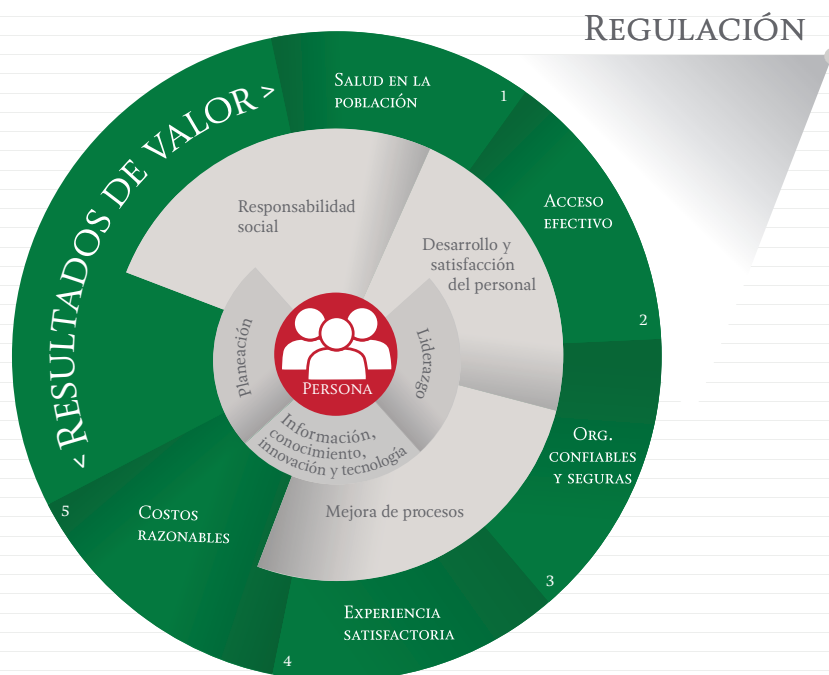


# NATIONAL AND INTERNATIONAL FORUM ON QUALITY IN HEALTHCARE AND SECOND LATIN AMERICAN FORUM ON QUALITY AND SAFETY IN HEALTHCARE “Best Global Practices to Achieve Value Outcomes”



National and International Forum on Quality in Healthcare  
and  
Second Latin American Forum on Quality and Safety in Healthcare  
“Best Global Practices to Achieve Value Outcomes”

## NATIONAL AND INTERNATIONAL FORUM ON QUALITY IN HEALTHCARE SECOND LATIN AMERICAN FORUM ON QUALITY AND SAFETY IN HEALTHCARE “BEST GLOBAL PRACTICES TO ACHIEVE VALUE OUTCOMES”

**W**elcome to the National and International Forum on Quality in Healthcare and Second Latin American Forum on Quality and Safety in Healthcare “Best Global Practices to Achieve Value Outcomes”. In order to provide useful elements to be implemented in your organizations, we have prepared an agenda with the highest national and international academic levels; we hope this experience provides you with great benefits for your personal and professional development as well as for your organizations.

We will start with an Opening Ceremony, where the National Quality of Healthcare Prize and the Recognition of Merit for Continuous Improvement will be awarded, in the presence of the Mexican Minister of Health, Dr. José Narro Robles. Similarly, the best posters registered for the current edition of the Forum will be awarded, as an incentive to generate and spread evidence in terms of Quality Improvement in Healthcare.

Our first academic activity will start with the opening conference held by Mr. Donald M. Berwick, President Emeritus and Senior Fellow of the Institute for Healthcare Improvement (IHI). He will speak about the Triple Aim and the improvement science (back to basics to construct the future), this will help us to focus on the five Value Outcomes of the Quality Management Model that the Ministry of Health promotes as goals to be achieved by the National Health System: Population health; Effective access; Safe and trustworthy organizations; Satisfactory and quality-transit experiences through the system; and Reasonable costs.






During the three-day Forum, we will have seven Keynote lectures and participation of more than 40 national and international speakers, representing 9 different countries and institutions, such as Argentina, Brazil, Ecuador, Scotland, United States of America, Japan, United Kingdom and 11 institutions of the Mexican Health System.

