



# *I Thought We Fixed That?*

Chronic  
issues in  
patient  
safety

FRIDAY, MARCH 4, 2022 | BALTIMORE HILTON

**The 2022 Annual Maryland Patient Safety Conference** is expected to convene more than 1,000 allied healthcare workers including physicians, nurses, pharmacists, quality professionals, risk managers, patient safety officers, and social workers.

In its 18<sup>th</sup> year, this conference will focus on providing education and strategies to inspire healthcare professionals in your organization to take a fresh look at patient safety issues that continue to occur despite individual and institutional best efforts.

Experts from hospitals across the country will discuss new patient safety initiatives that use grassroots and grass tops strategies to re-energize patients, providers, government and other stakeholders to overcome the obstacles to real improvement in patient safety. Subject matter experts will share innovative approaches to the chronic issues that continue to challenge us. Included in the lineup—as always—will be the annual update on patient safety from OHCQ and outcomes from our 2022 Minogue Award winners!

## Support the leaders who are keeping patients safe

### About the Maryland Patient Safety Center

The Maryland Patient Safety Center offers programming considered to be some of the most comprehensive and impactful in the country. A recognized leader in safety, the Center's mission is to keep Maryland's healthcare safe.

### Who we serve

Hospitals, ambulatory and outpatient centers, as well as long-term care providers and home health agencies in the Mid-Atlantic region participate in the Maryland Patient Safety Center's programs and initiatives aimed at improving care for all. With such focused commitment, the Center and its partners are striving to make medical errors a thing of the past. Healthcare executives, trustees, physicians, nurses, clinicians, quality and patient safety officers, and other professionals are engaged in the Center's work to keep patients safe.

### Making a difference in patient safety

Through the collective efforts of healthcare organizations around the region, the Maryland Patient Safety Center is making a measurable difference in patient safety by:

- Improving culture of safety
- Decreasing risk of harm to patients
- Presenting instruction on the required process of analysis after an adverse event in order to determine actions for prevention in the future
- Providing proven techniques to reduce adverse events, future error(s) and near misses
- Offering evidence-based teamwork tools, aimed at optimizing patient outcomes by improving communication and teamwork skills

**SPONSORSHIP OPTIONS** are as follows. Interested organizations will need to select their choice and a single sponsor per opportunity will be assigned on a first come-first serve basis.

**1 Minogue Award Sponsor • \$20,000**

Will be recognized on all Minogue-related communications and have banner logo and company information on display in the poster section of the event application

**2 Opening Keynote Sponsor • \$10,000**

Will introduce keynote speakers and have banner logo and company information on display during the Opening Keynote Session of the event

**Opening Keynote Address: Revolutions are Born of Hope and not Despair, Panel Discussion**

*Karen Feinstein - President and CEO, Jewish Healthcare Foundation; Martin Hatlie, JD - President and CEO, Project Patient Care; Dave Mayer, MD - Executive Director, MedStar Institute for Quality and Safety; Sue Sheridan, Director, Patient Engagement, Society to Improve Diagnosis in Medicine*

**3 Closing Keynote Sponsor • \$7,500**

Will introduce keynote speaker and have banner logo and company information on display during the Closing Keynote Session of the event

**Closing Keynote Address: Looking Beyond Medicine for The Future of Patient Safety**

*Mike Eisenberg, Film Director and Producer*

**4 Break-out Session Sponsor • \$2,500**

Will introduce speaker and have banner logo and company information on display during the selected break-out session of the event, A-I. PLEASE SELECT FROM THE LIST BELOW

**A Hot Topics in Pressure Injuries and Wounds**

*Diane Krasner, PhD., RN  
 Wound and Skin Care Consultant*

**B Healthcare Associated Infections in Maryland: Novel Approaches Around the Beltway**

*Stephanie Mayoryk, RN  
 IP Consultant; Mayoryk Consulting  
 Anya Abashian  
 Dir. IP; MedStar Franklin Square Med. Ctr.  
 Julia Gardner, RN  
 Dir. IP; MedStar Health  
 Amanda Shrout, RN  
 Dir. Clin. Excellence; Sinai Hospital  
 Sarah Stanley, RN  
 Nursing Outcomes Leader; Sinai Hospital*

**C Distinguished Achievement in Patient Safety Innovation Winner: Utilizing Transition Guide Nurses to Facilitate Safe Transition of Patients from Hospitals to Community Settings and to Reduce Hospital Readmission Rates**

*Laura Syron, RN  
 Nurse Manager, Transitions Program  
 Johns Hopkins Home Care Group  
 Steven McGaffigan, LCSW  
 Executive Dir., Care Management  
 Johns Hopkins Hospital*

**D Enhancing Capacity – Reengineering Fall and Fall Injury Programs: Infrastructure, Capacity and Sustainability**

*Patricia Quigley, RN, MPH, PhD  
 Nurse Consultant  
 Patricia A, Quigley, Nurse Consultant, LLC*

**E Achieving Diagnostic Excellence: A Roadmap for Hospitals and Health Systems**

*J. Matt Austin, PhD.  
 Assistant Professor  
 JH Armstrong Inst. for Patient Safety & Quality  
 Missy Danforth  
 VP, Health Care Ratings, The Leapfrog Group*

**F Minogue Award for Patient Safety Innovation Winner: Improving Patient Experience and Shared Decision-Making with Interdisciplinary Bedside Rounding**

*Mary Kim, MD  
 Executive Fellow*

**G Credentialing: The Impact on Patient Safety**

*Melissa Walters  
 Assistant VP, Medical Staff Operations  
 MedStar Health*

**H Creating the 21st Century Nursing Workforce Needed by Society: Building on Our Strengths to Address Post Pandemic Health Needs of Society**

*Peter Buerhaus, RN, PhD  
 Professor of Nursing and Director  
 Center for Interdisciplinary Health Workforce Studies at  
 Montana State University College*

**I FY 21 Office of Healthcare Quality Patient Safety Update**

*Tennile Ramsay  
 Patient Safety Nurse, Office of Health Care Quality*

**5 Mask Sponsorship**

Masks with your company logo will be provided to all attendees at check-in.

