From: UCSF-GME
Subject: Message from Interim COO Ken Jones - Bright Idea: Improving Operations at UCSF Medical Center
Date: Monday, March 02, 2009 1:24:09 PM
Attachments: Bright Idea housestaff letterhead.pdf

Dear Colleagues:

Let me begin with a short story ---

We all worry about keeping patient information secure and private. A few weeks ago, a group of chief residents suggested that it might help protect patient privacy if we placed more confidential paper bins in locations where residents work, enter and leave the hospital. We acted the next day to place more confidential bins -- which are now appearing in key locations to make it easy to throw away patient lists and 3x5 cards. This was an easy but important step towards improving the protection of our patients' privacy.

Many of you have ideas for improvements, and I am writing today to introduce a new program for submitting, evaluating and implementing your suggestions. This program, open to all, is called Bright Idea, and here's how it works:

1. Type your idea for doing something **safer, better, faster or cheaper**. Be sure to include the date, your work area and your name so that we can give recognition where it's due, or follow up with questions or clarifications if necessary.

2. Send your idea by email to bright.idea@ucsfmedctr.org. If you don't have access to email, send a paper copy to Bright Idea, c/o Box 0296.

3. Staff from the Operations Improvement Group will evaluate the feasibility of each submission. Ideas already submitted to Mark Laret or to me are currently being evaluated.

4. Ideas that are feasible will be implemented through the normal departmental channels or through SCOPE, an existing group I lead whose purpose is to identify and pursue improvement initiatives which cross departmental boundaries.

5. I will keep you posted on the progress made as a result of implementing successful ideas through ongoing organization-wide communication.

In this economic environment, we need to "tighten-up" our operations, in order to preserve the quality of care, patient safety and patient satisfaction that distinguish us, and in order to achieve the financial performance that assures our economic stability into the future. This program represents our "Bright Idea" about how to better tap into your talent and experience. Please usxce it to help us make our organization work better, and weather the gathering economic storm that we are facing in the future.

Thank you for all you do for our patients and for UCSF Medical Center.

Ken Jones
Interim COO