

Bulletin



The International Society for Quality in Health Care Ltd.

April 2010

Register now for Paris 2010

Online registration for our 27th International Conference is now open. Our registration site - ISQua Paris 2010 allows delegates to register for the conference and social events, and book their hotel.



This year's Social Networking Reception will take place in the historic Sorbonne University, Paris.

While our Conference rates have increased for non-members, we are pleased to offer our members the same lower rates as last year. Further details can be found within this Bulletin or online on our website – <http://www.isqua.org/conference-details/registration-now-open.htm>. Our early bird rates will be available until 28th August but we recommend you register early as rooms in our Conference Hotel, the Marriott Rive Gauche, are limited.

An early Conference programme is available online. Many of the speakers have already

been confirmed and information on them and their sessions is also available. A more detailed programme will be available once our reviewers have reached a final decision on the submitted abstracts.

Do you remember when ISQua was ISQA?

In June of this year ISQua will be celebrating 25 years in existence. Special thanks go to all members who have, over the years, contributed to the society in so many different ways.

Look inside...

Presidents Report	2
CEO's Report	2
Conference Update	3
African Partnerships for Patient Safety	4
The Power of Trust	5
Health Accreditation Matters: Results of a Canadian Benchmark Survey	6
IAP Update	7
Notice Board	8

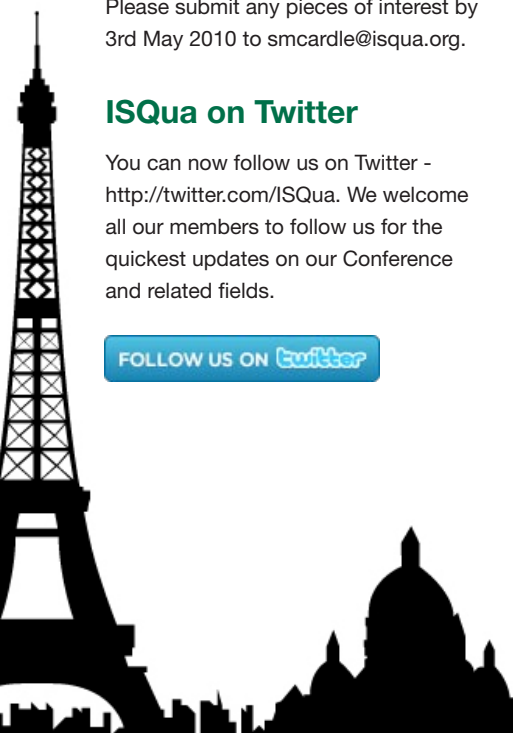
A commemorative section in the next issue of the Bulletin (June 2010) will include photos and stories. We would like to include as many member stories as possible – what are your memories of ISQua? What was your experience at your first ISQua Conference and how have they changed over the years?

Please submit any pieces of interest by 3rd May 2010 to smcardle@isqua.org.

ISQua on Twitter

You can now follow us on Twitter - <http://twitter.com/ISQua>. We welcome all our members to follow us for the quickest updates on our Conference and related fields.

FOLLOW US ON Twitter



President's Report

Paris in October

It is going to be a very good time - a great opportunity for everyone.



Mr. Philip Hassen, ISQua President

It all begins in Paris on 10th October 2010 with the pre-conference events. On 11th – 13th October 2010 the Annual Conference takes place and will include many outstanding speakers, sessions and events. I am certainly looking forward to being there with you for this occasion!

We are pleased to have had a record number of Abstracts submitted - over 1,000 at the last count, with many diverse proposals focusing on quality and/or safety. The reviewers are pouring over the proposals looking for those you will be most interested in and will help advance our knowledge in improving healthcare among our diverse populations. Given the interest being shown, I encourage each and every one of you to register early and book your rooms soon. I look forward in anticipation to the very high calibre speakers and leaders, and the interactive sessions which Prof Laurent Degos (Chair) along with the programme the committee has in place for you.

