

International Forum on
**QUALITY &
SAFETY** in
HEALTHCARE

2-4 May 2018
RAI Exhibition and
Convention Centre,
Amsterdam

Programme Brochure
Reclaiming the Quality in Healthcare



internationalforum.bmj.com/amsterdam

 Institute for
Healthcare
Improvement

BMJ

Welcome to the International Forum

The International Forum on Quality and Safety in Healthcare has spent 23 years supporting and energising the movement for health and healthcare improvement by presenting the best of new thinking and work from around the world.

In May 2018 the International Forum returns to Amsterdam, Netherlands, to provide an inspirational setting to meet, learn and share knowledge in our common mission to improve the quality and safety of care for patients and communities across the world.

Our 2018 theme is Reclaiming the Quality in Healthcare. Within the Quality Improvement movement it can feel at times we are overwhelmed by a tide of challenges, restrictions and bureaucracy that prevent us being able to make meaningful change. At this year's International Forum, we want to take inspiration from the Netherlands and discover how we can reclaim the

quality in healthcare by making the best use of available resources, promoting innovation and working together to provide exceptional patient care.

We are looking forward to hearing from industry leaders, discovering new innovating pioneers, recognising many individual accomplishments and continuing to build global networks collaborating towards improving healthcare and patient safety worldwide.

We invite you to join us in Amsterdam to connect with colleagues, to learn from global healthcare leaders and to continue to support and energise the movement for healthcare improvement.



3 days of inspiration



75+ countries



150+ international speakers



3,000+ attendees



RCP certified



evening networking

Why attend?

Three days packed with insight, inspiration and networking opportunities.

The International Forum is jointly organised by the Institute for Healthcare Improvement (IHI) and BMJ. The ambition of both organisations is to improve healthcare and outcomes for patients and communities. Don't miss the chance to be part of this dynamic gathering of healthcare improvers from around the world.

- Receive the latest updates on achieving organisational and cultural transformation for the delivery of sustainable and better patient care
- Gather the evidence needed to support improvement in your local area
- Connect with like-minded colleagues and inspiring leaders from all over the world
- Translate your concerns into effective action
- Feel empowered to drive improvement
- Enhance your professional knowledge and make a real difference to your organisation
- Recharge your batteries - get energised to implement the ideas you have acquired
- Be inspired to act as a quality leader
- Hear from international industry leaders and learn from their experiences, ideas, solutions and vision
- Take home lessons for delivering high quality healthcare with limited resources
- Keep up-to-date with the latest innovations from the global healthcare community and embrace fresh ideas
- Discuss and share solutions to improve care for patients in your organisation



Book your place online

With our special fees for groups of five and more, you and your colleagues can make even more savings when booking as a group. You can book to attend three days (pre-day plus two-day main conference) or two days only (two-day main conference).

Scholarships are available for students and teachers and there are also special rates for low income countries.

To book online visit: internationalforum.bmj.com/amsterdam/fees

"If people want to make healthcare better and they would like to know about the latest and greatest that is happening around the world, this is the place to be."

Programme Overview

In Amsterdam our focus will be on how we can overcome a tide of challenges, restrictions and bureaucracy that prevent us being able to make meaningful change and discover how we can reclaim the quality in healthcare by making the best use of available resources, promoting innovation and working together to provide exceptional patient care.



Wednesday 2 May 2018

During our popular pre-day, we offer a range of special half-day and full-day interactive activities and workshops, including:

- A choice of Experience Days (excursions)
- A choice of courses
- The International Improvement Science and Research Symposium

Read more about the range of Wednesday activities on page 8-9 or visit:
internationalforum.bmj.com/amsterdam/view-programme

Thursday and Friday 3-4 May 2018

The two-day main conference features four keynote presentations, over 150 international speakers delivering more than 50 sessions divided across 5 streams, a full Exhibition Hall, poster displays, special interest breakfast and lunchtime sessions and many opportunities for networking, including a new evening networking event.

