

THE HOSPITAL & HEALTHSYSTEM
ASSOCIATION OF PENNSYLVANIA



THE HEALTH CARE IMPROVEMENT FOUNDATION
Building Partnerships For Better Health Care

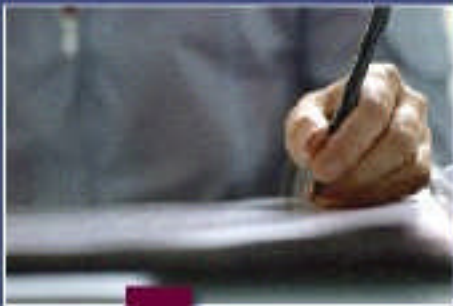
The Pennsylvania Pressure Ulcer Partnership

Free Audioconference

Facilitating Physician Engagement

Thursday, April 16, 2009

11:30 a.m. – 12:30 p.m.



HOSPITAL
COUNCIL *of*
WESTERN
PENNSYLVANIA



Overview:

The Hospital & Healthsystem Association of Pennsylvania (HAP), The Health Care Improvement Foundation (HCIF), and the Hospital Council of Western Pennsylvania (HCWP) are pleased to provide this **FREE** audioconference, which is being underwritten by Capital BlueCross, Highmark Blue Shield, and Independence Blue Cross.

One of the goals of the Pennsylvania Pressure Ulcer Partnership is to help organizations utilize a multidisciplinary team to lead pressure ulcer prevention and early treatment efforts. Implementing strategies to engage physicians is a key part of the communication and teamwork needed for any successful pressure ulcer prevention initiative.

This call will emphasize the importance of physician involvement in the prevention and treatment of pressure ulcers and provide participants with a list of techniques to engage them in this multidisciplinary effort.

Program Objectives:

Upon completing this program participants should be able to:

- Identify reasons for physician resistance to the prevention and treatment of pressure ulcers.
- Define “academic detailing.”
- List the techniques of “academic detailing.”
- Give real-life examples where these techniques were effective.
- Describe techniques that may yield active engagement of physicians in the prevention and treatment of pressure ulcers.

Faculty:

Alice Rocke, MD, is a board-certified general surgeon with sub-specialty training in wound care and lymphedema. She is a graduate of the Medical College of Wisconsin and the West Penn Hospitals’ Surgical Residency with fellowship training in burn care. Dr. Rocke completed a research fellowship at UPMC in the Division of Plastic Surgery exploring wound healing.

Dr. Rocke currently practices at Jefferson Regional Medical Center, Jefferson Hills, PA, where she has spent the majority of the past 9 years providing wound care in a variety of settings. While at the Wound Care Center, she led a multi-disciplinary team of physicians and nurses to wound-healing rates which were consistently above the national average.



Who Should Attend:

This program will be of particular benefit to health care providers including physicians, wound care specialists, nursing staff, direct care workers, and administrative leaders.

Certificate of Attendance:

A general certificate of attendance will be emailed to all participants. Some national, state, and local licensing boards and professional organizations will grant continuing education credits for attendance when you submit the course outline (save the brochure) and your certificate of attendance. It is recommended you contact your own board or organization to find out what is required.

How the Audioconference Will Work:

There is no limit to the number of staff from your office per connection who can tune in to the seminar via speakerphone. **In order to minimize costs, staff from the same organization must use the same connection to listen to this audioconference. Interested participants are required to pre-register to ensure that enough lines are reserved and that they receive dial-in instructions and materials ahead of time.**

Organizations will be billed \$99 for each additional telephone line that connects to the audioconference.

Upon receipt of registration, confirmation will be emailed to the registrant. Dial-in instructions will be emailed to each registrant's email address approximately 48 hours prior to the conference, including information on how to obtain handout materials for the conference. If you do not receive an email by this date, please email mbarth@haponline.org.

Please register only one name per connection.

Registration Deadline: April 13, 2009

Early registration is encouraged for optimal processing of conference materials.



REGISTRATION FORM

PA Pressure Ulcer Partnership Audioconference Facilitating Physician Engagement

*April 16, 2009
11:30 a.m. – 12:30 p.m.
(2009-538)*

Please type or print

Name of Registrant _____

Title _____

Hospital/Health System _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Registrant's e-mail _____

**(Confirmation will be sent only to registrant's email)*

There is no limit to the number of staff from your organization per connection who can tune in to the seminar via speakerphone. The free session will be limited to one connection per hospital or other health care organization. **Organizations that use more than one dial-in connection will be invoiced \$99 per additional phone line.**

REGISTER BY FAX: (717) 561-5220

Registration Deadline: April 13, 2009

For registration information, or if you need special accommodations, please call HAP Education Services at (717) 561-5270. *Thank You for Your Registration!*