To provide continuity to the last two Forums, this year we will deeply address the Value Outcomes of the Quality Management Model, focusing on best global practices in priority topics in our country, Latin-America, and worldwide, such as breast cancer, cervical cancer, adolescent and child cancer, palliative care, as well as approaching chronicity care, best practices in labor and delivery care, acute myocardial infarction, and mental health. We have also selected cross-cutting issues, such as responding appropriately to serious adverse events, measuring quality improvement and developing evidence-based indicators, among others.

The shared challenge implies to generate value outcomes under complex financial environments, meaning establishing ambitious agendas that allow us to improve quality and decrease waste in our healthcare environment.

We will close the event with the participation of the Mexican race driver Guillermo Rojas, who is well known for his national and international motor racing. We will know his experiences focused on success and working in multidisciplinary high performance teams, showing the importance of adaptability to reach value outcomes, from a personal perspective aspiring triumph.

A great experience is about to begin, and we hope this will allow us to reflect on the conditions where health institutions, in a global scale, face very similar challenges, and how they can overcome them with solidarity and team spirit, which can be built through the commitment of us all, as health professionals dedicated to the improvement of quality of healthcare in our health organizations.

08:00	<b>Registration</b>		
09:00	<p><b>WELCOME AND OPENING CEREMONY</b>  <b>NATIONAL QUALITY OF HEALTHCARE PRIZE, RECOGNITION OF MERIT FOR CONTINUOUS IMPROVEMENT, AND RECOGNITION TO BEST POSTERS</b></p> <p> <b>José Narro Robles</b>  <i>Secretary of Health, Mexico.</i></p> <p><b>José Meljem Moctezuma</b>  <i>Undersecretary for Integration and Health Sector Development, Secretary of Health, Mexico.</i></p>		
10:30	<p>KEYNOTE 1  <b>THE TRIPLE AIM AND IMPROVEMENT SCIENCE (BACK TO BASICS TO CONSTRUCT THE FUTURE)</b></p> <p>Speaker:   <b>Donald M. Berwick</b>  <i>President Emeritus and Senior Fellow, Institute for Healthcare Improvement, United States of America.</i></p>		
11:30	<b>Coffee Break</b>		
12:00	<p><b>A1. THE ESSENTIALS OF QUALITY IMPROVEMENT SKILLS AND MEASUREMENT</b>          (Room Don Diego 4)</p> <p><b>Facilitator: Héctor Aguirre Gas</b>  <i>Manager of Standardization and Health Quality Services, PEMEX, Mexico.</i></p> <p>Speakers:   <b>Ademir Jose Petenate</b>  <i>Faculty Member, Institute for Healthcare Improvement, United States of America.</i></p> <p><b>Paulo Borem</b>  <i>Project Director, Latin America Team, Institute for Healthcare Improvement, United States of America.</i></p> <p><b>Pedro Delgado</b>  <i>Head of Europe and Latin America Regions, Institute for Healthcare Improvement, United States of America.</i></p>	<p><b>A2. SIMULATION: APPLYING LESSONS FROM FORMULA 1 TO HEALTH CARE AND MEDICINE</b>          (Room Don Diego 1)</p> <p><b>Facilitator: Germán Fajardo Dolci</b>  <i>Director of the Medicine Faculty, National Autonomous University of Mexico.</i></p> <p>Speakers:  <b>Adam M. Hill</b>  <i>Chief Medical Officer, McLaren Applied Technologies, United Kingdom.</i></p> <p><b>Delia Borunda Nava</b>  <i>Coordinator of the Centre for Development and Medical Skills, National Institute of Medical Sciences and Nutrition Salvador Zubirán, Secretary of Health, Mexico.</i></p>	<p><b>A3. DEVELOPING EVIDENCE-BASED INDICATORS TO DRIVE QUALITY</b>          (Room Don Diego 2 and 3)</p> <p><b>Facilitator: Jesús Ancer Rodríguez</b>  <i>Secretary of the General Health Council, Mexico.</i></p> <p>Speakers:  <b>Daniel Keenan</b>  <i>Chair of Indicators Committee, NICE Internacional, United Kingdom.</i></p> <p><b>Francis Ruiz</b>  <i>Senior Advisor, NICE Internacional, United Kingdom.</i></p> <p><b>Stephen Campbell</b>  <i>Professor of Primary Care Research, Institute of Population Health, University of Manchester, United Kingdom.</i></p>
