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Medical Center*



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FOR IMMEDIATE RELEASE

Date: November 15, 2005

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**UKIAH VALLEY MEDICAL CENTER JOINS INSTITUTE FOR HEALTHCARE
IMPROVEMENT'S 100,000 LIVES CAMPAIGN**

*The Campaign is One of the Largest Health Care Quality Improvement
Efforts Ever Undertaken in the U.S.*

Ukiah Valley Medical Center has joined the Institute for Healthcare Improvement's 100,000 Lives Campaign, the first-ever national initiative to save a specified number of lives by a certain date (June 14, 2006), using proven clinical practices and methods. In August 2005, eight months after its kick-off, the Campaign surpassed its enrollment goal of 2,000 and announced the participation of over 2,800 of the U.S. acute care hospitals in all 50 states and the District of Columbia.

"We are organizing an unprecedented campaign to elect quality," said Dr. Donald Berwick, President and CEO of the Institute for Healthcare Improvement (IHI). "The health care organizations that join this campaign are dedicated to putting proven, life-saving improvement techniques into action."

UVMC President and CEO Mark E. LaRose said, "We are excited about this opportunity to join with the IHI and hospitals around the country to better care for our community and entire country."

"American hospitals have responded with great enthusiasm to the challenge IHI has issued and we're delighted at the national network of committed organizations that is emerging," stated Joe McCannon, 100,000 Lives Campaign Manager. "We understand this will be hard work, but we also know that together we have the potential to accomplish something unparalleled in the history of health care."

The Campaign was formally unveiled on December 14, 2004, and has been endorsed by such distinguished health care organizations as the American Medical Association, the American Nurses Association, the Centers for Disease Control and Prevention, the Centers for Medicare & Medicaid Services, the Joint Commission on Accreditation of Healthcare Organizations, and the National Patient Safety Foundation; and by such noteworthy health care providers as Ascension Health, SSM Health Care, and the Veterans Health Administration.

The Campaign is supported through unrestricted philanthropy from Baxter International, Blue Cross Blue Shield of Massachusetts, the Blue Shield of California Foundation, the Cardinal Health Foundation, the Colorado Trust, the Leeds Family Foundation, Gordon and Betty Moore Foundation, and the Rx Foundation.

Health care facilities that choose to participate in the Campaign commit to implement some or all of the following six quality improvement changes:

- **Deploy Rapid Response Teams** – by allowing any staff member, regardless of position in the chain of command, to call upon a specialty team to examine a patient at the first sign of decline;
- **Deliver Reliable Evidence-Based Care for Acute Myocardial Infarction** – by consistently delivering key measures – including early administration of aspirin and beta-blockers – that prevent patient deaths from heart attack;
- **Prevent Adverse Drug Events** – by implementing medication reconciliation, which requires that a list of all of a patient’s medications (even for unrelated illnesses) be compiled and reconciled to ensure that the patient is given (or prescribed) the right medications at the correct dosages – at admission, discharge and before transferring a patient to another care unit;
- **Prevent Central Line Infections** – by consistently delivering five interdependent, scientifically grounded steps collectively called the “Central Line Bundle”;
- **Prevent Surgical Site Infections** – by reliably delivering the correct perioperative antibiotics, maintaining glucose levels and avoiding shaving hair at the surgical site;
- **Prevent Ventilator-Associated Pneumonia** – by implementing five interdependent, scientifically grounded steps collectively called the “Ventilator Bundle” – such as elevating the head of the hospital bed to between 30 and 45 degrees – thereby dramatically reducing mortality and length of stay in the Intensive Care Unit.

Additional information about the 100,000 Lives Campaign and a list of all participating hospitals and hospital system are available at: www.ihl.org/ihl/programs/campaign.

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The Institute for Healthcare Improvement (IHI) is a not-for-profit organization leading the improvement of health care throughout the world. Founded in 1991 and based in Cambridge, MA, IHI is a catalyst for change, cultivating innovative concepts for improving patient care and implementing programs for putting those ideas into action. Thousands of health care providers, including many of the finest hospitals in the world, participate in IHI’s groundbreaking work.

Ukiah Valley Medical Center is part of Adventist Health, a not-for-profit, faith-based health system operating in California, Hawaii, Oregon and Washington. Founded on the Seventh-day Adventist heritage of Christian health care, Adventist Health is comprised of 20 hospitals with more than 3,100 beds, 18,800 employees, numerous clinics and outpatient facilities, 16 home care agencies and three joint-venture retirement centers. For more information, visit www.uvmc.org or www.adventisthealth.org.