



2011 ANNUAL CONFERENCE      OCTOBER 5 – 7      WASHINGTON, D.C.

## Communities Joined In Action 2011 Annual Conference

### Meeting purpose:

The 2011 CJA national conference theme is *Improving Health ~ Eliminating Disparities in an Age of Healthcare Reform*. The implementation of national health reform has vast implications for local delivery systems, community health improvement initiatives, and financing methods.

Exponential increases in the cost of health services *and* the nation's current fiscal climate require **bold action** to design a sustainable platform that provides high quality care at lower costs and addresses the underlying causes of health problems in our increasingly diverse communities.

*Improving Health ~ Eliminating Disparities* will provide information and tools to successfully implement national health reform, ensure positive health outcomes for **ALL**, and bend the cost curve!

### Objectives:

#### Learn how:

- Leverage federal health reform policies to transform community health and local delivery systems.
- Develop care coordination strategies that improve access, health outcomes, and reduce costs.
- Link delivery systems to place-based strategies that address the causes of health problems.
- Establish an evidence base to monitor measurable reductions in health disparities.
- Engage new partners in collaborative community health improvement.
- Build a platform for shared policy advocacy across sectors and interest groups.

# PRE-CONFERENCE WORKSHOPS

Wednesday, October 5

## MORNING WORKSHOPS

**8:30 am ~ 12:00 pm Workshop**

**1:00 pm ~ 4:00 pm Visit to the Hill**

### **Workshop #1: Congressional and Grassroots Organizing & Training**

**Co-Chaired by:** **Vondie Woodbury**, Executive Director, *MCHP*  
Director, Community Benefit, *Trinity Health, Michigan*  
**Lauren Reichelt**, Director, *Health & Human Services*  
*Rio Arriba County, New Mexico*

This session will provide you with the necessary tools to collaborate and communicate with members of Congress, your State Legislators and local officials, and other policy makers. Learn how to advocate and influence public policies that will advance and promote the value of community health collaborative efforts to our elected officials both at the state and federal levels. Techniques will be shared for building political power such as the one-on-one, house meetings, and door-to-door campaigns should be employed by health coalitions on an ongoing basis to involve their communities in civic dialogue.

Not only will you gain the tools to influence policies, but you will also have the opportunity to meet face to face with your United States Legislators. Don't miss the opportunity to educate your elected officials on how your work improves community health, eliminates disparities, and bends the cost curve!

**10:30 am ~ 12:30 pm**

### **Workshop #2: Dispensary of Hope**

**Co-Chaired by:** **Chris Palombo**, Executive Director, *Dispensary of Hope*  
**Dan Simpson**, Chief Development Officer, *Dispensary of Hope*

The Dispensary of Hope is a national network of 70 safety net clinics, hospitals, pharmacies and health foundations, each working together to achieve a vision to expand immediate and long-term access to medication for low-income, uninsured adults. One of the main service lines of the Dispensary of Hope network is to recover surplus medication from the pharmaceutical supply chain and to distribute that medication to safety net healthcare facilities for use in treating patients.

This workshop is for the 70 communities that currently participate in the Dispensary of Hope national network, as well as for non-member communities interested in joining the network. The meeting will cover: 1) an operational overview of the growth of the network, including an update on the Dispensary of Hope's network; 2) an operational discussion of the nuts and bolts of the networks Information System (eHope) and ordering process; 3) a time for peer-to-peer sharing on helpful tips and shortcuts within the Dispensary of Hope system; and 4) an update on the national campaign to expand medication sourcing.

## AFTERNOON WORKSHOPS

12:30 pm ~ 4:30 pm

Register For **One** Workshop Only

### #1 – Volunteer Physician Network

**Co-Chaired by: Jennifer Errante**, Director

*Operation Access Institute  
California*

**Carol Zechman**, Director  
*CarePartners/MedAccess, Maine*

This session is targeted to collaboratives and programs that use a network of volunteer providers (e.g., Project Access, Volunteers in Medicine, etc.) to provide healthcare to underserved individuals in their communities.

Qualifying patients in these programs are typically referred to volunteer physicians (primary care providers and/or specialists) and get most or all of their related healthcare services - such as in-language case management & care coordination, hospital outpatient services, lab work, diagnostic tests, and pharmaceuticals - at no cost.

Using a mix of panel presentations and roundtable discussions, this workshop will address the following key topics, within the framework of positioning for healthcare reform: 1) sustainability and strategic planning, 2) measuring and reporting outcomes, 3) tactics for engaging hospitals and other community partners, 4) volunteer recruitment and recognition, 5) health IT integration, and 6) designing programs to address the following specific health issues: behavioral health, dental care, chronic diseases, diagnostic and specialty care, and pharmacy benefits (including Dispensary of Hope).

