

Communities Joined in Action



Integrating Community Health: Success in a New Era

Hyatt Regency Austin

October 22 – 23, 2009

2009 Annual Conference

Meeting Purpose:

To prepare conference participants to continue to build and augment community organizations that integrate and restructure local resources for improved quality, health, and access and to contribute CJA's decade of learning to the changing national environment.

Objectives:

- Understand the national environment and how community organizations can contribute to health and access promoting change
- Adopt common metrics to communicate outcomes from community organizations
- Examine the changing environment around community benefit and leverage the opportunity to improve local access, health, and health system quality.
- Continue to build a learning community through face to face sharing of best practices
- Create energy and support for the hard work building/sustaining organizations that integrate and restructure local resources for improved quality, health, and access
- Blend national, state, and local, public and private perspectives and resources
- Take the knowledge learned and integrate it into our local and regional initiatives

PRE-CONFERENCE WORKSHOPS

Wednesday, October 21

12:30 pm ~ 2:00 pm **ALL workshop participants:**

Texas 5

Now That the Price is Right ~ How Do You Get People to Enroll in Community Coverage Programs

Speaker: **Lynn Quincy**
Senior Policy Analyst
Consumers Union

This session will explore non-price health coverage program features needed to enhance enrollment of people without insurance. The coverage approaches include (1) brokered access to subsidized care; (2) subsidized non-group coverage for adults; (3) premium subsidies for workers; and (4) premium subsidies for employers and workers. The program features include key enrollment messages, creating awareness that leads to enrollment, role of program comprehension, appealing enrollment processes, appealing eligibility criteria, reducing stigma, and appealing benefit design/provider network.

Based on the published report by Mathematical Policy Research, co-authored by Lynn Quincy *"Designing Subsidized Health Coverage Programs to Attract Enrollment: A Review of the Literature and a Synthesis of Stakeholder Views."*

<http://www.mathematica-pr.com/publications/PDFs/health/subsidizedcoverage08.pdf>

2:00 pm **BREAK (30 min)**

Texas Foyer East

2:30 pm ~ 5:00 pm **Select one of the following sessions:**

Big Bend A & B

Big Bend C & D

Track 1 – The Multi-Share Model

Led by: Gary Packingham, Ann Kitchen and Jim Rodriguez

This session will explore the multi-share model of care which are typically community-based non-profit businesses organized to provide affordable employer-sponsored health coverage for the working uninsured. The name "multi-share" refers to the cooperative design of the program. The program organization is based on shared responsibility in many areas such as cost sharing, risk sharing, and governance. Benefits, design, and financing will be discussed.

Track 2 – Physician Volunteer Initiative

Led by: Dr. Jim Walton and Anne Nelson

This session will explore physician volunteer based programs that provide healthcare to low-income individuals who do not have insurance, or qualify for public assistance. Project Access patients see physicians (both primary care doctors and specialists) and get most other healthcare services such as hospital inpatient and outpatient services, lab work, x-rays, and rehabilitation at no cost.



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AGENDA

Day 1 ~ Thursday, October 22

7:30 am	Registration & Continental Breakfast	<i>Texas Foyer East</i>
8:30 am	<p>WELCOME & INTRODUCTIONS <i>Vondie Woodbury, MPA, Board President, Communities Joined in Action</i></p> <p>CONFERENCE FRAMEWORK <i>Camille Miller, MSSW, Board Member & President, Texas Health Institute</i></p>	<i>Texas 2-4</i>
9:00 am	<p>KEYNOTE SPEAKER <i>Moderator: Kristen West</i></p> <p>“The Role of Communities in a Changing National Landscape”</p> <p><i>Marcia Brand, PhD</i> Deputy Administrator Health Resources and Services Administration (HRSA)</p>	<i>Texas 2-4</i>
9:45 am	Discussion	
10:15 am	BREAK (15 min)	<i>Texas Foyer East</i>
10:30 - Noon	<p>LOCAL/STATE APPLICATIONS OF NATIONAL REFORM STIMULUS Break-Out Sessions</p> <ul style="list-style-type: none"> ▪ Session 1 – Policy: When Strong Local Leaders Tap Into the National Scene <i>See Session Descriptions</i> 	<i>Texas 2-4</i>

