



Clinical Simulation Program

Transforming clinical education

www.med.wisc.edu/simulation

George Keeler, Administrative Program Manager



Nothing to Disclose





Begin with institutional view
from 35,000 feet

Considerations

- Level of Institutional Enthusiasm
- Primary Clients
- Support / Funding (short term and long term)
- Organization
- Facility
- Curriculum and Goals (these drive everything)

Facility

Centrally Located

- Easy Access
- High Visibility
 - Inviting



Conducive to Usage

What's YOUR Focus?

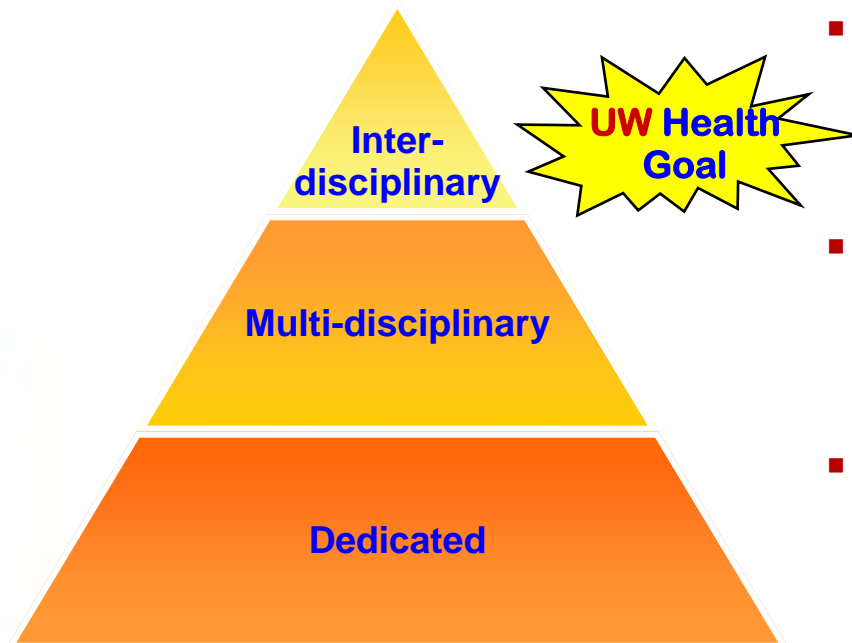


Curriculum

- Invasive Procedures (surgical intervention)
- Technical Skills (line placement, airway management)
- Treatment of Unusual or Common Clinical Problems (hypotension, allergic reaction, malignant hypothermia, etc.)
- Team Work (code, ER, OR, trauma bay, ICU)
- Diagnostic Skills (physical)
- Communication (professionalism, team interaction)

More Uses & Users, More Support

Simulation Programs



- Flexible simulation environment facilitating team interaction among various practitioners.
- Flexible simulation environment allowing usage by various practitioners.
- Dedicated simulation environment for discrete practitioners.

Utilization of Program

- Internal Training
- CME (external physicians)
- External Health Professionals
- Community and Industry
- Research

Internal Training

- Medical, Nursing, and Pharmacy students
- Residents and Fellows
- Physician Faculty
- Nurses
- Other Hospital Staff (respiratory, environmental services, reception, etc.)

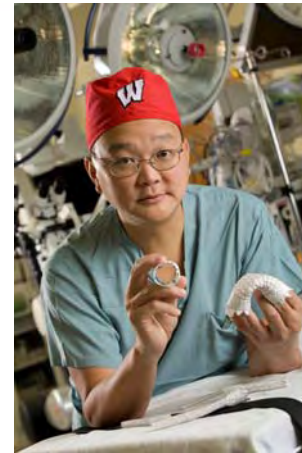
CME and Simulation (goals)

- Retraining Yields Better Patient Care
(Training is a goal of academic medical centers)
- Establishes Regional or National Expertise
(If you're teaching an intervention you must know how to do it.)
- Increases Referrals
(Referral of complex cases to the experts)

Continuing Medical Education



GLOVES ON
UNIVERSITY OF WISCONSIN DEPARTMENT OF SURGERY
An Advanced Learning Opportunity



Training in a new technique, technology, procedure or intervention.



