

## **Medical Error Elimination Intensive**

*When Mistakes Are Not an Option*

**Tuesday May 23, 2006  
Boston, Massachusetts**

Dear Medical Professional:

### **What would life be like in an error-free practice?**

Yes...human beings are fallible (which means, on any given day, anyone of us can make a mistake). But...what if there was a way that the members of your practice, working together toward a common vision and common purpose, could virtually eliminate the potential for mistakes to occur?

There is.

Can it happen overnight? No.

Can it happen quickly? **Absolutely.**

**It's called, "Practicing Perfection™."** And you can learn all about it at the **Medical Error Elimination Intensive**, a jam-packed one-day program conducted by The Practicing Perfection Institute, Inc.

### **What is "Practicing Perfection™?"**

Go to [www.PracticingPerfectionInstitute.com](http://www.PracticingPerfectionInstitute.com) to find out...

**It's a new way of perceiving.**

**It's a new way of doing.**

**It's a new way of being.**

**Practicing Perfection™** is a process that unravels the mystery of human error. It combines organizational and process insight and awareness with culture-enriching strategies and front-line tools. It starts at the top. It grows from the core.

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**“Lay the precepts of Practicing Perfection™ as the foundation for how you conduct your practice, build everything you do upon them, and you will be unbelievably amazed at the results.”**

*-Tim Autrey, Founder*

*The Practicing Perfection Institute, Inc.*

Go to [www.PracticingPerfectionInstitute.com/products/products.aspx](http://www.PracticingPerfectionInstitute.com/products/products.aspx) to register

In the **Medical Error Elimination Intensive**, you'll learn everything you need to know to quickly, effectively, and sustainably eliminate errors within your practice.

### **You will learn:**

- How to quickly identify the underlying issues that are setting your staff members up to make mistakes
- The ten most common human performance traps (and how to deal with them)
- The three types of human error, the characteristics of each, and how to address them
- How the **Event Pyramid** relates to your practice, and how understanding the four levels allows you to STOP MISTAKES BEFORE THEY OCCUR
- The ten front-line error elimination TOOLS- what they are, how they're used, and why your staff members will be inspired to use them.
- How to create and sustain the energy and enthusiasm of **pro-active accountability**
- How to unleash and sustain **amazing make-things-better creativity** on behalf of your staff members.
- How to develop a **Code of Honor** within your practice (virtually eliminating personnel issues and keeping the team focused on common vision and purpose)
- How to engage and inspire the members of your organization to Practice Perfection.

## But wait...you'll not only learn, you'll DO!

- **You will develop your own personalized roll-out Project Plan** that will detail, step-by-step, how to infuse Practicing Perfection™ into the culture of your practice.
- You'll have the opportunity to **share and collaborate with like-minded medical professionals** who are wholly dedicated to eliminating human error within medicine.

**Please join us in Boston, MA on Tuesday May 23, 2006.**

**Don't miss out. Because of the interactive nature of this Intensive, we are limited to a maximum of 100 dedicated professionals.**

### **What Makes Practicing Perfection™ Different?**

**First:** It's directly focused on the elimination of human error. It doesn't beat around the bush- it goes straight to the heart of the matter.

**Second:** It's SELF-SUSTAINING. While total commitment at the top is essential, Practicing Perfection™ is **driven from the core of your team** (hint- review precepts 3 and 4).

**Third:** It's not 'another program'. **It's a way of doing. It's a way of being.**

**Fourth:** It doesn't take months or years to see results. Once implemented, you'll see results immediately.

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You will be personally trained by Tim Autrey, Founder and Director of the Practicing Perfection Institute, Inc. Tim is the author of Practicing Perfection™.

Drawing from more than 20 years of cutting-edge experience in the commercial nuclear power industry, he has dedicated his professional existence to the elimination of human error. For more information about Tim Autrey go to [www.PracticingPerfectionInstitute.com/aboutus/founder.aspx](http://www.PracticingPerfectionInstitute.com/aboutus/founder.aspx).

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**We are greatly encouraged...**

by the current awareness of errors within the medical industry, and by the ongoing efforts of many dedicated professionals to eliminate them.

**Practicing Perfection™ provides rapid, effective and sustainable solutions to many of the issues underlying human error in medicine.**

At the Practicing Perfection Institute, Inc. we are wholly dedicated to the elimination of human error. In fact, it's our vision:

***Error-free world-wide, one life at a time.***

Won't you please join us in this quest? The **Medical Error Elimination Intensive** is a GREAT place to start.

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