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UNIVERSITY OF
Nebraska
Medical Center

Achieving Equitable Health Outcomes in Nebraska

An ECHO Project Funded by
Nebraska DHHS through a CDC grant

Session 2 - July 19, 2023



Housekeeping Reminders

- Discussion makes sessions work best!
 - Please stay muted unless you are speaking
 - We love to see your face!
 - Sessions will be recorded and available upon request
 - Attendance is taken by filling the survey in the chat
 - All the session presentation are available on our [website](#)
- Project ECHO collects registration, participation, questions and answers, chat comments, and poll responses for some ECHO programs. Your individual data will be kept confidential. This data may be used for reports, maps, communications, surveys, quality assurance, evaluation, research, and to create new initiatives.



Subject Matter Experts

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UNMC ID Health Equity and Quality Improvement ECHO Project

Getting Leadership Buy-In

Free Live ECHO Project

July 19, 2023

CID: 58923

UNIVERSITY OF
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Medical Center



TARGET AUDIENCE

This accredited continuing education activity is intended for physicians, APPs, nurses, social workers, case managers, and anyone else interested in learning about health equity in underserved populations.

ACTIVITY DESCRIPTION

Achieving health equity, addressing COVID-19 disparities, and improving the health of all Nebraskans using a quality improvement approach are the goals for our newly launched educational initiative. This COVID-19-focused health equity and quality improvement educational series will use the ECHO model for training healthcare workers.

The course is being offered through the University of Nebraska Medical Center (UNMC) infectious diseases (ID) ECHO program and is funded by the Nebraska Department of Health and Human Services (DHHS) via a CDC grant.



EDUCATIONAL OBJECTIVES

At the conclusion of this live activity, the participants should be better able to:

- Summarize strategies for engaging leadership in Quality Improvement projects.
- Demonstrate how the Joint Commission's requirements for health equity can inform conversations with leadership.
- Practice implementing strategies for engaging leadership in case discussion.

REQUIREMENTS FOR SUCCESSFUL COMPLETION- **NEW!**

In order to receive continuing education credit, you must:

1. Attend the live activity via Zoom,
2. Your attendance will be verified by the organizers.
3. Within 1-2 business days, you will receive an email from UNMC with a link to claim credit
 - Complete the online evaluation.
 - Save and print your certificate.

You have 20 days to claim credit for this activity. You will need to complete the evaluation and attest the time you spent participating in the activity. Your certificate will be saved in your UNMC MyCCE account under Certificates & Transcripts.

Questions regarding continuing education, please contact Valeta Creason-Wahl at vcreason@unmc.edu.



ACCREDITED CONTINUING EDUCATION



In support of improving patient care, University of Nebraska Medical Center is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

PHYSICIANS/PHYSICIAN ASSISTANTS

The University of Nebraska Medical Center designates this live activity for a maximum of 1.0 *AMA PRA Category 1 Credit*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

NURSES/NURSE PRACTITIONERS

The University of Nebraska Medical Center designates this activity for 1.0 ANCC contact hour. Nurses should only claim credit for the actual time spent participating in the activity.



ACCREDITED CONTINUING EDUCATION



As a Jointly Accredited Organization, University of Nebraska Medical Center is approved to offer social work continuing education by the Association of Social Work Boards (ASWB) Approved Continuing Education (ACE) program. Organizations, not individual courses, are approved under this program. Regulatory boards are the final authority on courses accepted for continuing education credit. Social workers completing this course receive 1.0 general continuing education credit. **Social work level of content: Advanced**



This program has been pre-approved by The Commission for Case Manager Certification to provide continuing education credit to CCM® board certified case managers. The course is approved for 1.0 CE contact hour.

Activity code: I00055677 Approval Number: 230002127

To claim these CEs, log into your CCMC Dashboard at www.ccmcertification.org.



DISCLOSURE DECLARATION

As a jointly accredited provider, the University of Nebraska Medical Center (UNMC) ensures accuracy, balance, objectivity, independence, and scientific rigor in its educational activities and is committed to protecting learners from promotion, marketing, and commercial bias. Faculty (authors, presenters, speakers) are encouraged to provide a balanced view of therapeutic options by utilizing either generic names or other options available when utilizing trade names to ensure impartiality.

All faculty, planners, and others in a position to control continuing education content participating in a UNMC accredited activity are required to disclose all financial relationships with ineligible companies. As defined by the Standards for Integrity and Independence in Accredited Continuing Education, ineligible companies are organizations whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients. The accredited provider is responsible for mitigating relevant financial relationships in accredited continuing education. Disclosure of these commitments and/or relationships is included in these activity materials so that participants may formulate their own judgments in interpreting its content and evaluating its recommendations.

