COMING SOON:

COLLECTING, ANALYZING, PRESENTING QUALITY DATA

TIPS AND TECHNIQUES FOR GETTING YOUR DATA UNDER CONTROL

September 24–25, 2009
Hyatt Harborside Hotel
Boston, MA

Register by July 24 and SAVE $100!

www.greeley.com/seminars
Are you overwhelmed by data? Paper? Numbers? Do you know what to do with all the data you collect? What are your data telling you?

If you’re growing increasingly frustrated and overwhelmed by the abundance of data that you collect every day, then don’t miss this seminar!

**No statistics—it’s easy!**

Learn tips and techniques for getting your data under control and developing useful high-quality information you can trust.

The more you understand how to manage your data, the more you can accomplish—both in improving patient care and saving time and money. We’ll help you create a data-driven organization by teaching you how to process real-world data that you receive every day.

**SAVE $100**

Register by July 24 and SAVE $100 off this seminar!

Attend this comprehensive program and get answers to your most challenging questions.

FOR INFORMATION, CALL 800/801-6661 OR VISIT WWW.GREELEY.COM/SEMINARS.
SEMINAR’S FOCUS

OVERVIEW
Data-rich—information-poor? Learn how to convince your organization that less is more!

If you’re spending the majority of your day collecting data, but not putting the right data to work for you, then you’re wasting time and losing the benefit of valuable information.

In this one-and-a-half–day seminar, you will learn how to move beyond simply collecting data. You’ll discover tools and techniques to help you effectively analyze and communicate useful data to management in order to support meaningful decisions and improvements across your organization.

Join industry expert Ken Rohde and obtain the skills you need to manage the often-overwhelming data collection process. With more than 27 years of experience assisting hospitals, medical centers, and manufacturing organizations across the country, Rohde will teach you simple and effective methods that you can implement immediately.

WHO SHOULD ATTEND
• Quality/performance improvement managers and staff
• Risk managers
• Patient safety managers
• Board quality representatives
• CNOs
• COOs
• VPMAs/CMOs
• Infection control managers
• Nurses and nurse managers

Participants attending the seminar will gain confidence that their data management is benefiting their organizations and get the necessary tools to make it happen!

LEARNING OBJECTIVES
Participants in this seminar will learn how to:

• Identify the different classes of data in your organization
• State goals that are realistic and meaningful and result in real improvement
• Demonstrate that you are collecting the right amount of data at the right frequency
• Illustrate key analysis techniques effectively, including coding, binning, histograms, control charts, and time series trends
• Describe normalizing your data—is your comparison meaningful?
• Assess your significant event data and evaluate underlying common causes
• Construct effective dashboards to communicate your data

You’ll also get hands-on, practical experience making Excel® work for you!

KEY BENEFITS
• More effective understanding of what data to collect and how much data collection is costing you
• Ways to avoid the top five traps of misleading your organization with bad data
• Simple and effective methods to analyze data to make good decisions
• Methods and techniques to effectively communicate results of your data
• Strategies to reduce workload
• Methods to manage overall cost
• Ten tips and tricks for effective data management

TAKEAWAYS AND TOOLS
• Templates for dashboards
• Occurrence report analysis framework
• Framework for your significant event database and analysis
• Framework for what a good data graph looks like
# Agenda

