

JOIN US FOR OUR NEXT SECTION MEETING!

The American Society for Quality is a leading quality improvement organization and a knowledge-based global community of quality experts with a passion to improve themselves and their world. ASQ advances global learning, quality improvement, and performance excellence with over 100,000 members worldwide. **ASQ Section 1212** is dedicated to the promotion and advancement of quality tools, principles, and practices in the workplace and community. It is one of the top rated sections in the society and it meets on a regular basis to help their members become leaders of quality. We cordially invite you to join us on **Thursday February 16th** at the **Arboretum Club**, 401 W. Half Day Rd (Rt. 22 E. of Rt. 83), at Buffalo Grove Road (across from Dominick's), in Buffalo Grove. Members and non-members are always welcomed.

Pre-meeting clinic: FDA's Risk Communication - 5:30 to 6:00 pm Risk Management by Rich Gendon

Main Presentation: Risk Communication by FDA Advisory Committee member and author, Dr. Wolf - 7:30 – 8:30 pm

The meetings are always free, meals are \$25, please reserve in advance. E-mail: asq1212reservations@yahoo.com.

February 16th ASQ 1212 Section's Main Meeting: Risk Communication by Dr. Michael Wolf , FDA Risk Communication Advisory Committee member (7:30-8:30 p.m.)

Effective risk communication is essential to the well-being of any organization and those people who depend on it. Ineffective communication can cost lives, money, and reputations. Interactive, evidence-based communication helps all organizations to be able to communicate risks and benefits across a wide range of fields and is an invaluable tool from short term crisis's to long term planning and development. By implementing these principles and guidelines in your organization, you'll be able to improve efficiency, decision making (in risk analysis and risk assessments), and stakeholder confidence, while minimizing losses.



Michael S. Wolf, Ph.D., M.P.H., and FDA Risk Communication Advisory Committee member, is Associate Professor of Medicine, Associate Division Chief of Research, and Director of the Health Literacy and Learning Program within the Division of General Internal Medicine, Feinberg School of Medicine at Northwestern University. Dr. Wolf is a cognitive/behavioral scientist and health services researcher with primary interests in adult literacy and learning, cognitive factors, medication adherence, and the management of chronic disease. A former Fulbright Scholar to the U.K. and one of the first recipients of the Pfizer Health Literacy Initiative Scholar Award, he has received numerous national awards for his work in the field of health literacy and medication safety. Dr. Wolf has written over 110 peer-reviewed publications, many of which address the problem of limited health literacy. He currently serves on many advisory committees for the U.S. Food and Drug Administration, U.S. Pharmacopeia, Agency for Healthcare Research and Quality, and National Institutes of Health. He has

repeatedly provided consultation to the Institute of Medicine, American College of Physicians, American Medical Association, American Pharmacists Association, and Centers for Disease Control on health literacy matters.

View the FDA's Strategic Plan for Risk Communication -

<http://www.fda.gov/AboutFDA/ReportsManualsForms/Reports/ucm183673.htm>

Dr. Wolf, is one of the authors of *The FDA's Communicating Risks and Benefits: An Evidence-Based User's Guide* -Download the book for free- <http://www.fda.gov/downloads/AboutFDA/ReportsManualsForms/Reports/UCM268069.pdf>

Pre-Meeting Clinic: The Management of Risk by Richard Gendon (5:30-6:00 p.m.)

In pursuit of Risk Management companies have become more involved in looking at risk. However, while looking to prevent risks, many companies have overlooked the basic management functions that should be observed as part of an effective coordinated Risk Management approach. The Management of Risk presentation will look at Risk Management in a business context, focusing on management in terms of its application to risk, and will discuss certain specific issues such as preventing the wrong risks and the misuse of frequency data.



Richard Gendon's twenty five years of consulting experience, in both the private and public sectors, has centered on bridging organizational planning to functional execution. As consultant, his career has covered a broad span of functional interests and industry segments. During his career, Mr. Gendon has been involved in developing strategy and facilitating organizational development, and in all aspects of supply chain and operations management. Mr. Gendon took a three year break from consulting to work with Blistex Inc. as Vice President of Operations and later as Vice President of Strategic Development. Currently, he is the Managing Director of the Center for Professional Management a consulting group that focuses on strategic development, turnaround, process improvement and advancing operational capabilities with an emphasis on demand planning and supply chain risk management. Mr. Gendon also served as the President of APICS-

Chicago, the Chicago Chapter of APICS - the Association for Operations Management, and continues to participate as a member of the Chapter's Board of Directors.