



MITSS Newsletter

MITSS 9TH ANNUAL DINNER & FUNDRAISER

PRESENTED BY:
CRICO/RMF



Luke Sato, MD
Co-Chair



John Christoforo, FACHE
Co-Chair



Anthony D. Whittemore, MD
Keynote Speaker

Join MITSS for its signature event of 2010! Our 9th Annual Dinner and Fundraiser will be held on Thursday, November 4th, 2010, at The Westin Copley Place in Boston, from 5:30 to 9:30pm. This year's fundraiser is being presented by CRICO/RMF. Our Co-Chairs, both exceptional leaders in the healthcare arena, are Dr. Luke Sato and John Christoforo. We are especially honored that Dr. Anthony Whittemore of Brigham and Women's Hospital in Boston has signed on to provide the keynote.



Luke Sato, MD, is the Chief Medical Officer and Vice President of Loss Prevention and Patient Safety for CRICO/RMF (Risk Management Foundation of the Harvard Medical Institutions). Dr. Sato is also an Assistant Professor of Medicine at Harvard Medical School. He currently oversees the development of all Patient Safety and Loss Prevention programs for CRICO/RMF and the coordination of these initiatives across the Harvard medical system.

John Christoforo, FACHE, is a 28-year healthcare management veteran, having held leadership roles in hospital operations, physician practice management, business development, and consulting. Over the course of his career, John has held numerous board positions and has been involved in a number of community organizations including the Massachusetts Hospital Association, Health Care Management Association of Massachusetts (past president), and Tri-City Community Mental Health Center.

When asked to comment about his role as this year's Co-Chair, John said, "The work of MITSS is impressive and vital. In an era of increased transparency with a growing focus on patient safety, the mission of this organization is more critical than ever. I am absolutely thrilled to be Co-Chairing the MITSS Annual Dinner with my colleague, Luke Sato."

Anthony D. Whittemore, MD, is the Chief Medical Officer and Senior Vice-President of Clinical Affairs at Brigham and Women's Hospital. As CMO at the Brigham, Dr. Whittemore has initiated several hospital-wide programs including the Office for Patient

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Safety, introduction of bar code technology for medication administration, implementation of a web-based medical error reporting system, and the creation of the Center for Professionalism and Peer Support, the Center for Bioethics, and the BWH Physician Leadership Program in conjunction with the Harvard Business School. Dr. Whittemore has been a longstanding, outspoken advocate for MITSS and its services and knows first-hand of the critical role that leadership plays in promoting a culture of safety, compassion, and respect.

It promises to be an unforgettable evening featuring an extraordinary lineup of speakers as well as the presentation of the Third Annual HOPE Award (see page 4). And, of course, we'll have exciting raffle prizes, great food, and terrific live entertainment. Sponsorships for this wonderful event are available. Please contact Winnie Tobin at (617) 232-0090 or wtobin@mitss.org for sponsorship information and ticket sales. Mark your calendars – Thursday, November 4th, 2010 – and stay tuned for more details. We are counting on your support!

NEW WEBSITE DEVELOPED BY THE CONSUMER HEALTH QUALITY COUNCIL AT HEALTH CARE FOR ALL



Members of HCFA's Consumer Health Quality Council with Rosemary Gibson (3rd from right)

Consumers across Massachusetts and the country now have a new resource to help them find the information they need when they are dissatisfied with a healthcare experience. Thanks to the arduous efforts of a working group of the Consumer Health Quality Council at Health Care for All, a new website, www.assertivepatient.org, has recently been launched.

The website is designed to assist patients and their families in “speaking up” when things aren’t going well with their healthcare. They are given very specific and practical information on how to speak up, who to speak with (inside and outside of the hospital), and how to navigate up the chain if they don’t get satisfactory answers. Consumers are additionally given a list of resources (including MITSS) where

they can find help. Also included is a section entitled “Individuals Like You” where consumers can read and view stories from patients and family members who have experienced harm in their care.

Nicola Truppin, member of the working group which brought the site to fruition noted, “My work group partners and I hope that the site will be a helpful resource for patients and their families when things don’t go as expected in the hospital. We would like patients and their families to feel empowered by the information presented on how to speak up when they feel that something is wrong.”

About the Consumer Health Quality Council at HCFA: The Consumer Council empowers those impacted by health care quality issues to have a voice in our healthcare system, to engage fellow consumers to be active partners in their health care, and to advocate for high quality, safe, and accessible health care for all Massachusetts residents. Consumer Council members work on a variety of projects focusing on education and advocacy and convene monthly to discuss issues related to health care quality.

Current projects of the Consumer Council include the implementation phase of recent legislation dealing with Patient and Family Advisory Councils and Rapid Response Methods in all Massachusetts hospitals.

If you would like to get involved with the HCFA Consumer Health Quality Council, or would like more information, contact Deb Wachenheim at (617) 275-2902 or dwachenheim@hcfama.org.

AN INTERVIEW WITH AUTHOR ROSEMARY GIBSON



Rosemary Gibson, author of *The Wall of Science*, and co-author Janardan Prasad Singh have just released a new book, *The Treatment Trap – How the Overuse of Medical Care is Wrecking Your Health and What You Can Do to Prevent It*. The book explores the overuse, misuse, and underuse of medical care -- including needless surgery and other invasive procedures, out-of-control x-ray imaging, profligate testing, and other wasteful practices that have become routine among too many American doctors.