I encourage all of you to finalise your membership – Institutional or Individual – in ISQua, particularly given the importance of the annual meeting, which is held in conjunction with the Conference. Your Executive Board is in the process of completing revisions to our Memorandum of Articles (for some the Organisation's "constitution") for your consideration and hopefully your approval at the annual meeting. There will be several important

changes for you to consider, and the revised Articles will be sent to members in good time for you to carefully assess them.

The Conference is a valuable opportunity for you to engage with your colleagues from across the world and enables there to be a transfer of knowledge from person to person, organisation to organisation and country to country. It is also important to the Board to interact with you and find out directly from you what is important in making ISQua a relevant organisation. The Board members and I look forward to our conversations with you throughout the conference.

The ISQua Board continues to work on developing relationships with regions and are exploring ways to advance them in every part of the world. If you have any thoughts on this, please let me or one of our Board members know.

We are also beginning to narrow down where we will hold our Annual International Conference after Hong Kong in 2011. Again, we invite you to share your thoughts about the location that would best serve our members. Please send your advice on these matters or any other issues or opportunities for ISQua to me at phassen@isqua.org. I look forward to hearing from you.

*Mr. Philip Hassen,
ISQua President*

CEO's Report



Róisín Boland, ISQua CEO

It is now two years since ISQua relocated its international office to Dublin. In keeping with any

organisational change there have been challenging moments during that time but also this change has brought about opportunities to develop and move the safety and quality agenda along.

There has been a significant rise in interest in ISQua in the past two years evidenced by an excellent response to the Call for Abstracts for the annual conferences, the increase in the numbers of delegates attending the conferences, a substantial growth in the participants in accreditation and an increase in membership this year.

ISQua is now at the forefront in the global drive for safety and quality and is particularly focused on ensuring the means for sharing information, promotion of research and learning is available to all our members. Currently we achieve this through our core programmes, i.e. Annual International Conference, International Accreditation Programme, Journal, this bulletin and the website. Our recent membership survey has provided valuable information on the needs and expectations of our members. Thank you to those of you who took the time to complete the survey, a number of quite specific issues have emerged from it and we

feel it would be beneficial to obtain more details in areas such as education and communications and therefore plan now to hold focus groups by teleconference in the near future.

The strength of ISQua has been building over a number of years, 25 to be precise! On 29th June 2010 ISQua will celebrate its 25th anniversary from its foundation in Undine in Italy. This important landmark will be celebrated in a number of ways throughout the year. It would be particularly good to hear from members who would like to share any memories or memorabilia extending over the 25 years, we would welcome your input.

I hope you find this edition of the Bulletin informative and my thanks goes out to the members who have contributed to it.

*Róisín Boland,
ISQua CEO*



27th International Conference 10th - 13th October 2010



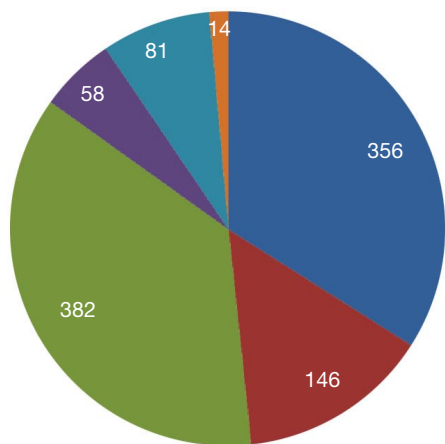
Marriott Rive Gauche Hotel, Paris, France

Record number of Abstracts received for Paris

When the call for abstracts closed on 19th February, over 1,000 abstracts had been submitted for the 27th International Conference in Paris.

This is a 30% increase from last year's submissions for Dublin and an unprecedented amount for an ISQua Conference! The majority of the abstracts have come from Europe and Asia but the rest of the world is also well represented.