ADVANCED HERNIA REPAIR COURSE
OCTOBER 15 2010
UNIVERSITY OF WISCONSIN DEPARTMENT OF SURGERY
Health Sciences Learning Center (HSLC) • Madison, Wisconsin



April 30 2010
2nd Annual UW Colorectal Surgery UPDATE IN COLON AND RECTAL DISEASE: Applications for Primary Care
MADISON CONCOURSE HOTEL • MADISON, WISCONSIN
SPONSORED BY University of Wisconsin School of Medicine and Public Health, Department of Surgery, Section of Colon and Rectal Surgery, Office of Continuing Professional Development in Medicine and Public Health



JUNE 3-4 2010
CURRENT TOPICS IN GENERAL SURGERY CME COURSE
MADISON CONCOURSE HOTEL • MADISON, WISCONSIN
SPONSORED BY University of Wisconsin School of Medicine and Public Health, Department of Surgery, Office of Continuing Professional Development in Medicine and Public Health

Community Training

- EMS
- Paramedics
- Fire fighters
- ACLS
- ATLS
- PALS





Research

- Evaluation of simulation and its contribution to education and training
- Improvement of systems and care leading to improved outcomes (quality & safety)
- Development of new simulation devices and techniques

Simulation Improves Resident Performance in Catheter-Based Intervention

**Rabih A. Chaer, Brian G. DeRubertis, Stephanie C. Lin, Harry
L. Bush, John K. Karwowski, Nicholas J. , Peter L. Faries,
James F. McKinsey K. Craig Kent, MD**



**Columbia Weill Cornell
Division of Vascular Surgery
New York Presbyterian Hospital**



Conclusion

- Simulation is a valid tool for training novices in basic endovascular techniques and adds to their capacity as they enter the clinical arena.



Procedicus VIST Simulator (Mentice)

Keys to Building a Simulation Program

- Buy-In / Commitment
- Vision and Mission
- Value Added Model
- Organization & Business Plan
- Goals & Performance Metrics
- Funding



Buy-In

- Build Institutional Enthusiasm and Momentum
- Obtain Faculty Involvement
- Create a Diverse Base of Stakeholders



Building Enthusiasm (buy-in)

- Clearly Demonstrate Unmet Needs
 - Credentialing (ACS & ABA)
 - Continuing Professional Development (CME)
 - New Technology Education and Training
 - Improved Outcomes (safety and quality)
 - Referrals
- Promote 'Value'
- Rally the Zealots
- Internal Marketing Campaign

Educate, Stimulate and Motivate

Faculty & Staff (buy-in)

- Identify and Rally the ‘Champions’
- Facilitate Transparent Processes, Open Communication, and Involvement
- Promote Open Mindedness
- Encourage Pilot Projects

Make Them Stakeholders

Stakeholders (buy-in)

- Faculty & Staff
- Departments
- Hospital
- Medical School
- Community
- Alumni
- Philanthropists
- Industry
- Patients
- Nursing
- Foundations

The More You Include the More Support You Have

Key Stakeholders (buy-in)

- CEO of Hospital
- Dean (s)
- CEO of Foundation
- Chief Nursing Officer
- GME Coordinator
- CME Office
- Hospital Director of Quality
- Department Chairs:
 - Surgery
 - Anesthesia
 - Medicine
 - Pediatrics

Leadership Commitment

- What's at Stake
- What's the Opportunity
- What are the Business, Educational, and Clinical Justifications
- How is 'Value' Added to the Institution

Demonstrate YOUR Passion and Commitment

Vision and Mission

- Visionary: Someone who is highly regarded to 'Carry the Torch'
- Vision: Desired Future State based on Strategic Direction
- Mission: The Fundamental Purpose

Need a Project Manager to Make These Operational

Vision: UW Health

‘To offer a world-class simulation program that promotes sharing of clinical knowledge and skills across disciplines and practitioner populations to improve the quality and safety of patient care in Wisconsin and beyond.’