- **Session 2 – Policy: AHRQ Health Care Innovations Exchange** **Texas 5**
See Session Descriptions
- **Session 3 – Policy** **Texas 6**
See Session Descriptions
- **Session 4 – Policy – Mental Health in the National State and Local Context** **Texas 7**
See Session Descriptions

Noon – 1:30 pm **LUNCH** **Marker 10**
Networking

1:30 pm **Common Metrics to Communicate Outcomes from Community Organizations** **Texas 2-4**

Bill Custer, PhD
Fellow Georgia Health Policy Center;
Faculty, Dept of Business, Georgia State University

2:30 pm **BREAK** **(30 min)** **Texas Foyer East**

- 3:00 pm** **APPLICATIONS OF MEASUREMENT**
Break-out Sessions
- **Session 1 – Metrics: Measuring Local Outcomes** **Texas 2-4**
See Session Descriptions
 - **Session 2 – Metrics: AHRQ** **Texas 5**
See Session Descriptions
 - **Session 3 – Metrics: Measuring Local Outcomes** **Texas 6**
See Session Descriptions
 - **Session 4 – Metrics: Evaluations** **Texas 7**
See Session Descriptions

4:30 pm **WRAP-UP & REVIEW OF DAY 1 ACTIVITIES** **Texas 2-4**
Camille Miller, MSSW, CJA Board Member

6:00pm – 7:30 pm **RECEPTION** **Texas 5-7**
Networking and Poster Presentation

Day 2 ~ Friday, October 23

7:30 am **CONTINENTAL BREAKFAST hosted by CJA** *Texas Foyer East*
Topic: CJA Membership Activities and Affiliates

8:30 am **WELCOME & INTRODUCTION OF DAY 2 ACTIVITIES** *Texas 2-4*
Camille Miller, MSSW, Board Member & President, Texas Health Institute

8:45 am **KEYNOTE PANEL ~ COMMUNITY BENEFITS** *Texas 2-4*
Moderator: Karen Minyard

Julie Trocchio

Senior Director, The Catholic Health Association

Keith Hearle

President, Verite Healthcare Consulting

Kevin Barnett, PhD

Vice President, Community Benefit, Research & Health Policy, Public Health Institute

10:30 am **BREAK (15 min)** *Texas Foyer East*

10:45 am **PANEL OF POSSIBILITIES** *Texas 2*
-Moderator: Karen Minyard

Evonne Yancey

Director, Community Benefit & Community Affairs
Kaiser Permanente

Diana Resnik

Sr. Vice President, Community Care
Seton Family of Hospitals

Vondie Woodbury

Director of Community Health Benefits
Mercy Health Partners

11:30 pm – 1:00 pm **LUNCH** *Texas 2-4*

Keynote Speaker: Rick Wilk

Division Director, Chicago
Office of Regional Operations

Health Resources & Services Administration

Award Ceremonies

1:15 pm

BEST PRACTICES I

Break-out Sessions

- **Session 1 – Texas Rural Mental Health** *Texas 2-4*
See Session Descriptions
- **Session 2 – Pharmaceutical Access** *Texas 5*
See Session Descriptions
- **Session 3 – Care Coordination** *Texas 6*
See Session Descriptions
- **Session 4 – ROCI & Access to Medical Home** *Texas 7*
See Session Descriptions

2:00 pm

BREAK (15 min)

2:15 pm

BEST PRACTICES II

- **Session 1 – Community Engagement** *Texas 2-4*
See Session Descriptions
- **Session 2 – Access to Medical Homes** *Texas 5*
See Session Descriptions
- **Session 3 – Care Coordination** *Texas 6*
See Session Descriptions
- **Session 4 – Access to Care** *Texas 7*
See Session Descriptions

3:00 pm

BREAK (15 min)

Texas Foyer East

3:15 pm

PHILANTHROPIC PANEL ~ Invited Foundations

Texas 2-4

“A Foundation Eye-View of Success in a New Era”

Langeloth Foundation

Northwest Health Foundation

The Colorado Health Foundation

The Seton Fund

4:15 – 4:45 pm

CLOSING SESSION

Texas 2-4