13:00	<b>Coffee Break</b>		
13:30	<p><b>B1. BEST GLOBAL PRACTICES TO ACHIEVE VALUE OUTCOMES IN PRIORITY HEALTH TOPICS</b>          (Room Don Diego 2 and 3)</p> <p><b>Facilitator: Enrique Ruelas Barajas</b>  <i>Member of the Board of Directors and Senior Fellow, Institute for Healthcare Improvement, United States of America.</i></p> <p>Speakers:   <b>Donald M. Berwick</b>  <i>President Emeritus and Senior Fellow, Institute for Healthcare Improvement, United States of America.</i></p> <p><b>Claudio Luiz Lottenberg</b>  <i>President, Sociedade Beneficente Israelita Brasileira Albert Einstein, Brazil.</i></p> <p><b>Jason Leitch</b>  <i>National Clinical Director, Scottish Government, Scotland.</i></p>	<p><b>B2. APPROACH TO CHRONICITY: GLOBAL EXPERIENCES</b>          (Room Don Diego 1)</p> <p><b>Facilitator: Malaquías López Cervantes</b>  <i>General Director of Planning and Development in Health, Secretary of Health, Mexico.</i></p> <p>Speakers:  <b>Eduardo Zlotnik</b>  <i>Vice president, Sociedade Beneficente Israelita Brasileira Albert Einstein, Brazil.</i></p> <p><b>Fernando Faraco</b>  <i>Coordinator of Primary Care Centre UNIMED Guarulhos, and Clinical Director of the Primary Care FESO Initiative, Brazil.</i></p> <p><b>Oswaldo Artaza</b>  <i>International Advisor of Systems and Health Services, OPS/OMS, Argentina.</i></p>	<p><b>B3. BEST PRACTICES IMPLEMENTATION IN BREAST CANCER, UTERUS CANCER, AND PALLIATIVE CARE</b>          (Room Don Diego 4)</p> <p><b>Facilitator: Julio Sánchez y Tépoz</b>  <i>Federal Commissioner for the Protection Against Sanitary Risks, Secretary of Health, Mexico.</i></p> <p>Speakers:  <b>Marcela Guadalupe del Carmen</b>  <i>Medical Director, Massachusetts General Hospital, United States of America.</i></p> <p><b>Yolanda Villaseñor Navarro</b>  <i>Deputy Director, Diagnosis and Treatment Auxiliary Services, National Institute of Cancerology, Secretary of Health, Mexico.</i></p> <p><b>Silvia Allende Pérez</b>  <i>Head of the Palliative Care Services, National Institute of Cancerology, Secretary of Health, Mexico.</i></p> <p><b>Carlos Robles Vidal</b>  <i>Oncological Surgeon, National Institute of Cancerology, Secretary of Health, Mexico.</i></p>
14:30	<b>Lunch</b>		
16:00	<p>KEYNOTE 2  <b>EFFECTIVE ACCESS: UNIVERSAL HEALTH CARE COVERAGE</b></p> <p><b>Facilitator: Pedro Delgado</b>  <i>Head of Europe and Latin America Regions, Institute for Healthcare Improvement, United States of America.</i>Speakers:</p> <p> <b>Sebastián García Saisó</b>  <i>General Director for Quality of Healthcare and Education, Secretary of Health, Mexico.</i></p> <p><b>Jason Leitch</b>  <i>National Clinical Director, Scottish Government, Scotland.</i></p> <p><b>María Cecilia Acuña</b>  <i>International Advisor of Systems and Health Services, OPS/OMS.</i></p> <p><b>Guillermo Williams</b>  <i>National Director of Health Regulation and Quality in Health Services, Ministry of Health, Argentina.</i></p>		
17:30	<b>Posters walkaround</b>		

08:00



## PRIVATE MEETING WITH STATE AND INSTITUTIONAL QUALITY RESPONSIBLE

General Directorate for Quality of Healthcare and Education, Secretary of Health, Mexico.  
(Room Don Americo)

09:00



KEYNOTE 3

### WHAT MATTERS TO YOU? SMALL QUESTIONS, BIG IMPROVEMENTS IN PATIENT-CENTERED CARE

**Facilitator: Odet Sarabia González**

Deputy General Director of Quality in Healthcare, General Directorate of Quality of Healthcare and Education, Secretary of Health, Mexico.

