursday night event. There is no charge for Friday’s presentations or lunch. Registration and payment can be made at campaignforquality.com. Once you register, you will receive a confirmation email that lists the presentations you signed up for. Please print out the email and bring it with you to the event on Friday.

For questions or registration assistance, contact Linda Lovrin by calling 315-624-6693 or email llovrin@mvhealthsystem.org.

DIRECTIONS
The presentation on Thursday, October 17 will be at the Delta Hotels by Marriott Utica, 200 Genesee Street, Utica, New York, 13502.

All presentations on Friday at Hamilton College will be held in the Kirner-Johnson Building or Wellin Hall located at 198 College Hill Road, Clinton, New York. Registration will be in the Kirner-Johnson Building, where you will receive your welcome packet, which includes room assignments.

To get to the Kirner-Johnson Building, drive up College Hill Road until you pass through the yellow flashing light at the student crosswalk. Turn left onto Green Apple Way (two stone pillars flank the street). Drive to the circle in front of Kirner-Johnson and take a right. Parking lots are on the right.