Mission: UW Health

- **Collaborate (consolidate resources where appropriate) and facilitate the simulation initiative across UW Health Sciences**
- **Create a comprehensive health care education program and simulation center**
 - Serving a variety of disciplines
 - Benefiting learners of all skill levels
 - Defining and measuring competencies
 - Advancing the science of simulation in healthcare
- **Focus**
 - Health care team as well as individual practitioner
 - Patient safety and improving outcomes

'Value Added' Program

- Promote 'Value Added' mentality, not cost adder or profit center
- Offer cost savings and improved quality
- Position as a strategic '**working asset**'
- Benefits / Results **must be** viewed as acceptable alternatives to direct financial profits

Collect Data and Provide Valued Information

Value Program

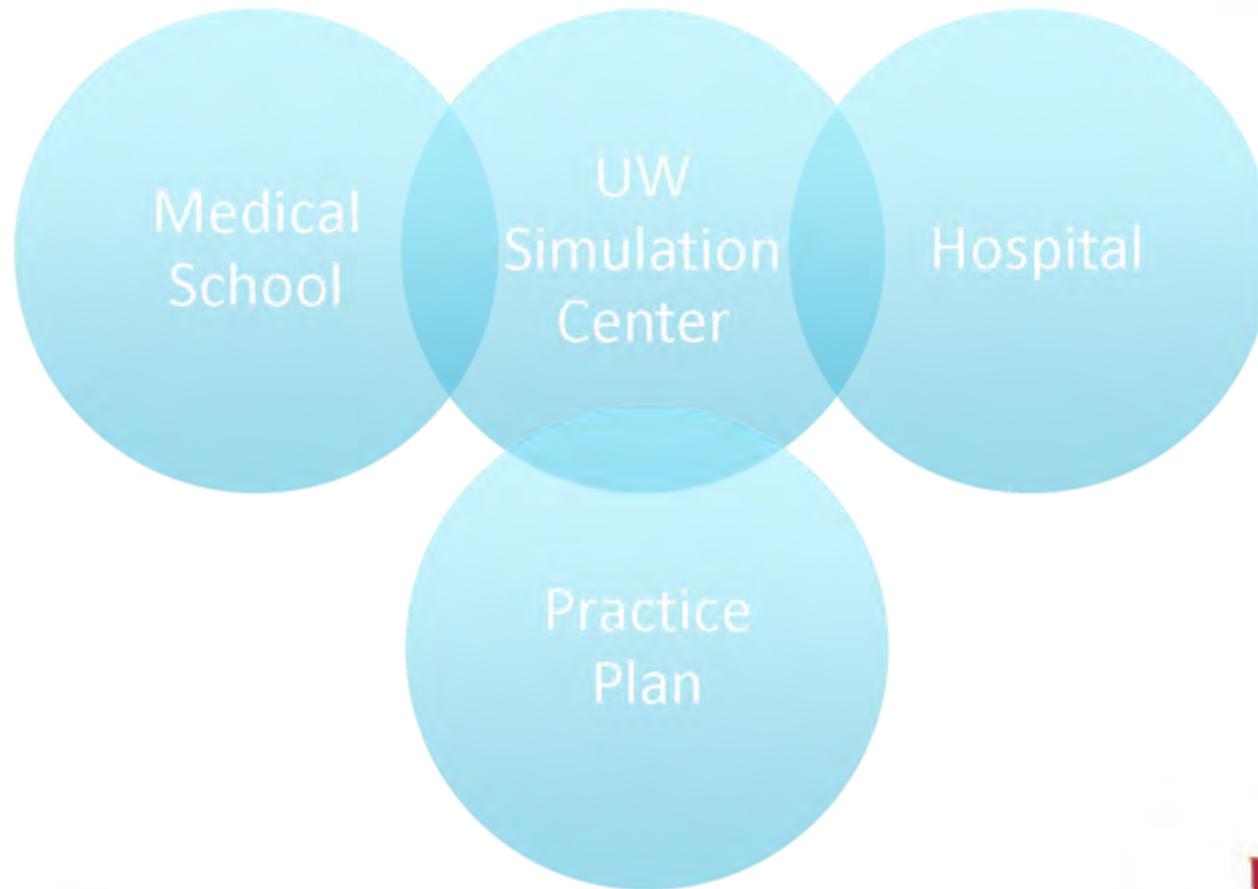
- Articulate your value proposition

- Know your audience
 - Who are the influencers
 - Department Chairs
 - Directors