MITSS had a wonderful opportunity to catch up with Rosemary during a recent visit to Boston, and we asked her to reflect candidly on a number of issues related to the book.

MITSS: *What motivated you to write this book in the first place?*

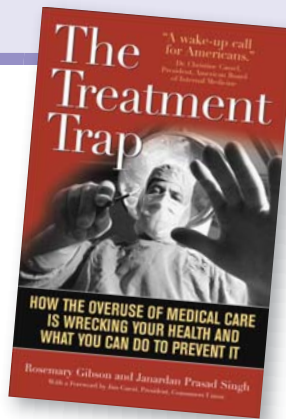
Rosemary Gibson: *I read the findings from a survey conducted by the Commonwealth Fund showing that one-third of Americans say they had medical care they thought was unnecessary. This finding made me wonder about the "dots" in the Dartmouth Atlas for McAllen, Texas; Redding, California; and Elyria, Ohio, to name a few places around the country that have had sky-high rates of cardiac procedures compared to other parts of the country. What happened to the people who comprise those dots? No one ever talks about them. Overuse must evolve from a concept that is studied to a lived human experience that becomes my story, your story, our story. This is the intent of *The Treatment Trap*.*

MITSS: *What are the most important lessons to be learned from the book?*

Rosemary Gibson: *Overuse is when the potential for harm of a health care service is greater than the possible benefit. Overuse of diagnostic tests and surgeries such as heart bypass, spinal surgery, prostatectomy and hysterectomy, is widespread. Most cases of overuse are identified and stopped because of courageous doctors, nurses, and health care executives, some of whom become whistleblowers. Reports in the *New York Times* and other media also trigger action. Overuse is a patient safety issue. We've learned from patient safety that high reliability systems don't wait for unsafe acts to occur. Instead, they proactively look for defects. We need to do the same thing to curtail overuse.*

MITSS: *What did you learn that surprised you the most?*

Rosemary Gibson: *Two things. The first is the breadth and depth of concern about overuse expressed by health care insiders. They see it every day. Yet, overuse is taboo in polite*



*company. It is whispered. The conversations need to move from behind closed doors and be brought out into the open. Dr. Richard Selzer, a retired surgeon who practiced at Yale-New Haven Hospital, wrote eloquently in *Notes on the Art of Surgery* about how patients "surrender" themselves for surgery and other interventions. Patients have a right to know whether a procedure or test may yield greater harm than benefit. This is the only ethical course.*

Not long ago, medical mistakes and hospital-acquired infections were taboo. Public pressure spurred improvement. The same thing needs to happen with overuse.

The second is the number of informed and empowered patients who are receiving treatment recommendations, doing their homework, and choosing different and medically appropriate alternatives that are less intensive and invasive than the initial recommendation.

MITSS: *How does your research fit into the larger picture of national healthcare reform?*

Rosemary Gibson: *A sensible health care policy is to stop paying for health care services that cause more harm than good. We can improve quality and bend the cost curve. In Massachusetts, with nearly universal health insurance coverage, a financially sustainable health care system needs to reduce overuse so care that is really needed can be paid for. We have a number of recommendations in *The Treatment Trap*. One is to invite health care professionals to identify the top ten things they should stop doing. Another recommendation is that patients should have their co-pays waived if they watch evidence-based shared decision making videos developed without industry sponsorship that fully explain treatment options and their risks and benefits. Informed patients are empowered patients.*

The Treatment Trap is available at www.amazon.com

MITSS WORKING WITH STUDENTS FROM BU SCHOOL OF PUBLIC HEALTH



Linda Kenney and Winnie Tobin meet with BU student Daisy Cardenas (r)

MITSS is again working with students from Professor Mike Siegel's Strategies for Public Health Advocacy class at the Boston University School of Public Health. BU students Daisy Cardenas and Nicole Haddock will be working with MITSS this semester assisting our organization in utilizing technology more effectively, especially webinar communications systems, in order to improve our public health advocacy functions. The students will be presenting their findings to the MITSS Board of Directors at the end of the semester. We are especially interested in reaching out to patients and their families outside our geographic area in more innovative ways and are looking forward to Daisy and Nicole's findings and recommendations.

MITSS Annual **HOPE** Award Honoring Outstanding People Everywhere who have furthered the MITSS mission of supporting healing and restoring hope

CALL FOR NOMINATIONS



We are now accepting nominations for the Third Annual MITSS HOPE Award. The HOPE Award was established in 2008 to recognize people – patients, families, healthcare providers, hospitals (or teams or departments therein), academic institutions, community health centers, grass roots organizations, EAP programs, etc. – who exemplify the mission of MITSS: Supporting healing and restoring hope to patients, families, and clinicians impacted by adverse medical events. The winner of the Award will receive a \$5,000 cash prize to continue their work.

The Sponsor of the 2010 HOPE Award is



Nominations are due by September 15th, 2010, and the Award will be presented at the MITSS 9th Annual Dinner and Fundraiser to be held on Thursday, November 4, 2010, at The Westin Copley Place, Boston, MA.

Take this opportunity to nominate someone who is doing great work. Note that self-nominations will be acceptable. Visit www.mitsshopeaward.org for eligibility criteria and submission requirements, to download a nomination form, check out past winners, and much, much more!

Call Winnie Tobin at (617) 232-0090 (or toll free at 1-888-366-4877)
or e-mail wtobin@mitss.org if you have any questions.