**6 Hand Sanitizer Sponsorship**

Mini hand sanitizers with your company logo will be provided to all attendees at check-in.

**7 Pen Sponsorships**

Pens with your company logo will be available to all attendees at check in.

**Mask, Hand Sanitizer and Pen Sponsorships • \$2,000**

*Sponsor will supply the items*

**8 Morning Break Sponsorship • \$4,000**

- Signage with company logo
- Opportunity to distribute materials at the Center’s table for duration of morning break
- Special thank you on the Center’s Facebook and Twitter Pages
- Custom coffee cups with their logo

**9 Afternoon Break Sponsorship • \$4,000**

- Signage with company logo
- Opportunity to distribute materials at the Center’s table for duration of afternoon break
- Special thank you on the Center’s Facebook and Twitter Pages
- Custom coffee cups with their logo

**10 Whova Mobile App Sponsor • \$4,000**

Custom company exhibit page to include:

- Company name and logo
- Recorded video
- 100-word description of company
- Promotional giveaway
- Photos
- Two PDF documents
- Rotating banner ad
- Two push notifications sent to all attendees

**11 Exhibitor Opportunities • \$3,500**

**10' x 10' Space**

\*Included in all exhibitor sponsorships is an additional lunch break networking table. Lunch will be held in the Key Ballroom. During lunch your company name will be reserved on one table. Your staff can sit at the table and put out any products or documents on the table for attendees. This is an opportunity to network directly with attendees in addition to their visits to your exhibitor space.

**12 Friends of the Center • \$2,000 • Sponsor page in event application**

*\*All sponsors will be listed in the Sponsor section of event application and can contribute as much information as interested to their individual sponsor page (links, documents, videos, images, etc.).*

*\*All sponsorships that include a speaker introduction will be provided pre-written content by MPSC where they can input their name, company name, company mission or current patient safety/healing healers initiatives, along with speaker bio.*

*\*All sponsors will receive social media recognition, and will have logo placement on the MPSC website.*

**Introduction Sponsor, Options 2-4**

Your company will select an individual or small group to give a live introduction at the event, or you may provide a 2–5-minute recorded video introducing a session. The session title and speakers will be provided to you once a session has been selected. The introduction should include a short introduction of your organization and relevant information regarding the speaking topic. This is not a commercial or product endorsement. All video introductions should be submitted at least two weeks prior to the event for final approval. You may have up to three individuals as a part of the introduction video. If you need assistance in recording your video, please let MPSC know.

# SPONSORSHIP AND EXHIBITOR APPLICATION

Company Name \_\_\_\_\_

Key Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

## SPONSORSHIP OPTIONS

- 1. Minogue Award Sponsor: **\$20,000**
- 2. Opening Keynote Sponsor: **\$10,000**
- 3. Closing Keynote Sponsor: **\$7,500**
- 4. Break-out Session Sponsor: **\$2,500**
  - A             D             G
  - B             E             H
  - C             F             I
- 5. Mask Sponsor: **\$2,000**
- 6. Hand Sanitizer Sponsor: **\$2,000**
- 7. Pen Sponsor: **\$2,000**
- 8. Morning Break Sponsor: **\$4,000**
- 9. Afternoon Break Sponsor: **\$4,000**
- 10. Whova Mobile App Sponsor: **\$4,000**
- 11. Exhibitor Opportunities: **\$3,500**
- 12. Friends of the Center: **\$2,000**

## DONATION

If your organization prefers to make a donation rather than become a sponsor, please complete the donations section of the application included. Your organization will be recognized as a Donating Partner. The donations are used to support both the conference and the Center's initiatives for Keeping Patients Safe.

Amount \$ \_\_\_\_\_

As a not-for-profit organization, the Maryland Patient Safety Center relies on grants and donations to help fund our Conference and our innovative and high-impact initiatives.

By contributing to the Center, you become part of a team making an immediate, positive impact on health-care throughout the region. Our network of active

participants, which extends across Maryland into the District of Columbia, Delaware, Northern Virginia, West Virginia, and Pennsylvania, is dedicated to continually enhancing the quality and safety of patient care in all healthcare settings.

Donations to the Center, a 501(c)(3) nonprofit, are tax-deductible to the fullest extent allowed by law.

***Thank you for your support!***

**IMPORTANT:** Your completed form and payment in full must be received no later than **February 4, 2022**

Please return completed form to:

Anna Koerbel

OFFICE • 410-796-6210 | FAX • 410-540-9139

EMAIL • [akoerbel@marylandpatientsafety.org](mailto:akoerbel@marylandpatientsafety.org)

Maryland Patient Safety Center

6820 Deerpath Road, Elkridge, MD 21075-6234