This activity may include presentations in which faculty may discuss off-label and/or investigational use of pharmaceuticals or instruments not yet FDA-approved. Participants should note that the use of products outside currently FDA-approved labeling should be considered experimental and are advised to consult current prescribing information for FDA-approved indications.

All materials are included with the permission of the faculty. The opinions expressed are those of the faculty and are not to be construed as those of UNMC.



Disclosures

The accredited provider has mitigated and is disclosing identified relevant financial relationships for the following faculty, planners, and others in control of content prior to assuming their roles:

FACULTY

Nichole Regan, MSN, RN, APRN-NP



Disclosures

PLANNING COMMITTEE

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Merck & Co, Inc: Industry funded research/investigator

Erica Stohs, MD, MPH

ReViral Ltd.: Industry funded research/investigator

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www.unmc.edu/cce





Phase 1 Final Evaluation Survey

<https://redcap.nebraskamed.com/surveys/?s=CKPRPWTLKMMWFAA8>



Getting Leadership Buy-in

Presenters: Dr. Gale Etherton, Dr. Mahliqha Qasimyar, Nikki Regan,
and Jeff Wetherhold



Objectives

1. Summarize strategies for engaging leadership in Quality Improvement projects
2. Demonstrate how the Joint Commission's requirements for health equity can inform conversations with leadership
3. Practice implementing strategies for engaging leadership in case discussion



Questions from Last Month

Has your organization:

- Designated a health equity lead?
- Shared any communications regarding the new Joint Commission requirements related to health equity?
- Identified health-related social needs to focus on?



Steps for Change Leadership

1. Establish a sense of urgency
 2. Form a guiding coalition
 3. Create a vision
 4. Communicate the vision
 5. Empower others to act
 6. Create short-term wins
 7. Consolidate; create more change
 8. Internalize new approaches
- } When Starting Out
- } When Building Momentum
- } When Spreading Success



*John Kotter's 8 Steps from "Why Transformation Efforts Fail,"
Harvard Business Review, 2006.*