### #2 – Accountable Access Patient Care Coordination

**Chaired by: Mark Redding**, MD  
*CHAP, Ohio*

**Keynote: Dr. Earnest Carter**, MD, PhD  
*Senior Physician Informaticist  
Westat, Maryland*

This session will explore how to develop a regional health and social service delivery system focused on those at risk, improving health, and bending the cost curve. Participants will learn how to:

- Promote a system of collaboration, accountability, and improved outcomes
- Sample the latest technology – hand held “Itouch”
- Build a Multiagency Network -Community “HUB”
- Organize culturally connected care coordinators using Pathways to track outcomes and access benchmarks
- Engage insurance and other payers/funders to pay for care coordination and value – linking payment to results.
- Review the latest publications, tools and contracting examples.

### # 3 - The Three Things That Make You An Awesome Leader in Your Community

**Co-Chaired by: Karen Minyard**, PhD, Executive Director, *Georgia Health Policy Center*

**John Scanlon**, PhD, Principal, *JSEA, Inc.*

There are only three things a person needs to be an effective leader – a leadership story, a leadership style and a map. In this workshop you will craft your personal versions of all three, then share them and leave in action with them. We will have several leaders describe their three and show how they are in action with them.

Participants will practice their three in the workshop and get feedback on how to make them bolder and stronger. Participants will be able to use them immediately back in their community. We will show how they can be developed and used as you lead a successful health care reform campaign. Guest leaders will provide personal feedback.

Everyone has access to the three things. The workshop will show you how to craft them and put them together. If you don't have your three together you should take this workshop and watch them come alive. If you do, you should take this workshop to help others develop their leadership.



## Improving Health ~ Eliminating Disparities in an Age of Healthcare Reform

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OCTOBER 5 – 7

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# AGENDA

## Day 1 ~ Thursday, October 6

7:00 am ~ 8:00 am      **REGISTRATION & CONTINENTAL BREAKFAST**      Foyer  
**Each One, Teach One: Topical Interest Tables**

8:00 am ~ 8:15 am      **Welcome to Our Future**

<p><b>Tim Cox</b>          Executive Director  <i>Northland Healthcare Alliance</i>          Board Chair  <i>Communities Joined in Action</i></p>	<p><b>Christopher S. Holliday, PhD, MPH</b>          Chief Executive Officer  <i>Communities Joined in Action</i></p>
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8:15 am ~ 8:45 am      **KEYNOTE**

**“We Need A Revolution ~ Still”**

**Marilyn Hughes Gaston, MD**  
 Co-Director  
*The Gaston & Porter Health Improvement Center*

8:45 am ~ 9:00 am      **“Get in Action, CJA Future & Conference Framework”**

**Christopher S. Holliday, PhD, MPH**  
 Chief Executive Officer  
*Communities Joined in Action*

9:00 am ~ 9:45 am

**MEASURE & MATTER PANEL**

**“If You Can’t Measure It, You Can’t Manage It”**

♦ **Judi Consalvo**

Program Analyst, *Centers for Outcomes & Evidence, Agency for Healthcare Research & Quality, U.S. Department of Health & Human Services*

♦ **Brenda Leath, MHSA, PMP**

Senior Study Director, *Westat*  
Co-Executive Director, *National Center on Community Care Coordination Pathways, The Rockville Institute*

♦ **Ryan Burke, MPH**

Senior Research Associate, *Health Policy Research Northwest*

*Facilitated by: Camara P. Jones, MD, MPH, PhD, Centers for Disease Control & Prevention*

9:45 am ~ 10:00 am

**Communities in Action ~ Table Discussions**

10:00 am ~ 10:15 am

**BREAK ~ Network, Visit Exhibit Booths & Posters**

10:15 am ~ 10:45 am

**KEYNOTE**

**“Disparities, Health, and Justice: Taking Action Together”**

**Thomas E. Perez, JD, MPP**

Assistant Attorney General  
*U.S. Department of Justice*

10:45 am ~ 11:00 am

**Communities in Action ~ Table Discussions**

11:00 am ~ 12:15 pm

FEDERAL OPPORTUNITIES PANEL

**“Government Working With You: Improved Health, Enhanced Patient Experience & Controlled Costs”**

- ◆ **Rochelle Rollins, PhD, MPH**  
Director, Division of Policy & Data, *Office of Minority Health*  
US Department of Health & Human Services
- ◆ **Paul Stange, MPH**  
Policy Advisor, *Office of Prevention Through Healthcare*  
*Office of the Associate Director for Policy, Centers for Disease Control & Prevention*
- ◆ **Anne C. Haddix, PhD**  
Acting Director, *Policy Research, Analysis, and Development Office*  
*Office of the Associate Director for Policy, Centers for Disease Control & Prevention*
- ◆ **Jim Macrae, MA, MPP**  
Associate Administrator, *Bureau of Primary Health Care*  
US Department of Health & Human Services
- ◆ **Dennis Wagner**  
Co-Director, *Partnership for Patients*  
*Center for Medicare & Medicaid Innovation*

*Moderated by: Karen Minyard, PhD, Georgia Health Policy Center & CJA Board Member*

