

UNLEASHING THE POWER OF COMMUNITIES: ALIGNING ORGANIZATIONS & ASPIRATIONS TO IMPROVE HEALTH



2014 CJA Annual Conference

Conference Purpose:

Communities Joined in Action (CJA) brings health stakeholders together annually from across the country to share emerging lessons and innovations to improve our health care delivery system and take actions that improve health in our communities. The conference will include compelling plenary presentations by national leaders, large and small group discussions of current challenges and opportunities, and focused workshops to share and discuss local innovations. The conference will help community leaders better understand the opportunities presented by the implementation of the Affordable Care Act and compare and contrast early experiences on a state-by-state basis. Coalitions will be offered the opportunity to explore innovative strategies for enrollment, coordination, and community outreach including the deployment of community health workers to address health disparities.

Objectives:

Learn how to:

- ❖ Identify and design approaches to build, support, and sustain local coalitions;
- ❖ Explore and create opportunities to build more sustainable approaches to health improvement in local communities through partnerships with multiple public and private stakeholders;
- ❖ Adopt and adapt the latest innovations among health systems to improve access, quality, and build population health capacity;
- ❖ Tailor alternative approaches to advance the Triple Aim objectives, and their implications for current functions and structures;
- ❖ Align and leverage the roles and contributions of community health workers and other frontline health workers in building health systems that function as integral elements of local communities; and
- ❖ Examine and leverage emerging approaches to philanthropy and investment in community health improvement, with attention to both institutional and broader societal returns on investment.

PRE-CONFERENCE INTENSIVES

Wednesday, October 8

1:00 pm – 5:00 pm (Break 2:30 pm)

SESSION #1

ReThink Health: Paths & Pitfalls on the Road to Sustainable Health System Redesign

Speakers:

Laura K. Landy, *President & Chief Executive Officer, Fannie E. Rippel Foundation*

Jane Erickson, *Special Assistant to the President, Fannie E. Rippel Foundation*

Ernest Cawvey, MPA, *Executive Coordinator, ReThink Health, Fannie E. Rippel Foundation*

Description:

Multi-stakeholder partnerships are working together in regions across the country to transform their health systems. Many share the goals of improving health care quality, access and delivery; integrating community and public health strategies and institutions; and reducing costs in ways that free resources for greater investment in the factors that most influence population health, equity and productivity. Yet, significant challenges exist as leaders work to align regional health priorities and target financial resources to have significant impact over time. These leaders can benefit from frameworks and tools drawn from experiences with organizations across the country, as well as from directly learning with peers.

In this session: Participants will explore a set of practical approaches and tools developed by ReThink Health that help leaders identify and work toward key health system redesign milestones and investment strategies. Using ReThink Health guides and tools to inform our framework, participants will contribute to an interactive discussion with ReThink Health staff and colleagues from the Altarum Institute. Conversations will center on participants' own leadership experiences with multi-sector partnerships and the challenges encountered on their paths with a goal of helping see ways to rethink our approaches and see a wider set of pathways to creating sustainable regional health systems.

Who should attend: Those who lead or are members of multi-stakeholder collaborations that bridge health and healthcare, as well as leaders of health systems who are interested in integrating a population health approach into their work.

SESSION #2

National Association of Nonprofit Community Pharmacies – Founding Declaration and Convening of National Affinity Group

Facilitator:

Christopher Palombo, MA, MSHM, CEO, Dispensary of Hope, Tennessee, CJA Board

Description:

Across the United States, there are dozens of nonprofit pharmacies serving the charitable mission of providing free and low cost medication to serve the poor. Each is licensed as a retail enterprise, staffed and operated as a compliant and effective operation, and funded through charity and earned income in order to serve the medication needs of the poor. Though this model has been in operation for decades, the directors and pharmacists serving this work have not yet connected through a formal association. In 2014, a group of respected charity pharmacy leaders are calling for a national affinity group to form, an enterprise which will: 1) represent the strategy and values of the community nonprofit charity pharmacy, 2) share best practices and operational resources among existing and newly forming charity pharmacies, 3) oversee knowledge transfer resources (webcasts, teleconference trainings, listservs, annual meetings, etc.), and 4) advocate for the regulatory, legal, and ethical interests of charity pharmacies in the state and federal arena.

Meeting: The meeting will involve three areas of work: First, there will be a series of presentation of the various models represented across the nation. Next, some key presentations will be offered which accelerate the work of charity pharmacies, looking at specific operations of the model and best practice solutions that expand services. Finally, a business meeting will be hosted which defines an association name, an association vision, a purpose for this association, and a list of early activities to be adopted over the course of the following year.

Who should attend: All pharmacists, agency directors, and staff who are willing to represent the interests of charity pharmacies and their patients are invited to attend this landmark event.

