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AQA Quality Quarterly

Arizona Quality Alliance (480) 874-5815



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Letter from the Chairman of the AQA Board of Directors

I would like to personally welcome you to the second issue of the Arizona Quality Alliance's Quarterly Newsletter! We are very excited to be able to present you with up to date information on our organization and the benefits we offer to Arizona businesses. Some of our recent events include workshops centered on our Awards process, a workshop presenting the most recent Malcolm Baldrige National Quality Awards recipients, as well as additional workshops presented through partnering opportunities.

The Arizona Quality Alliance is a not for profit organization that is supported by memberships/sponsorships and through revenue acquired from the awards process and AQA sponsored events. We continue to search for community support for the organization through new memberships/sponsorships. The value of membership includes the opportunity to improve organizational efficiency, productivity, and effectiveness through our Performance Excellence Awards Program, networking opportunities, workshop offerings, and information and knowledge sharing.

On June 9, 2009, a number of Arizona CEOs and Top Level Executives were recognized by the Phoenix Business Journal at The Inaugural Most Admired CEOs & Top Executives Awards Dinner. We are proud to note that a number of the honorees come from AQA membership organizations. We are very pleased to be associated with these organizations and congratulate all of the CEOs honored. The 2009 awards cycle is underway. Examiners will be receiving extensive training on the Performance Excellence criteria during the summer months.

As 2009 continues to be challenging for many Arizona businesses, the Arizona Quality Alliance continues to serve as a resource for organizations interested in improving overall organizational performance. Let us know what we can do to help your organization be successful!

A handwritten signature in black ink that reads "Jean Hammelev". The signature is fluid and cursive, written in a professional style.

Jean Hammelev BS CT(ASCP) MBA/HCM

Executive Director of Quality
Sonora Quest Laboratories
Laboratory Sciences of Arizona
Jean.hammelev@bannerhealth.com



2009 Baldrige Regional Conference

Learn about best practices and performance strategies in all seven Baldrige Criteria Categories:

- Leadership
- Strategic Planning
- Customer/Market/Student/Stakeholder/Patient Focus
- Measurement, Analysis, and Knowledge Management
- Workforce Focus
- Process Management
- Results.

Event Summary

The 2009 Baldrige Regional Conferences provide an in-depth opportunity to learn about the best practices and results of both the 2008 Baldrige Award recipients and former Award recipients.

Senior leaders and other representatives of the Award recipient organizations will make presentations and answer questions about the seven Categories of the Baldrige Criteria, and former Award recipients will address other special topics of interest.

The conferences will feature a combination of plenary and concurrent presentations. **They will also feature, for the first time, Open Mic sessions where you can share your knowledge and best practices on selected topics.** Collectively, these sessions will provide you with a dynamic and interactive environment where you can maximize your learning and networking.

Whether your organization is large or small; involved in service or manufacturing, health care, education, or government; housed in one location or multiple sites around the globe; you can benefit from the knowledge and experience of the Baldrige Award recipients.

Who Should Attend: CEOs; senior managers; education, health care, and government/nonprofit leaders and professionals; directors of staff functions; heads of operating units; and quality/performance improvement practitioners.

Conference Schedules: Each conference is scheduled for 8:00am – 5:00 pm with a continental breakfast from 7:00am-8:00am.

[Register Now!](#)

Dates and Locations

September 15, 2009

Milwaukee, WI
Hyatt Regency Milwaukee

October 2, 2009

Cambridge, MA
Hyatt Regency Cambridge

Hotels

Hyatt Regency Milwaukee, Milwaukee, WI
Rooms have been reserved at the special conference rate of \$159 (single or double). To receive the conference rate, please reserve by August 21, 2009. To make reservations, call 402-592-6464 or 888-421-1442 and reference the Baldrige Regional Conference or [reserve rooms online](#).

Hyatt Regency Cambridge, Cambridge, MA
Rooms have been reserved at the special conference rate of \$229 (single or double). To receive the conference rate, please reserve by September 7, 2009. To make reservations, call 888-421-1442 and reference the Baldrige Regional Conference.

