**Faculty**

Raoul Canion, PhD  
Director, CQPI  
Senior Professor in Total Quality  
Industrial and Systems Engineering  
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Madison, WI

Emily L. Tavani, MD  
Assistant Professor  
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Laura J. Ackrill, PhD  
Research Scientist Emeritus, CQPI  
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John M. Gubler, MD, MS  
Human Factors Engineering and  
Healthcare Specialist  
Redfield Consulting, LLC  
Ann Arbor, MI

Cagri C. Gurel, MD, MPH  
Associate Professor of Surgery  
Medical College of Wisconsin  
Milwaukee, WI

Pratik D. Shah, MD, MPH  
Associate Professor of Surgery  
Massachusetts General Hospital  
Boston, MA

Teresa Thomlison, MD  
Professor of Pediatrics - Critical Care  
Children’s Hospital of Wisconsin  
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Matthew C. Scanlon, MD  
Research Scientist, CQPI  
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Madison, WI

Peter L. T. Hoonakker, PhD  
Associate Director of Research  
University of Wisconsin-Madison  
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Tosha B. Wetterneck, MD, MS  
Professor, Department of Emergency Medicine  
University of Florida-Jacksonville  
Jacksonville, FL

Robert L. Wears, MD, PhD  
Research Professor in Emergency Medicine  
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John W. Gosbee, MD, MS  
Associate Professor  
University of Wisconsin-Madison  
Madison, WI

Carla J. Alvarado, PhD  
Bascom Professor in Total Quality Management  
Director CQPI, Procter & Gamble  
Cincinnati, OH

**General Information**

**Dates:** July 13-17, 2015  
**Place:** Lowell Center 610 Langdon Street  
Madison, WI 53703  
**Phone:** 608/256-2621

**Conference Housing**

Blocks of rooms are reserved at the Lowell Center and the DoubleTree Hotels. For further details, please visit the Hotel tabs at http://cqpi.wisc.edu/.  
**SEIPS short-course.htm**

The Lowell Center - Madison  
The accommodation is conveniently located within the campus facility.  
610 Langdon Street, Madison, WI 53703  
**Phone:** 608/256-2621 or 866/101-1753  
**Email:** lowell@vc.uwex.edu  
**Rates:** $109

Click on the Hotel tab at http://cqpi.wisc.edu/.  
**SEIPS short-course.htm** for reservation details. Reservations must be made prior to June 12, 2015. Please reference group code: SEIPS.

**DoubleTree® Hotel – Madison**  
525 West Johnson Street, Madison, WI 53703  
**Phone:** 608/265-2046; Fax: 608/262-3750

**Rates:** $139  
Click on the Hotel tab at http://cqpi.wisc.edu/.  
**SEIPS short-course.htm** for reservation details. Reservations must be made by June 12, 2015. Please reference group code: SIC.

**Conference Fees**

- **$2500** – first registrant from an organization  
- **$2300** – each additional registrant from the same organization

The conference fee includes the cost of tuition, materials, two receptions, breakfasts, refreshment breaks, lunches, and a nonrefundable processing fee of $50. Should you cancel your registration up to 72 hours prior to the conference, you will receive a refund of the entire conference fee except the $50 nonrefundable portion. No refunds will be made after that time. Prepayment is required.

**Four Easy Ways To Register**

On Line: Go to www.cqpi.wisc.edu/conference..., catalog. Click on “SEIPS Short Course on Human Factors Engineering and Patient Safety.”

**By Mail:**  
Return your completed registration form and payment (Steps 1-4 Registration Form).

**By Phone:**  
608/262-1397

**By Fax:**  
1-800/741-7416  
(madison Fax 260-3363)

**Accreditation Statement**

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the University of Wisconsin School of Medicine and Public Health and the University of Wisconsin-Madison. Center for Quality and Productivity Improvement (CQPI). The University of Wisconsin School of Medicine and Public Health is accredited by the ACCME to provide continuing medical education for physicians.  
**Credit Designation Statement**

The University of Wisconsin School of Medicine and Public Health designates this live activity for a maximum of 33.5 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.  
**Continuing Education Units**

The University of Wisconsin School of Medicine, as a member of the University Continuing Education Association (UCEA), authorizes this program for 33.5 continuing education units (CEUs) or 33.5 hours.  
**Policy on Disclosure**

It is the policy of the University of Wisconsin School of Medicine and Public Health that the faculty, authors, planners, and other persons who may influence content of the CME activity disclose all relevant financial relationships with commercial interests in order to allow CME staff to identify and resolve any potential conflicts of interest. Faculty must also disclose any planned discussion of unlabeled/unapproved uses of drugs or devices during their presentations. Detailed disclosures will be made in the activity handout materials.

