



# CJA 2015 Annual Conference

Hyatt Regency Washington on Capitol Hill

400 New Jersey Avenue, NW

Washington, DC 20001

## Conference Purpose:

Communities Joined in Action brings together community leaders from multiple sectors and walks of life from across the nation to learn with and from one another. Each year at the CJA annual meeting and conference, amazingly talented and committed community health groundbreakers come together to share lessons-learned and innovations. Together, these forward thinking leaders develop and leave with ideas, tools and action plans that improve health and eliminate inequities.

- *Unleashing the Power of Communities To Improve Health: Accelerating Collaboration & Innovation* will share evidence-informed and evidence-based practices in order to support communities accelerate and spread innovations that improve health and promote equity.
- *Unleashing the Power of Communities To Improve Health: Accelerating Collaboration & Innovation* will include compelling and highly interactive presentations by national, state and local leaders; focused workshops to share and discuss local innovations; and large and small group exercises to develop action plans.

# Conference Objectives:

Participants will learn how to:

- Engage and empower communities;
- Build community capacity to improve health and eliminate inequities;
- Develop and advance meaningful multi-sectoral public-private collaborations;
- Rapidly and effectively create and implement innovations that promote health and equity;
- Adapt innovations to a community's strengths and needs; and
- Spread approaches that promote better health for all people at less cost.

## **Tuesday, September 29** **BONUS OPPORTUNITIES & OFFERS**

Communities Joined in Action as part of, and in partnership with, the 100 Million Healthier Lives Leadership Team is excited to invite you to join us in the Washington, DC area on September 29, 2015!

**WHAT:** 100 Million Healthier Lives Year One Celebration

**WHERE:** Gaylord National (just 10 miles from the Hyatt Regency Capitol Hill where the CJA conference takes place)

**WHEN:** September 29, 7:30 am – 6:00 pm  
(the day and evening before the CJA Conference)

### **Together, we will:**

- Celebrate, reflect on lessons learned from the first year of 100 Million Healthier Lives and chart the way forward
- Connect as a community to share stories and experiences that reflect on abundance, momentum, and our focus on humbly building a culture of health together
- Create a collective strategy together for the way forward as we move to action to meet our goal of 100 Million Healthier Lives by 2020
- Launch our 100 Million Healthier Lives measurement strategy and accelerate work on the ground to improve health

[Register Now!](#)

## AND, JOIN US AT THE 100 MHL & CJA JOINT RECEPTION

6:00 pm – 7:30 pm      Gaylord National Convention Center  
201 Waterfront Street  
National Harbor, MD 2074

*This FREE event is an amazing opportunity to meet and learn with leaders of the 100 Million Healthier Lives initiative, of which CJA is a proud partner. Please join us!!*

**Wednesday, September 30**  
**Hyatt Regency Washington on Capitol Hill**

## AFFINITY GROUP MEETINGS

8:00 am – noon

Volunteer Physicians Network  
Charitable Pharmacies of America  
Pathways Community HUB Guidance Council

## CJA MEMBERS VISIT ON THE HILL

9:00 am – noon      Communities Joined in Action is excited to offer and invite you to participate in a few webinar to prepare you for your visit to the hill

**WHAT:**            Making the Most of Visits to the Hill  
**WHEN:**          Monday, September 21, 2015 2:00 – 3:00 EST  
**PRESENTER:**    Laura Bozell, Cornerstone Government Affairs

## OBJECTIVES:

- Learn who works in the congressional offices – roles/responsibilities; who's the best person to talk with
- Identify what materials to bring to your hill visit
- Learn how to tell your story in 15 minutes, make the most of it
- Learn how to follow up from your visit to the hill
- What happens when your appointment is cancelled or the Senator/Representative is a no show

**Click on the link below to register**

<https://aysps.wufoo.com/forms/preconference-webinar-registration/>

## PRE-CONFERENCE INTENSIVES

**8:00 am – 4:00 pm**

### **100 Million Healthier Lives – Pathway to Pacesetter**

We are pleased to announce the next phase of 100 Million Healthier Lives SCALE: Pathway to Pacesetter, which will support over 100 communities to help accelerate their improvement journey. The goal of Pathway to Pacesetter is to support local leaders at every level of a community to be successful and to multiply their effectiveness in achieving their existing vision and goals. If you've already applied to be a Pathway to Pacesetter community or are interested in applying, you might be interested in attending this event where participants will get on boarded to 100 Million Healthier and learn new improvement and leadership skills. Email [hbrowdy@ihi.org](mailto:hbrowdy@ihi.org) for more information. You can register for the launch as a pre-conference intensive on CJA's website here: <http://www.cjaonline.net/conference-registration/>