Our international panel of reviewers are busy reviewing all of these abstracts. All authors will be contacted in due course.



Breakdown of Abstracts by Region

- Europe
- North America
- Asia
- Australia
- South America
- Africa

Major Sponsor of the Paris Conference



HAUTE AUTORITÉ DE SANTÉ

For further information and to register, please go to - <http://www.isqua.org/Current-Conference.htm>

Online Registration for Paris 2010 Now Open

	ISQua Member	Non-Member
Option One: Pre and Main Conference Only Conference		
Early Bird Registration	€1,125.00	€1,370.00
Registration after 28th August 2010	€1,250.00	€1,500.00
On Site Registration	€1,350.00	€1,600.00

	ISQua Member	Non-Member
Option Two: Main Conference Only		
Early Bird Registration	€900.00	€1,200.00
Registration after 28th August 2010	€1,000.00	€1,400.00
On Site Registration	€1,100.00	€1,500.00

	1 Day Registration	2 Days Registration
Option Three: Day Registration		
Register Before 10th October	€465.00	€775.00
On Site Registration	€550.00	€850.00

	ISQua Member	Non-Member
Option Four: Pre-Conference Programme Only		
Register Before 10th October	€250.00	€360.00
On Site Registration	€300.00	€400.00

	1 Day Registration	3 Days Registration
Option Five: Student Registration*		
Register Before 10th October	€230.00	€630.00
On Site Registration	€280.00	€680.00

*In order to avail of this offer you must be in full time education. Confirmation of this will be required.

African Partnerships for Patient Safety

Working for safer health care... together

By Shams B. Syed, MD MPH DPH(Cantab) and Ms Rachel Gooden

As one of the programmes within WHO Patient Safety, African Partnerships for Patient Safety (APPS) is responding to the political commitment emanating from the African Region on patient safety.

Patient Safety has been receiving increasing attention in Africa. African governmental commitment to patient safety, and in particular health care-associated infections, was prominent at the 58th Session of the WHO AFRO Regional Committee for Africa held in Yaoundé, Cameroon, in September 2008. The Regional Committee considered a technical report outlining the major challenges in patient safety in Africa. The report also proposed 12 patient safety action areas for Africa, endorsed by all 46 countries in the WHO African Region. At a special Ministerial Signing Ceremony, Member States from the WHO African Region signed a pledge outlining their intention to take action on the prevention of health care-associated infections.

The APPS vision is to save lives, reduce suffering, and strengthen patient safety through mutually beneficial hospital partnerships between Africa and Europe that form a network of national centres of patient safety leadership and excellence.

APPS has three core objectives:

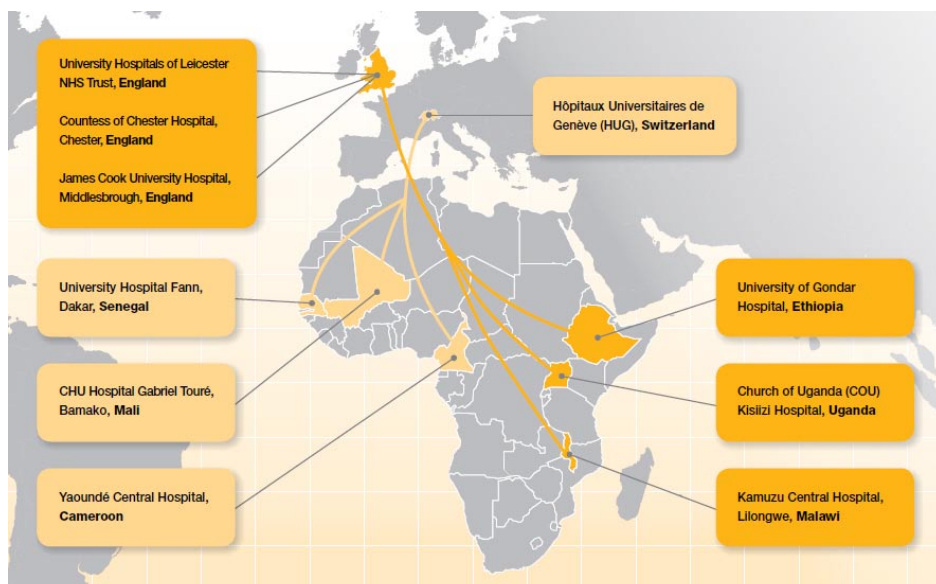
- To implement **patient safety improvements** in each partnership hospital
- To strengthen **partnerships** between hospitals in Africa and Europe focussed on patient safety
- To facilitate **'spread' of patient safety systems** and knowledge from partnership hospitals to national health systems