See the range of activities on pages 10-13 or visit:
internationalforum.bmj.com/amsterdam/view-programme

Tailor your learning by using our session streams:

- | **Safety**
- | **Quality, Cost, Value**
- | **Person and Family-Centred Care**
- | **Population and Public Health**
- | **Building Capability and Leadership**



Poster displays

In Amsterdam we will have over 700 posters showcasing improvement projects from around the world. The poster displays are an integral part of the International Forum, providing an opportunity for teams to share and discuss their improvement strategies and achievements. Grouped into topic areas, presenters will be on hand to speak about their experiences, offer tips and inspire improvement work back at your organisation.

Key learning points

There are plenty of interactive learning opportunities and space to discuss pressing issues at the International Forum. We expect that every delegate will take something different out of their experience, but some of the key questions that we will be asking this year are:

- How can we use big data to spot trends, avoid adverse events and improve quality of care?
- What are the new and innovative approaches to medication safety that we can use to spot errors and rectify mistakes before they occur?
- What is value based healthcare and how can we implement it to ensure our health services are as efficient as possible?
- How can we empower people who use healthcare services to be genuine partners in service development?
- What can we learn from developing nations about creating real change in resource limited environments?
- Why does a culture of joy in work improve quality across an organisation?
- How can leaders shape an organisation's quality improvement journey and increase the chances of success?



Highlights from the programme

The Amsterdam 2018 programme will offer:

- Over 50 sessions across the two main conference days
- Over 150 speakers
- **NEW** International perspectives on breaking down boundaries - These 30 minute morning energiser sessions will give a range of perspectives on breaking down barriers to create better healthcare systems from different countries across the world
- **NEW** Poster stage - Have a chance to hear from and meet the poster presenters on our brand new poster stage.



The Night Forum

This multi-streamed event will give delegates an opportunity to meet peers in an informal setting and continue networking and learning through a range of activities including informal presentations, games, quality improvement activities and more.

Our evening social event gives you the opportunity to unwind with colleagues and make new connections while exploring unique venues in Amsterdam.

Key Speakers

At the International Forum, we have built up a strong reputation for bringing together the leading quality improvement experts from across the globe. The International Forum in Amsterdam promises to see an equally impressive lineup of stellar speakers, including must-hear keynote and featured speakers.



Keynote 1



Ann Batenburg

Clinical Associate Professor, Southern Methodist University; USA



Ian Leistikow

MD PhD, Senior Inspector, Dutch Health and Youth Care Inspectorate; Professor at Erasmus School of Health Policy & Management, Erasmus University Rotterdam; The Netherlands



Manvir Jesuduran

Chairman, Patients for Patient Safety, Malaysia & Patient Advocate

Anne P.J. De Pagter

Fellow Paediatric Hematology, Erasmus MC Rotterdam

Wim Helbing

Visiting Professor and Division Chief, Paediatric Cardiology, Erasmus MC Rotterdam

Desiree Hairwassers

Patient Advocate

Keynote 2



Dan Heath

Author, Entrepreneur and Senior Fellow at Duke University's CASE Center; USA



Maureen Bisognano

President Emerita and Senior Fellow, Institute for Healthcare Improvement (IHI); USA

Keynote 3

Speaker yet to be announced

Keynote 4



Donald M. Berwick

MD, MPP, President Emeritus and Senior Fellow, Institute for Healthcare Improvement; Former Administrator, Centers for Medicare and Medicaid Services; USA

Conference Pre-Day Programme

Wednesday 2 May 2018

Half day and full day interactive sessions

09:00-17:00

- M1** International Science and Research Symposium
- M2** Continuous Learning in Healthcare Delivery in The Netherlands: Regional oncology networks, outcome data and active learning at the clinical and organizational level
- M4** Facilitating collaboration, improving care: anesthesia's role in safe obstetrics 25 years of Dutch obstetric anesthesia (NVA)

09:00-12:30

- M3**⁽¹⁾ Communicating quality improvement
- M5** High-Impact Leadership in the Real World
- M6** Why Lecture on PDSAs When You Can Experience Them?