"I strongly encourage leaders of Arizona organizations to participate in AQA. I'm confident that it will strengthen their organization's awareness of quality performance, enhance their competitive market position, and bring new insights on how other companies outside their industry are raising the bar on quality."

**-David A. Dexter,
President & CEO,
Sonora Quest
Laboratories.**

Get involved! Contact AQA today and let us know how you'd like to help. You'll make great business contacts and increase your personal skills while helping AQA achieve its mission!

AQA Members Recognized in our Community

Congratulations to AQA members for the following recognitions:

Most Admired CEOs – Sponsored by the Phoenix Business Journal

Celebrating Valley leaders for the work they have done with their companies and for our community.

Richard Boals, Blue Cross Blue Shield of Arizona

David Dexter, Sonora Quest Laboratories

Rhonda Forsyth, John C. Lincoln Health Network

David McIntyre, Jr., TriWest Healthcare Alliance

Roy Vallee, Avnet, Inc.

Excellence in Workplace Flexibility – Sponsored by the Chandler Chamber of Commerce

Chandler Chamber's management of When Work Works, an ongoing initiative of Families and Work Institute, the Institute for a Competitive Workforce, an affiliate of the U.S. Chamber of Commerce and the Twiga Foundation.

Intel Corporation, Chandler

Raytheon Missile Systems, Tucson

2009 Examiner Training – Update

We have had very productive Introductory and Stage 1 Trainings. Sixteen Examiners are currently in training and have gone over the Criteria, Core Values, Key Factors and Independent Review for both Process and Results, in addition to Code of Conduct Issues. Examiners are enjoying working in teams, the discussion and working through exercises that assist them in learning the material. Stage 2-3 Training will be held on August 20 & 21. Examiners will also receive training in the software usage for the awards process. Teams and team leaders will be chosen in late July and team leaders will receive additional training in early August.

AQA would like to thank the University of Phoenix for providing the training location for these events, in addition to our trainers, Gloria Diaz, Carla Carter, Keith Dompier, Jane Humble and Kim Hunsinger.

Upcoming AQA Events

- July 17: - Award Application Deadline
- August 12: - Site Visit Workshop
- August 20-21: - Stage 2-3 Board of Examiner Training
- February 2, 2010 – Awards Recognition Banquet

Recruiting for Technical Integrity Council (TIC) Members

The Arizona Quality Alliance is looking for a few good men and women!!

The Technical Integrity Council is comprised of quality professionals from the Arizona business community. This dedicated group of volunteers provide the foundation for the Arizona Performance Excellence Program. This committee's role is to develop the award standards, ensure that integrity is maintained throughout the program, and to develop and deliver appropriate training.

The top 9 responsibilities of the TIC:

- Review work products from other members, AQA, etc. for feedback and input as it relates to the technical integrity of the Awards process and examiners
- Update the Performance Excellence Awards criteria using the current year's MBNQA criteria
- Update the Showcase in Excellence Award Criteria
- Assist AQA in recruitment of examiners and judges for the Award Program
- Design/revise/update training for examiners and judges regarding the Program
- Work with AQA to schedule applicant/examiner/judges training and feedback within the Awards cycle
- Conduct applicant, examiner, and judge training
- Assist AQA in resolving any technical or integrity issues
- Serve on Board of Examiners at least once every three (3) years

If you are interested in learning more about the Technical Integrity Council, please contact Karen Shepard, Executive Director at (480) 874-4823.

"I've always felt that the personal commitment and unselfish efforts of the AQA have helped in creating an environment of opportunities for organizations and companies by providing a forum and venue to improve their internal Quality Performance processes." **Glenn Oka, Raytheon**

**Company Information:***Highest Ranking Official:*

Dan C. Coleman,
president and CEO, John
C. Lincoln Health
Network

Contact Person:

Kim Hunsinger, Director,
Performance Excellence,
John C. Lincoln Deer
Valley Hospital
623-879-5404
Kim.Hunsinger@jcl.com

Type of work: John C.

