

See for yourself how leading companies in healthcare  
are dramatically improving their results.

*QualPro's 22<sup>nd</sup> Annual*  
**Quality**  
**Leadership**  
**Symposium**

**ACHIEVING BREAKTHROUGHS  
IN HEALTHCARE PERFORMANCE**

- ER patient satisfaction
- ER door-to-doctor time
- OR turnaround time
- Outpatient clinic throughput
- Collection rate
- Case volume / revenue
- Wellness program enrollment
- Wellness participation
- Physician satisfaction
- Length of stay
- Revenue cycle
- Clinical outcomes
- Denied claims
- Quality measures
- Hiring and retention
- Readmissions

**October 12–14, 2011**  
**JW Marriott Hotel Buckhead**  
**Atlanta, Georgia**

**LEARN HOW LEADING COMPANIES  
IN HEALTHCARE USE QUALPRO'S  
MVT<sup>®</sup> PROCESS TO IMPROVE  
PATIENT SATISFACTION, CLINICAL  
OUTCOMES, AND PRODUCTIVITY.**



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

# Quality Leadership Symposium

October 12–14, 2011

JW Marriott Hotel Buckhead  
Atlanta, Georgia

**MVT® allows companies to test many changes in procedure at once, rather than one at a time. The technique is analogous to polling a small, carefully chosen sample of voters to predict how millions will vote.**  
*The Wall Street Journal*

QualPro will host its 22<sup>nd</sup> Annual Quality Leadership Symposium at the JW Marriott Hotel Buckhead at Lenox Square in Atlanta, Georgia. Attendees of this day-and-a-half symposium will learn about the use of the MVT® Process to dramatically enhance retail, service, manufacturing, higher education, and healthcare results.

The Symposium is a unique gathering of executives and key people from all levels of organizations who share their MVT® Process improvement successes through presentations and networking. Individuals and teams share their victories and gain new ideas and insights from others who are using QualPro's MVT® methodology to achieve higher profits, happier customers, and improved competitive positions.

## Featured Speaker

### WellPoint

Nichola Denney

*Staff Vice President, Medical Management Operations*

WellPoint is the largest health benefits company in terms of medical membership in the United States, with thirty-four million members in its affiliated health plans and more than seventy million individuals served through its subsidiaries. One in nine Americans receives healthcare services through WellPoint's affiliated health plans. WellPoint is an independent licensee of the Blue Cross and Blue Shield Association in fourteen states.

Nichola Denney is WellPoint's Staff Vice President of Medical Management Operations supporting the ConditionCare disease management program that serves chronically ill health plan members. The program offers an adjunct to physician care by providing support from dedicated nurses, dietitians, exercise physiologists, pharmacists, health educators and other health professionals to help participants better understand their chronic conditions, their doctor's orders, and how they can become better self-managers of their conditions. The ConditionCare program is designed to maximize member health status, improve health outcomes, and help control associated healthcare costs.

Nichola will discuss how WellPoint used the MVT® Process to increase member participation in the ConditionCare program. Increasing enrollment and engagement in the program is enabling WellPoint, through its affiliated health plans, to manage more chronically ill members, which yields enhanced quality of life and reduced medical claims costs for members. Prior to joining WellPoint, Nichola led the use of the MVT® Process in other disease management programs and dramatically increased participation for both commercial and government health plans. This broad experience makes Nichola well qualified to discuss the important contributions that MVT® experimentation can make to improve the American healthcare system.



**Nichola Denney**

**These improvements are critical to meeting the needs of our physicians and have generated a tremendous amount of additional case capacity. We are extremely excited about the MVT® results. In fact, we are looking at other applications for MVT® in our health system.**

Joe Dawson  
CEO

**Blount Memorial  
Hospital**

# Featured Speaker

## Sentara Healthcare

**Dr. Scott A. Miller, M.D., FACP**

*Vice President, Medical Affairs, Sentara Leigh Hospital*

Sentara Healthcare operates more than 100 care-giving sites in Virginia and North Carolina, including ten acute-care hospitals, six outpatient-care campuses, eight advanced imaging centers, and a medical group with 395 primary care and multi-specialty physicians. Sentara ranked number one on *Modern Healthcare's* 2011 list of top integrated healthcare networks and is the only healthcare system in the country to be in the nation's top ten for all fourteen years of the survey.