Evaluation is central to the programme and focuses on each of the core objectives. Data generated through evaluation will be used to understand the benefits of partnership working and to iteratively improve the effectiveness of implementation strategies. It will also provide the evidence necessary to engage other stakeholders during the 'spread' process and to inform national and regional health policy. A resource map is being developed by APPS to allow partnerships (and others) to access key resources in each of the 12 patient safety action areas.



Partnership Implementation Workshop – October 2009

Included participation from: Dr Joaquim Saweka, WHO Country Representative, Uganda; Dr Anthony Mbye, Ministry of Health, Uganda; Professor Didier Pittet, APPS Expert Lead; APPS Team Members and Representatives from the 6 First Wave Partnerships: COU Kisiizi Hospital, Uganda with Countess of Chester NHS Foundation Trust, Chester, UK; University Hospital of Gondar, Ethiopia with University Hospitals of Leicester NHS Trust, Leicester, UK; Kamuzu Central Hospital, Lilongwe, Malawi with James Cook University Hospital, Middlesbrough, UK; CHU Hospital Gabriel Touré, Bamako, Mali; Yaoundé Central Hospital, Cameroon, Les Hôpitaux Universitaires de Genève (HUG), Switzerland; L'hôpital de Fann à Dakar, Senegal.



The programme has been working with 6 'first wave' partnerships to analyse the current situations in their hospitals, identify their specific needs and develop robust and realistic two year plans of activity based on the 12 Patient Safety Action. This spring sees the start of implementation across the first wave partnerships. The first visit from Africa to the UK occurred recently at the Countess of Chester Hospital NHS Foundation Trust where colleagues from Kisiizi Hospital, Uganda are working with a range of colleagues to gain knowledge and share experiences on multiple dimensions of patient safety. Work to establish an infection control programme at Gondar University Hospital in Ethiopia also gained momentum last month with a team from their partnership hospital in Leicester undertaking field visits.

The APPS team look forward to presenting some of the findings from implementation and the key lessons learned in detail during the 27th International ISQua Conference in Paris later this year.

You can find out more about the programme by visiting our website:

www.who.int/patientsafety/implementation/apps

Twelve Patient Safety Action Areas:

1. Develop and implement national policy for patient safety
2. Improve knowledge and learning in patient safety
3. Raise awareness among patients and health-care workers
4. Address the context in which health services and systems are developed
5. Minimize healthcare-associated infection
6. Protect health-care workers
7. Ensure health-care waste management
8. Ensure safe surgical care
9. Ensure appropriate use, quality and safety of medicines
10. Promote partnerships between patients, family members, health professionals and policy makers
11. Provide adequate funding
12. Strengthen surveillance and capacity for research

The Power of Trust

by Christopher M. Cornue, FACHE

I had the opportunity last summer to meet Stephen M. R. Covey (author of *The 7 Habits of Highly Effective People*) and talk with him following his presentation in New York about the importance of Trust. It was an amazing presentation where he described the impact trust has in organisations...specifically healthcare organisations.

During his talk, he discussed some very sobering statistics about those of us in healthcare. Specifically, he quoted several studies that demonstrated we have significant trust issues.