## Day 1

**Thursday, September 24**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Details</th>
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<tbody>
<tr>
<td>7:00 AM–8:00 AM</td>
<td>Registration and continental breakfast</td>
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| 8:00 AM–10:00 AM | Why data is so important—and why it can be such a problem when it gets out of control | - The vital issue of data for monitoring vs. data for control  
- Understanding the different types of data  
  - Outcome data  
  - Problem/exception data  
  - Activity data  
  - Process data  
  - WHAT data vs. WHY data  
- Collecting your data  
  - Sampling frequency—how much do you need?  
  - How much is your data costing you? |
| 10:00 AM–10:15 AM | Break                                                                    |                                                                                                                                       |
| 10:15 AM–12:00 PM | Comparing data is a key part of the data analyst must do. We explore how to effectively set goals, use benchmarks realistically, and handle issues related to normalization of your data. | - Comparing data  
- Setting good data goals that don’t demotivate  
- Benchmarking  
- Normalization—making the comparison fair  
We will focus on the most important and useful methods that all data managers and data users need to know. Using these simple methods, you’ll be able to effectively analyze your data to support meaningful improvements.  
- Basic analysis methods  
  - Counts vs. weighted severity  
  - Magnitude, direction, variability, and rate  
  - Binning your data  
  - Time series analysis  
  - Smoothing  
- Coding your data  
  - The fine art of establishing your occurrence codes  
  - Rolling up and zooming in |
| 12:00 PM–1:30 PM | Lunch (on your own)                                                      |                                                                                                                                       |
| 1:30 PM–2:30 PM | Control charts—when to use them, how to do them  
Making your trending effective—not just a data exercise  
- Why do I need a strong trend program?  
- Using your trend program to actually guide change |                                                                                                                                       |
| 2:30 PM–2:45 PM | Break                                                                    |                                                                                                                                       |
| 2:45 PM–4:30 PM | Common-cause analysis—finding the big causes for your big problems  
- Slicing and dicing your data  
- Drawing useful conclusions |                                                                                                                                       |
| 4:30 PM        | Adjourn                                                                  |                                                                                                                                       |

Agenda subject to change.
DAY 2
Friday, September 25

7:00 AM–8:00 AM  Continental breakfast

8:00 AM–9:45 AM  Data are not useful to your organization unless they support good decisions, leading to appropriate change. We will describe and discuss different options for sharing your data.
   • Presenting your data—do you need a dashboard?
   • What data does the board need and want?
   • How to make your trend process more effective

9:45 AM–10:00 AM  Break

10:00 AM–12:00 PM  A key part of this seminar is developing a working knowledge of the simple tools available in Excel to make your data management easier. Through step-by-step real-life healthcare examples, you’ll learn how to use pivot tables, trend lines, and data cleanup methods in Excel.
   • Pivot tables—the data analyst’s best friend
   • Why they are useful
   • How to create them

   The final wrap-up session will focus on how you can take these techniques back to your organization and begin to implement them immediately.
   • Putting it all together: Your road map to better data management
   • Tips and techniques

12:00 PM  Adjourn

Faculty subject to change.

KEN ROHDE is a senior consultant for The Greeley Company with more than 27 years of experience in quality and organizational management. His experience in performance improvement and project management makes him uniquely qualified to assist medical staffs and hospital leaders in developing solutions to their toughest challenges. He instructs, speaks, and consults in the areas of error reduction strategies, root-cause analysis, improving performance through process simplification, apparent cause analysis, engineering effectiveness and error reduction, failure modes and effects analysis, effective data collection, analysis and trending, patient safety evaluation and improvement, change management, corrective action program evaluation and redesign, human performance evaluation, and procedure error reduction. Rohde also specializes in technology-based approaches to preventing human errors.

Faculty subject to change.

Greeley | MEDICAL STAFF INSTITUTE

The Greeley Medical Staff Institute offers a unique, physician-led organization membership program that provides direction and resources to help you create an effective medical staff and strong physician-hospital relationships.

For more information on becoming a member, please visit us on the Web at www.greeleymedicalstaffinstitute.com.

FOR INFORMATION, CALL 800/801-6661 OR VISIT WWW.GREELEY.COM/SEMINARS.
Make your hotel reservation by AUGUST 2 and SAVE!

PROGRAM INFORMATION
To register, call The Greeley Company at 800/801-6661, fax the attached registration form to 800/738-1553, or sign up online at www.greeley.com/seminars.

SCHEDULE
DAY 1
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8:00 AM–12:00 PM Seminar
12:00 PM–1:30 PM Lunch (on your own)
1:30 PM–4:30 PM Seminar
4:30 PM Adjourn

DAY 2
7:00 AM–8:00 AM Continental breakfast
8:00 AM–12:00 PM Seminar
12:00 PM Adjourn
Morning and afternoon breaks announced by your faculty.