Speakers:

**Maureen Bisognano**

President Emeritus and Senior Fellow, Institute for Healthcare Improvement, United States of America.

**Sidney Klajner**

Vice-President, Sociedade Beneficente Israelita Brasileira Albert Einstein, Brazil.

**Tomás Flores Téllez**

Patient Safety Champion, OPS/OMS.

10:30



## Coffee Break

11:00



### C1. NEW PARADIGMS TO ACHIEVE THE QUALITY OF CARE IN CANCER IN CHILDHOOD AND ADOLESCENCE

(Room Don Diego 4)

**Facilitator: Armando Martínez Avalos**

Oncologist, National Institute of Pediatrics, Secretary of Health, Mexico.

Speakers:

**Paola Friedrich**

Medical Director, Mexico Regional Program, St. Jude Children's Research Hospital, United States of America.

**Jaime Shalkow Klincovstein**

Director of Prevention and Cancer Treatment in Childhood and Adolescence, CENSIA, Secretary of Health, Mexico.

### C2. MENTAL HEALTH: A PRIORITY FOR PROSPERITY

(Room Don Diego 1, 2 and 3)

**Facilitator: María Elena Medina Mora**

General Director, National Institute of Psychiatry "Ramón de la Fuente Muñiz", Secretary of Health, Mexico.

Speakers:

**Kevin Cleary**

Medical Director and Director of Quality and Performance, East London NHS Foundation Trust Quality Improvement, United Kingdom.

**Martha Patricia Ontiveros Uribe**

Deputy Director of Hospitalization, National Institute of Psychiatry "Ramón de la Fuente Muñiz", Secretary of Health, Mexico.

12:30



## Coffee Break

13:00



### D1. SUITABLE ANSWERS TO SERIOUS ADVERSE EVENTS

(Room Don Diego 1, 2 and 3)

**Facilitator: Claudia Leija Hernández**

Nursing Director, General Directorate for Quality of Healthcare and Education, Secretary of Health, Mexico.

Speakers:

**Frank Federico**

Vice President, Institute for Healthcare Improvement, United States of America.

**Antonio Capone**

Former Fellow, Institute for Healthcare Improvement, and Medical Manager at Sociedade Beneficente Israelita Brasileira Albert Einstein, Brazil.

### D2. MATERNAL AND CHILD HEALTH: LARGE SCALE DESIGN

(Room Don Diego 4)

**Facilitator: Ricardo Juan García Cavazos**

General Director, National Centre of Equity in Gender and Reproductive Health, Secretary of Health, Mexico.

Speakers:

**Paulo Borem**

Project Director, Latin America Team, Institute for Healthcare Improvement, United States of America.

**Jorge Hermida**

Senior Advisor, and Latin America Regional Director, USAID ASSIST Project/URC, Ecuador.

14:30



## Lunch

16:00



KEYNOTE 4

### IMPROVING RELIABILITY: RIGHT CARE AT THE RIGHT TIME

**Facilitator: Adam M. Hill**

Chief Medical Officer, McLaren Applied Technologies, United Kingdom.

Speakers:

**Frank Federico**

Vice President, Institute for Healthcare Improvement, United States of America.

**Odet Sarabia González**

Deputy General Director of Quality in Healthcare, General Directorate of Quality of Healthcare and Education, Secretary of Health, Mexico.

17:00



PLENARY 1

### BETTER OUTCOMES THROUGH QUALITY PLANNING, ASSURANCE AND IMPROVEMENT: DEBUNKING EXISTING MYTHS

**Facilitator: Sebastián García Saisó**

General Director, General Directorate for Quality of Healthcare and Education, Secretary of Health, Mexico.