 - Who are the decision makers
 - CEOs appreciate vision and stakeholder benefits
 - CFOs want plans and financials
 - Boards want results

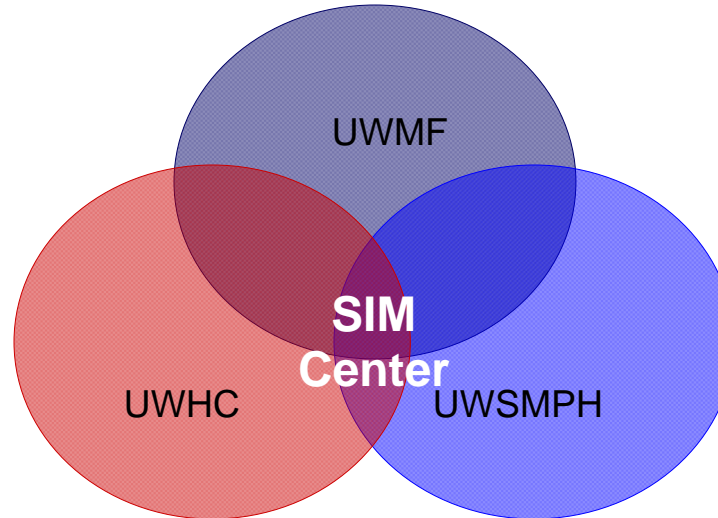
Become Indispensible!