He cited that only 34 percent of people believe that others can be trusted. In Great Britain, this number is even worse, with 29 percent stating they trust others, which is down from 60 percent a few decades ago. With regard to healthcare, 27 percent of people trust healthcare leaders, down from a high of 73 percent many years ago. Additionally, only 28 percent trust hospitals.

These statistics, coupled with all the press about healthcare reform we've been hearing the past several months, paint a very grim picture for healthcare and its leaders. Is it a fair or unfair representation of our industry?

Mr. Covey suggested that healthcare leaders have the ability to impact change on significant levels through the establishment of trust in our organisations. He stated that "the ability to establish, grow, extend and restore trust with all stakeholders [patients, families, colleagues, providers and communities] is the No. 1 leadership competency in healthcare today."

He also suggested that this level of trust, and re-establishing it across the industry, will be a key piece of changing healthcare going forward. He provided a direct correlation of trust with both speed (i.e., getting things done) and cost. Specifically, when there is low trust, there is decreased speed/efficiency and increased cost because you end up compensating for things. Conversely, when there is a high degree of trust, you realise increased speed in getting things

accomplished with reduced costs. This is a key lesson to everyone in these times of economic unpleasantness.

I thank Mr. Covey for the wonderful opportunity to spend time with him last summer...and convey a positive message from which we can ensure our healthcare organisations are the best they can be. I believe we all agree that when there is trust, we are able to be better leaders and make changes happen more effectively. Many organisations include "trust" in their values... or they include other characteristics that are associated with, or lead to, trust: integrity, credibility, judgment, character, etc.

Maybe this is the first, and most important, aspect of healthcare reform; one that we can all accomplish within our respective organisations.

Health Accreditation Matters: Results of a Canadian Benchmark Survey

Authors: Wendy Nicklin, President and CEO, Accreditation Canada.

Donna Anderson, Vice-President Corporate Affairs, Accreditation Canada

Frank Graves, President, EKOS Research Associates

Accreditation Canada, established in 1958, commissioned EKOS Research Associates to conduct a public opinion survey on awareness of and attitudes toward health care accreditation. Is the general public aware of accreditation? If they are, what do they know about it? Do they think it is important? Have they heard of Accreditation Canada and if so, what are their impressions of it?

The study, the first of its kind in Canada, was conducted in April 2009 with 1509 Canadians from across the country. The results are being used by Accreditation Canada to establish benchmarks and guide strategic and communications planning.

Forty-four per cent of respondents were found to have some familiarity with the term "accreditation". Of those, 68% were able to offer an accurate description and show a fairly astute understanding of the link between accreditation and standards, accountability, and quality. They also strongly endorsed the value of accreditation. Rather than being perceived as just more red tape and bureaucracy, it strikes a positive chord, inspires a sense of confidence, and is considered an important assurance of quality service.

Accreditation is considered at least as important as satisfaction with health care services. Eighty per cent of respondents consider accreditation of health organisations such as hospitals, long-term care facilities, and mental health centres to be "important", and an additional 18% say it is "somewhat important". Many respondents, particularly those who are seeking health care or who have used the health system recently, report looking on accredited organisations more favourably.

For the first time, concerns about quality and patient safety have superseded those related to access to care. When asked to choose the aspect of health care that holds the most importance among quality, access, health, and cost, nearly 1 in 2 Canadians (46%) selected "quality of health care service". This is an increase of 15% over 1995.

The study also confirms the increased focus on patient rights that has been emerging over the past decade, with the concomitant growth in patient advocacy and involvement, and consumer choice. Eighty-three per cent of respondents reported being "concerned or somewhat concerned" about the safety of patient care. And almost all respondents said that the existence of organisations that assess how well health care organisations meet standards for patient care is important (72%) or somewhat important (24%).

