

*Sponsored by*

*Hospital Association of Southern California*

# Sorry Works! Disclosure, Apology & Relationship Prevent Medical Malpractice Claims

Tuesday, March 22, 2011  
Moseley-Salvatori Conference Center  
637 S. Lucas Street, Los Angeles, CA 90017

Registration: 7:30 a.m.  
Program: 8:00 a.m. to 12:00 noon

## **Session Description**

Post-adverse event communication drives the success of health care organizations and professionals from a liability risk perspective. When done right, disclosure can help patients and health care professionals to heal; prevent or derail lawsuits; create appropriate favorable evidence; and/or decrease litigation expenses and reserves. Attendees will get a brief overview of the liability landscape for 2011, and more importantly, training on the specifics of who should disclose, when disclosure should be made, and what should be said. The program includes video presentations of positive and negative disclosure examples and opportunities to roll play potential scenarios.

## **Key Benefits/Learning Objectives**

- Use skills and strategies learned to enhance post-adverse event communication
- Understand the disclosure continuum
- Understand the difference between “sorry” and “apology”

## **Who Should Attend?**

This program is intended for CEOs, COOs, CMOs, CNOs, quality directors, risk managers, emergency room directors, and human resources executives.

## Faculty



**Douglas B. Wojcieszak** is a disclosure training consultant who's experience with tort reform and medical malpractice began in 1998 when he lost his oldest brother to medical errors and his family successfully sued the hospital and doctors responsible. The hospital attorneys apologized to Wojcieszak's family, but only after the case was settled and money exchanged hands. The hospital never admitted fault.

After serving two terms with the Illinois House Republicans and a stint as Executive Director of Illinois Lawsuit Abuse Watch (I-LAW), Wojcieszak founded the public relations consulting firm—Tactical Consulting, representing clients like Victims and Families United (VAFU). While representing VAFU, Mr. Wojcieszak created “Sorry Works!,” a marketing term to successfully promote apologies for medical errors as the solution to the medical malpractice crisis.

Broad interest in the work led Mr. Wojcieszak to create the Sorry Works! Coalition, now the nation's leading organization advocating full-disclosure as a middle-ground solution to the medical malpractice crisis. In his speeches Mr. Wojcieszak teaches health care, insurance and legal professionals what patients and families want most after adverse events and bad outcomes: honesty, accountability, communication and a real commitment to fix problems. Mr. Wojcieszak has given his talks to prominent medical, health care, and insurance organizations throughout the United States. He is the co-author of the book, *Sorry Works! Disclosure, Apology and Relationships Prevent Medical Malpractice Claims*.



**Peter A. Schwartz, M.D.** of Stevens & Lee has over 35 years of valuable clinical and quality assurance experience. He assists the Firm's health care medical malpractice defense lawyers with clinical case analysis and provides risk management services to physicians, hospitals and other health care organizations served by the Firm's risk management professionals.

Dr. Schwartz served as the Director of the Department of Obstetrics and Gynecology and the Residency in Obstetrics and Gynecology at The Reading Hospital and Medical Center (TRHMC) for nearly 20 years. Prior to joining TRHMC, he spent 13 years in private practice with teaching appointments at Yale University, the University of Massachusetts, Tufts University, and the University of Pennsylvania. He is currently a professor of Clinical Obstetrics and Gynecology at Drexel University School of Medicine.

Dr. Schwartz's distinguished career includes service with a number of obstetrical associations. He has been the Chair of the Pennsylvania Section of the American College of Obstetrics and Gynecology (ACOG); Assistant Secretary and Vice President of ACOG National where he continues to be actively involved in risk reduction, quality assurance and ethics; President of the Obstetrical Society of Philadelphia; and Representative of Region II on the Council for Resident Education in Obstetrics and Gynecology. Dr. Schwartz was also an Examiner for the American Board of Obstetrics and Gynecology for 10 years and was recently one of three physicians invited to serve on the Pennsylvania Senate Liability Task Force to seek solutions to the medical liability problem.

## **Agenda**

7:30 – 8 a.m.	<b>Registration and Continental Breakfast</b>
8 – 8:15 a.m.	<b>Welcome and Introductions</b>
8:15 – 11:45 a.m.	<b>An Introduction to Disclosure and Apology</b>
	<b>Event Management: Your Platform to Disclosure</b>
	<b>Sorry vs. Apology: Understanding the Differences is Key to Effective Disclosure</b>
	<b>Examples of Disclosure (Video)</b>
	<b>Skills Practice (Role Playing)</b>
	<b>FAQ</b>
	<b>Quiz and What Do You Do From Here?</b>
11:45 a.m. – 12:00 p.m.	<b>Closing Remarks</b>
12:00 p.m.	<b>Adjourn</b>

## Sorry Works!

Tuesday, March 22, 2011  
Mosely-Salvatori Conference Center

Registration: 7:30 a.m.; Program: 8:00 a.m. to 12:00 noon

Registration fees include continental breakfast and handouts.

[Click here](#) for complete program information and online registration.

- \$165 HASC Hospital Member  
 \$195 HASC Non-Members  
 \$150 Group Discount (price per person for groups of 3 or more, from the same facility, must register at the same time)

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Badge Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email (required): \_\_\_\_\_

- ACHE Category, Type II Credit (4 hours)  
 BRN Credit: RN Lic. No. \_\_\_\_\_ (Provider approved by the California Board of Registered Nursing. CEP #970 for 4 contact hours.)

Payment Method:  MasterCard  Visa  AMEX  Discover  Check#: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Amount: \_\_\_\_\_

Cardholder Name (please print): \_\_\_\_\_

Cardholder Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cardholder Phone: (\_\_\_\_) \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

### Important Reminders

- Registration deadline: March 15, 2011.
- Valid payment information must be received with your registration.
- Mail and make check payable to: HASC, Attn: Education Services, 515 South Figueroa St., Ste. 1300, Los Angeles, CA 90071. Please note on check program ID #2175-169.
- Fax registration form to (213) 629-4272.

### Cancellation

- All cancellations must be requested in writing and confirmed by HASC, **no later than March 10, 2011**, and will be subject to a \$25 processing fee.
- Cancellations after March 10, 2011, and non-attending registrants will be invoiced for the entire registration fee. Substitutions are accepted at any time for this program but will not be processed until full payment has been received. Fees are non-transferrable for other HASC seminars.

### Special Needs or Questions

For ADA assistance or general registration questions, contact Jamila Mayers at (213) 538-0700 or [jmayers@hasc.org](mailto:jmayers@hasc.org).