

Moderator Form
Oklahoma State Medical Association
and
Physicians Liability Insurance Company
Risk Management Workshop
“Sorry Works! II Before...AND...After Apology”

SPEAKER: Douglas B. Wojcieszak, (Founder of Sorry Works Coalition)

Doug Wojcieszak is a public relations consultant who has had several personal and professional experiences with tort reform and medical malpractice issues. He lost his oldest brother to medical errors in 1998 and his family successfully sued the hospital and doctors with the case settling in 2000. The hospital attorneys apologized to Wojcieszak’s family, but only after the case was settled and money exchanged hands, and they never admitted fault for the incident. In 2000, Wojcieszak accepted a position as executive director of Illinois Lawsuit Abuse Watch, a grass-roots, pro-tort reform group. He was able to place over 200 positive stories about lawsuit abuse and capping lawsuit damages with TC, radio, and print media throughout Illinois. He has performed PR work on the medical malpractice crisis for the Republican Party, Illinois tort reform movement, and the plaintiffs’ bar. He used his unique experiences and background to found The Sorry Works! Coalition and today serves as the organization’s nation-wide spokesperson. In addition to Sorry Works, he owns and manages a PR/PI firm in Southern Illinois that provides consulting and investigative services to a wide variety of clients.

COURSE OBJECTIVES:

1. Be able to explain the disclosure continuum
2. Be able to explain what a five-star service culture is, and its benefits
3. Understand a strategy for implementing a five-star culture
4. Be able to articulate the difference between “I’m sorry” and apology
5. Be able to partner with insurance company and defense counsel in post-adverse event discussion processes

Accreditation Statement:

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the Oklahoma State Medical Association and the Physicians Liability Insurance Company. The Oklahoma State Medical Association (OSMA) is accredited by the ACCME to provide continuing medical education for physicians.

The OSMA designates this educational activity for a maximum of *2 AMA PRA Category 1 Credits*•.

Physicians should only claim credit commensurate with the extent of their participation in the activity.

Commercial Support:

None Provided

Speaker Disclosure:

There will be no discussion of any Commercial products or services.

The speaker has no relevant financial relationship to disclose.

The speaker provides legal and educational information for PLICO.

Committee Disclosure: The CME Planning Committee has no relevant financial relationships to disclose. The OSMA CME Manager has reviewed all speaker information and has resolved all conflicts of interest if applicable.

Signature of Program Moderator

Date

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SPEAKER: Peter A. Schwartz, MD

Dr. Peter A. Schwartz brings over 35 years of valuable clinical and quality assurance experience to Stevens & Lee. He assists the Firm’s health care medical malpractice defense lawyers with clinical case analysis and works with Stevens & Lee risk management professionals in providing risk management services to physicians, hospitals and other health care organizations. In addition to serving on many committees at TRHMC, Dr. Schwartz has been President of the Obstetrical Society of Philadelphia. He has also served as Chair of the ACOG Ethics Committee and on the Ethics Committees of the American Society of Reproductive Medicine and the American Academy of Pediatrics, as well as on numerous other obstetrical associations. Dr. Schwartz was the elected Representative of Region II on the Council for Resident Education in Obstetrics and Gynecology and served three terms on the Residency Review Committee. He served as an Examiner for the American Board of Obstetrics and Gynecology for 10 years. Recently, he was one of three physicians invited to serve on the Pennsylvania Senate Liability Task Force to seek solutions to the medical liability problem. Dr. Schwartz has received numerous awards, including the J. Robert Willson Award from the Obstetrical Society of Philadelphia. He received a B.A. from Harvard College, an M.D. from Boston University and completed his Residency in Obstetrics and Gynecology at Yale University.

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Speaker Disclosure and CME Planning Committee Disclosure:

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Signature of Program Moderator

Date

Oklahoma State Medical Association

Learner's Bill of Rights

Oklahoma State Medical Association recognizes that you are a life-long learner who has chosen to engage in continuing medical education to identify or fill a gap in knowledge, skill, or performance. As part of Oklahoma State Medical Association's duty to you as a learner, you have the right to expect that your continuing medical education experience with Oklahoma State Medical Association includes:

- Content that:
 - promotes improvements or quality in healthcare;
 - is valid, reliable, and accurate;
 - offers balanced presentations that are free of commercial bias for or against a product/service;
 - is vetted through a process that resolves any conflicts of interests of planners, teachers, or authors;
 - is driven and based on learning needs, not commercial interests;
 - addresses the stated objectives or purpose; and
 - is evaluated for its effectiveness in meeting the identified educational need.
- A learning environment that:
 - supports learners' ability to meet their individual needs;
 - respects and attends to any special needs of the learners;
 - respects the diversity of groups of learners; and
 - is free of promotional, commercial, and/or sales activities.
- Disclosure of:
 - Relevant financial relationships planners, teachers, and authors have with commercial interests related to the content of the activity; and
 - commercial support (funding or in-kind resources) of the activity.