The results offer insights for accrediting bodies on the importance of raising their public profile. Only 20% of respondents could name organisations involved in accreditation, identifying provincial Ministries of Health, general accrediting councils, Colleges of Physicians and Surgeons, and health care providers themselves. This low level of awareness about specific accrediting bodies coupled with strong support for the accreditation mandate indicate a market that is ready and eager to learn more. There is no strongly preferred method of acquiring information. The media, the internet, brochures and other written materials, and health professionals are all considered possible and credible avenues to obtain information.

Accreditation offers organisations a way to position themselves more competitively, helping to create demand and a system of mutual reinforcement. Accreditation can become a vital part of a winning image, especially in health sectors and markets where demonstrating adherence to standards may be tied to monetary rewards. In addition to the marketing edge accreditation provides, it also offers organisations a concrete and practical way to reassure the health-care seeking public of their focus on and commitment to quality service and patient safety. And this appears to be a message the public is more than ready to hear.



HTAi

7th Annual Meeting Dublin 2010

The 7th Annual Meeting of the International Health Technology Assessment (HTAi) Society is taking place in Dublin from 6th – 9th June 2010. The theme of this year's conference is 'Maximising the Value of HTA'.

For more information on the conference, including a list of speakers and topics, go to: www.htai2010.org.

Did you know...?

Articles older than 12 months from the International Journal for Quality in Health Care are available to read FREE online.

Find out more. Visit:
www.intqhc.oxfordjournals.org/archive



The International Accreditation Programme (IAP)

The activity of the IAP continues to grow, with applications increasing by 59% since 2008. Our schedule for 2010 is now full. Any new applications will be scheduled from January 2011.

We are very pleased to announce that a Memorandum of Understanding (MOU) has been signed between ISQua and the New Zealand Ministry of Health. This MOU formally recognises ISQua as a third party accreditor for New Zealand's Designated Auditing Authorities.

John Sweeney, the IAP Technical Advisor, finishes his contract with ISQua at the end of April 2010.

We would like to thank John for all his hard work over the last 12 months. This role will continue to be provided by the

present ISQua accreditation staff and email addresses will remain the same.

You can contact either Sinead McArdle at accreditationadmin@isqua.org or Triona Fortune at accreditationmanager@isqua.org.

Since our last update in February, the ISQua Board has approved four accreditation awards. All awards were granted for a four year period from March 2010 to February 2014.

Congratulations

Mr Brian Johnston and the **Australian Council on Healthcare Standards (ACHS)** and to Ms May Abu Hamdia and the **Health Care Accreditation Council (HCAC)**, Jordan. Both of these accreditation bodies have achieved organisational accreditation.



Congratulations

Ms. Wendy Nicklin and **Accreditation Canada** on the accreditation of their Qmentum Core Standards, and Dr. Anuwat Supachutikul of the **Healthcare Accreditation Institute of Thailand** on the accreditation of their Healthcare Standards.



Second International Survey of Healthcare Accreditation Organisations

An invite has gone out to all national accreditation agencies to take part in the Second International Survey of Healthcare Accreditation Organisations. Several previous surveys have mapped developments in Europe but there has been no comparable global picture since the World Health Organisation commissioned the International Society for Quality in Health Care (ISQua) to produce a review of accreditation activity in 1999.

This new survey focuses on organisations which offer accreditation services at a national or international level to institutions providing comprehensive care at the primary, secondary or tertiary level. It aims

to identify accreditation organisations and programmes which:

- *have ceased to exist,*
- *are dedicated to specialist services or client groups*
- *are in a very early stage of development*

A web-based format was piloted for European programmes in 2009 by the Polish National Centre for Quality Assurance in Krakow. That survey questionnaire has been adapted for international use with the help of the Joint Commission, Joint Commission

International, Accreditation Canada and a reference panel nominated by ISQua's Accreditation Council. Further technical support has been provided by Professor Jeffrey Braithwaite of the University of New South Wales. The project leader is Dr Charles Shaw.

