



## Maine Hospital Association

*presents*

# “Making the Business Case for Quality” Webinar

**Thursday, August 19, 2010**

**11:00 a.m. - 12:00 p.m.**

### Overview:

It is almost intuitive to think that improvements in quality can result in improved financial performance – every other industry has embraced this principle for many years. In healthcare, however, the need to make the “business case” for any quality initiative still exists. Those involved in such initiatives must be able to articulate the positive financial performance outcomes that accrue to such quality improvements.

This program will help clinicians and others involved in quality improvement initiatives understand:

- How to make the connection between clinical quality improvement and financial outcomes
- The four principal effects of quality improvement
- How to make the business case

At the conclusion of the program, participants will receive a monograph entitled “Building a Business Case for Clinical Improvement” and a financial model which calculates the financial return for their quality improvement initiatives.

### Target Audience:

CFO, CNO, Vice President of Patient Care Services, Directors, Head of Quality, Managers and others involved in the management of hospital departments

### Faculty:

**William J. Ward, Jr., Director, MHS Program in Health Finance & Management, John Hopkins University and Principal, Healthcare Management Resources, Inc.**

**William Ward** is the Director of the MHS Degree Program in Health Finance and Management at the Johns Hopkins University’s Bloomberg School of Public Health and a Principal with Healthcare Management Resources Inc., a Maryland-based consulting firm. He is an experienced professional, having spent more than 20 years in operational and financial leadership positions in health care and manufacturing. He also teaches at the Johns Hopkins University School of Nursing and the University Of Maryland School Of Nursing. Previously, Ward served as Vice President for Operations of a 650-bed member hospital of the Johns Hopkins Health System.

**Registration Fee:**

\$175 per site for MHA members  
\$275 per site for non-members

**The registration deadline is August 6, 2010.** Advance registration is required to ensure the delivery of instructional materials.

**Cancellation Policy:**

Cancellations made prior to the registration deadline (August 6) will be issued a refund, less a \$25 administrative fee. Cancellations made after August 6 will be charged 50% of the registration fee. No refunds will be issued for those who do not cancel in advance of the program.

**Connecting to the Program:**

All registration fees are per phone connection. Complete the attached registration form and return it to the Maine Hospital Association. Upon registering for the program, notify all participants and arrange a meeting room and speaker phone, if desired. At least three business days prior to the program, you will receive confirmation of your registration and instructions on logging into the program via email. You will also receive instructions on downloading the speakers' handouts via website. Approximately 5 to 10 minutes before the program, dial in to be connected to the session.

**If you have not received a confirmation notice 48 hours prior to the program, please call Leslie Gagne at (207) 622-4794 to confirm your registration has been received. Confirmation notices will be sent via email when available.**

**Registration Form**

**Webinar: Making the Business Case for Quality  
August 19, 2010 / 11:00 a.m. - 12:00 p.m.**

**Important Note:** Information for accessing the program will be emailed to the following contact person prior to the program date.

Name and Title of Contact Person: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZipCode: \_\_\_\_\_

The registration fee is: **\$175** per site for **MHA members** / **\$275** per site for **Non-members**

The fee covers one telephone connection and includes a set of handouts (which can then be copied).

**Payment Method:**  Check enclosed (payable to RET)  Check being mailed  Credit Card

Credit card amount authorized \$ \_\_\_\_\_

Credit Card # \_\_\_\_\_

**Visa MasterCard Amex**

Exp. Date \_\_\_\_\_ Name on Card (*please print*) \_\_\_\_\_

Signature \_\_\_\_\_

Please send completed registration form along with payment to: Leslie Gagne, Maine Hospital Association, 33 Fuller Road, Augusta, Maine 04330 or fax (mail payment separately) to 207/622-3073. If you have questions, please call Leslie Gagne or Carol Sinclair at 207/622-4794 or by email at [lgagne@themha.org](mailto:lgagne@themha.org) or [csinclair@themha.org](mailto:csinclair@themha.org).

**Registration deadline is Friday, August 6, 2010.**