**Conference Attire**

Since meeting room temperatures and personal comfort levels vary, we recommend that you bring a sweater or jacket.

**Further Information**

**SEIPS Short Course on Human Factors Engineering and Patient Safety:**  
**Human Factors and Sociotechnical Systems Engineering**
SEIPS Short Course on Human Factors Engineering and Patient Safety: Human Factors and Sociotechnical Systems Engineering

This five-day course for professionals presents nationally recognized speakers discussing a variety of Human Factors Engineering (HFE) and Patient Safety topics including:

- Human Factors Engineering
- Sociotechnical Systems and Macroergonomics
- Cognitive Ergonomics
- Work System Redesign and Implementation
- And more...

For short course schedule and registration information go to: http://cqi.wisc.edu/SEIPS-short-course.htm

**Specific Learning Objectives**
At the conclusion of this activity, participants should be able to:

- Identify the objectives of human factors engineering (HFE)
- Explain the use of HFE to improve patient safety
- Describe the characteristics of a system and the implications of system design
- Describe the principles of sociotechnical systems engineering
- Summarize challenges to the application of HFE and patient safety
- Explain the role of the physical environment in patient safety
- Identify cognitive ergonomics issues for patient safety
- Evaluate technology design and usability issues for patient safety
- Explain organizational issues related to patient safety
- Identify issues related to work system design and layout
- Recognize the impact of teamwork and communication on patient safety
- Describe principles for work system redesign, implementation and change management

**Elements of Competence**
This CMLE activity has been designed to change learner competence and focuses on the American Board of Medical Specialties area of systems-based practice.

**Statement of Need**
This short course is designed to provide an understanding of human factors and systems engineering and how this approach to patient safety can improve system performance and safety, prevent harm when error does occur, help systems recover from error, and mitigate further harm.

**Intended Audience and Scope of Practice**
The educational activity is designed for all physicians, physician assistants, nurses, information technologists, quality improvement specialists, pharmacists, CEOs, middle and upper managers, engineers, risk management professionals, infection control professionals, patient safety officers, and other professionals interested in human factors engineering and patient safety.

**Course Objectives**

- Describe the principles of sociotechnical systems engineering
- Summarize challenges to the application of HFE and patient safety
- Identify the objectives of human factors engineering (HFE)
- Explain the use of HFE to improve patient safety
- Explain the role of the physical environment in patient safety
- Identify cognitive ergonomics issues for patient safety
- Evaluate technology design and usability issues for patient safety
- Explain organizational issues related to patient safety
- Identify issues related to work system design and layout
- Recognize the impact of teamwork and communication on patient safety
- Describe principles for work system redesign, implementation and change management

**Course Format**
This course is designed to provide a variety of learning experiences, including:

- Lectures
- Case studies
- Group discussions
- Workshops
- Hands-on activities

**Course Duration**
This short course is five days, with a total of 30 hours instruction time. Each day includes morning lectures, case studies, and hands-on activities. Lunch and breaks are included.

**Course Start and End Dates**

- **Monday:** 7/13/15, 8:00am-5:30pm (breaks & lunch included)
- **Tuesday:** 7/14/15, 8:00am-5:30pm (breaks & lunch included)
- **Wednesday:** 7/15/15, 8:00am-4:45pm (breaks & lunch included)
- **Thursday:** 7/16/15, 8:00am-5:00pm (breaks & lunch included)
- **Friday:** 7/17/15, 8:00am-12:00pm (breaks & lunch included)

**Course Registration**
For short course schedule and registration information go to: http://cqi.wisc.edu/SEIPS-short-course.htm