

Special pricing for attendees of

## Quality Colloquium

Special pricing until Sept. 19, 2010. You must use this form, or order online at [www.transparentlearning.com](http://www.transparentlearning.com) and enter promotional code QUAL10LB.

Transparent Health® is proud to contribute a portion of all proceeds to a charity selected by the families featured in this series.



# “The Faces of Medical Error...From Tears to Transparency”

*A multi-part educational video series produced by Transparent Health®*

In May 2009, the Consumers Union Safe Patient Project gave the U.S. a failing grade on progress toward reducing the estimated 100,000 deaths caused each year by preventable medical harm. That's 10 years after the Institute of Medicine's landmark report “To Err Is Human”. According to the Consumers Union report, over a million deaths have occurred during that time.

It's time to bring new tools to the many efforts already underway to reduce medical error through patient safety education. “The Faces of Medical Error...From Tears to Transparency” is a multi-part educational video series that puts a face on medical error in a way that caregivers, hospital administrators, risk managers, educators, policymakers and consumers can all relate to on an emotional level—the key to behavior change. The series addresses learning from medical error as well as the importance of transparency in dealing with error when it occurs, and is designed to supplement any patient safety awareness or education program.

“The Story of Lewis Blackman”, the first film in the series, chronicles the experience of a vibrant, healthy 15-year-old boy who entered the hospital for what was believed to be a low-risk medical procedure. Through the thought-provoking insights of a number of leading voices in patient safety education including Lucian Leape MD, Tim McDonald, MD, JD, Bob Galbraith MD, David Mayer, MD, Rosemary Gibson and Lewis' mom, Helen Haskell, viewers are taken through all aspects of Lewis' care.

“This is a rare film that pulls at the heart and enters the soul, yet also calmly lays out a set of well-reasoned suggestions that allow individuals and institutions to respond to what they have seen, heard and felt.”

### Michael L. Millenson

Health care consultant and author, *Demanding Medical Excellence: Doctors and Accountability in the Information Age*

“This is the most powerful educational film in health care that I have ever watched... it will change how you think and what you do to keep patients—and yourself—safe.”

### Rosemary Gibson

Author, *Wall of Silence. The Untold Story of the Medical Mistakes that Kill and Injure Millions of Americans*

Viewers are challenged to analyze and reflect upon what went wrong, where their own systems may be vulnerable, how to improve care within their system and how to effectively address errors when they do occur. This 50-minute film contains facilitated discussion points embedded throughout to highlight key learning objectives and stimulate discussion. The DVD also includes a second video in which Dr. McDonald discusses the key National Quality Forum Safe Practices standards that apply to this case.

Each copy of the DVD is accompanied by a CD filled with high-value educational resources, including:

- A PowerPoint file of support materials to help you facilitate the video;
- Complete reference materials including educational and learning objectives;
- NQF Safe Practices;
- Diagnostic error references and articles;
- Disclosure references and articles;
- SBAR--The Empowered Patient;
- SBAR--The Empowered Nurse;
- Reason's Algorithm for Unsafe Acts.

## “The Faces of Medical Error...From Tears to Transparency”

is designed to meet the needs of a broad audience including:

Hospital staff ■ Health science students ■ Risk managers ■ Patient safety leaders ■ Policymakers  
Residency Program directors ■ Curriculum directors/instructors for health care education ■ Consumers  
Healthcare leaders ■ Healthcare attorneys ■ Physicians ■ Nurses ■ Allied health practitioners ■ Healthcare administrators

To order your copy of “The Story of Lewis Blackman” today go online to <http://www.transparentlearning.com/orderpage.html> or use the attached order form. To view a trailer go to [www.transparentlearning.com](http://www.transparentlearning.com).

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**Order form for Quality Colloquium****"From Tears to Transparency: The Story of Lewis Blackman"**

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