

August 2020 Conference Planning Group | AGENDA

Meeting date | time 8/13/2020 12:00 PM | Meeting location +1 720 707 2699 | ID 409 472 756

Meeting called by	WPSC	Attendees: Steve Levy
Type of meeting	Monthly Conference Planning	Jonathan Stewart
Facilitator	Jonathan Stewart	Kinsey Gray
Note taker	Kinsey Gray	Karen Brigham
		Naomi Kirtner
		Jeff Goldenberg
		Ann Lervold
		David Birnbaum

Agenda topic: Fall Podcast Series and 2021 Conference & Survey

Presenters: Jonathan, Kinsey

MATERIALS

July Minutes, Survey Link

AGENDA

- July Minutes Approval | *Jonathan Stewart*
 - Minutes Approved
- Action Item Updates | *Kinsey Gray*
 - **John and Steve to connect re: lead at Henry Ford in MI as possible next steps for podcast**
 - Have not been able to connect with her
 - [Rana Awdish Pulmonary physician](#) – book “In Shock”
 - Experience becoming a patient at Henry Ford
 - Lead to Henry Ford beginning a communication program: [CLEAR Communication](#)
 - Feature of This American Life podcast episode “[The Reprieve](#)”
 - Naomi- has read book and connected with the Executive Director of Patient Safety there, super nice but really busy
 - Kelly Dillon Patient Experience Person there who developed program w/Rana
 - Can try to help connect, unsure of in what capacity
 - Rana is really working hard to not alienate medical community despite care received
 - Good at reaching both audiences
 - Work there is profound and interesting work with medical community about improving communication
 - **Naomi and Steve and Kinsey to connect after about Rana Awdish**
 - **Kinsey to investigate ways to further engage existing podcast audience and how to incorporate feedback from listeners**
 - Include a Call to Action at the end of the episode
 - Ex. Ask a Question in the podcast episode and report listeners responses in next episode
 - Add verbiage about other avenues listeners can engage with the Coalition
 - Provide specific resources linked to podcast notes or website where listeners can get more information on the topic
 - Add polls/questions on social media when posting podcast
 - Create “media sharing kits” for new podcast episodes

- Kinsey to create survey for 2019 & 2020 conference registrants regarding interest in virtual conference vs. in person for 2021
 - [Survey Link Here \(updated\)](#)
 - Determine timeline for collecting responses
 - As soon as possible for most proactive action to be taken to move forward
 - Question #3 change to “Would you be willing/want to attend a virtual conference?”
 - If everything is yes/no- it allows no responses or people to skip question
 - Add in options for uncertainty
 - Ask open ended questions
 - “Why don’t you want to come in person?”
 - “Long range planning” is 5 days (joking but also truth)
 - Currently things are changing quickly, and it is really impossible to give certainty with answers about the future at this point
 - Provide more context “we understand there is a lot of uncertainty and we are trying to gauge interest and comfort level so we can begin planning the best event possible”
 - Comments can help gauge what resistance is; more information can be helpful
 - Provide option for comments to help understand fears, uncertainties, etc..
 - **Group to give feedback by email before next meeting**
- Continued Podcast Series Conversation | [Jonathan Stewart](#)
 - Reminder of Topics discussed
 - **Telehealth**
 - *Protecting patients from hazards unique to telehealth*
 - Unclear on this and patient safety and what will be happening
 - A podcast on this topic would put us ahead of the game on this currently
 - Health System that Jonathan works with has asked for presentation on risk management issues as it relates to telehealth
 - Literature is pretty thin
 - Mostly diagnostic failure
 - Naomi- physician at UW who can talk about this
 - They are brainstorming things that will come up from the patient end
 - Everyone is scrambling a little bit and trying to get at forefront of speaking on this
 - **Naomi to gauge interest of physician on this**
 - **Steve trying to connect with someone at UW as well**
 - **Social Determinants of Health**
 - *Do poor health outcomes and medical harm have some common causes?*
 - **Implicit Bias: Mental Illness and Substance Abuse Disorders**
 - *What do providers need to know to reduce the risk of medical harm?*
 - Ann- believe NAVOS has communication dept who go out and do this
 - They are connected with MultiCare now and **Ann can look into this**
 - **Implicit Bias: Indigenous Patients**
 - *What do providers need to know to reduce the risk of medical harm?*
 - First Nations self-governance folks
 - BC with reconciliation and governance
 - Took over health region of communities they serve
 - Lay and health professionals deciding governance
 - Spend some time thinking about questions and how-to tailor questions towards patient safety

- Concepts of engagement and serving based on need and understanding
 - What can learn from them?
 - **Kinsey to reach out based on connections David sent**
- **Communication and Listening w/ interactions between providers and patients**
 - Rana Awdish would cover this additional topic
- Missing is Implicit Bias related to people of color
 - Podcast with person of color
 - Executive Director of "[We Can Do Better](#)"
 - At last years conference had a woman speak
 - **Naomi can inquire with Amy**
 - Henry Ford may have experience in this as well
- Potentially 3 maybe 4 podcasts
- Steve spoke with Kathleen O'Connor
 - Was on medical commission in Washington State and a past member of the FHCQ board
 - Wrote a book called "The Buck Still Stops No Where" in 2015
 - Critical on healthcare community in WA state
 - How have things changed since 2015
 - Lively podcast with someone who has an opinion could be beneficial
 - More we can engage patient voice the better
 - **Steve to continue following up with Kathleen**
- Podcast Approach
 - 30-minute discussion for each topic area
 - Ending with "expert" providing 3 actionable things people can do
 - Useful information trumps everything currently
- Virtual Conference Expansion Opportunity
 - Use of [Whova](#)- Virtual Conference Event Technology
 - Allows us to have an engagement piece with attendees and for attendees and sponsors/exhibitors to connect.
 - Ability to have "Exhibitor Hall" and Poster Session area
 - Kinsey learning more in call with WASHAA and WSPHA
 - **Kinsey to report back findings**
 - Bring Oregon Patient Safety Commission (OPSC) and Alaska State Hospital and Nursing Home Association into planning meetings
 - David to help us find a contact in British Columbia for patient safety organization
 - Doesn't have contact or affiliation but would suggest
 - BC patient safety and quality counsel based in Vancouver
 - **Kinsey to reach out and gauge interest**
 - Do we want to invite these groups in and when?
 - Steve- would encourage doing this
 - Jeff is now part of OPSC as a patient advocate member on task force
 - When do we invite them into the planning committee?
 - Once we've determined this is a virtual event would be surer deal
 - Asking people to travel would be a harder ask
 - Makes sense to start virtual - would be great to convert to in person conference to help acquire better funding and larger speakers

- Should we first explore options of conference having to be virtual instead of in person
 - Don't want for all of us to be doing virtual conferences at same time
 - Want to see first if BC is on and then bring everyone on together?
 - No one wants to feel like afterthought with northwest region
 - Invite them once we have everyone on board- possibly in October.
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Next meeting: September 10, 3-4PM. **See call-in and pin # on invite.**