Speakers:

**Maureen Bisognano**

President Emeritus and Senior Fellow, Institute for Healthcare Improvement, United States of America.

**Pedro Delgado**

Head of Europe and Latin America Regions, Institute for Healthcare Improvement, United States of America.

08:00

## Registration

09:00

KEYNOTE 5

### POPULATION HEALTH

**Facilitator: Jesús Arriaga Dávila**

*Director of Medical Benefits, Mexican Institute of Social Security, Mexico.*



Speakers:

**Enrique Ruelas Barajas**

*Member of the Board of Directors and Senior Fellow, Institute for Healthcare Improvement, United States of America.*

**Pablo Kuri Morales**

*Undersecretary of Prevention and Health Promotion, Secretary of Health, Mexico.*

10:00



## Coffee Break

### Implementation Workshops: Real-life examples of best practices in three critical areas

#### E1. APPROPRIATE DELIVERY: BETTER OUTCOMES FOR MOTHERS AND BABIES

(Room Don Diego 1)

**Facilitator: Rafael Manuel Navarro Meneses**

*Medical Director, Institute for Social Security and Services for State Workers, Mexico.*

Speakers:

**Paulo Borem**

*Project Director, Latin America Team, Institute for Healthcare Improvement, United States of America.*

**Rita Sanchez**

*Medical Maternity Care Coordinator, Sociedade Beneficente Israelita Brasileira Albert Einstein, Brazil.*

**Martha Regina de Oliveira**

*Director of Sectorial Development, National Regulatory Agency for Private Health, Brazil.*

#### E2. IMPLEMENTATION EXPERIENCES ON HOSPITAL FLOW AND ICU SAFETY

(Room Don Diego 2 and 3)

**Facilitator: Guillermo Domínguez Cherit**

*Deputy Director of Critical Medicine, National Institute of Medical Sciences and Nutrition Salvador Zubirán, Secretary of Health, Mexico.*

Speakers:

**Miguel Cendoroglo Neto**

*Medical Director and Superintendent, Sociedade Beneficente Israelita Brasileira Albert Einstein, Brazil.*

**Viviana Rodríguez**

*Senior researcher at the Department of Quality of Care and Patient Safety, Institute of Clinical Effectiveness and Health, Argentina.*

**Camila Sandenberg**

*Corporate Director of Quality and Patient Safety, Congregation Association Santa Catarina, Brazil.*

#### E3. GLOBAL EXPERIENCES FOR BETTER OUTCOMES IN ACUTE MYOCARDIAL INFARCTION

(Room Don Diego 4)

**Facilitator: Marco Antonio Martínez Ríos**

*General Director, National Institute of Cardiology "Ignacio Chávez", Secretary of Health, Mexico.*

Speakers:

**Shigeru Saito**

*Deputy Director, Hospital Shonan Kamakura, Japan.*

**Gabriela Borrayo Sánchez**

*National Coordinator of the Myocardial Infarction Code Program, Mexican Institute of Social Security, Mexico.*

10:30



11:45



## Coffee Break

12:15

KEYNOTE 6

### OPTIMIZING RESOURCES: REASONABLE COSTS IN HEALTHCARE

**Facilitator: Sebastián García Saisó**

*General Director, General Directorate for Quality of Healthcare and Education, Secretary of Health, Mexico.*



Speakers:

**Sebastian Bauhoff**

*Researcher, Center for Global Development, United States of America.*

**Gustavo Nicolás Kubli Albertini**

*Head of the Economic Analysis Unit, Secretary of Health, Mexico.*

**Juan Pablo Gutiérrez Reyes**

*Director of National Surveys, National Institute of Public Health, Mexico.*

13:15



KEYNOTE 7

### DRIVE TOWARDS YOUR LIFE'S GOAL

Speaker:

