

# Healthcare Risk Management

**AIG** Consultants<sup>®</sup>, Inc.  
Healthcare Management Division

## Telephone Seminar Series *2008* *SECOND QUARTER April • May • June*

### ■ *Convenient Times*

All seminars are 60 minutes long and take place on the third Thursday of the month. Presentation times are:

- 2 PM (Eastern)
- 1 PM (Central)
- 12 NOON (Mountain)
- 11 AM (Pacific)

### ■ *Informative & Cost-Effective*

All seminars are presented FREE as a value-added service provided specifically for professional liability insured clients of AIG Healthcare.

### ■ *Past Seminars Available Online*

Recordings of past Telephone Seminars are archived online. Look inside for simple instructions on how to access any archived Telephone Seminar quickly and easily. This convenient service is provided FREE to seminar participants.

## Expert Presentations on Topics Vital to Your Organization

Designed especially for individuals and organizations looking to maximize the effectiveness of their healthcare risk management program.



*Register for these telephone seminars now...*

**APRIL 17:**  
Cyber Risk: Assessing and  
Identifying the Exposures

**MAY 15:**  
PART 1: Health Literacy & Its Impact  
on Risk, Quality and Patient Safety

**JUNE 19:**  
PART 2: Health Literacy & Its Impact  
on Risk, Quality and Patient Safety



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## REGISTER FOR AS MANY TELEPHONE SEMINARS AS YOU LIKE

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To register, use the convenient registration form on the back of this panel.

## LISTEN TO PAST SEMINARS ONLINE ANYTIME

Recordings of past Telephone Seminars are archived online. This convenient service is provided **FREE** to seminar participants. So, if you miss a seminar or would like to listen to a particular presentation more than once, follow these simple steps:

1. Go to <http://www.manexa.com/aig/intro.asp>
2. Click on the green Login/Sign up button
3. Sign in using your login and password.  
(New customers must set up a new account)
4. Click on the Archived Events tab
5. Click on Healthcare Division hyperlink
6. Find the archived Telephone Seminar you want
7. Listen with Real Player or Windows Media

# Expert Healthcare Risk Management Presentations on Topics

**April 17, 2008 (THURSDAY)**

## TITLE

*Cyber Risk: Assessing and Identifying the Exposures*

## PRESENTER

**John F. Mullen Sr.**

Member  
Cozen O'Connor

## PRESENTATION OVERVIEW

Information systems are among a healthcare organization's most vital assets, yet they are often left vulnerable to privacy-related risks that can be costly to the bottom line, brand, and reputation of any organization. In this presentation, Mr. Mullen will discuss individual record losses, mass data losses, hacker attacks and the implications of each in the healthcare arena. Participants will learn what types of information healthcare organizations are responsible to protect, and what the consequences are of a wrongful disclosure. Mr. Mullen will outline steps to protect a healthcare organization from adverse data events and the many risks associated with them.

## JOIN US TO LEARN

- The differences between loss of "account information," "personally identifiable information" and "medical information," and the liability associated with each
- Why standard insurance solutions may not fully cover today's emerging cyber risks
- What makes cyber risk and any associated litigation so costly (i.e., attorney fees, indemnity payments, notification costs, credit monitoring, I.D. theft insurance, card re-issuance)

## ABOUT THE PRESENTER

**John F. Mullen Sr.**, is a Partner at the national litigation firm of Cozen O'Connor in Philadelphia. Mr. Mullen, who has been practicing law for 17 years, focuses his practice on matters involving construction, cyber risk, products liability, toxic torts and employment litigation. He has significant experience in complex e-discovery and insurance litigation, including cases involving medical defense and healthcare information systems. Mr. Mullen has presented to national audiences on these topics. He handles individual and class action litigation in state and federal courts, including Pennsylvania, New Jersey, New York, Georgia, Florida, Ohio, Nevada, Colorado, Arizona, Iowa, Maryland, Kentucky, Delaware and Texas.

**MAY 15, 2008 (THURSDAY)**

## TITLE

*PART 1: Health Literacy & Its Impact on Risk, Quality and Patient Safety*

## PRESENTERS

**Gail A. Nielsen, BSHCA, RTR** and **Mary Ann Abrams, MD, MPH**

Clinical Performance Improvement Administrators  
Iowa Health System (IHS)

## PRESENTATION OVERVIEW

Healthcare organizations that fail to adequately address health-related literacy issues increase their risk of medical error and compromise patient safety. In an increasingly complex healthcare environment, patient difficulties with reading, understanding, and using health information to make appropriate health care decisions and follow instructions increases organizational and patient risks. **In this month's PART 1 presentation** participants will learn about the hidden hazards of patient misunderstanding in healthcare settings and will be provided a number of effective interpersonal communication interventions that can improve patient understanding.

