**EXECUTIVE SUMMARY**

How [Customer] Can Improve   
Patient’s Satisfaction And Employee’s Reward

As a Wisconsin Medical Center (WIMC), [CUSTOMER] knows that communication failure is a leading source of adverse events in health care. Indeed, the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) identified communication failure as a pivotal factor in over 70% of more than 3,000 sentinel event reports since 1995. As of March 2006, nearly 80% of more than 6,000 Root Cause Analysis reports to the WI National Center for Patient Safety (NCPS) involve communication failure as at least one of the primary factors contributing to adverse events and close calls.

Following the suggestion from the Institute of Medicine (IOM) report "*To Err Is Human: Building a Safer Healthcare System*", recommending teamwork training to improve communication for health care organizations, Milwaukee Health Academy, Inc. (MHAI) began developing a Medical Team Training (MTT) program in 2003. This program was designed to introduce communication tools to professionals working in WI facilities—tools which they can integrate into their clinical workplace.

The program you can subscribe to is comprised of three important components:

1. Application, preparation, and planning;
2. Learning sessions at the WIMC; and
3. Follow-up data collection and support from involved WIMCs.

As of April 2006, 19 facilities were participating in the program, involving clinical units such as the OR (10), ICU (4), Medical-Surgery Unit (1), Ambulatory Clinics (3), and ED (1). The Safety Attitudes Questionnaire (SAQ), developed and validated by the Johns Hopkins Quality and Safety Research Group, was completed by each participant prior to commencing the session, and repeated one year later. The SAQ measured a significant change in attitude and behavior regarding six factors: safety climate, teamwork climate, job satisfaction, working conditions, perceptions of management, and stress recognition.

Choosing [PROVIDER]'s training program to implement MTT communication principles in health care delivery will improve outcomes for your patients while rewarding your employees in the accomplishment of their daily tasks. When you consider the changes observed against the six factors mentioned above, you come to the conclusion that [CUSTOMER] will get significant benefits in selecting [PROVIDER] to train its caregivers to better deliver care services to the patient community.