



# WSAHQ

Washington State Association for Healthcare Quality

NEWSLETTER—FALL 2006

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## Career

### Opportunities

Please visit <http://www.wsahq.org/jobs.htm> for a detailed listing of job opportunities

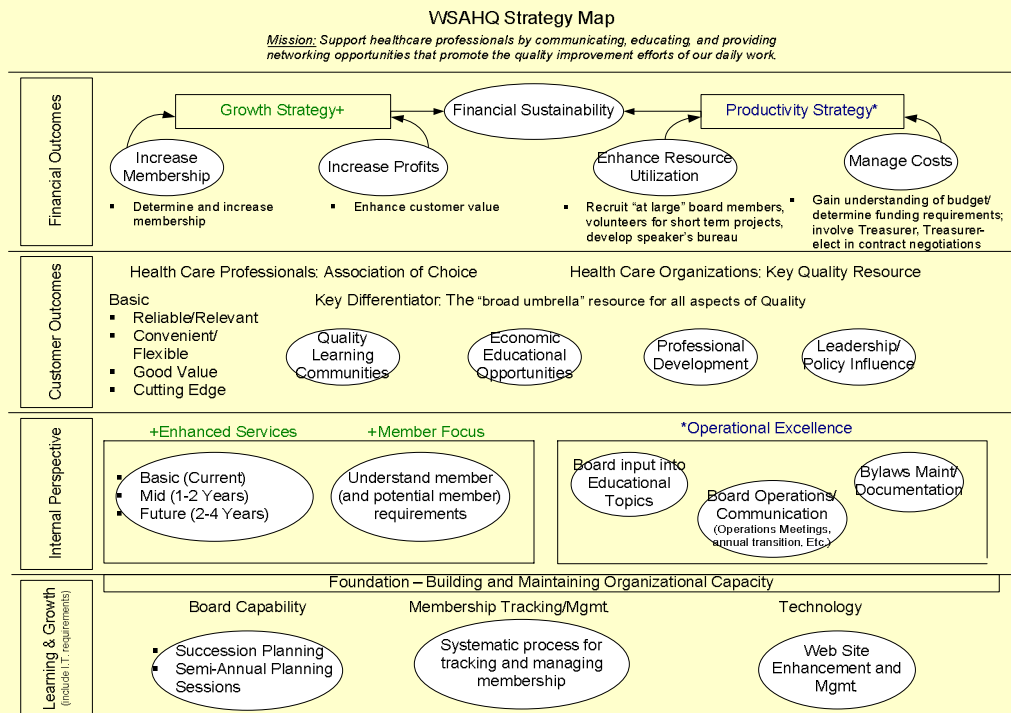
If you have events, news or other content that members may find useful, please email them to:

[communications@wsahq.org](mailto:communications@wsahq.org)

## President's Message

By: Robin Cook  
[president@wsahq.org](mailto:president@wsahq.org)

Summer brings bright sunny days. Your WSAHQ board took some time this summer to review where we have been and where we want to go for the future. We are very fortunate to have an active and committed board. Part of our work involved using several QI tools to develop our strategic direction. Your President Elect, Celeste Derheimer, suggested we use a Strategy Map approach to guide us in our work. This tool lends itself well to develop strategies for the future. Additionally, the tool works well with a balanced scorecard which is used to evaluate our success in meeting our strategic direction. The board has worked feverishly to complete our direction and scorecard. Here is the map as it stands now:



On the left hand side are our domains of focus which are Learning and Growth, Internal Perspective, Customer Outcomes, Financial Outcomes. These are the broad categories for our work. As a member of WSAHQ you will note that we need your input. Under internal perspectives you will see that one of the critical elements for our organization's success is

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## President's Message (con't)

understanding your perspective and what you want for the future also. We are attempting to build a "go to" organization. Our thought is that we would like to be the first stop for members, organizations, policy makers and public for the direction in healthcare quality. In other words, we want to be the first resource that comes to mind for all contacts or issues related to healthcare. Another area of concern that was discussed included a focus on succession planning. How do we keep our strategic direction alive for future WSAHQ leadership? With annual elections, this has been difficult. So, that is why we are sharing the direction with all membership so you are all aware of the strategic direction and as you become more involved (perhaps consider running for a board position) in your organization, you can keep the strategic direction alive and we will meet our long term plans.

Speaking of elections, it is that time of year again. If you are interested in any of the following positions;

- **Secretary,**
- **President Elect,**
- **Education Chair Elect, or**
- **Treasurer Elect,**

our nominating committee would like to hear from you. If interested or you have questions about a position, please send me an e-mail to [robin.cook@va.gov](mailto:robin.cook@va.gov) or give me a call at 206 764-2650.

This is an exciting time for us and the Board would enjoy having more participation to achieve our goals. Please, come join us!

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## Getting to Know WSAHQ's 2006 President-Elect

An Interview with Celeste Derheimer

### Tell us a little about yourself?

I am married with three children; my husband and I recently celebrated our 30<sup>th</sup> wedding anniversary. We are pretty much "empty nesters"; our oldest daughter just graduated from Lewis and Clark Law School, our youngest daughter just completed a second bachelors, this one in Education and our son (youngest child) is starting his third year at Central Washington University this fall. I am a Registered Nurse with experience predominately in Critical Care and I received my BS in Health Care Administration and my MBA from Concordia University.

