

2005 CQC Quality Symposium

Tuesday, October 11, 2005

8 a.m. - 3:45 p.m.

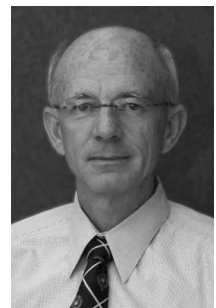
(7:30 a.m. Breakfast/Registration)

**Connecticut Quality Council
Rensselaer's Hartford Campus**

275 Windsor Street, Hartford

(860) 548-7818

Keynote Speaker: Bob Sorrenti, M.D.
V.P., UniCare Insurance, a Division of Wellpoint Inc.
"Mapping to Change"



When an organization needs to change, a viable option is process mapping. A large health care insurance organization (responsible for over 200,000 lives) decided they needed to increase their customer satisfaction and productivity to retain a major account. Competitive pressure, a commodity pricing orientation, and increased regulations dictated a need to change. Bob Sorrenti was the leader of the group and sponsored the application of "Process Mapping" as a major tool to implement the change. Join us as he shares his thoughts, insights, and learning from this very real and complex quality initiative.

Plus Twelve Breakout Session Options

Rensselaer



**Navigate
a Course
to Quality**

www.CTQualityCouncil.org

SYMPOSIUM AGENDA - TUESDAY, OCTOBER 11

7:30-8:00 a.m. Registration: Reception Area Lobby / Continental Breakfast: Rooms SH 31, 33

8:00-8:10 a.m. Welcome and Opening Remarks / Awards: Seminar Hall

8:10-9:10 a.m. Introduction / Keynote Speaker
Mapping To Change - A Process Mapping Case Study
 Bob Sorrenti, M.D., V.P., UniCare Insurance, a Division of WellPoint Inc.

9:10-9:20 a.m. Break

9:20-10:20 a.m. Breakout Sessions I

<i>Leadership</i>	<i>Tools and Techniques</i>	<i>Thinking out of the Box</i>
Leadership for Quality Improvement Implementation Ms. Leslie Behnke, VP, Six-Sigma Business Excellence, CIGNA	Lean Office Applications Mr. Michael Beauregard, RE Consulting, LLC	Labor Distribution, Globalization, and Quality Houman Younessi, Ph.D., Professor, Rensselaer Department of Engineering and Science

10:20-10:40 a.m. Break / Refreshments / Networking: Rooms SH 31, 33

10:40-11:40 a.m. Breakout Sessions II

<i>Leadership</i>	<i>Tools and Techniques</i>	<i>Thinking out of the Box</i>
The Marketing Of Quality Services Ms. Martha Fransson, M.B.A., Associate Professor, Rensselaer Lally School of Management and Technology	Six Sigma Applications Dhirendra Kumar, Ph.D., Adjunct Professor, University of New Haven Department of Computer Science and Industrial Engineering	Operational Innovation at Progressive Mr. Dave Fernandez, State Claims Manager, Progressive Insurance John Maleyeff, Ph.D., Professor, Rensselaer Lally School of Management and Technology

11:40-12:00 Noon Individual Networking

12:00-12:25 p.m. **The Future of Rensselaer and The Connecticut Quality Council** - Seminar Hall
 John A. Minasian, Ph.D., Vice President and Dean,
 Rensselaer Polytechnic Institute, Hartford Campus

12:25-1:30 p.m. LUNCH: Rooms SH 31, 33

1:30-2:30 p.m. Breakout Sessions III

<i>Leadership</i>	<i>Tools and Techniques</i>	<i>Thinking out of the Box</i>
Accelerating Change Effectiveness Mr. Harry Kenworthy, Quality and Productivity Improvement Center	Integration Of Lean and Six Sigma Edward Arnheiter, Ph.D., Associate Professor, Rensselaer Lally School of Management and Technology	Integration of Quality and Safety Within a Health Care Facility Ms. Marybeth Scanlon, RN, M.S., J.D., Director of Risk Management and Patient Safety, Hartford Hospital

2:30-2:45 p.m. Break / Networking: Rooms SH 31, 33

2:45-3:45 p.m. Breakout Sessions IV

<i>Leadership</i>	<i>Tools and Techniques</i>	<i>Thinking out of the Box</i>
Conflict Resolution to Implement Quality Improvements Robert Albright, Ph.D., Associate Professor, Rensselaer Lally School of Management and Technology	Execution of Quality Implementation Mike O'Neil, Ph.D., The O'Neil Group, Inc.	Service Recovery - The Key To Service Quality Mr. Jerry Moran, M.A., SPHR, Hospitality and Service Consulting, LLC

3:45-4:15 p.m. **CQC Liaison Meeting and Reception:** Room 330

Additional session and speaker information is available at: www.CTQualityCouncil.org or call (860) 548-7818.