Organizational Model



Support / New JV

New Clinical Simulation Program January 2010

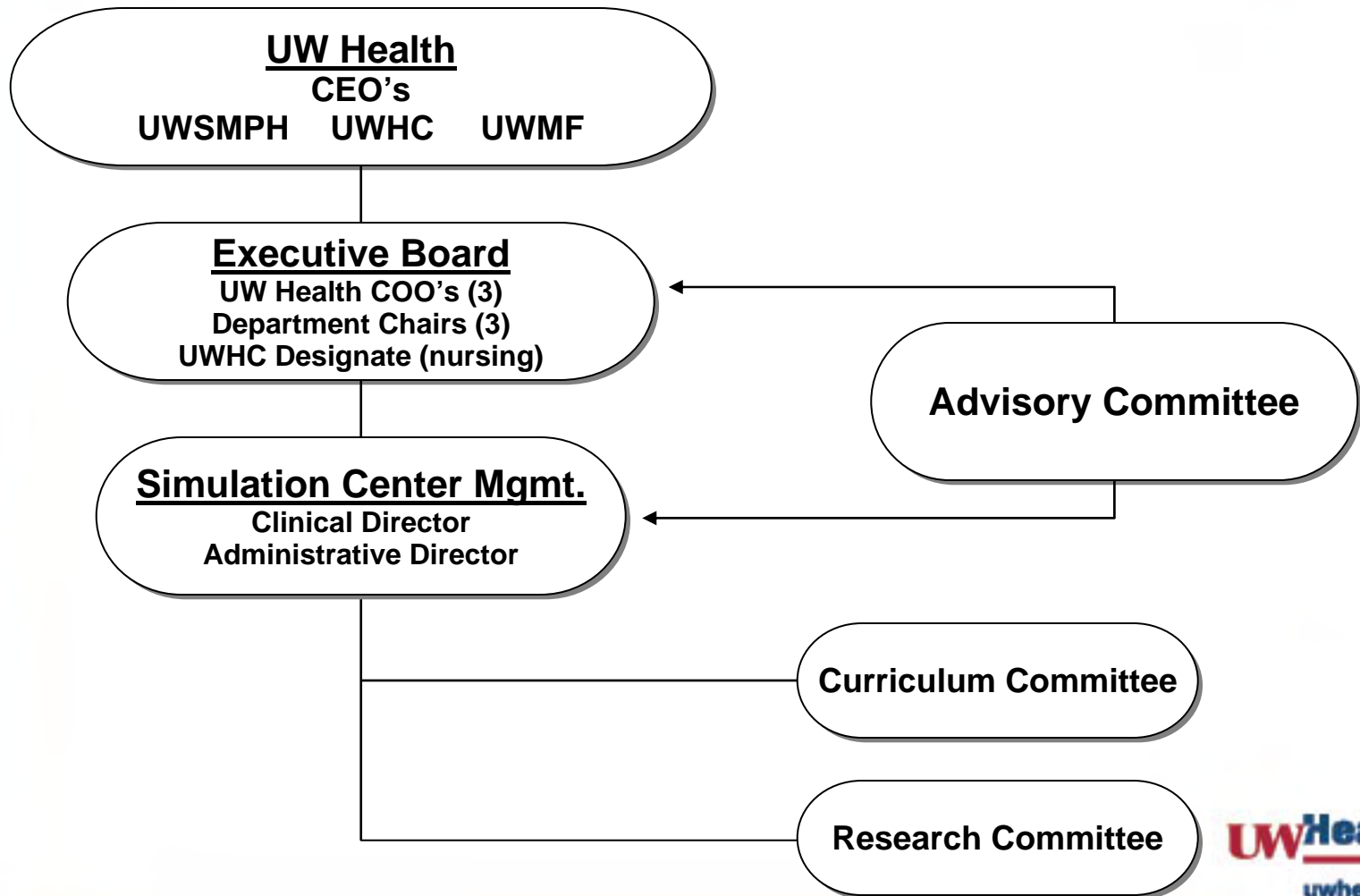


UW Health Integrated Approach

Collaborations

- City of Madison Fire Department
- Dane County Paramedics
- American Family Children's Hospital
- William S. Middleton VA Hospital

Organization - Stakeholders

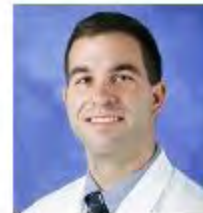


Simulation Program Medical Director and Program Manager

Jon Gould, MD, Medical Director

Jon Gould, MD, medical director of the UW Health Clinical Simulation Program, is a UW SMPH Associate Professor of Surgery, specializing in minimally invasive surgery. He is a strong proponent of surgical skills training and has published numerous articles on the role of simulation in medical education.

"The traditional method of medical training is no longer appropriate in this era of amplified focus on quality measures, limited resources, and increasingly complex patients and medical technologies. We must identify the necessary skills and traits required of each health care provider, and purposefully develop these attributes in a measurable and reliable manner. The UW Health Clinical Simulation Program will serve as a home for these kinds of advanced learning experiences for learners through the entire organization and beyond."



George Keeler, Administrative Program Manager

George Keeler, administrative director of the UW Health Clinical Simulation Program, has more than 20 years of project management, business planning and marketing experience in the medical device industry, including positions with GE Healthcare, Datex-Ohmeda and CR Bard.



"It is our intent to have a truly world-class model simulation program at the UW that not only advances but actually transforms medical education to improve patient outcomes. The center and program will be a reflection of UW Health's commitment to outstanding education and the highest quality patient care for the residents of Wisconsin and beyond. Such a simulation program takes us to a whole new level of excellence."

UW Health Clinical Simulation Executive Board

- Three **Key** Dept. Chairs:
 - Anesthesiology
 - Medicine
 - Surgery
- Three COOs
 - Hospital
 - Medical School
 - Medical Foundation
- VP of Nursing Services

Business Plan

- Three to Five Year Plan
- **Direct Ties** to the Institutional Strategic Plan
- Touch both Mind and Heart
- Answers ...
 - Where are we now?
 - Where do we want to be?
 - How are we going to get there?