Dr. Scott Miller is Vice President of Medical Affairs for Sentara Leigh Hospital, whose 1,100 employees managed 53,700 emergency visits, 12,800 surgeries, and 2,400 births last year. Dr. Miller is responsible for medical staff services; medical care management, infection prevention and control; risk management; physical therapy; respiratory and pulmonary, laboratory, and pathology services; quality improvement and peer review; and health information services.

Dr. Miller will discuss the state of today's healthcare environment and the need for rapid breakthrough improvement. He will also present his viewpoint on the challenges of attempting to improve an extremely complex system involving numerous stakeholders with often-misaligned incentives. Additionally, Dr. Miller will provide his perspective on the benefits that a performance improvement system like the MVT® Process offers to our American healthcare system. With twenty-seven years as a practicing physician, during which time he transitioned from helping to lead an independent group to being part of a large healthcare system, Dr. Miller has a very insightful point of view to share.



**Scott Miller**

## Workshop

### ***Reducing Infections through Improved Hand Hygiene by Using the MVT® Process*** **Sentara Healthcare**

Sentara Healthcare's goal is to increase hand-hygiene compliance from its current level to 99.99 percent and beyond. Since healthcare-associated infections contribute to recurring illnesses, prolonged hospital stays, and the rising costs of healthcare, every healthcare facility should focus on decreasing transmission of microbes for the safety of their facility and the nation by improving their hand-hygiene compliance. Sentara Healthcare is conducting an MVT® project involving nurses, hospital administrators, and other healthcare professionals in several units within the eight participating hospitals to test multiple ideas aimed at attaining 99.99 percent and above hand-hygiene compliance.

Registration is available by mail, phone, or fax. Please contact the Symposium Coordinator for more information about the Symposium and QualPro.

(800) 500-1722 or [slusk@qualproinc.com](mailto:slusk@qualproinc.com)  
Website: [www.qualproinc.com](http://www.qualproinc.com)

# Additional Featured Speakers



**BP**  
Scott Gray  
Vice President, Group Safety and Operational Risk  
Continuous Improvement and Western Hemisphere Operations



**Quick Chek**  
John Schaninger  
Vice President of Sales and Marketing

## Additional Workshops

### Carson-Newman College

*The MVT® Process Defines New Product Offering*

### Lincoln Memorial University

*Improving Student Retention While Increasing the Quality and Quantity of Incoming Freshmen*

*University Increases Charitable Giving by 52% During Tough Economic Climate*

### Lincoln Paper and Tissue, LLC

*Maximizing the Potential of the MVT® Process at an Integrated Paper Mill*

*Improving Pulp Mill Brown Stock Washing Efficiency with the MVT® Process*

*Increasing Tissue Productivity with the MVT® Process*

### Mississippi Lime

*Mining Throughput Increased Thirteen Percent*

### Pilot Flying J

*Retailer Uses the MVT® Process to Assess Digital Media*

*Truck Fleet Improves Fuel Efficiency with Ideas Implemented at Zero Cost*

### Representative John Ragan

*State Representative Candidate Takes on Four-Term Incumbent and Wins*

### Sage Automotive Interiors

*Fan the Flame with the MVT® Process*

### Unifi, Inc.

*Tackling the Right Things by Using the MVT® Process*

*When State of the Art Is Not Good Enough*

*The MVT® Process Is the Splice of Life*

***MVT® . . . use it to improve virtually any kind of process or activity . . . get enough improvement to shock people.***

***Business Week***

***This is a great process for tackling large strategic issues. I've found MVT® to be one of those practices that actually 'walks its talk' and does deliver when it's executed properly.***

Val Yonkofski  
Staff Vice President, Operations  
Integraton

**WellPoint/Anthem  
Care Management**

# QualPro, Inc.

Since 1982, QualPro has conducted over 16,000 business improvement projects with more than 1,000 companies, including many of the *Fortune* 500. Major companies in every industry have hailed the business results, and QualPro's clients have seen billions of dollars of positive financial impact.

