



PRESS RELEASE

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Forum Coordinator

The Forum of ESRD Networks announces the 4th Annual *Creating a Culture of Quality* Conference, to be held on March 23 and 24, 2015, at the Baltimore Marriott Inner Harbor at Camden Yards hotel immediately following the Renal Physicians Association Annual Meeting on March 19-22.

Achieving Quality: Reconciling Competing Goals *Guidelines, Incentives, Patient Centered Care, Shared Decision Making... How do we judge quality?*

This conference will examine quality care as it applies to the tension between Patient/Family Centered Care and the reality of renal replacement therapy in the current environment of clinical directives and cost consciousness. Participants will have a better understanding of how to incorporate patient centered care into decision making and how to respond when patient goals are in conflict with healthcare provider objectives. The meeting will consist of three half-day sessions and will discuss the following objectives:

- ◆ Define patient centered care from the patient's perspective. Do we have the methodology to measure whether it impacts quality? Do patients, healthcare providers, and payers define quality differently? If so, how?
- ◆ Consider whether the measurements currently in place to gauge and reward quality care such as incentives, public reporting, and organizational quality measurements, appropriately drive quality of care.
- ◆ Can the measures in place be reconciled with Patient/Family Centered Care when they conflict with patient goals and values? What are the ethical and practical considerations when patient goals are inconsistent with directives or guidelines?
- ◆ How do patient responsibilities change under a new paradigm of Patient/Family Centered Care? What are the unintended consequences of attempting to implement Patient/Family Centered Care?
- ◆ The impact of the quality incentive program on clinical outcomes will be reviewed with particular attention to the patient perspective.

The speakers and panelists will include kidney patient representatives, and experts from academic settings, dialysis organizations, the Networks, and CMS. The substance of the conference should be particularly useful to Quality Managers, Case Managers, Physicians, and Social Workers – persons who are in a position to train others and affect quality programs within facilities. Critical, and unique, to this conference is the importance of including the voice of the patient in the discussions, and partnering with patients to improve safety and quality of care without diluting or minimizing the expertise of providers.

This conference is a collaboration of renal community stakeholders including the Forum of ESRD Networks and its Beneficiary Advisory Council in partnership with the Renal Physicians Association, Fresenius, DaVita, Dialysis Clinic Inc., the American Nephrology Nurses Association, the National Renal Administrators Association, and the American Association of Kidney Patients.

Organizations will have the opportunity to celebrate the ways they are improving quality by participating in a Poster Session. Posters will be displayed throughout the conference as well as during the wine and cheese reception on the evening of Monday, March 23rd. By reviewing the posters attendees at the conference will be able to learn best practices from multiple perspectives.

Conference registration will be open in November. Additional information will be available soon on the Forum's website at: www.esrdnetworks.org. Interviews may be arranged by contacting the Forum office at: forumcoord@centurytel.net.

Jay Ginsberg, MD, MMM & Cynthia Kristensen, MD
Co-Chairs, on behalf of the *Creating a Culture of Quality* Planning Committee