Lincoln Deer Valley
Hospital is a 174-bed
community hospital that
serves the north Phoenix
metropolitan area. It is
part of the John C.
Lincoln Health Network,
a not-for-profit
organization that
includes hospitals,
physician practices and a
spectrum of charitable
community services
programs.

Workforce: 1,370
employees

John C. Lincoln Deer Valley Hospital

2008 Pioneer Award for Quality Recipient

Testimonial of Value of the Performance Excellence Awards Program

We at John C. Lincoln Health Network are proud to accept the Pioneer Award for Quality for our Deer Valley Hospital. It recognizes the significant effort our co-workers have made to improve processes and put quality systems in place to enable us to achieve our mission of consistently providing excellent care and service to our patients. The commitment of our staff, physicians and volunteers to excellent quality is a key to our organizational growth and success. We're proud of this award because it reflects the objective opinion of quality experts about how we do our very important work."

Dan Coleman, president and CEO,
John C. Lincoln Health Network

Highlights of Organizational Process:

- John C. Lincoln Deer Valley Hospital's pillars, which represent the vision and values, are aligned with the hospital goals, objectives and performance management process. Communication within the hospital is conducted around the pillars and performance measures are directly aligned with the pillars to help ensure focus on the most important strategies and goals.
- The hospital's Strategic Planning process uses metrics and indicators to understand organizational performance. Metrics and goals are captured on scorecards which are used by all departments to regularly monitor their performance. Department Directors develop 90-day action plans related to the goals and are evaluated annually on their performance.
- Providing community service is one of the pillars of the entire John C. Lincoln Health Network. As a result of the network's commitment to the community, it was awarded the prestigious Foster G. McGaw Prize for excellence in community service.

Continue on page 6

"Any organization in Arizona serious about improving the way they do business needs to keep apprised of what's happening at AQA."

**-James S. Luby, Vice President,
Quality & Lean Enterprise, Boeing
Mesa Quality"**

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Karen L. Shepard
Executive Director

We're on the Web!

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Continue from page 5

The network provides a variety of services to the community, including: the Lincoln Learning Center, Community Health Center, Children's Dental Clinic, Neighborhood Renewal Program, Food Bank and Wee Care, to name a few.

- John C. Lincoln Deer Valley Hospital uses multiple mechanisms to obtain patient feedback. These include: patient satisfaction surveys, discharge phone calls, nursing rounds, whiteboards and care cards. In addition, the hospital has a complaint management process to capture and manage complaints. The focus on satisfaction has resulted in top quartile scores on the patient satisfaction survey. Mendy's Place, John C. Lincoln's pediatric emergency department, which was a recipient of a 2006 Showcase in Excellence Award, consistently scores in the top 1 percent in patient satisfaction.
- John C. Lincoln Deer Valley Hospital leaders believe that their employees are the key to organizational success. Employees are selected and recruited based on their commitment to providing excellent customer service and quality care. All employees receive training and are held accountable through the performance evaluation process to uphold the hospital values. John C. Lincoln Health Network was named one of the "Best Places to Work" by the Phoenix Business Journal and received the Galaxy Award from Morehead Associates, for achieving a score in the top 1 percent on its employee satisfaction survey.
- Volunteers are an integral part of the hospital, allowing it to run efficiently and effectively. In 2008, volunteers accounted for more than 25 full-time equivalent people that the hospital did not have to employ. The volunteers at John C. Lincoln Deer Valley are well appreciated by both employees and patients.
- John C. Lincoln Deer Valley Hospital's excellent clinical outcomes are a result of its diligent focus on quality of care and patient safety. Regular monitoring, timely clinical interventions and process improvement have resulted in achieving benchmark levels of performance in many of its key service lines and high-volume diagnoses.
- John C. Lincoln Deer Valley Hospital has maintained the image and high performance of the hospital through significant investment in technological resources, state of the art facilities and equipment. The hospital has maximized the benefits of technology through nationally acclaimed information systems that enable leaders in effective decision making, assist clinicians to improve the quality, productivity and safety of the delivery of care, and enhance communication effectiveness.