Sponsorship: A number of respected leaders serving in the charity pharmacy space are conveners for this meeting. The Nashville-based Dispensary of Hope (www.dispensaryofhope.org), a licensed charitable medication distributor, has committed to assist in the creation of this association. Communities Joined in Action (www.cjaonline.net) has agreed to support the launch of this affinity group by providing meeting support and a venue.

SESSION #3

Pathways Community HUB National Progress Meeting

Facilitators:

Mark Redding, MD, *Dir. of Development, Community Health Access Project, Ohio, CJA Board*

Annette A. Pope, MPA, *Associate Director, Georgia Health Policy Center, Georgia*

Description:

The Pathways Community HUB model is an organized risk reduction approach of care coordination. Focusing on individuals and populations at greatest risk, the Model deploys Community Health Workers and other care coordinators to identify health, social and behavioral health risk factors through outreach efforts. Standardized Pathways are the tools utilized to assure that each identified risk factor is addressed through connection to evidence based and best practice interventions. Risk reduction is tracked over time and translates into improved outcomes and reduced cost of care.

While Pathways are considered the tools to track results at the individual level, the Pathways Community HUB (HUB) is the organizing entity that works across a network of community care agencies to track risk and risk reduction. The HUB and its team of community care agencies work at the population to identify those at greatest risk, ensure connection to quality care that reduces risk, improves outcomes and eliminates duplication. The HUB helps secure funding and provides technical support, reporting and quality improvement across the community network.

This interactive session will include Medicaid managed care payers, HUB program leaders, information technology experts, risk tracking specialists, Community Health Workers, researchers, and efforts to develop a national Pathways HUB certification program.

Please bring your wisdom and join this interactive session about reducing risk and improving outcomes!

SESSION #4

Community Health Improvement Data Sharing ToolKit

Co-Facilitators:

Kevin Barnett, DrPH, MCP

Senior Investigator, Public Health Institute, CJA Board & Conference Co-Chair

Reginauld Jackson, DrPH

Research Scientist, Public Health Institute

Description

New requirements for public reporting for tax exempt hospitals and accreditation standards for local and state health departments dramatically increase the transparency of community health improvement practices. This provides an opportunity for diverse stakeholders to provide timely input to strengthen specific elements in the assessment, planning and implementation processes, and encourage increased alignment of practices across organizations and sectors. A recent national study funded by the Centers for Disease Control and Prevention

<http://www.phi.org/uploads/application/files/07f7jf5f38j3huiot3cnkjf471lnbswemugyfrqkiu7x2f6x1s.pdf>

notes that there is a broad array of public and private sector organizations currently engaged in assessments and planning processes that are related to community health improvement. The intent in the development of the CHI data sharing toolkit is to encourage the engagement of a broader spectrum of diverse stakeholders in these processes. In the process, the objective is to help public and private sector institutions better leverage available resources through **more targeted focus in communities where health inequities are concentrated** and better **align interventions, services, and investments**.

In This Session: This session will include a presentation on the findings from the national study and emerging lessons from the piloting of the CHI data sharing toolkit. It will also engage participants in an interactive work session using the CHI data sharing toolkit to quickly analyze key elements of community health assessments and implementation strategies. **We are encouraging participants to bring sample community health assessments and implementation strategies of hospitals (required postings on hospital websites) and other stakeholders in their area to conduct quick analyses.** Areas of focus for the CHI toolkit include, but are not limited to, ensuring a focus in sub-county areas where health disparities are concentrated, how community stakeholders are engaged, how priorities are set, and the content and geographic focus of implementation strategies.

Who Should Attend: Participants should include public and private sector institutional staff committed to a quality improvement approach to community health assessments and planning, and community stakeholders seeking to engage and strengthen the practices of hospitals, health departments, United Ways, Community Action Agencies and other key stakeholders in the community health improvement arena.

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AGENDA

Thursday, October 9

7:30 a.m. – 8:30 a.m. REGISTRATION & CONTINENTAL BREAKFAST

8:30 a.m. – 9:00 a.m. WELCOME & OPENING PLENARY

Judith Warren, MPH
Chief Executive Officer, Health Care Access Now
Board Chair, Communities Joined in Action (CJA)

9:00 a.m. – 10:15 a.m. KEYNOTE SPEAKER

“Financial Realities, Health Care Reform and the Future”

A stimulating presentation of the financial realities Americans face now and in the future. Examining the implications of these realities and their impact on our community work to provide access, reduce costs, eliminate health disparities and inequities and build shared ownership for health.