13:30-17:00

- M3**⁽²⁾ How to share your work
- M7** Multimodal strategies for evidence-based reliable care
- M8** Engaged Physicians Transform Care

Streams for 2018

- Safety** | **Quality, Cost, Value** | **Person and Family-Centred Care**
- Population and Public Health** | **Building Capability and Leadership**


Off-site experience days

- X1** **Experience Day 1:**
Bernhoven Hospital, Nistelrodeseweg
Bernhoven is an innovator in the healthcare sector, nationally but also internationally recognised in healthcare management. Bernhoven is a thought leader, transforming the healthcare sector in the Netherlands and beyond. During the experience day you will learn the conditions which are necessary to create a disruptive change in hospital care and how a new patient focused operating model be helpful in providing better and affordable care.
- X2** **Experience Day 2:**
Radboud University Medical Centre, Nijmegen
Your visit to Radboud will start with a welcome from our Executive Board who will give an overview of the strategy and policy of the organisation. Following this you will have the opportunity to visit a number of departments and hear examples of how they shape patient participation and the exciting initiatives this has supported. Some of the themes that will be covered are: food and personalised healthcare, shaping patient participation in policy, projects and developments, care innovation, shared decision making, and transmurial care.
- X3** **Experience Day 3:**
Albert Schweitzer Hospital, Dordrecht
Your visit to the ASH will take you into the heart of the organisation, where you will learn hands-on how our multidisciplinary teams deliver person centered care across a complex system. You will be able to experience at least two site-visits, where you will meet frontline staff, leaders and experts in quality improvement and hear about some of the projects in action.
- X4** **Experience Day 4:**
Vilans, Centre of Excellence in Long Term and Social Care, Utrecht
Vilans is offering participants an exceptional Experience Day on long term care for older people in the Netherlands. You will gain insight into large scale system improvements that make a difference for patients, clients and staff in both healthcare and social services, and hear about national programmes and examples that provide insight into working collectively to improve quality of life of older people.
- X5** **Experience Day 5:**
Erasmus University Medical Centre, Rotterdam
Your visit to Erasmus MC will bring you an experience of a brand new and ambitious University Hospital. Attention to quality is essential in our organisation and we strive to get quality in our organisation's DNA. During the site visit to Erasmus MC, we will show you how we work on these topics. In addition to the plenary program, there are several workshops you can choose from.
- X6** **Experience Day 6:**
VU University Medical Center, Amsterdam
The TeAMS-program aims to improve non-technical skills necessary for working in multidisciplinary-interprofessional teams. In this Experience Day we will take you through our three different types of training in the actual training setting, explain our learning goals and set up, and most importantly we let you participate in the trainings. And of course there is room to meet our trainers and developers of this programme.
- X7** **Experience Day 7:**
Groene Hart Ziekenhuis (Green Heart Hospital): Patient centered and integrated care in Gouda
Your visit to Gouda will take you to the Green Heart Hospital where you will learn about the hospital wide quality improvement programme 'Patient as Partner', based on clinical microsystem thinking. You will visit the hotel-like centre of integrated birth care where midwives and gynaecologists work together, and look at an example of case management through all stages of dementia. You will get the chance to have an experience taste meal like the patients and their visitors, and in the afternoon you are invited to visit a care farm near the hospital.
- X8** **Experience Day 8:**
Maastricht University Medical Center + (MUMC+)
Maastricht UMC+ has nearly 10 years of experience in executing Operational Excellence through lean projects and programmes. During your visit you will have the opportunity to discuss key themes with MUMC+ board members and key opinion leaders, experience real life cases and interactions with care staff and meet a cross section of our hospital staff and management teams. This experience day visit is targeted towards delegates in senior leadership or chief executive roles.