12:15 pm ~ 1:30 pm

LUNCH & NETWORKING

**AWARDS CEREMONY ~ 2011 Annual Award Presentations**

*Chaired by: Connie Brooks, MPH, BSN, Ascension Health & CJA Board Member*

1:30 pm ~ 2:00 pm

KEYNOTE

**“Federal Reform & Community: Addressing Disparities & Improving Health”**

**Brian D. Smedley, PhD**

Vice President & Director

*Health Policy Institute of the Joint Center for Political & Economic Studies*

2:00 pm ~ 2:15 pm

Communities in Action ~ Table Discussions

2:15 pm ~ 2:30 pm

BREAK

2:30 pm ~ 4:00 pm

**BREAKOUT SERIES ~ Part 1**

Presentations by community health collaboratives: *Successful community health improvement initiatives that improve the health of the population; enhance the patient experience of care; and control the cost of care.*

4:00 pm ~ 4:15 pm

**BREAK**

4:15 pm ~ 5:00 pm

**PAYING FOR VALUE PANEL**

**“Paying for Value Not Volume: Payers Partnering with Communities to Improve Health and Bend the Cost Curve”**

- ◆ **Lynne Cuppernull, MA**  
Director, Clinical Learning & Innovation  
Alliance of Community Health Plans
- ◆ **Deborah Kilstein, JD, MBA, BSN**  
Vice President, Quality Management and Operational Support  
Association for Community Affiliated Plans
- ◆ **Cheryl Slagle, RN, CMCN, CCM, CCP**  
Vice President of Health Services  
CareSource

*Moderated by: Judith Warren, MPH, Executive Director, Health Care Access NOW & CJA Board Member*

5:00 pm ~ 5:15 pm

**Communities in Action ~ Table Discussions**

5:30 pm ~ 7:30 pm

RECEPTION

## Honoring Congressional Officials & Staffers

*Sponsored by Ascension Health*



*Featuring Poster Presentations from Community Health Collaboratives  
Across the Nation*

## Day 2 ~ Friday, October 7

7:00 am ~ 8:00 am

CONTINENTAL BREAKFAST

Main Ballroom

### CJA MEMBERSHIP MEETING – *All are Welcome!*

**Tim Cox**, Board Chair, *Communities Joined in Action*

**Christopher S. Holliday**, PhD, MPH, CEO, *Communities Joined in Action*

8:00 am ~ 8:15 am

WELCOME

**“Insights from Yesterday: Game Plan for Today & Beyond”**

**Christopher S. Holliday**, PhD, MPH

Chief Executive Officer, *Communities Joined in Action*

8:15 am ~ 9:15 am

KEYNOTE

**“Achieving Health Equity: Frameworks, Tools, and A Pinch of Passion”**

**Camara P. Jones**, MD, MPH, PhD

Research Director, *Social Determinants of Health & Equity*  
*Office of Surveillance, Epidemiology, and Laboratory Services*  
*Centers for Disease Control & Prevention*

9:15 am ~ 9:30 am

Communities in Action ~ Table Discussions

9:30 am ~ 10:00 am

BREAK

10:00 am ~ 11:00 am

**MONEY TALKS PANEL**

**“Foundations Working With Communities to Improve Health & Eliminate Disparities”**

- ◆ **Susan Mende**, BSN, MPH  
Senior Program Officer  
*Robert Wood Johnson Foundation*
- ◆ **Winston F. Wong**, MD, MS  
Medical Director, Community Benefit  
Disparities Improvement & Quality Initiatives  
*Kaiser Permanente, National Program Office*
- ◆ **Beatriz Solis**, PhD, MPH  
Director, Healthy Communities  
*The California Endowment*
- ◆ **Carla Gibson**  
Senior Program Officer  
*REACH Healthcare Foundation*

*Moderated by: Christopher S. Holliday, PhD, MPH, CEO, Communities Joined in Action*

11:00 am ~ 11:15 am

**Communities in Action ~ Table Discussions**

11:15 am ~ 11:45 am

**KEYNOTE**

**“Health Beyond the Doctor’s Office: Community Health Workers”**

**Beatriz Solis**, PhD, MPH  
Director, Healthy Communities, *The California Endowment*

11:45 am ~ 12:00 pm

**Communities in Action ~ Table Discussions**

12:00 pm ~ 1:15 pm

**LUNCH ~ Networking & Keynote**

**“Reflections from Our Nation’s Public Health Leader”**

**Linda Rae Murray**, MD, MPH  
President, *American Public Health Association*  
Chief Medical Officer, *Cook County Department of Public Health*

1:15 pm ~ 1:30 pm

**Communities in Action ~ Table Discussions**

1:30 pm ~ 1:45 pm

**BREAK**

1:45 pm ~ 3:15 pm

**BREAKOUT SERIES – Part 2**

Presentations by community health collaboratives: *Successful community health improvement initiatives that improve the health of the population; enhance the patient experience of care; and control the cost of care.*

3:15 pm ~ 3:30 pm

**BREAK**

3:30 pm ~ 4:00 pm

**KEYNOTE**

*Phenomenal Keynote Speaker to be Announced Soon!*

4:00 pm ~ 4:45 pm

**THE NEW BEGINNING**

**Invest in America's Health: Purchase Value & Health!**

*Participants vote for the most innovative and effective initiatives to improve health and eliminate disparities.*

*Participants commit to organizing communities and payers to purchase value not volume!*