The survey is hosted by Accreditation Canada and endorsed by their CEO and ISQua Accreditation Council Chair, Ms. Wendy Nicklin.

We would ask that if you have not already, that you please complete the survey at your earliest possible convenience. If you have not received an invitation to participate in this survey and believe you should, please contact info@isqua.org.

A summary of results will be presented at ISQua's Paris 2010 Conference.

Bulletin Noticeboard

Dates to Remember!

7th April – 26th May 2010 - WHO Patient Safety Research: Introductory Online Courses (8 weeks)

Go to http://www.who.int/patientsafety/research/online_course/en/ for further information and to sign up or contact Mai Fujii by email fujii@who.int

22nd – 24th April 2010 - MSQH Conference 2010: “Safer Health Care - Patient and Family Empowerment”

Location: *Legend Hotel, Kuala Lumpur, Malaysia*. For more information and registration, kindly visit www.msqh.com.my

27th – 30th April 2010 - 13th Annual Congress of Chest Pain Centers

Location: *The Mirage Hotel, Las Vegas, USA*. For further information: email education@scpcp.org or visit <http://www.scpcp.org/dnn/EducationConferences/Congress/tabid/69/Default.aspx>

20th – 22nd May 2010 - QIP and AGPAL Present the 5th International Conference in Health Care – ‘Quality Around the World’

Location: *The Sofitel Melbourne on Collins, Melbourne, Australia*. For further information: Tel: 1300 888 329 Fax: 1300 362 110
Email: events@qip.com.au or visit: www.qip.com.au/conference

28th – 30th June 2010 - HCAC Quality Health Care Conference – ‘Good, Better, Best: Moving to Excellence in Health Care’

Location: *Amman, Jordan*. For further information: email www.hcac.jo

5th – 16th July 2010 - The Erasmus Observatory Summer School on Health law and ethics

Location: *Erasmus University, Rotterdam, The Netherlands*.

For further information: email info@erasmusobservatoryonhealthlaw.nl or visit www.erasmusobservatoryonhealthlaw.nl

6th – 7th September 2010 - The 4th Annual FICCI Health Conference in partnership with ASQua.

‘Healthcare for All: Global Standards with Local Touch’

Location: *Federation House, FICCI, New Delhi, India*

For further information: visit www.ficci.com or email healthservices@ficci.com

6th – 8th September 2010 - 8th Australian Conference on Safety and Quality in Health Care (AAQHC 2010)

“Back to the Future - Unlocking the Potential”

Location: *Convention and Exhibition Centre, Perth, Australia*. For Further Information: email aaqhc2010@arinex.com.au or visit www.aaqhc2010.org.au

13th – 15th September 2010 - 7th Biennial Joanna Briggs Colloquium –

‘Knowledge in Action: The Next Generation of Evidence-Based Practice’

Location: *Sheraton Hotel, Chicago, USA*. For further information: visit <http://www.joannabriggs.edu.au/events/2010Chicago/index.php> or email chris.cafcakis@adelaide.edu.au

10th – 13th October 2010

ISQua’s 27th International Conference – ‘Quality Outcomes: Achieving Patient Improvement’

Location: *Marriott Rive Gauche Hotel, Paris, France*

For further information: email isqua@isqua.org or visit <http://www.isqua.org/current-conference.htm>

If you would like to advertise a forthcoming event please send us the details for inclusion in the next ISQua bulletin.



International Society for Quality in Health Care
2 Parnell Square East
Dublin 1
Ireland.
Ph: +353 18717049
Fax: +353 1 8783845
Web: www.isqua.org

The ISQua Bulletin is published and distributed to members six times a year.

News and information items are very welcome and should be sent to the Editor, Ms Róisín Boland, CEO, isqua@isqua.org

Disclaimer: Neither ISQua, its officers or Board Members will be held responsible for news or advertising published in good faith on behalf of other organisations, and opinions expressed in such items may not be interpreted as directly reflecting ISQua opinion.