### Briefly describe your current work. Also tell a little about your career in healthcare and why you chose this as a career.

Currently I am the Director for Process Excellence at MultiCare Health System in Tacoma, WA. This is a new position within the organization and resides in Organizational Effectiveness. I've worked in Quality pretty much since 1991 – so this is a bit of a departure for me – but the focus is on the part of quality I've always been passionate about – achieving performance excellence rather than focusing on complying with regulations.

I became interested in Quality in 1991 when a new CEO, John King, arrived at the system I worked for in Oregon. He talked about continuous improvement as a way of doing business – and using the Malcolm Baldrige criteria as a framework to implement our improvement model. I took the position as Director of Quality and for the next five years worked with my hospital CEO to imbed quality in

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## An Interview with Celeste Derheimer (con't)

our work – and it really took hold. It was truly a cultural transformation. The health system won the Oregon Quality Award in 1996 and 1997 (based on the Malcolm Baldrige National Quality Award) and achieved our best JCAHO survey results ever in 1998 – by focusing on Quality at every level and in every area (including finance!) of the organization.

### Why were you interested in serving on the WSAHQ Board? Do you have ideas for what you'd like to see the association accomplish in the near future?

I've been involved with the WSAHQ Education Committee since 2003 and have seen the organization evolve over the years. I think our organization is wonderful resource to Quality professionals – and I'd like to see it be the first or “go to” resource for Quality professionals – and I'd like to help make that happen. I believe we need to focus on making sure we have a strong foundation first then build on that foundation as we go forward. I especially think we need to reach out to our membership and find out what they want their organization to be – then work on making that happen.

### What are your other interests and hobbies?

I've been an examiner for the Washington State Quality Award for the past two years and this year became an examiner for the Malcolm Baldrige National Quality Award. I do this because I enjoy it – but also because I feel like I'm giving back to my community. My husband and I also run together – I did the Seattle Half Marathon last year; and we enjoy puttering about on our 37 foot Tollycraft boat. It's 30 years old – so there are a lot of things to keep us busy on it.

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## From the National Association

From: <http://www.nahq.org>

**Excerpts from News and Information for Leaders in NAHQ from Anna Marie Butrie,** President, E-mail: [abutrie@che.org](mailto:abutrie@che.org)

### Leadership Academy Team

The Leadership Academy Team, led by Alice Epstein, was formed to develop a leadership institute or academy model targeted at enhancing our members' leadership skills so they can be more effective in the quality arena. The members of this team include Jacquie Byers, Kathy Clinefelter, Angela Kennedy, Len Parisi, and Cathy Munn (Board Liaison). The curriculum for the Academy is still being developed; however, the team has decided that the academy should be aligned with the NAHQ fellowship application criteria while focusing on the development of skills inherent in successful leaders. Consequently skill development will focus on:

- leadership and service
- professional published writing
- provision of education through lectures and presentations
- mentorship.

The team is still finalizing the selection process that will be used for the first class of NAHQ members, the class size, and implementation timeline with the board.

- It's time to submit an abstract, paper or poster for the **2007 NAHQ Annual Educational Conference in Boston, MA.** Go to [http://209.224.198.106/nahq\\_abstracts/](http://209.224.198.106/nahq_abstracts/) to get more information and to submit!

## WSAHQ Upcoming Events

# WSAHQ CPHQ

WA State Association for Healthcare Quality  
Presents prep class for the exam  
Certified Professional in Healthcare Quality

### TWO DAY EVENT

OCTOBER 5TH 9:30 A.M. TO 5:30 P.M.  
OCTOBER 6TH 8:00 A.M. TO 4:00 P.M.

The conference is located at:

**Inn at Gig Harbor**  
3211 56th St. NW  
Gig Harbor, WA 98335  
253.858.1111

[www.innatgigharbor.com](http://www.innatgigharbor.com)

Block rooms available for \$115/night. Make sure to book under "WSAHQ"

### PROGRAM HIGHLIGHTS

This course is designed as a comprehensive overview of healthcare quality related to the following areas:

- Healthcare Quality Concepts
  - Strategic Leadership
- Performance Improvement Processes
  - People Management

### WHO SHOULD ATTEND?

This is a review session for healthcare quality professionals who are preparing for the CPHQ exam or who want to expand their quality management skills. This course is designed as an adjunct to CPHQ exam

### QUESTIONS

If you have any questions regarding this event, please contact:

Jerilyn Anderson  
[extex97@comcast.net](mailto:extex97@comcast.net)

or

Laura Kinney  
[Laura.Kinney@multicare.org](mailto:Laura.Kinney@multicare.org)

**MARK YOUR CALENDARS NOW!!! Tuesday December 5**

***"Moving from Regulatory Compliance to Operational Alignment"***

**4:00 - 6:00**

**Tukwilla Community Center**

- Ever find yourself going through the paces getting ready for yet another regulatory audit? Does it sometimes feel as though that is "one world" and the day to day operations are another?
- This panel discussion will describe how some of our local organizations have connected the two, and lead their staff to daily best practices based on audit expectations and results.