

PRIMARIS presents:

## How small cycles of testing change create **big** wins

**Rapid Cycle Improvement  
Webinar with David  
Gifford, MD, MPH**



David Gifford, MD, MPH, will review the Plan-Do-Study-Act model (PDSA) and Rapid Cycle Improvement. The benefits and importance of using these techniques will be described and contrasted with the common organization-wide implementation via an all staff in-service. Strategies of how to incorporate rapid cycle improvement into your organization and the daily work flow will be provided using examples from efforts to reduce rehospitalization and antipsychotics, as well as respond to survey deficiencies and implement staffing changes such as consistent assignment.

**MARK  
YOUR  
CALENDARS  
July 16, 2013  
1-2 p.m.**

Dr. Gifford serves as the American Health Care Association and National Center for Assisted Living's (AHCA/NCAL) Senior Vice President of Quality and Regulatory Affairs. AHCA/NCAL represents more than 11,000 for- and not-for-profit nursing homes, assisted living residences, and facilities for the care of people with mental retardation and developmental disabilities. Dr. Gifford previously served as the Director of the Rhode Island Department of Health, as well as the Chief Medical Officer for Quality Partners of Rhode Island where he directed CMS's national nursing home-based quality improvement effort.

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### **Objectives of this webinar:**

1. Apply PDSA and Rapid Cycle Improvement in your organization.
2. Explain difference between pilot testing rather than system-wide implementation of new procedures.
3. Utilize strategies to get staff to adopt rapid cycle PDSA.

Register: <https://www3.gotomeeting.com/register/926111566>.