



Great, You Identified A Never Event . . . Now What?

**The Phia Group will be Holding a Free Webinar on Never Event
Identification and Resolution
November 9, 2009 from 1- 2 PM EDT**

“Never Events” have everyone in the health care industry abuzz but lacks a true meaning everyone can agree upon. The term “Never Event” was first introduced in 2001 by Ken Kizer, MD, former CEO of the National Quality Forum (NQF), in reference to medical errors that should never occur. Over time, the list has been expanded to signify preventable adverse events that are identifiable and serious.

Please join The Phia Group on Monday, November 9, 2009 at 1:00 PM EDT to discuss the advent of “Never Events” and the ambiguity that surrounds them; as well as the techniques meant to protect benefit plans from the economic hardships they inevitably create.

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