Breakout Sessions

Leadership for Quality Improvement Implementation

Ms. Leslie Behnke,

VP, Six-Sigma Business Excellence, CIGNA

Many organizations now use Six Sigma, Lean and other quality improvement tools as part of a company wide effort to improve effectiveness and efficiency. Leslie Behnke has lead such efforts previously at Motorola and presently at CIGNA. Her presentation describes the holistic approach she is using to lead CIGNA's corporate-wide quality improvement initiative. This approach utilizes not only the traditional statistical and Lean tools to solve specific problems, but also incorporates necessary upstream strategic business planning and governance as well as critical downstream changing of peoples' behaviors.

Lean Office Applications

Mr. Michael Beauregard,

RE Consulting, LLC

Using Lean in office environments can be very successful and can significantly impact results. Michael Beauregard presents the inside story of how several organizations have used Lean principles to create innovations that revolutionized how their businesses operate. This presentation reviews issues regarding value stream mapping, current state mapping, Lean tools, developing appropriate metrics, and creating a future ideal state model. Implementation challenges will be discussed in detail.

Global Distribution, Globalization, and Quality

Houman Younessi, Ph.D.,

Professor, Rensselaer

Department of Engineering and Science

Many organizations now transcend national boundaries not only in terms of their suppliers and markets but also operationally. Off-shoring and outsourcing, and other fine-grained forms of labor distribution have become popular in recent years and with them they have brought challenges and opportunities at all levels. Evaluation of impact on "product and process quality" must be carefully made when such programs are considered. This presentation deals with the history and anthropology of economic and technological revolutions, their impact on the labor force, culture and society. Issues of outsourcing and off-shoring and their impact on product and process quality will be discussed.

The Marketing Of Quality Services

Ms. Martha Fransson, M.B.A.,

Associate Professor, Rensselaer

Lally School of Management and Technology

This discussion reviews marketing service activities for the ultimate goal and purpose of generating revenue for the firm, and will focus on assuring quality in the performance of the six steps of the marketing process: market research in service design, identifying prospective customers, developing a communication plan, initiating a conversation with prospective customers, initiating a conversation with existing customers, and obtaining and processing purchase orders. The presentation will also examine how to persuade marketing and sales people to use kaizen and how to develop metrics to evaluate and improve the marketing process.

Six Sigma Applications

Dhirendra Kumar, Ph.D.,

Adjunct Professor, University of New Haven

Department of Computer Science

and Industrial Engineering

Today businesses are competing globally in the 21st century and Six Sigma is a tool for business success. This statistical tool utilizes data that leads to root cause analysis and supports the concept of generating alternative solutions. Once the best solution is implemented, the tool provides control to retain the improvements in product/service quality and cycle time. These improvements lead to cost reduction and eventually results in improving profit margin and/or revenue.

Operational Innovation at Progressive

Mr. Dave Fernandez,

Progressive Insurance,

State Claims Manager

John Maleyeff, Ph.D.,

Professor, Rensselaer

Lally School of Management and Technology

Many observers of the Lean approach, proponents and skeptics alike, consider Lean to be a set of techniques geared towards incremental improvement though the removal of waste, rather than a set of principles that can provide a framework for radical innovation. This presentation seeks to dispel this misconception by presenting the inside story of how Progressive Insurance used Lean principles to create innovations that revolutionized how the insurance business operates, most notably in its claims processing function. Progressive's efforts were successful to the point where they became the focus of a *Harvard Business Review* article ("Deep Change: How Operational Innovation Can Transform Your Company" by Michael Hammer) in April 2004.

Accelerating Change Effectiveness

Mr. Harry Kenworthy,

Quality and Productivity Improvement Center

The ability to introduce and implement change in organizations is a significant challenge. The use of new technical tools and techniques (Six Sigma, Lean, etc.) are about 20% of the change process. The remaining 80% of change process has to do with understanding the change, communicating what the change is all about, overcoming resistance to change, establishing systems and structures that support change, etc. This session will cover the highlights of an effective change implementation process.

Integration of Lean and Six Sigma

Edward Amheiter, Ph.D.,

Associate Professor, Rensselaer

Lally School of Management and Technology

Two of the most important management programs in business today are Lean management and Six Sigma. In many cases, however, companies that have implemented Lean management or Six Sigma have reached a point in time where operational benefits diminish. This session provides an overview of the two programs and common misconceptions that present obstacles to their joint implementation. Participants in this discussion will also identify reasons why diminishing returns occur, and what Lean or Six Sigma organizations can learn from each other. It will be argued that their joint implementation will result in a Lean, Six Sigma (LSS) organization.