Conference Programme

Thursday 3 May 2018

8:00	<p>EN1: Collaborating for improvement – thinking differently about improving population health</p> <p>EN2: User-driven care in an outpatient clinic in Norway</p> <p>EN3: Improving emergency care for aged care residents: the geriatric emergency department intervention</p> <p>EN4: Pilot project in science of improvement for the national program of patient safety in Brazil: learning experiences and challenges</p> <p>EN5: From pledge to action: the journey to spark a revolution</p> <p>EN6: Protecting patients from harm: the science of safe communication in healthcare</p> <p>EN7: Translating the evidence base for patient and family engaged care into practice</p>							
9:00								
9:30	<p>Keynote 1: How to move from fixed to growth mindset</p>							
10:00								
10:30								
11:00	<p>A1: Choosing Wisely International: from an idea to an international movement</p>	<p>A2: Using design thinking with patients in mind</p>	<p>A3: Applied health intelligence for improvement – science & art of using data</p>	<p>A4: Can we really learn anything useful from aviation?</p>	<p>A5: How can we use technology to reach patients in the community?</p>	<p>A6: Working with complex patients: a playbook and its stories</p>	<p>A7: How norms and guidelines hinder quality in Dutch and German hospitals - Towards parsimony in guideline development and smartness in implementation</p>	
11:30								
12:00								
12:30								
13:00								
13:30	<p>B1: Not another session on culture</p>	<p>B2: Social movement transforming emergency care from the bottom up</p>	<p>B3: What has inspection ever done for improvement?</p>	<p>B4: Antimicrobial resistance in healthcare? Everyone's business!</p>	<p>B5: How innovation can bring real solutions to intractable problems in healthcare delivery</p>	<p>B6: Optimizing patient flow by reducing variability and aligning capacity with demand</p>	<p>B7: Designing and managing community-based scale-up efforts</p>	
14:00								
14:30								
15:00	<p>C1: High intensity mental health crisis: Developing a network of global solutions</p>	<p>C2: Breaking the rules for better care</p>	<p>C3: From transparency to collaboration – taking patient accessible records to the next level</p>	<p>C4: Smile! Our behaviour affects patient care</p>	<p>C5: An alternative improvement method to 'IHI breakthrough series', making use of data science, applied to PAOD</p>	<p>C6: How can sustainable, resilient and scalable improvements in patient care be created?</p>	<p>C7: Quality cost and value – the business case for QI</p>	<p>C8: Nation wide quality improvement in low and low-middle income countries: two African perspectives</p>
15:30								
16:00								
16:30	<p>Keynote 2: Dan Heath and Maureen Bisognano</p>							
17:00								
17:30								

 **The Night Forum** | 17:30-21:30
 Join us for an evening of networking, further learning and entertainment. Relax and connect with colleagues while exploring unique venues in Amsterdam. **See page 5.**

Conference Programme

Friday 4 May 2018

8:00	BR1: Integrating innovation and systems thinking into the continuum of health care education and training	BR2: Session yet to be announced	BR3: Session yet to be announced						
8:30									
9:00									
9:30	Keynote 3: Session yet to be announced								
10:00									
10:30									
11:00	D1: Improvement collaboratives led by ministries of health to achieve PEPFAR 90-90-90 targets: examples from Namibia and Zimbabwe	D2: How leaders and health care professionals can transform health care culture together	D3: Collaborating to improve value: better outcomes at optimum cost	D4: Not another pill, please	D5: Engaging Junior Doctors and emerging leaders to innovate and improve care	D6: An impact framework to show the full value of quality improvement	D7: Everyday Science in the One-Person Laboratory: A Quantified Self Perspective on Citizen Science	D8: Session yet to be announced	
11:30									
12:00									
12:30	L1: 2019-20 Harkness Fellowships in Health Care Policy and Practice								
13:00									
13:30	E1: Energy for change: a critical force for quality improvement	E2: Infection control - two international approaches	E3: Quality improvement at national level - two Scandinavian models for better health	E4: Improving care for specific populations: older adults, individuals with intellectual disabilities and individuals with mental health needs	E5: How to organise patient and family member involvement after complications or serious incidents	E6: You cannot create experience: Stories of transformation through co-creation	E7: Passion and ambition don't retire; emancipation of the elderly	E8: Session yet to be announced	
14:00									
14:30									
15:00	F1: Leadership lessons from the field: from sports to healthcare	F2: Clinical leadership and health systems improvement as a manpower resource development intervention	F3: Patient safety in the home: issues, challenges, and opportunities	F4: Patient Council: How to rock the power balance	F5: Steering on quality across hospitals: from the patient's bedside to the boardroom	F6: Finding and creating joy in work: lessons from IHI	F7: Patient-Centeredness Lessons from Around the World	F8: The Participation Clinic: how nurses and caretakers can develop leadership and professionalism by looking through the eyes of the patient	
15:30									
16:00									
16:30	Keynote 4: Quality Goes Global at Last: Three Guiding Reports Soon to Arrive								
17:00									
17:30									

