



*Massachusetts Alliance for Communication and Resolution following Medical Injury (MACRMI) Newsletter Story – March 13, 2014*

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### **MACRMI Adds Sturdy Memorial as New Pilot**

Sturdy Memorial Hospital in Attleboro, Massachusetts is the newest member of MACRMI, and its newest pilot site. Sturdy is an independent, not-for-profit, acute care hospital founded in 1913 that primarily serves the residents of Attleboro, Foxboro, Mansfield, North Attleboro, Norfolk, Norton, Plainville, Seekonk, Sharon, Rehoboth, Walpole, Wrentham, and some bordering Rhode Island communities. Dr. Bruce Auerbach, Sturdy's newly installed President and CEO, had heard great things about the CARE (Communication, Apology, Resolution) program, and believes its philosophy fits exceptionally well with Sturdy's mission to provide safe, high quality, cost-efficient health care. After attending a MACRMI meeting in November and several discussions with MACRMI members, the Sturdy team decided to implement CARE and officially become a pilot site.

“Sturdy is proud to continue to enforce its values and goals by becoming the newest member of MACRMI and a pilot site for the CARE program,” Dr. Auerbach said. “This partnership will complement and advance our initiatives to ensure the quality of care and service we provide for our patients remain high.”

Sturdy has a robust quality and patient safety program, in which all hospital departments are involved. The Quality and Service Excellence Committee (QSEC) Program, in place for more than two decades, requires each department to set annual goals to measurably improve competency, quality and service, and to report progress to senior leadership three times per year. The Adverse Events Initiative includes a multi-disciplinary team of health professionals that meets to analyze clinical processes, identify areas where errors could reach patients, and then design and implement failsafes to safeguard against errors that could harm patients. All failsafes are audited after implementation. Insight Quality Peer Review (IQPR) is a comprehensive,

meaningful, quality medical staff peer review that Sturdy utilizes. Also on the list is Sturdy's Clinical Risk Committee, comprised of a broad cross section of clinical department heads and executives who review performance against the safety and quality initiatives mandated by regulation and statute, including environmental and employee safety. Last, and certainly critical to any health care quality initiative is monitoring and responding to patient satisfaction issues. Sturdy has used the leading national patient satisfaction vendor for more than 22 years, which enables them to solicit patient feedback to learn where they excel and where improvement may be needed.

Being part of the CARE program demonstrates yet another way that Sturdy proactively addresses quality and safety, and is a responsible provider of health care. "Providing support for patients and families, and clinicians, acknowledging and apologizing if something did not go well, keeping patients safe, constantly working to improve the patient experience, and the critical component of good and transparent communication are imperative for hospitals to distinguish themselves." Dr. Auerbach added that his interest in being connected with the CARE program stems from his experience as an emergency physician and his seeing firsthand how grateful patients and family members are when clinicians are forthcoming and sincere. He has high hopes for the impact this program will have on improving our health care system. Sturdy extends its appreciation to MACRMI for being included in this collaborative effort.