

A health care quality symposium sponsored by

the Center for Healthcare Research & Transformation

A non-profit partnership of U-M & BCBSM

Collaborative
Quality
Initiatives:

A STRATEGY THAT WORKS FOR IMPROVING HEALTH CARE QUALITY & COST

Thursday, June 4, 2009

12 noon—2:00 p.m.

U-M Palmer Commons

Forum Hall

Ann Arbor, Michigan



Can quality improvement and cost savings go hand in hand? Michigan physicians and hospitals working together in Collaborative Quality Initiatives sponsored by Blue Cross Blue Shield of Michigan and Blue Care Network (BCBSM/BCN) are achieving outstanding results in both. For example:

- Hospital deaths following PCI (angioplasty) declined 32 percent over five years for six hospitals who joined the *BCBSM Cardiovascular Consortium* in 2002.
- Participants in the *Michigan Surgical Quality Collaborative* achieved a 29 percent reduction in ventilator-associated pneumonia—a total of over \$13 million in savings—in just one year.

Learn how these groundbreaking initiatives are saving health care dollars and improving health care quality for the entire state. **Leaders from BCBSM and the University of Michigan Health System (UMHS)** will share results and describe the model behind these powerful collaborations.

Symposium Speakers and Panelists

Marianne Udow-Phillips, MHSA, Director, Center for Healthcare Research & Transformation

Tom Simmer, M.D., Senior Vice President and Chief Medical Officer, BCBSM

David Share, M.D., MPH, Senior Associate Medical Director, Health Care Quality, BCBSM; clinical lead for the CQIs

John D. Birkmeyer, M.D., U-M Professor of Surgery, representing the *Michigan Bariatric Surgery Collaborative*

Hitinder Singh Gurm, M.D., Clinical Assistant Professor, UMHS Department of Internal Medicine representing the *Blue Cross Blue Shield of Michigan Cardiac Consortium*

Darrell A. Campbell, Jr., M.D., Chief of Clinical Affairs, UMHS, representing the *Michigan Surgical Quality Collaborative*

Admission is free
but seating is limited.

Registration required by May 29

Register online at www.chrt.org

or call (734) 998-7555

Webcast live at 12:00 p.m. EST



This symposium is sponsored by the **Center for Healthcare Research & Transformation**, a non-profit partnership between University of Michigan and Blue Cross Blue Shield of Michigan with a mission to promote evidence-based care delivery, improve population health, and expand access to care.