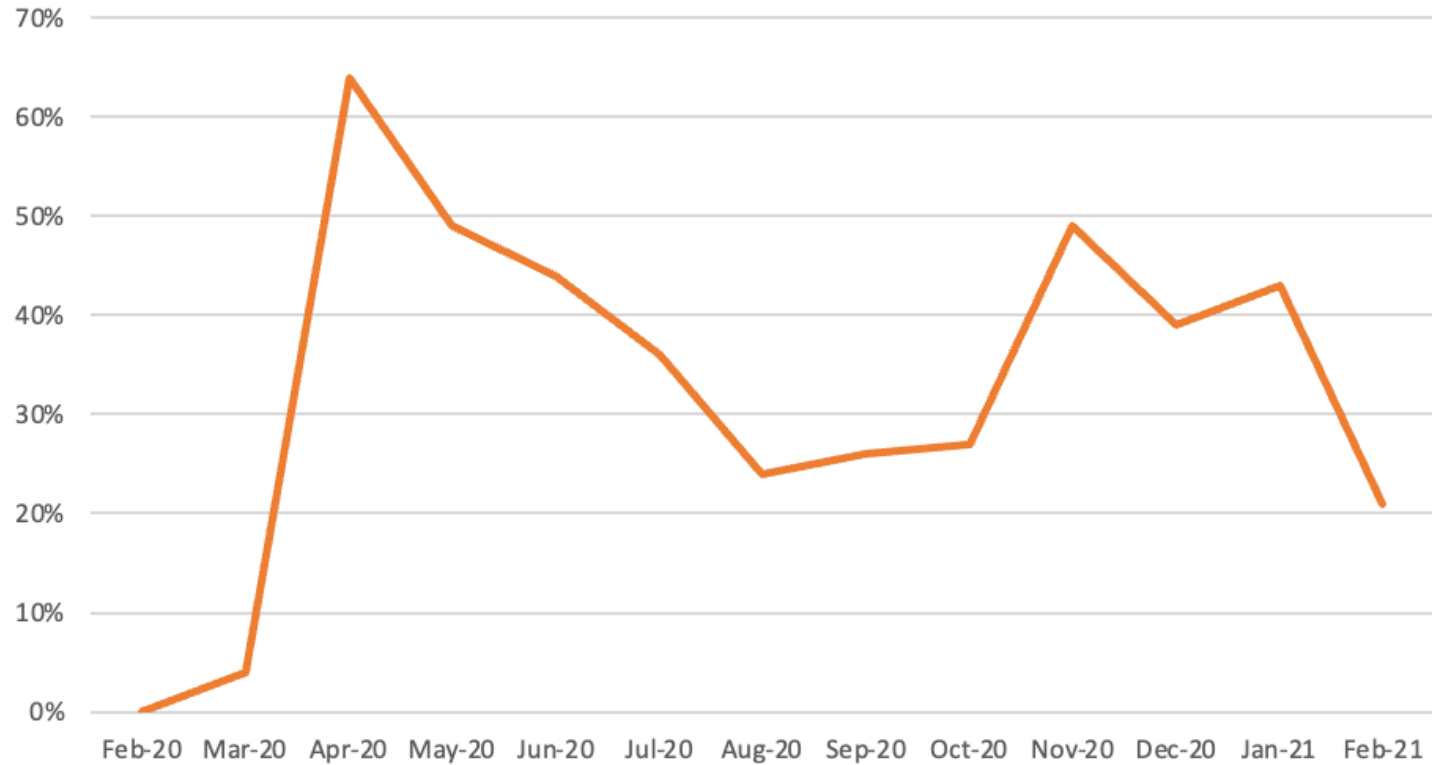


Kotter's Change Management

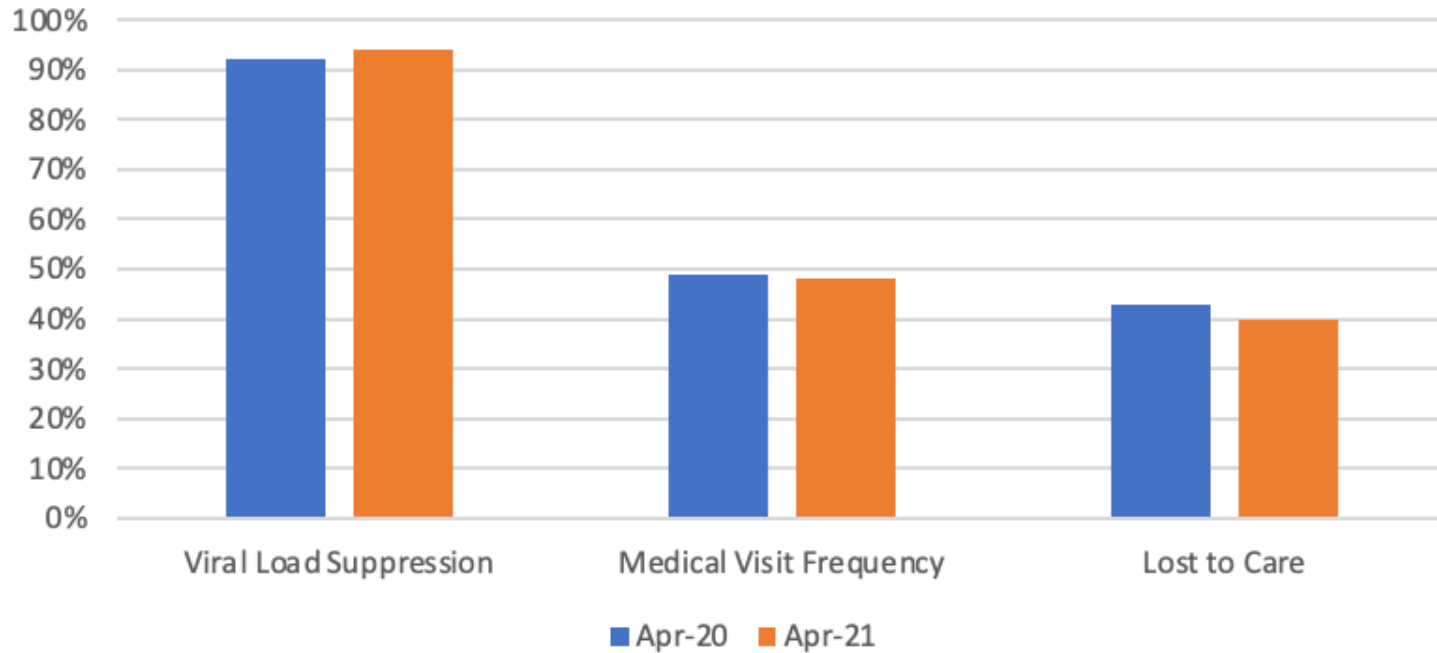
- “See-Feel-Change” Approach
 - When behavior is fueled by emotion, it is more likely to last longer than when fueled by analysis because it will be resistant to negative emotions
- Leaders need a burning platform to make real changes
- You need to provide that burning platform by telling them the story