**1:00 pm - 5:00 pm**

### **Hospital Community Benefit**

### **Pathways Community HUB Model of Care Coordination**

# CONFERENCE AGENDA

**Thursday, October 1**  
**Hyatt Regency Washington on Capitol Hill**

**7:30 am - 8:30 am**

**REGISTRATION & CONTINENTAL BREAKFAST**

*Please join us at our CJA Member & Friends Meeting  
over breakfast*

**8:30 am - 9:30 am**

**WELCOME & OPENING KEYNOTE**

**Judith Warren, MPH**

*Board Chair, Communities Joined in Action*

*Chief Executive Officer*

*HealthCare Access NOW*

**Eduardo Sanchez, MD, MPH, MS**

*Chief Medical Officer for Prevention*

*American Heart Association*

**9:30 am – 10:45 am**

**COMMUNITY INITIATIVES SCAVENGER HUNT:**

*Accelerating Action toward Health & Equity*

**PLENARY SESSION**

**Alignment for Health Equity & Development  
(AHEAD)**

*Arthur Himmelman*

*HIMMELMAN Consulting*

**Bridging for Health**

*Karen Minyard, PhD*

*Director*

*Georgia Health Policy Center at Georgia State University*

**Community Centered Health Homes (CCHH)**

*Leslie Mikkelsen, MPH, RD*

*Managing Director*

*Prevention Institute*

**Pathway to Pacesetter Program**

*Laura Brennan, MSW*

*Director*

*100 Million Healthier Lives Leadership Team*

**ReThink Health**

*Laura Landy, MBA*

*President and Chief Executive Officer*

*The Rippel Foundation*

*Founder and Chair, ReThink Health*

**Spreading Community Accelerators through Learning and Evaluation (SCALE)**

*Soma Stout, MD, MS*

*Executive External Lead for Health Improvement*

*Institute for Healthcare Improvement (IHI)*

**Way to Wellville**

*Rick Brush, MBA*

*Chief Executive Officer*

*Health Initiative Coordinating Council (HICcup)*

*Moderators:*

**John Scanlon, PhD**

*JSEA, Inc.*

**Rick Wilk**

*Regional Administrator*

*Health Resources and Services Administration*

10:45 am – 11:00 am      BREAK

**11:00 am - 12:30 pm      100 Million Healthier Lives by 2020  
PLENARY SESSION**

Soma Stout, MD, MS

*Executive External Lead for Health Improvement*

*Institute for Healthcare Improvement*

**12:30 pm – 1:45 pm      LUNCHEON & AWARD PRESENTATIONS**

**Luncheon Keynote**

**Vondie Woodbury, MPA**

*Vice President Community Benefit*

*Trinity CHE Health*

1:45 pm – 2:00 pm      BREAK

**2:00 pm – 3:30 pm      BRIGHT SPOT BREAKOUTS**

3:30 pm – 3:45 pm      BREAK

**3:45 pm - 5:15 pm      Our Federal Government Friends: Partners in  
Promoting Community Health & Equity  
PLENARY SESSION**

**Jim Macrae, MA, MPP (INVITED)**

*Acting Administrator*

*Health Resources and Services Administration*

*U.S. Department of Health and Human Services*

**Regan Crump, DrPH, MSN**

*Director of Strategic Planning and Analysis  
Veterans Health Administration*

**Ahmed Calvo, MD, MPH**

*Chief Medical Officer and Senior Advisor  
Office of Health IT and Quality  
Health Resources and Services Administration  
U.S. Department of Health and Human Services*

*Moderator:*

**Karen Minyard, PhD**

*Director  
Georgia Health Policy Center at Georgia State University*

**5:15 pm – 5:30 pm**

**HIGHLIGHTS AND HEADLINES**

**Judith Warren, MPH**

*Board Chair, Communities Joined in Action  
Chief Executive Officer, HealthCare Access NOW*

**5:30 pm – 7:30 pm**

**RECEPTION & STORY BOARDS**

*Please join us to celebrate our elected officials & community health leaders*



## Friday, October 2

7:30 am - 8:30 am

**CONTINENTAL BREAKFAST**

8:30 am - 9:30 am

**WELCOME**

**Linda Kinney, MHA**

*Co-Chair, CJA Membership Committee*

*Deputy Executive Director, Care Share Health Alliance*

**KEYNOTE**

**Nick Macchione, MS, MPH, FACHE**

*Director and Deputy Chief Administrative Officer*

*Health and Human Services Agency*

*County of San Diego, California*

9:30 am – 9:45 am

**BREAK**

9:45 am – 11:15 am

**BRIGHT SPOT BREAKOUTS**

11:15 am – 12:30 pm

***Leveraging & Aligning Dollars to Promote Health***  
**PLENARY SESSION**

**Connie J. Brooks, RN, MPH**

*Senior Director*

*Ascension Health*

**Darshak Sanghavi, MD**

*Director*

*Preventive and Population Health Care Models Group*

*Center for Medicare and Medicaid Innovation*

*Centers for Medicare and Medicaid Services*

**Ian Galloway, MPP**

*Senior Research Associate, Community Development*

*Federal Reserve Bank of San Francisco*

**12:30 pm – 2:00 pm      LUNCHEON & PLENARY SESSION**

*Measuring Our Impact: Sustaining Community Health  
Improvement Efforts*

**PLENARY SESSION**

**Peter Knox, MS, BS**

*Executive Vice President*

*Bellin Health*

**Highlights & Headlines: Leaving in Action**

**PLENARY SESSION**

**Judith Warren, MPH**

*Board Chair, Communities Joined in Action*

*CEO, HealthCare Access NOW*