



*For Immediate Release*

# News Release

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## **IHI to Unveil White Paper on Managing Serious Clinical Adverse Events at NAHQ Conference**

Glenview, IL— *September 27, 2010* — A new white paper on “Respectful Management of Serious Clinical Adverse Events,” published this week by the Institute for Healthcare Improvement (IHI), will be unveiled by IHI Senior Fellow Jim Conway at the National Association for Healthcare Quality (NAHQ) 35<sup>th</sup> Annual Educational Conference. Conway will address attendees in the opening general session during the 3-day conference held at the Kansas City Convention Center in Kansas City, MO, September 30–October 3.

**Conway’s session, “Respecting Those We Are Privileged to Serve Especially When the News Isn’t Good,” will begin at 8 am on Friday, October 1, in room 2103.** The session explores key findings of the paper on respectful, effective, and systematic clinical crisis management. Following his presentation, Conway will lead an interactive concurrent session that features an open-forum discussion with dozens of attendees and highlights tools outlined in the paper.

The paper—authored by Jim Conway, MS, FACHE, IHI Senior Fellow; Frank Federico, RPh, Executive Director, IHI; Kevin Stewart, MB, BCh, FRCP, Health Foundation/IHI Fellow 2009-2010; and Mark J. Campbell, MEd, Adjunct Instructor, Harvard School of Public Health—will be available on the IHI website on October 1. **Visit [www.ihq.org/IHI/Results/WhitePapers](http://www.ihq.org/IHI/Results/WhitePapers) to download the paper.**

The paper addresses the importance of having a tested crisis management plan in place to respond to the clinical adverse events, and provides specific guidance and tools for developing such a plan.

The risks of not responding to these events in a timely and effective manner are significant. They include the loss of trust, absence of healing, no learning and improvement, sending mixed messages about what is really important to the organization, increased likelihood of regulatory action or lawsuits, and challenges by the media.

IHI developed the white paper in response to numerous requests from organizations seeking assistance in the aftermath of an adverse event. The most striking aspect of these requests is that the organization’s response is often being built from scratch, in a reactive mode, rather than from an existing clinical crisis management plan. To respond effectively to these types of requests, IHI draws on patient- and family-centered care, patient safety, crisis management, and disaster planning, and on the experiences of health care organizations that have attempted to manage such crises in a respectful and effective manner.

This IHI white paper and corresponding presentation at the NAHQ conference will:

- Encourage and help every organization to develop a clinical crisis management plan *before* they need to use it;
- Provide an approach to integrate this plan into the organizational culture of quality and safety, with a particular focus on patient- and family-centered care and fair and just treatment for staff; and
- Provide organizations with a concise and practical resource to inform their efforts when a serious adverse event occurs in the absence of an organizational clinical crisis management plan or culture of quality and safety.

To request a media pass to attend Jim Conway's presentation, please contact Angelisa Belden, NAHQ marketing manager, at [abelden@nahq.org](mailto:abelden@nahq.org) or 847.375.6384.

For more information about the white paper, please contact Martin Blair, Goodman Media International, at 212-576-2700 ext. 223 or [mblair@goodmanmedia.com](mailto:mblair@goodmanmedia.com)

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#### **About NAHQ**

Founded in 1976, the National Association of Healthcare Quality (NAHQ) currently has 5,000 professional members and 100 institutional members. NAHQ provides vital research, education, networking, certification and professional practice resources to its members. NAHQ offers the Certified Professional in Healthcare Quality (CPHQ) credential through its certifying arm, the Healthcare Quality Certification Board (HQCB). Visit [www.NAHQ.org](http://www.NAHQ.org) for more information.

#### **About IHI**

The Institute for Healthcare Improvement (IHI) is an independent not-for-profit organization helping to lead the improvement of health care throughout the world. Founded in 1991 and based in Cambridge, Massachusetts, IHI ([www.ihl.org](http://www.ihl.org)) works to accelerate improvement by building the will for change, cultivating promising concepts for improving patient care, and helping health care systems put those ideas into action.