Telehealth Trends at SCC During COVID-19 Pandemic



Results of Telemedicine Intervention



Change is Not an Event...it is a Process

Understand the Logic

The logic from the analysis feeds into the creation of the compelling situations

Change Behavior

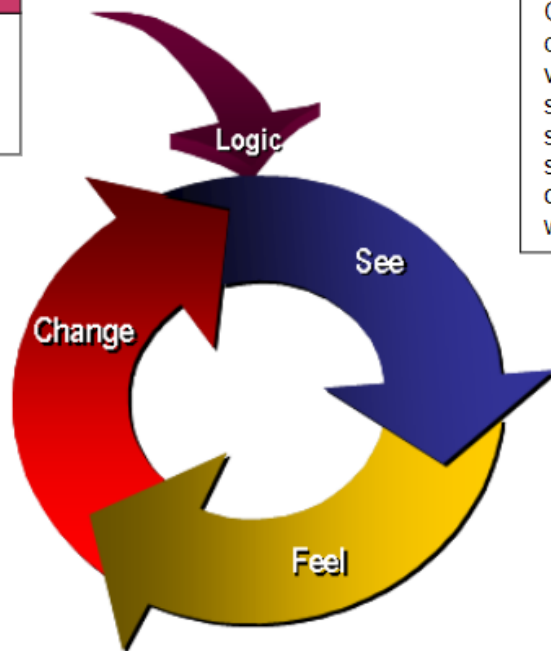
Emotionally charged ideas change behavior or reinforce changed behavior

Help People See

Compelling situations are created to help others visualize problems, solutions, or progress in solving complacency, strategy, empowerment or other key problems within the eight steps

Hit the Emotions

The visualizations provide useful ideas that hit people at a deeper level than surface thinking. They evoke a visceral response which reduces emotions that block change and enhances those that support it.



Communicating Change

When addressing complex issues:

- Identify audiences and how the proposed solution will impact them.
- Consider how audiences interact. Where do needs align or conflict?
- Balance the needs and interactions of your audiences to get to a systems-level view



Systems Communication Plan

	Audience 1	Audience 2	Audience 3
Who do you need to communicate with?			
How will you reach them?			
What will they be most worried about?			
What do you need them to understand?			
What do you need them to do next?			
How can they communicate back with you?			



Joint Commission Requirements

National Patient Safety Goal NPSG.16.10.01

- **EP1:** Designate individual(s) to lead activities to improve health care equity for the organization's patients.
- **EP2:** Assess patients' health-related social needs and provide information about community resources and support services.
- **EP3:** Identify health care disparities by stratifying quality and safety data using the sociodemographic characteristics of the organization's patient population.



Joint Commission Requirements

National Patient Safety Goal NPSG.16.10.01

- **EP4:** Develop a written action plan that describes how the organization will improve health care equity by addressing at least one of the health care disparities identified in its patient population.
- **EP5:** Act when the organization does not achieve or sustain the goal(s) in its action plan to improve health care equity.
- **EP6:** Inform key stakeholders, including leaders, licensed practitioners, and staff, about its progress to improve health care equity.



Case Discussion



Today's Case

A patient has reported a negative experience in your clinic during a three-month check-in to manage their diabetes. This patient is biologically male but identifies as a woman. The nurse in the room referred to the patient as male and then reacted inappropriately when the patient requested to be identified as a woman.



Today's Case (continued)

The patient has posted multiple negative reviews of the experience with your clinic to social media sites since this incident. In your role as the clinic manager, it is your responsibility to notify leadership of this incident and the patient's actions since.



Ground Rules

1. Be present & turn on your videos
2. Make Space, Take Space
3. ELMO: Enough Let's Move On
4. Take the lessons, leave the details
5. Assume positive intent
6. Be open to learning
7. Building, not selling
8. Yes/and, both/and



Discussion

1. What systemic or cultural factors in the clinic may have contributed to this incident?

WHEEL OF POWER/PRIVILEGE



Adapted from ccrweb.ca

@sylviaduckworth

Discussion

2. How would leadership's priorities influence how you approach leadership?

Who do you need to communicate with?

How will you reach them?

What will they be most worried about?

What do you need them to understand?

What do you need them to do next?

How can they communicate back with you?



Discussion

3. *How would you respond if leadership told you:
“This is not an issue we can address right now.”*



Wrap-up



What can you do this month?

How will you discuss the new Joint Commission requirements?

	Choose 1 audience
Who do you need to communicate with?	
How will you reach them?	
What will they be most worried about?	
What do you need them to understand?	
What do you need them to do next?	
How can they communicate back with you?	

Our Follow-up

You will receive:

- Today's presentation
- A one-pager with key-takeaways
- Relevant supporting resources
- Next session's agenda and information



Session 3: August 16

Scoping QI Projects for Health Equity

1. Articulate the value of having diverse perspectives in scoping changes
2. Practice developing problem statements focused on health equity
3. Incorporate diverse perspectives into improvement projects in case discussion





Phase 1 Final Evaluation Survey

<https://redcap.nebraskamed.com/surveys/?s=CKPRPWTLKMMWFAA8>



Thanks