## JOIN US TO LEARN

- How the prevalence and effects of low health literacy impacts health knowledge, behavior, outcomes and costs
- How focusing on improved understanding in all communications can enhance health literacy, quality of care, patient safety and risk management

## ABOUT THE PRESENTERS

**Gail A. Nielsen, BSHCA, RTR**, Gail A. Nielsen, BSHCA, RTR, is the Iowa Health System (IHS) Clinical Performance Improvement Education Administrator. She leverages system-wide knowledge capital and building capability across the enterprise to improve clinical performance. She serves as mentor and improvement advisor for Iowa Health's performance improvement initiatives, including the Health Literacy Collaborative and the Rural Hospitals Health Literacy Collaborative.

**Mary Ann Abrams, MD, MPH**, specializes in Clinical Performance Improvement at Iowa Health System (IHS), where she leads their health literacy efforts, and serves as faculty for the Blank Children's Hospital Pediatric Residency Education Program in quality and community pediatrics. In September 2005, IHS was among eight health systems nationwide identified by the AMA Hospital Recognition Project for Innovative Approaches to Patient-Centered Communication for its work in health literacy.

## Seminars Developed Especially for Individuals and Organizations Looking to Maximize the Effectiveness of Their Healthcare Risk Management Program

Each telephone seminar has much to offer healthcare professionals, especially those involved in healthcare risk management. We encourage anyone who has an interest in the topics described in this brochure to dial in, including:

- Risk managers
- Clinical directors
- Long term care administrators
- In-house counsel
- Medical staff professionals
- Physicians and practice managers
- Nursing directors
- Patient safety professionals

Any healthcare organization that is looking to maximize the effectiveness of its risk management program can benefit significantly from these seminars. Organizations that have participated in the past include:

- Hospitals and IDS'
- Ambulatory centers
- Rural or community hospitals
- Surgery centers
- Long term care organizations
- Kidney dialysis centers
- Home healthcare organizations
- Organ procurement centers
- Physician offices

JUNE 19, 2008 (THURSDAY)

## TITLE

**PART 2: Health Literacy & Its Impact on Risk, Quality and Patient Safety**

## PRESENTERS

**Gail A. Nielsen, BSHCA, RTR** and **Mary Ann Abrams, MD, MPH**  
Clinical Performance Improvement Administrators  
Iowa Health System (IHS)

## PRESENTATION OVERVIEW

Healthcare organizations that fail to adequately address health literacy issues increase their risk of medical error and compromise patient safety. In an increasingly complex healthcare environment, patient difficulties with reading, understanding, and using health information to make appropriate health care decisions and follow instructions increases organizational and patient risks. **In this month's PART 2 presentation** participants will learn strategies to reduce organizational and patient risks associated with written healthcare materials. This will include medical instructions, informed consent and other materials.

## JOIN US TO LEARN

- How to improve the informed consent process by incorporating health literacy principles
- How to identify tools and techniques for supporting all members of the healthcare team in helping patients and families understand medical instructions and information

## ABOUT THE PRESENTERS

**Gail A. Nielsen, BSHCA, RTR**, is the Iowa Health System (IHS) Clinical Performance Improvement Education Administrator. She leverages system-wide knowledge capital and building capability across the enterprise to improve clinical performance. She serves as mentor and improvement advisor for Iowa Health's performance improvement initiatives, including the Health Literacy Collaborative and the Rural Hospitals Health Literacy Collaborative.

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## OUR TELEPHONE SEMINAR FORMAT IS EASY, CONVENIENT AND COST-EFFECTIVE

AIG Healthcare telephone seminars are designed to provide you with the opportunity to hear expert presenters speak on topics vital to you and your organization – *all without leaving the comfort of your office*. You simply dial a toll-free number, enter the Passcode and PIN provided to you, and you are connected. Then just sit back, listen to the presentation, participate in audience polls and have your questions answered by our subject matter expert.

## PARTICIPATION IS FREE

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## FAST, EASY ONLINE REGISTRATION

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If you do not have an Internet connection that enables you to register online, you can register by telephone, fax or mail.

**How to register by telephone.** Call a Premiere Global Services customer service representative. Have the completed registration form ready when you call toll-free 866-511-6015.

**How to register by fax.** Fax completed registration forms toll-free to Premiere Global Services at 866-439-3440.

**How to register by mail.** Mail completed registration forms to: Premiere Global Services, c/o AIG Teleseminars, 701 Brazos St. Suite 450, Austin, TX 78701.

## SEMINAR MATERIALS WILL BE SENT IN ADVANCE

Registered participants will receive a toll-free dial-in number, a Passcode and PIN (to gain access to the seminar) and other materials prior to the seminar date via the Internet or FedEx, as appropriate.



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Healthcare Management Division

*Watch your mail  
and email for  
updates on future  
telephone seminars.*



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- *Cost-Effective*

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