SEPTEmBER 24–25, 2009
HYATT HARBORSIDE HOTEL
101 Harborside Drive  |  Boston, MA 02128
RESERVATIONS: 800/233-1234 (mention HCPro or The Greeley Company for discounted room rate)
HOTEL TELEPHONE: 617/568-1234
WEB SITE: www.harborside.hyatt.com
DISCOUNTED ROOM RATE: $225 per night
CUTOFF DATE: August 2, 2009

For the special discounted room rate, reservations must be made by August 2, 2009. Be sure to mention HCPro or The Greeley Company to receive the special room rate.Rooms are available on a first-come, first-served basis and may sell out before the August 2 cutoff date. Make your hotel reservations immediately to guarantee space and availability.

The Hyatt Harborside Hotel is the ideal place for travelers, offering exceptional accommodations and service with amazing landscapes. Take in the truly magnificent views of Boston harbor and the city skyline. Utilize the premier guest services, including a full-service business center and state-of-the-art fitness center. Enjoy easy access to virtually anywhere in the city with options such as the water taxi or take our complimentary 24-hour shuttle to airport terminals. Experience Boston’s famed culture and recreation opportunities including the historic Freedom Trail, the shops and restaurants of Faneuil Hall, the Italian North End, Newbury Street’s luxurious shops and sidewalk cafes, Kenmore Square, and Fenway Park, all minutes from the Hyatt Harborside Hotel near Boston’s Logan Airport.

WHAT YOUR COLLEAGUES ARE SAYING . . .
“This is the best seminar on quality I have ever attended in my 15 years in quality. This seminar is a must for those in quality.”
—Debra Allen, Southwestern Regional Medical Center, Tulsa, OK

“Ken Rohde is an excellent teacher. I have been a quality professional for 25 years. What I learned in this one-and-a-half–day seminar will greatly improve my skills.”
—Cindy Allen-Fedor, Metro Health Hospital, Wyoming, MI
COMING A DAY EARLY AND LEARN EVEN MORE

Process Management: Going beyond Process Improvement to Effective Process Management  |  September 23, 2009  |  $795

This seminar will take you through a robust and practical framework for moving from focusing on Performance Improvement to Effectively Managing Your Processes. Discover a straightforward 7 step process to assist your organization in implementing a strong Process Management Approach.

Special Pricing for both Programs: $1,520 Individual attendee (15% savings off the standard rate)

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September 21
September 21-22  
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ICD-9 Coding Essentials
Excellence in Leadership:
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September 23:
September 23:
September 24-25:
Nursing Peer Review
Process Management
Life Safety Code®
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Faculty Disclosure Statement
HCPro, Inc., has confirmed that none of the faculty/presenters or contributors have any relevant financial relationships to disclose related to the content of this educational activity.

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REGISTRATION FEES:
- Early-bird rate—July 24, 2009: $895 Individual attendee, $3,580 Team of five
- Standard rate: $995 Individual attendee, $3,980 Team of five

SPECIAL PRICING FOR MULTIPLE PROGRAMS:
- $1,520 Process Management • Sept. 23 and Collecting, Analyzing, Presenting Quality Data • Sept. 24–25 (15% savings off the standard rate)

Contact Person Name:
- Attending the seminar: Yes □ No □
- Title:
- Dept:

Organization:
- Street Address:

City: State: ZIP:
- Tel: Fax: E-mail:

NAME OF REGISTRANTS: (Seminar confirmation will be sent via e-mail):
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- E-mail:
2nd Name: Title:
- E-mail:
3rd Name: Title:
- E-mail:
4th Name: Title:
- E-mail:
Fifth Member is FREE!
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SELECT YOUR METHOD OF PAYMENT: (Payment is due immediately upon receipt.)
- Check enclosed (payable to The Greeley Company)
- Please bill my organization with PO #
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Signature: Account #: Exp. Date

Register by July 24 and SAVE $100!

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