Integration of Quality and Safety Within a Healthcare Facility

Ms. Marybeth Scanlon, RN, M.S., J.D.,

Director of Risk Management and Patient Safety,,

Hartford Hospital

This session will address how a service industry, specifically a large hospital, can sustain a Culture of Safety through the use of "Quality Improvement Tools and Techniques." The discussion will include how the Quality and Safety functions are merged at Hartford Hospital and how tools and techniques were used to implement change in the organization to build systems with redundancies to improve patient safety and outcomes. Marybeth Scanlon will share how metrics were established, and the importance of Hartford Hospital's Web-based Incident Reporting System for supporting the analysis of data and the timely modification of events in order to better design improvements in the systems used to deliver healthcare.

Conflict Resolution to Implement Quality Improvements

Robert Albright, Ph.D.,

Associate Professor, Rensselaer

Lally School of Management and Technology

This presentation discusses the critical role played by leadership in the contemporary enterprise's ever changing business context. Specifically, the discussion focuses on Conflict Resolution as one of leadership's most effective tools in its drive to create organizational quality improvements. Conflict as a natural and an inevitable outcome of human interaction is presented, as is the notion that conflict can be properly channeled into productive efforts to improve quality.

Execution of Quality Implementation

Michael B. O'Neil, Ph.D.,

The O'Neil Group, Inc.

Participants in this session will learn how to use tracking to drive implementation of the Quality Initiative. A user friendly, Web-based tool will be presented to help stakeholders monitor the progress of the initiative in real time. This tool ensures that there is visible accountability across the enterprise and improves collaboration between executives, managers, team leaders, and team members. With simple exception reporting, individuals will be able to use their time and influence efficiently and effectively.

Service Recovery - The Key to Service Quality

Jerry Moran, M.A., SPHR,

Hospitality and Service Consulting, LLC

A lot of service companies talk about "wowing" the customer. They exhort their employees to own the customer. They tell them they are empowered to solve the customers' problems. But often, as soon as one brave soul does something to solve a problem, they get shot down in flames. The essence of empowerment is to get your employees to make decisions the way you would. We will discuss a process, based on Quality Management, which enables you to empower your employees safely to "wow" the customer. We will also examine opportunities to earn customer loyalty that are less costly than traditional service recovery.

CQC QUALITY SYMPOSIUM REGISTRATION FORM

One registration form per person, please; each registration must include the selection of breakout sessions:
CONCURRENT SESSIONS - Please register for one (1) breakout session in each time slot.

	Leadership	Tools and Techniques	Thinking out of the Box
9:20 - 10:20	<input type="checkbox"/> Leadership for Quality Improvement Implementation	<input type="checkbox"/> Lean Office Applications	<input type="checkbox"/> Labor Distribution, Globalization, and Quality
10:40 - 11:40	<input type="checkbox"/> The Marketing of Quality Services	<input type="checkbox"/> Six Sigma Applications	<input type="checkbox"/> Operational Innovation at Progressive
1:30 - 2:30	<input type="checkbox"/> Accelerating Change Effectiveness	<input type="checkbox"/> Integration of Lean and Six Sigma	<input type="checkbox"/> Integration of Quality and Safety Within a Health Care Facility
2:45 - 3:45	<input type="checkbox"/> Conflict Resolution to Implement Quality Improvements	<input type="checkbox"/> Execution of Quality Implementation	<input type="checkbox"/> Service Recovery - The Key to Service Quality

Please fill in ALL of the information below.

Name _____ Title _____

Company _____ E-mail _____

Address _____ Mail Stop _____

City _____ State _____ Zip Code _____

() _____ () _____
 Telephone Ext. Fax

PAYMENT INFORMATION

Payments must accompany your registration.
 Directions will be sent with registration confirmation.

Total Fee \$ _____

Membership registration attached
 (membership form available on our Web site: www.CTQualityCouncil.org)

Please check method of payment:

Check for the full amount is enclosed (make checks payable to Connecticut Quality Council)

Charge my credit card (check one): Amex Visa MasterCard

Account Number _____ Exp. Date _____ Name on card _____

Signature _____

Cancellation Policy: Registrants who do not cancel five business days prior to the program date and do not attend will be liable for the full seminar fee.

\$249 per person for CQC Members

\$375 per person for Non - Members

*Enroll two people from your organization and the third attends **FREE!***

Become a CQC Member and receive the **\$126 member discount** immediately!

Fax registration to: (860) 548-7999, or mail to:
 CQC, Rensselaer at Hartford, 275 Windsor Street, Hartford, CT 06120-2991