Required for Credibility

Overall Strategy

- Differentiate services based on the advanced, high quality, specialty care and multi-disciplinary staff of the academic institution and hospital.
- Leverage UW Health resources, relationships, unique market position, and image to establish and promote the Clinical Simulation Program.
- Gain notoriety for original inter-disciplinary, collaborative training with great need, appeal, and reach. Establish an 'Identity.'
- Leverage the UW Health Strategic Plan:

Be a highly valued, strategic resource for furthering the success of UW Health's Five Year Plan

Clinical Simulation: *A Strategic Asset*

➤ **Quality Distinction**

➤ **Service Excellence**

➤ **Integration and Alignment**

➤ **Clinical Priorities**



➤ **Geographic Strategy**

➤ **Primary Care**

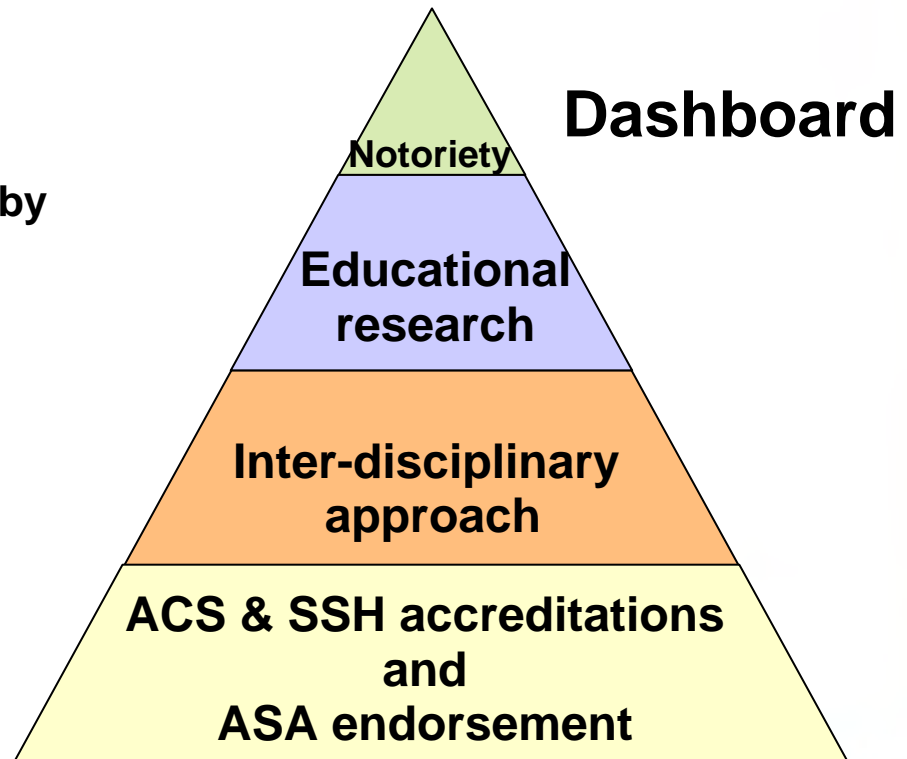
➤ **Health Care's Best Work and Academic Environment**

Goal and Objectives

Establish a World-Class, Clinical Simulation Program at UW Health

Objectives

- Build a multi-disciplinary facility by Q4, 2011
- Obtain key certifications & endorsements by end of 2014
- Approach break - even on operations within five years
- Achieve at least a 75% utilization rate upon four full years of operating center



Performance Metrics

- Actual vs. Budget
- Cost savings
- Improved outcomes
- Number of courses
- Utilization of center
 - 30 to 35%, YR 1
 - 40 to 45%, YR 2
 - 55 to 60%, YR 3
 - 70%+, YR 4
- Research & publications
- Notoriety attained
- Industry participation
- Scores on evaluations
- Successful recruitments
- Grants served & secured



