

Is Always On, Always On
The current age on instant communication

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Feinberg and Galter pavilions



New Prentice Women's Hospital

- 744-bed Academic Medical Center
- Nationally Recognized for Clinical Excellence
- Achieved Magnet status for nursing excellence in 2006
- Honored with the National Quality Health Care Award in 2005
- Strong Tradition of Community Service
- Major Employer in City of Chicago
- New World-Class Facility Opened in 1999
- New World-Class Women's Hospital to Open in Fall 2007
- One of Four U.S. Hospitals with an AA+ Bond Rating

Key Northwestern Memorial Hospital Statistics

Fiscal Year 2006

- 43,312 Inpatient Admissions
- 9,924 Deliveries -- Largest Birthing Center in Illinois
- 73,881 Emergency Department Visits
- 438,979 Outpatient Registrations
- 6,625 Employees
- 1,464 Affiliated Physicians
- 98,706 Volunteer Hours of Service

Northwestern Memorial Plans Strategically Around Three Goals

- To Provide the Best Patient Experience from the Patient's Perspective.
- To Recruit, Develop and Retain the Best People who Share the Organization's Values and Achieve Results.
- To Develop the Resources to Achieve our Mission and Vision Through Exceptional Financial Performance.

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- Phone/Fax
- Paging
- WEB paging / IM (instant messaging)
- Email
- CPOE (Computerized Prescriber Order Entry)
- Face to Face

Current Age on Instant Communication

- Concerns
 - Internet robs people of in-person communication
 - Could lead to a disconnect from the real world

The current age on instant communication Reality

- Time online is focused on maintaining, strengthening, and creating relationships
- Kids do not go online in a big way until they reach 13
- Internet-time drawing kids away from unsocial activities (TV/sleeping)

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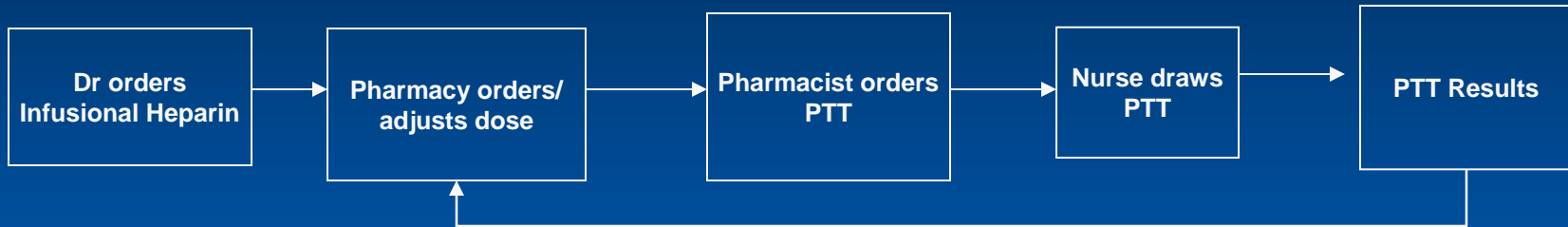
The Bottom Line

- The IM Generation is now driving Internet innovation
- This is a new opportunity to seize the change

The current age on instant communication

It All Begins with Dialogue
Anticoagulation Project

PROCESS



Core group of
pharmacists
responsible for
care



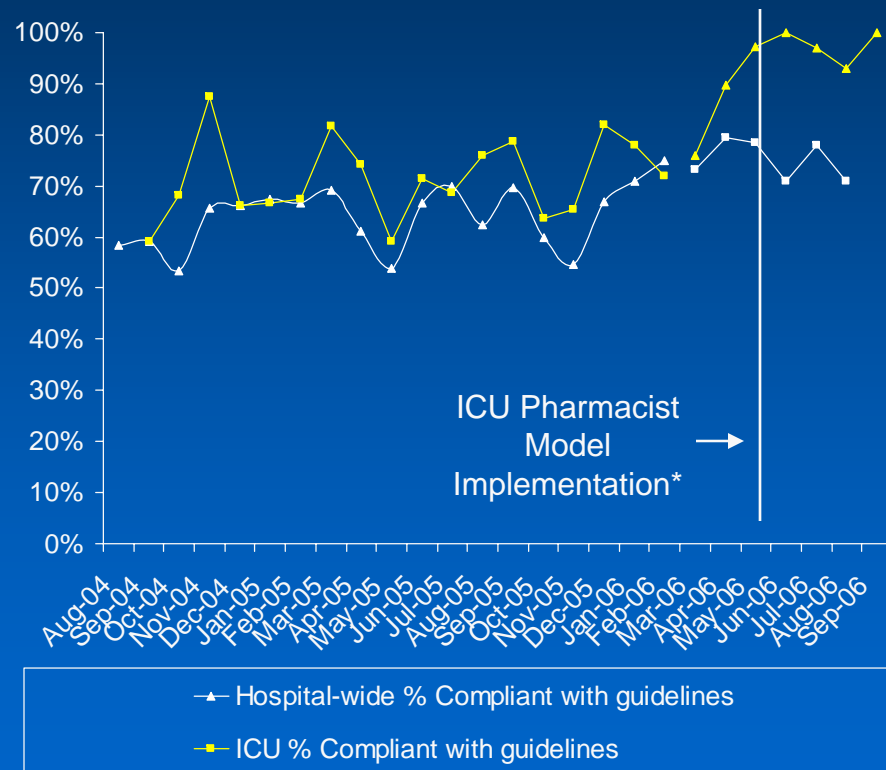
Anticoagulation Project

Numerator: Patients that received 3-6 PTT monitors within first 24 hours of heparin initiation.

Denominator: Patients on Therapeutic infusional heparin for at least 24 hours

Exclusions: Post Transplant patients

Compliance with Anticoagulation Guidelines



It All Begins with Dialogue

- Encourages incisiveness and creativity
- Brings coherence to fragmented/unrelated ideas
- Allows tensions to surface and resolves tensions
- Outcome seems “right” because they helped shape it
- Staff is energized and ready to act

Questions?