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.

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**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 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

The pre-conference session is focused on community benefit and will feature the innovative work of Trinity Health. Trinity Health has 90 hospitals and facilities across the US and reinvests nearly 1 billion dollars annually. The
session will feature keynote presentations painting a view of the national landscape of community benefit. Trinity’s Vice President for Community Benefit along with representatives from hospitals with mature community benefit programs will also participate in this 4 hour session.

**Diverse Funding Strategies for your Pathways Community HUB**

Includes Medicaid managed care and Relative Value Unit (RVU) approaches.

We welcome you to attend an exciting discussion and networking event presenting and discussing multiple funding strategies that support beginning and current Community HUBs. Representatives from the community, state and national level will be presenting strategies and answering your questions about how it could work in your community.

Community HUB funding involves the support of a network of agencies working within community care coordination strategy to reach out to those at greatest risk, assess their health social and behavioral health risk factors and then using Pathways assure each risk factor is addressed in a pay for performance approach.

Dr. Linda Post will lead the discussion related to Medicaid managed care and the newly innovated Relative Value Unit (RVU) approach being utilized to support HUB programs in Ohio. Brenda Leath the Executive Director of the National Pathways Community HUB certification Program (PCHCP) at the Rockville Institute in Maryland will discuss the benefits of National HUB Certification in achieving sustainable funding. HUB Program Directors as well as state policymakers will also be presenting information crossing a range of funding options and will be available for networking.

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 Heath

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