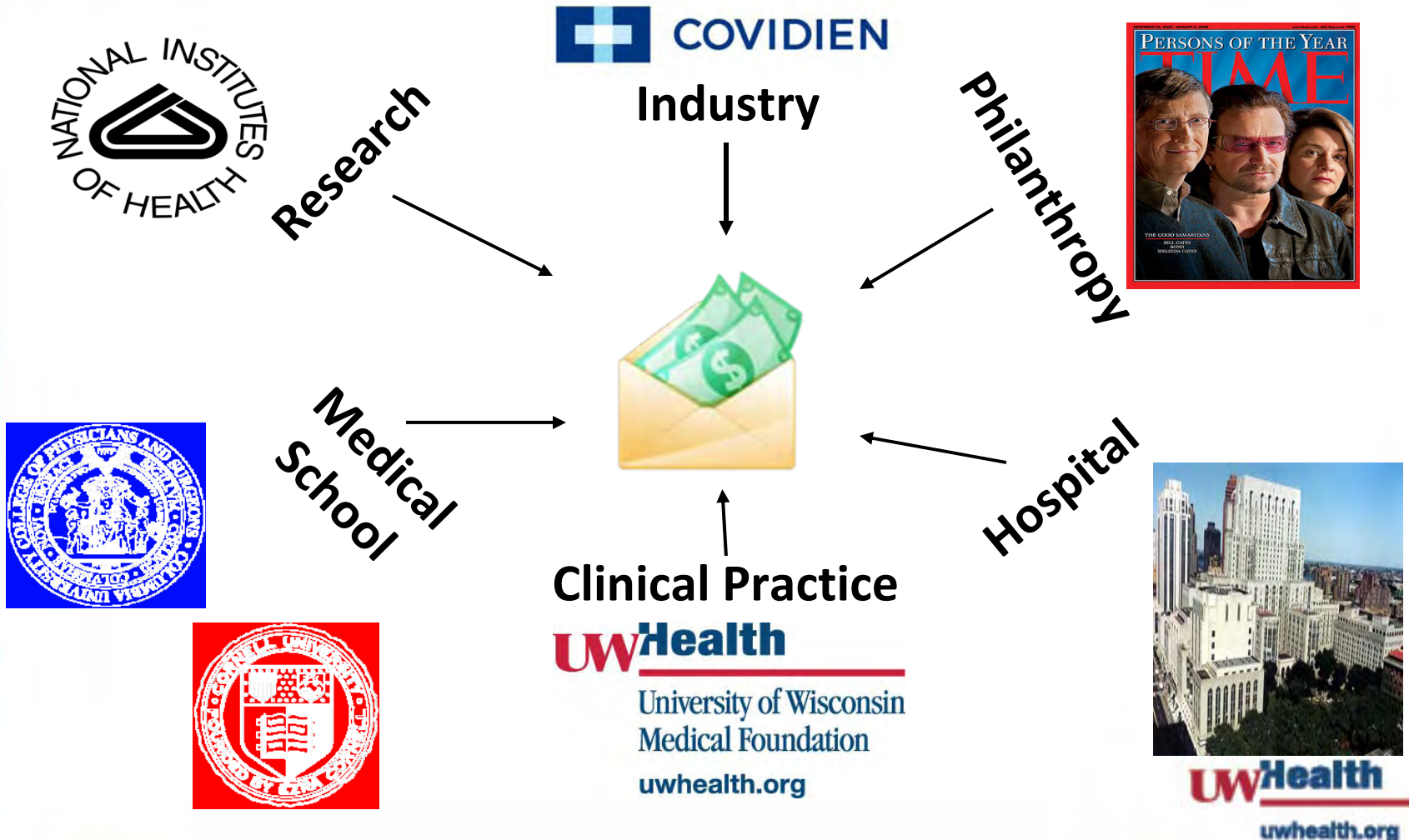
Funding

How are you going to finance your program?

So, who is
going to pay
and how?



Opportunities







Clinical Simulation Program

Transforming clinical education

Thank You

Visit Our Website:

www.med.wisc.edu/simulation