Registration

To register for the international Forum Amsterdam 2018 please visit:
internationalforum.bmj.com/amsterdam/fees

	Forum Days	Delegate Rates (from 8 February 2018)
Individual delegate fees	Three days incl. a Pre-day course (Wed-Fri)	£1,661.73
	3 days incl. Improvement Science Symposium (Wed-Fri)	£1,445
	2 days (Thurs-Fri)	£1,154.55

	Group Size	Days at Forum	Standard Group Rates (from 8 February 2018)*
Group delegate fees Save up to 15% on individual delegate rates and accelerate the learning of your team.	5-20 delegates (10% discount)	3 days (Wed – Fri)	£1,546.28
		2 days (Thurs – Fri)	£1,039.09
	21-50 delegates (15% discount)	3 days (Wed – Fri)	£1,488.55
		2 days (Thurs – Fri)	£981.36

*Special rates are available when individuals from the same organisation register at the same time. Discounts are available for 2 or 3 day packages only and do not include the Improvement Science and Research Symposium. All the above prices are per delegate and are inclusive of Dutch VAT at 21%.

Bespoke packages

For groups of over 50 delegates, please contact Warren Lee, Product Manager to find out about bespoke pricing and additional benefits.

Email - wlee@bmj.com Telephone - +44 (0)20 7383 6864

The International Forum is pleased to offer a limited amount of scholarships and special discounts for students, teachers and delegates from Lower Middle and Low Income countries.

For more information please visit: internationalforum.com/amsterdam/fees

“...I have to say that the BMJ-IHI Forum is by far the best event that I have been to this year. I learned so much that I was then able to take back to my workplace”

Medical Director, London

Sponsorship and Exhibition Opportunities

If your organisation would like to connect with global leaders in healthcare, this is your opportunity to engage with over 3,000 delegates including some of the most prominent figures driving healthcare improvement.

Exhibition Space

Exhibiting gives you the perfect medium to speak to this hard to reach audience and build up your network of senior contacts and make the right connections for the future.

3m x 3m
Shell scheme
£5,350

3m x 3m
Space only
£5,000

“We had a great turnout - we believe that this conference is the premier conference around patient safety and quality”

Aloha McBride, EY

Speaking Sessions

Design and host your own speaking session from £16,000 (limited number available)

95%

of clients are happy with the quality of our audience

86%

of exhibitors made key connections that may lead to future sales

There are many ways for you to showcase your brand at this premier healthcare event.
 Branding opportunities | Exhibition Space | Speaking sessions | Networking

For further information please contact:



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International Forum on Quality and Safety in Healthcare

Inspiring innovation and improvement in healthcare since 1996.

internationalforum.bmj.com

Upcoming events:

International Forum on Quality and Safety in Healthcare
10-12 September 2018 | Melbourne

International Forum on Quality and Safety in Healthcare
27-29 March 2019 | Glasgow

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