

MITSS Newsletter

Fall/2009

AWARENESS IS THE KEY

Join us for a remarkable evening as we celebrate the triumph of the human spirit over adversity! The **MITSS 8th Annual Dinner and Fundraiser** will be held at the award winning **Boston Marriott Copley Place** on **Thursday, November 12th, 2009**, from 5:30 to 9:30 pm.



We are pleased to announce that WCVB-TV Channel 5's **Kelley Tuthill** will serve as this year's emcee and auctioneer. Ms. Tuthill is a member of Team 5 Investigates, WCVB-TV/DT's investigative unit. She has served as co-anchor of the weekend edition of NewsCenter 5's EyeOpener newscast.



accommodations/directions/parking, ticket information, and much, much more!!! Remember to check in for updates – the site will be continuously updated as new sponsors come on board and as we announce the opening of our exciting online auction!

Awareness is the Key – So, please help us to spread the word about MITSS and our vital services! Pass this information along to a friend or colleague – patients, family members, and clinicians need not suffer in isolation following a medical error or adverse event.

There are many ways to help. Provide a sponsorship. Donate a raffle item. Join the growing list of individuals and organizations committed to **Supporting Healing and Restoring Hope** to everyone impacted by an adverse medical event. We're counting on your support, and we hope to see you on November 12th!

Ms. Tuthill has recently emerged a healthcare champion because of her own personal battle with breast cancer. Her tireless work both on-and-off camera on behalf of cancer has resulted in multiple national Gracie Awards and a regional Emmy. In 2008, Ms. Tuthill was recognized as a "Hero Among Us" by the Boston Celtics and a "40 Under 40" by the Boston Business Journal. We are very excited to have her participate in this year's event.

The Annual Dinner website is now up and running. Visit www.mitss.org and click on our **"Awareness is the Key"** logo. There are some great pictures from last year's event, 2009 speakers' pictures and bios, details about sponsorships, the HOPE Award, hotel

Event Underwritten by:



Protecting providers.
Promoting safety.

Remember, the **Second Annual MITSS HOPE Award** will be presented at the Dinner on November 12th along with a check for \$5,000. The 2009 HOPE Award is being sponsored by rL Solutions, and nominations are being accepted through September 14th, 2009.



rL solutions
software for safer healthcare

MITSS



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SUPPORTING HEALING. RESTORING HOPE.

SPREADING THE WORD – THE COMMUNITY OUTREACH COMMITTEE



Deb Washington
Co-Chair
MGH

While **Awareness is the Key** is the theme of our upcoming Annual Dinner and Fundraiser, the concept of raising awareness and spreading the MITSS message is not a new one for us. It has been at the core of the work of the Community Outreach Committee since 2007. In January of that year, a voluntary committee was brought together charged with the task of “finding and implementing strategies to increase awareness of MITSS services among potential clients and increasing their participation in programs.”

The original group decided that the Committee should be made up of both patient representatives and professionals working in the field. Meetings were to be held monthly, and priorities would be set yearly. The Outreach Committee currently has two Co-Chairs, Deb Washington, Director of Diversity for Patient Care Services at Massachusetts General Hospital, and Erin O'Donnell, MITSS support staff member and a doctoral student at the Massachusetts School of Professional Psychology. The membership includes representation from a wide range of disciplines including nursing administration, patient safety and quality leadership, public health, marketing and advertising, patient advocacy, and mental health.



Erin O'Donnell
Co-Chair
MITSS

Three major priorities for the group were developed in 2008 – (1) web outreach; (2) grassroots outreach; and, (3) the HOPE Award. Over the past year and a half, great strides have been made in each priority area. A patient and family as well as a clinician's blog were added to the MITSS website in April of 2008, and members of the Community Outreach Committee have been regular contributors to each of the blogs. Market segments for grassroots outreach efforts were identified and prioritized, and direct mail

campaigns have been targeted to private mental health providers, Massachusetts Councils on Aging, and local college health services departments.

Of major impact has been the development of the MITSS HOPE Award. The inaugural award, recognizing outstanding work that is directly aligned with the MITSS mission, was presented at the Annual Dinner in November of 2008. The Community Outreach Committee has provided input on a marketing and dissemination plan for the award and developed a scoring tool for use by the Selection Committee. For 2009, the Committee opted to expand the reach of the HOPE Award to include submissions from across the United States, and we are very excited about the opportunity to recognize and showcase exceptional work being done around the country.

This past spring, with the help of Anne Gross and Shawn Curtis of the Dana Farber Cancer Institute, a PowerPoint presentation was developed and approved by the Committee. This presentation gives a general overview about MITSS and its services and includes some interesting video clips. The goal was to encourage members of the committee to “spread the word” in their own communities and equip them with the necessary materials. If you would like to arrange for a group presentation at your organization, please contact Winnie Tobin at (617) 232-0090 or e-mail to wtobin@mits.org.

The Community Outreach Task Force is an integral part of the MITSS family, and we thank each of them for their unselfish commitment and expert guidance in pursuit of our mission.