QualPro's experience in healthcare has led to dramatic improvements in a wide variety of important processes. Hospitals have used the MVT® Process to make breakthroughs in emergency room timeliness and patient satisfaction, operating room throughput and surgeon satisfaction, scheduling of outpatient appointments and procedures, hand hygiene, billing and collections, and Medicare/Medicaid reimbursement. Insurance companies have improved disease management participation, enhanced clinical models, increased new members, avoided cancellations by existing members, and reduced claims costs.

The Quality Leadership Symposium provides a unique opportunity to discover the power of the MVT® Process and hear firsthand how executives have accomplished dramatic breakthrough improvements with QualPro.

## **Workshop—The MVT® Process**

What is the MVT® Process? What is a screening experiment as compared to a refining experiment? What is a synergy? If such statistical terms are unfamiliar, QualPro's workshop on the MVT® Process will provide the perfect introduction to Multivariable Testing techniques. This workshop is designed to provide attendees a basic overview of the MVT® Process. QualPro will introduce you to the fundamental concepts of the MVT® Process, as well as terminology that will be used in the various Symposium sessions.

***A symposium held by QualPro in Atlanta attracted 320 corporate executives who came to find out more about Multivariable Testing.***

***The New York Times***

***We think QualPro can keep us on the leading edge of quality improvement even in a rapidly changing healthcare environment..***

**Kirk Oglesby  
Former President and CEO  
AnMed Health**

***A tool that can give companies a business edge.***

***CFO.com***

# 2011 QLS Preliminary Agenda

## WEDNESDAY, OCTOBER 12

EVENING	7:00 p.m. – 10:00 p.m.	Registration & Welcoming Reception
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## THURSDAY, OCTOBER 13

MORNING	7:30 a.m. – 8:30 a.m.	Registration & Continental Breakfast
	8:30 a.m. – 12:15 p.m.	Featured Speaker & Workshops
AFTERNOON	12:15 p.m. – 1:30 p.m.	Lunch
	1:30 p.m. – 5:00 p.m.	Featured Speaker & Workshops

## FRIDAY, OCTOBER 14

MORNING	7:30 a.m. – 8:30 a.m.	Continental Breakfast
	8:30 a.m. – 12:15 p.m.	Featured Speaker & Workshops
AFTERNOON	12:15 p.m. – 1:30 p.m.	Lunch

## REGISTRATION AND FEES

You may register by mail, phone, or fax. Return a registration form with your check, credit card number, or purchase order number to:

QUALPRO, P.O. Box 51984, KNOXVILLE, TENNESSEE 37950-1984

FAX TO (865) 927-0495

OR CONTACT THE SYMPOSIUM COORDINATOR AT (800) 500-1722 OR [slusk@qualproinc.com](mailto:slusk@qualproinc.com).

The registration fee of \$650 per person includes two continental breakfasts, two lunches, and the Wednesday evening reception.

## ACCOMMODATIONS

QualPro will host its 2011 Leadership Symposium at the luxurious JW Marriott Hotel Buckhead. Located in the heart of the upscale Buckhead district, this outstanding hotel offers sumptuous accommodations within walking distance of premier restaurants and the most upscale shopping Atlanta has to offer. The JW Marriott is connected to Lenox Square Mall and one block away from posh Phipps Plaza. MARTA trains make traveling to Downtown and Midtown Atlanta convenient as well. Whatever your interests, the JW Marriott Hotel offers a location convenient to all of Atlanta and its diverse offerings. Call (404) 262-3344 for reservations and mention the Quality Leadership Symposium to receive a special room rate. QualPro has arranged discounted airfares for QLS attendees. Call (800) 251-9047, ext. 1658 for details.



Contact the Symposium Coordinator today  
**(800) 500-1722 or [slusk@qualproinc.com](mailto:slusk@qualproinc.com)**