

Baldrige Winners Address Quality Forum

Recipients of the Malcolm Baldrige National Quality awards addressed more than 200 health care quality leaders at a forum held January 5. Keynote speakers at the Achieving Excellence in Health Care forum included Al Stubblefield, CEO of Baptist Health Care (Pensacola, Fla.); Sherry Marshall, vice president for quality, Saint Luke's Hospital (Kansas City, Mo.); and Eunice Halverson, corporate vice president for the quality resource center, SSM Health Care (based in St. Louis, Mo.).

In introducing the speakers, Brian Lassiter, president of the Minnesota Council for Quality, described the three Baldrige recipients as "organizational role models" representing "the true definition of performance excellence." Dick Pettingill, CEO, Allina Hospitals and Clinics, observed that "Baldrige has created an organizing framework for improving service while meeting financial goals."

The three award-winning institutions used Baldrige as a blueprint for improving different aspects of their organization's operations. Baptist Hospital, a five-hospital system, focused on service excellence, with an emphasis on the workforce. St. Luke's, a 582-bed teaching hospital, used the Baldrige approach to demonstrate quality of services and to integrate the hospital's strategic plan at all levels, for example, by breaking down departmental "silos." SSM Health Care, a system comprising 21 hospitals, three nursing homes, and other medical services, worked on aligning all the system facilities under the same mission statement, goals, strategies, and metrics.

The forum also featured a panel discussion moderated by Gordon Mosser, executive director of the Institute for Clinical Systems Improvement (ICSI) and Mark Mishek, president of United Hospital.

The forum, held at Abbott Hospital, was sponsored by ICSI, Allina Hospitals and Clinics, and the Minnesota Council for Quality.