Gina Cravedi
Triad Advertising



Anne Gross
DFCI



Eileen McHale
Betsy Lehman Ctr.



Rachel Crow
NPSF



Kuong Ly
Health Care for All



Paula Griswold
Mass Coalition

AKA KOVACIKOVA – MITSS SUMMER INTERN 2009

It's that time of year again – the days are becoming just a bit shorter, and summer vacations are coming to an end. While some may rejoice at the prospect of the kiddos climbing back onboard the school bus, it's time for us to say goodbye to our amazing summer intern.

Ivana Kovacikova came to MITSS on the recommendation of a colleague and one of her professors at Brandeis University. "Aka" is an honors student majoring in *Health: Science, Society & Policy* with a minor in *Legal & Environmental Studies* who is now entering her junior year of undergraduate study. Given Aka's stellar academic record and long list of achievements, we knew that she would prove a valuable addition to the staff. Her duties were varied and numerous, and she never hesitated to roll up her sleeves, even for the most tedious tasks. In turn, she was given the opportunity to



attend and observe statewide multi-disciplinary committees and task forces, participate on MITSS volunteer committees, as well as garner first-hand knowledge of the management of a small non-profit dedicated to healthcare improvement.

When asked to reflect on her time with MITSS, Aka said, "Interning at MITSS this summer was a terrific experience! I was finally able to apply the lessons I learned in the classroom in a real world, real time setting. My time at MITSS made me realize just how passionate I am about health care quality and gave me the opportunity to make a difference."

Aka certainly made a difference at MITSS, and we know that she will be successful in all her future endeavors. We hope that our paths will cross again!

PEOPLE AND PLACES IN THE NEWS

The Agency for Healthcare Research and Quality (AHRQ), recognizing that consumers can be an important source of information about patient safety, is developing recommendations for ideal reporting systems that consumers would use to report their experiences with patient safety events. The project entitled *Designing Consumer Reporting Systems for Patient Safety Events* includes interviews with key stakeholders, working with a technical expert panel, a literature review, as well as convening consumer focus groups across the country. MITSS Executive Director, **Linda Kenney**, is working with Dr. Linda Greenberg at the Center for Quality Improvement and Patient Safety at AHRQ to help coordinate and facilitate the consumer focus groups in the Boston area. These groups will meet in September of this year, and the overall project is expected to be completed in September of 2010.

Linda Kenney will be presenting at the 2009 International Society for Quality in Health Care (**ISQua**) Conference on October 11th and 12th, 2009. The entire conference is scheduled to run through October 14th and will be held in **Dublin, Ireland**.

Deb Washington, MITSS' Community Outreach Committee Co-Chair, has been named a **Champion in Health Care** by the Boston Business Journal for the month of August. Deb is the Director of Diversity in Patient Care Services at Massachusetts General Hospital. Congratulations, Deb, on this well deserved honor!

SEPTEMBER HEALTHCARE TRANSPARENCY FORUM – HONEST TALK ABOUT MEDICAL MISTAKES

Lack of information about infections and errors in the nation's healthcare industry are life threatening and costly secrets. There is a growing demand for honest and open public dialogue about keeping consumers safe. On **Thursday, September 24th, 2009, at 7pm at Mt. Auburn Hospital**, patients, consumers and health care providers will discuss the challenges of healthcare transparency in patient care. Moderated by award winning television journalist and community leader, **Liz Walker**, the forum will feature health care professionals including **Linda Kenney**, MITSS Executive Director; **Jim Conway**, MITSS Board Member and SVP at IHI; **Jeanette Clough**, CEO from Mt. Auburn Hospital; **Paul Levy**, CEO of the Beth Israel Deaconess Medical Center; and, **Dr. Richard Miller**, thoracic surgeon at Southcoast Hospitals Group.

The goal of the forum, which is part of a 4-part series called **Better Living with Liz Walker** airing on WCVB-TV, is "... to help create patient provider dialogues that inform and empower," according to Walker.

We urge you and your colleagues to attend this important forum. If you would like more information, contact Winnie Tobin at (617) 232-0090 or e-mail to wtobin@mitss.org. We hope to see you there.

PATIENT AND FAMILY SUPPORT SERVICES

Telephone Support

If you are a patient or family member struggling with the emotional impact following a medical error or adverse medical event, please call our confidential toll free support line at **I-888-36MITSS (I-888-366-4877)**.



Patient and Family Therapeutic Educational Groups

These groups deal with multiple issues commonly experienced by patients and families following unanticipated medical outcomes and medical error. Some of the themes include:

- Trauma and trauma response
- Guilt and Shame
- Dealing with the Medical Community
- Dealing with Family and Friends
- Anger
- Meaning Making
- The Healing Process and Self Care

If you are interested in joining a group or would like more information, please give us a call.

SUPPORT FOR CLINICIANS

If you are a physician, nurse, pharmacist, or other clinician having a difficult time following a bad medical outcome, call our confidential toll free support line at I-888-36MITSS (I-888-366-4877). We're here to listen and support you during what can be a very difficult and painful experience.