Purpose:
A common finding in investigations of disasters and catastrophes is that professionals often ignore well-codified rules of operation leading up to the adverse event. If the rules or standards had been followed, the disaster would not have occurred. It doesn't matter whether the profession in question is healthcare, scientific research, the energy industry, transportation, or even banking. Root cause analyses consistently identify rule (or policy, regulation, or standard) violations as disaster enablers that cause unspeakable harm to all parties involved.

This presentation will explore the normalization of deviance in healthcare from a variety of perspectives: Why is the concept important? Why do deviations occur? How might they be identified? How can they be managed?

Learning Objectives:
At the completion of this program, the participants will be able to:
• Discuss how deviant behaviors become normalized
• Explain why such behaviors tend to remain below the radar screen of supervision or leadership
• Offer strategies that will identify such behaviors and intercept them with a view on patient safety

Program Topics:
• Nature of deviating acts in healthcare
• Observations about how individuals perform tasks that consist of highly rule-bound or rule-regulated steps
• Rule deviations frequently result in environments that become less resilient to errors, mistakes, and failure
• How deviant behaviors can become normalized
• Strategies to recognize such behaviors and intercept them to focus on patient safety
• Why the normalization of deviance is a never-ending challenge for health professionals and their leaders, and why our response to it should not be punitive

Target Audience:
This webinar targets CEOs, COOs, CNOs, CMOs, Safety Officers, Performance Improvement Directors, Risk Managers, Nursing/Hospital Leadership, The Joint Commission Coordinators, Ethics Committees, Physical Therapists, and Nursing Home Administrators.
About the Speaker:
John Banja is a Professor in the Department of Rehabilitation Medicine and a medical ethicist at the Center for Ethics at Emory University. He also directs the Section on Ethics for the Atlanta Clinical and Translational Science Institute at Emory. Dr. Banja received a doctorate degree in philosophy from Fordham University in New York and has taught and lectured on topics in medical ethics throughout the United States. He has authored or coauthored over 150 publications and has delivered over 800 invited presentations at regional, national, and international conferences. Dr. Banja has conducted research or educational projects with numerous federal and private organizations including the NIH, the American College of Surgeons, The Agency for Health Care Research and Quality, The National Institute for Disability and Rehabilitation Research, the American Society for Healthcare Risk Management, and the Georgia Hospital Association. His most recent book, Medical Errors and Medical Narcissism, was published by Jones and Bartlett Publishers in 2005.
*The speaker has no real or perceived conflicts of interest that relate to this presentation.

Registration:
AzHHA member rate: $200 per connection
Non-member rate: $400 per connection
To register visit http://www.azhha.org/about_azhha/calendar.aspx

Registration Deadline: Tuesday, September, 30 2013. Registrations made after this date will incur a $25.00 late fee.

Questions:
Please call 602-445-4300 or email edservices@azhha.org if you have any questions about this event.