**Guillermo Rojas**

*Professional Racing Driver, Telmex Team, Mexico.*

14:00



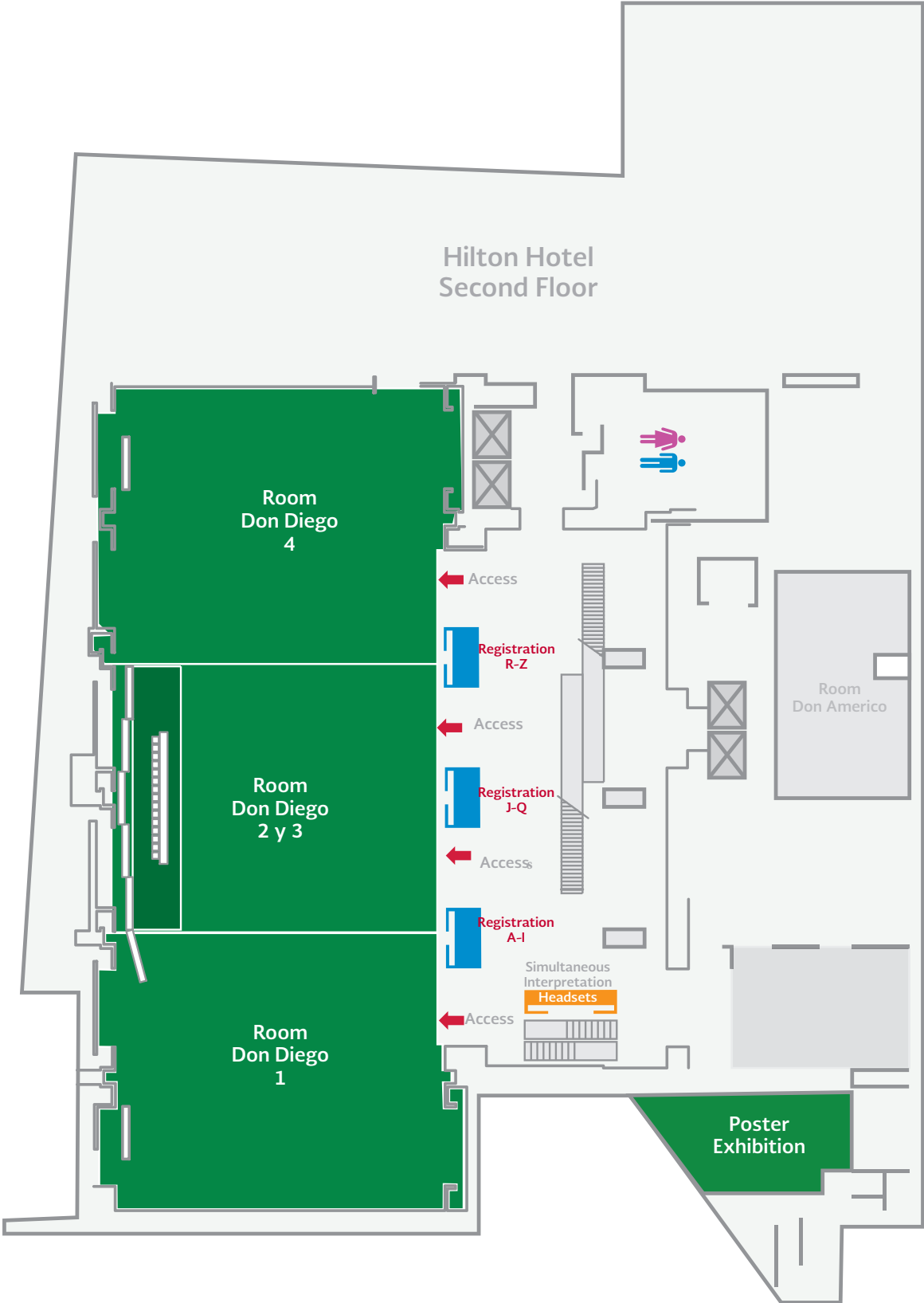
### CLOSING COMMENTS

Speaker:

**José Meljem Moctezuma**

*Undersecretary for Integration and Health Sector Development, Secretary of Health, Mexico.*

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 **GIS**  
Global Intelligence Services