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# THIRD QUALITY INTERNATIONAL SYMPOSIUM

## 27 January 2023

*Improving Patient Experience:  
Challenges and Approaches*

Sala Mattarella, Palazzo dei Normanni,  
Palermo



## WELCOME LETTER

Dear Colleagues,

We are delighted to welcome you to the **III International Quality Symposium ‘Improving Patient Experience: Challenges and Approaches’** hosted by UPMC and IRCCS ISMETT in Palermo on 27 January 2023.

An updated, exciting program, and a fresh line-up of international experts will lead us through new strategies, trends, and mindsets suited to meet the evolving healthcare industry. Drawing from actual experiences, we will have the opportunity to deep dive into new approaches to patient experience aimed at improving the quality of life of the patients and their families, of healthcare workers, and of our communities.

After the global COVID-19 pandemic, hospitals are faced with new and unprecedented challenges to meet patient’s needs, and keep them, their families, and the staff safe; the pressure to manage resources efficiently and effectively is mounting. Acquiring new skills and competencies had never been this crucial.

International healthcare leaders from several organizations including the University of Pittsburgh, Planetree, Press Ganey and Huron together with Italian quality experts, will analyze up to date field research findings and strategies implemented by some of the most advanced healthcare systems globally, and share new perspectives and approaches.

Target audiences are all healthcare professionals, including those who have a coordinating and managing role. The event will be CME accredited.

We look forward to welcoming you in Palermo!



**Angelo Luca, MD**

*Vice President, Health Services, UPMC Italy  
Chief Medical and Scientific Officer, UPMC Italy  
CEO, IRCCS ISMETT  
Vice President, Ri.MED Foundation*

## SCIENTIFIC PROGRAM

Healthcare leaders and clinicians are invited to join UPMC and IRCCS ISMETT on 27 January for a dive into the main drivers of Patient Experience, to analyze current challenges, and discuss new approaches. International and Italian experts will share new tools to measure and assess patient experience, and new approaches to improve them.

*The course is hosted by Assemblée Regionale Siciliana  
and Fondazione Federico II.*



**Barbara Ragonese**

*Chief Quality Officer, UPMC Italy*

## GENERAL INFORMATION

### TARGET

Hospital Administrators, Quality Directors, Patient Experience Officers, Risk Managers, Healthcare Quality Specialists, Physicians, Nurses and Clinical staff

### OFFICIAL LANGUAGES

English/Italian

### SCIENTIFIC COORDINATORS

#### Angelo Luca, MD

Vice President, Health Services, UPMC Italy  
Chief Medical and Scientific Officer, UPMC Italy  
CEO, IRCCS ISMETT  
Vice President, Ri.MED Foundation

#### Barbara Ragonese

Chief Quality Officer, UPMC Italy

### MEETING VENUE

Palazzo dei Normanni - Sala Mattarella  
Piazza Indipendenza 1, 90129 Palermo (Italy)

### ITALIAN C.M.E. (CONTINUING MEDICAL EDUCATION)

6 CME credits will be available only for on-site participants (all disciplines).  
Registration is required and will be accepted while seat last

### CERTIFICATE OF ATTENDANCE

Certificate of attendance will be issued at the registration desk upon full attendance at the symposium

### ORGANIZING SECRETARIAT

#### Collage S.p.A.

Via U. Giordano 55, 90144 Palermo (Italy)  
Tel. 091 6867401 - Fax 091 9889354 Email: giorgia.napolitano@collage-spa.it  
collage-spa.it

### CME PROVIDER

#### IRCCS ISMETT

Via Ernesto Tricomi 5, 90127 Palermo (Italy)  
ismett.edu

## PROGRAM

**8:30-9:00 am** Registration

**9:00-9:30 am** **Welcome** - Giovanna Volo, Health Councilor Regione Siciliana, Palermo

**9:30-9:50 am** **Angelo Luca** - MD, Vice President, Health Services, UPMC Italy;  
Chief Medical and Scientific Officer, UPMC Italy; CEO, IRCCS ISMETT;  
Vice President, Ri.MED Foundation  
**Barbara Ragonese** - Chief Quality Officer, UPMC Italy, Palermo/Rome

**9:50-10:20 am** **KEYNOTE 1**

#### **Patient Experience: a Strategic Advantage**

**Jennifer Malatek** - MHA, FACHE, Principal / Coach Leader, Huron Consulting Group, New Braunfels

### **Session 1: Assessing Patient Experience**

(introduced by Giuseppe Arena - CNO, IRCCS ISMETT, Palermo)

