

MOTIVATIONAL TOOLS *for* POWERFUL CHANGE

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(ENDORSEMENTS???)



The barriers to improving the quality of care in this country are so entrenched that they often make it hard for anyone to see a different way of doing things. But there are people and institutions doing exceptional work to improve care for the patients they serve. These videos provide a window into the efforts of a handful of innovators. Their stories provide our country with a fresh vision of what care can be, redefine what's possible and challenge the rest of us to pursue perfection in the care we provide.

RISA LAVIZZO-MOUREY,
MD, MBA
President and CEO
The Robert Wood Johnson Foundation

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The Robert Wood Johnson Foundation (RWJF) launched the Pursuing

Perfection initiative in 2001 to dramatically improve patient outcomes by helping health care organizations raise the bar for health care performance. RWJF is the largest philanthropy devoted exclusively to health and health care in the United States. For more information about the Foundation's efforts to improve the quality of care, please visit www.rwjf.org.

 INSTITUTE FOR
HEALTHCARE
IMPROVEMENT

The Institute for Healthcare Improvement (IHI) serves as the National Program

Office for the Pursuing Perfection initiative and as the technical advisor for this video series. IHI is a reliable source of energy, knowledge and support for a never-ending campaign to improve health care.

Crosskeys
MEDIA

Crosskeys Media, an award-winning filmmaking team, produced this video series

from over 400 hours of material recorded at seven health care institutions with support from The Robert Wood Johnson Foundation and the Institute for Healthcare Improvement.

These videos would not have been made possible if it were not for the courage and moral conviction of patients, families and providers. Together with the institutions participating in the Pursuing Perfection initiative, they embraced the concept of transparency and breathed life into it. This video series is the direct result of their willingness to pursue perfection in health care every day.

The health of the health care system is dangerously poor.

The paradox is that it is in the hands of a phenomenally dedicated workforce, but the system isn't doing the job – not for them, not for the patient. We need to redesign it from the ground up.

The clock is ticking. Day after day, the damage is done. The system will only change when the burden, the awareness, becomes part of the day-to-day consciousness of the executives, the clinical leaders and the nurse leaders – those who are responsible for creating the change.

Pursuing Perfection in Health Care demonstrates how committed health care professionals are taking these steps and making that change – to create quality-driven systems of care.

DONALD M. BERWICK, MD, MPP
President and CEO
Institute for Healthcare Improvement



On the Path to Perfection

A unique and compelling seven-part video series, *Pursuing Perfection in Health Care* focuses on the goal of improving patient outcomes dramatically by helping provider organizations raise the bar for health care performance. These motivational videos are designed to improve the systems of care by stimulating a will for change in health care organizations across the country.

The series draws on the experiences of seven major health care institutions participating in the Pursuing Perfection initiative, a program supported by The Robert Wood Johnson Foundation and under the technical direction of the Institute for Healthcare Improvement (IHI). *Pursuing Perfection in Health Care* was produced by the award-winning filmmaking team, Crosskeys Media.

Real Problems, Real People, Real Solutions

Pursuing Perfection in Health Care takes you on an inspirational journey through a transformation in quality. Each 20-minute video focuses on providers' struggles and successes in transforming the quality of health care they deliver.

The honest and forthright experiences of health care providers, combined with the moving stories of patients and families, encourage audiences to acknowledge the problems they face in trying to provide high quality medical care, and to seek specific strategies for improving care in their own settings.

The *Pursuing Perfection* videos can be used as powerful tools for change at multiple entry points: management presentations, employee orientations, quality improvement teams or board meetings. Each video features a stand-alone story spotlighting major quality issues in today's health care system.

I do believe deep in my heart that we can change health care. I see it happening in small pockets across the United States. It will take us coming together collaboratively and learning from each other.

DONNA ISGETT
Vice President, Clinical Effectiveness
McLeod Regional Medical Center

1 THE QUALITY CHASM • Setting the stage for the entire series, this overview follows doctors, nurses, administrators and patients as they reveal their personal experiences and frustrations with the current health care system. This video demonstrates how these agents of change are engaged in closing the gap between the health care we have and the health care we could have.

2 INVOLVING PATIENTS IN REDESIGNING CARE • Following families and providers at CINCINNATI CHILDREN'S HOSPITAL MEDICAL CENTER'S Cystic Fibrosis Center, this video explores how clinical outcomes are improved when patients and families become active participants in the redesign of inpatient and outpatient services.

3 PLANNING CARE FOR CHRONIC DISEASE • Provider teams at CAMBRIDGE HEALTH ALLIANCE, a group of three hospitals and 21 health care centers in the Boston metro area, are creating partnerships with pediatric asthma patients and their families to manage this chronic disease more effectively. This video shows how patients and providers benefit from taking a planned care approach to chronic care.

4 IMPROVING CARE AT THE END OF LIFE • HEALTHPARTNERS MEDICAL GROUP & CLINICS in Minneapolis is training providers to improve care for terminal patients and their families, particularly in the utilization of hospice and palliative care programs. This video presents intimate profiles of doctors, nurses, patients and families as they address challenging end-of-life issues.

5 ENGAGING DOCTORS IN REDESIGNING CARE • McLEOD REGIONAL MEDICAL CENTER in Florence, South Carolina, developed a system to enable the hospital administration and the medical staff to work together on quality improvement efforts. This video shows how doctors were intimately involved in the development of a successful program to treat patients suffering from Acute Myocardial Infarction.

6 SAFETY AS A SYSTEM PROPERTY • In an attempt to reduce patient harm, McLEOD REGIONAL MEDICAL CENTER is transforming its entire medication delivery system. This video documents the importance of moving an institution to a "safety culture" where safety, not the individual, is the primary focus in all efforts to improve the quality of care.

7 NAVIGATING COMPLEX SYSTEMS OF CARE • This video reveals how the Pursuing Perfection initiative in WHATCOM COUNTY, WASHINGTON, helps patients with multiple chronic conditions navigate the health care system. It features health care providers who have instituted a series of innovative techniques to help patients manage their diseases, as they seek care in a complex and often confusing delivery system.

A Rich Resource for Transformation

Each video includes a customized 12-page Discussion Guide that provides essential resources for *Pursuing Perfection in Health Care* and directs the users to Web-based, ancillary materials designed to assist organizations in improving the quality of care at their institutions.

The Discussion Guides are easy to use and filled with practical information on suggested follow-up action steps. Sample questions will help facilitate group conversation and encourage viewers to discuss similar issues in their own settings. The Guides target participants at three levels of staff and leadership: senior managers, middle managers and direct care providers.

Together, the videos and Discussion Guides will inspire and prepare professionals for the challenge of developing individual and organizational paths to pursuing perfection in health care.

Accelerate Your Pursuit of Perfection

Order *Pursuing Perfection in Health Care* today to start your organization on its improvement journey.

SAVE on Your Series Purchase

The *Pursuing Perfection* videos are priced at just \$99 each, with a discounted rate of \$499 for the seven-part series, plus shipping and handling. Discussion Guides are included with individual and series purchases. Visit WWW.IHI.ORG/PRODUCTS to order your copy.

How do we get to where we don't have defects or flaws? The first step is obviously admitting or acknowledging that we aren't perfect, that there may be better ways to do what we're doing. We're learning that transparency is a critical piece of quality improvement.

JIM ACTON, MD
Director
Cystic Fibrosis Center,
Cincinnati Children's Hospital
Medical Center