#### **Moderators:**

**Mario La Rocca** - Director General Regional Department for Strategic Planning, Department of Health Regione Siciliana, Palermo

**Walter Gomasasca** - MD, Medical Director, Poliambulanza Hospital, Milan

**Stefania Gianassi** - RAQ AOU, Meyer, Florence

**10:20-10:40 am** **The PREMs Observatory: Systematic Digital Collection and Use of PREMs for Quality Enhancement in Italian Hospitals**  
**Sabina Nuti** - President Scuola Superiore Sant'Anna, Pisa (VIRTUAL)

**10:40-11:00 am** **The Planetree Approach to Assessing the Care Experience: from Patient-Centered to Person-Centered**  
**Sara Guastello** - SVP Person Centered Care Standards, Planetree International, Derby

**11:00-11:20 am** **Patient Involvement in Quality Assessment of Care**  
**Teresa Petrangolini** - Director Patient Advocacy Lab, High School of Health Systems Economics and Management, Università Cattolica del Sacro Cuore, Rome

**11:20-11:30 am** **Q&A**

**11:30-11:50 am** **Coffee Break**

## Session 2: Involving Patients to Improve Experience

(introduced by Maria Luisa Fazzina - Quality and Regulatory Manager, IRCCS ISMETT, Palermo)

### Moderators:

**Alessandro Bacci** - CEO, Telos Management Consulting, Scientific Director of Lean Award, Rome

**Vincenzo Parrinello** - MD, Director Quality, AOU Policlinico "G. Rodolico - San Marco", Catania

**Filippo Azzali** - MD, Coordinator of the Italian branch of Joint Commission International, Parma

### 11:50-12:10 pm How the Wolff Center Engages Patients to Improve their Patient Experience

**Amy Triola** - Senior Director Consumer Engagement, Wolff Center at UPMC, Pittsburgh

### 12:10-12:30 pm Digital (He)ART Network: Integrated and Digital Management of Cardiac Decompensation Patients from a Value-Based Healthcare Perspective

**Federica Campacci** - Biomedical Engineer, AUSL Romagna, Forlì

### 12:30-12:50 pm Value Based Breast Cancer: Involving Patient to Improve Value

**Giulia Goretti** - Lean Manager, Humanitas, Milan

### 12:50-1:00 pm Q&A

### 1:00-1:30 pm KEYNOTE 2

**The UPMC Patient Experience: The True North of Quality and Safety**  
**Tami Minnier** - SVP, HSD & Chief Quality & Operational Excellence Officer, UPMC, Pittsburgh (VIRTUAL)

### 1:30-2:30 pm Lunch

### 2:30-3:10 pm

### KEYNOTE 3

**Emerging from Covid: Re-Energizing Our Approaches to Achieving Zero Harm**

**Tejal Gandhi** - MD, Chief Safety and Transformation Officer, Press Ganey, Boston (VIRTUAL)

## Session 3: Patient Experience and Patient Safety

(introduced by Cinzia Di Benedetto - MD, Medical Director, IRCCS ISMETT, Palermo)

### Moderators:

**Rosalia Murè** - Head of Interdepartmental Area 1 - Inspection and Surveillance, Regional Department for Health Activities and Epidemiological Observatory, Department of Health Regione Siciliana, Palermo

**Alberto Firenze** - MD, Chief of U.O.S. Risk Management and SDO Enhancement, AOU Policlinico "Paolo Giaccone", Palermo

**Siew Lee Grand Clement** - VP Nursing & Quality, UPMC International, Pittsburgh (VIRTUAL)

### 3:10-3:30 pm Patient Safety Training for Doctors and Citizens

**Riccardo Tartaglia** - MD, Professor of Risk Management, ISQuA Expert, Florence

### 3:30-3:50 pm UPMC Experience: The Importance of Employee Communication for the Patient Experience

**Matthew E. Harinstein** - MD, SVP, COO, Associate CMO, UPMC International, Pittsburgh

### 3:50-4:10 pm Quality through Partnership - Structures and Processes that Build Better Outcomes

**Tricia Woodhead** - MD, Associate Director for Patient Safety, West of England Academic Health Science Network (VIRTUAL), Bath

### 4:10-4:20 pm Q&A

### 4:20-4:30 pm Closing Remarks

**Angelo Luca, Barbara Ragonese**