Speaker: Kim Slocum, MBA
President, KDS Consulting, LLC

Introduction: Camille Miller, MSSW
President and Chief Executive Officer
Texas Health Institute
CJA Board of Directors, Conference Co-Chair

10:15 a.m. – 10:30 a.m. NETWORKING BREAK

10:30 a.m. – 11:30 p.m. BREAKOUT SESSION: Series 1

11:30 a.m. – 11:45 a.m. NETWORKING BREAK

11:45 p.m. – 1:30 p.m. KEYNOTE LUNCHEON and AWARD PRESENTATIONS

***“From Hospitals to Health Systems:
Building Population Health Networks”***

Dr. Richard Gilfillan joined CHE Trinity Health in October 2013 after three years as the Director of the Center for Medicare and Medicaid Innovation (CMMI) at the Centers for Medicare and Medicaid Services (CMS). He is the former Chief Executive Officer of the Geisinger Health Plan. As a national leader and strong advocate for health care transformation, Dr. Gilfillan will share his insights on the changes that must be taken by health systems in order to thrive in a new environment, and the potential roles for organizations like CJA to support this important process.

Speaker: **Richard J. Gilfillan, MD**
*Chief Executive Officer
CHE Trinity Health*

Introduction: **Daniel Hale**
*Executive Vice President, Institute of Health & Community
Benefit
CHE Trinity Health*

1:30 a.m. – 1:45 a.m. NETWORKING BREAK

1:45 p.m. – 2:45 p.m. BREAKOUT SESSION: Series 2

2:45 p.m. – 3:00 p.m. NETWORKING BREAK

3:00 p.m. – 4:15 p.m. PLENARY PANEL I

***“Collective Impact and Community Engagement:
Emerging Lessons”***

The concept of “Collective Impact” as introduced by FSG has taken the community health field by storm, capturing a hunger for substantive and sustainable collaboration within and across sectors. This plenary panel will share with participants emerging lessons, with particular focus on issues and challenges in the engagement of diverse community stakeholders. Participants will then gain a national perspective on the issue of collaboration and its implications on Collective Impact and related developments. To round out the

discussion, participants will learn about what private philanthropy is looking for from applicants seeking to improve health in communities.

Panelists: **Kyle Peterson, MBA, MPA**
Managing Director
FSG

Arthur T. Himmelman, MA
Principal
Himmelman Consulting

Rip Rapson, JD
President and Chief Executive Officer
The Kresge Foundation

Moderator: **Kevin Barnett, DrPH, MCP**
Senior Investigator, Public Health Institute
CJA Board of Directors, Conference Co-Chair

4:15 p.m. – 4:30 p.m. NETWORKING BREAK

4:30 p.m. – 5:45 p.m. PLENARY PANEL II

**“Community Health Workers and the Triple Aim:
Taking Engagement to Scale”**

The engagement of community health workers (CHW) offers significant potential to build operational links between clinical service delivery and place-based population health improvement. Many of our community health centers and a growing volume of mainstream health care providers have substantive experience in the engagement of these workers. There is increasing evidence that CHWs can help achieve the Triple Aim objectives of improved patient experience, reduced costs, and improved population health. Yet there are an array of immediate challenges to address, including, but not limited to issues in certification, scope of practice, data sharing, reimbursement structures, and the integration of place-based community health improvement strategies. This plenary panel will offer observations, share emerging models, and challenge us to explore approaches to practice and policy development that position community health workers as key players in health care transformation.

Panelists: **Carl Rush, MRP**
Research Affiliate
University of Texas Institute for Health Policy

Mark Redding, MD
Director of Development, Community Health Access Project
CJA Board of Directors

Linda Post, MD, FAAFP

Medical Director

United Healthcare Community Plan of Ohio

Lisa Renee Holderby-Fox, LSWA

Community Health Workers Workforce

Moderator: Kevin Barnett, DrPH, MCP

Senior Investigator, Public Health Institute

CJA Board of Directors, Conference Co-Chair

6:30 p.m. – 8:30 p.m.

RECEPTION, POSTER PRESENTATIONS, & SILENT AUCTION

***“Honoring the Role of Foundations and
Community Health Collaboratives”***

*Plan to attend this celebration that will feature poster presentations,
philanthropic recognition and a lively silent auction to benefit CJA.*

Friday, October 10

7:30 a.m. – 8:00 a.m.

OPENING PRESENTATION & CONTINENTAL BREAKFAST

“Patient Protection & Affordable Care Act Update”

Community coalitions represent a unique and increasingly critical component of the health care system. This session will provide information about the latest Health Resources and Services Administration (HRSA) funding opportunities and results to date from the implementation of the Patient Protection and Affordable Care Act (ACA). This session will provide an opportunity to learn about current funding announcements and information about the ACA. Interactive discussion will allow the audience to share successes and challenges experienced with ACA implementation.

Speaker: **Rick Wilk**
*Regional Administrator Chicago Regional Office – Region V
Health Resources and Services Administration (HRSA)*

8:00 a.m. – 9:00 a.m.

CJA MEMBERSHIP MEETING & CONTINENTAL BREAKFAST

Eve Gardner, MBA
*Executive Director, Healthy York Network
CJA Board of Directors, Membership Committee Chair*

9:00 a.m. – 9:15 a.m.

SETTING THE STAGE - OPENING REMARKS

Christopher F. Palombo, FACHE
*Executive Director, Dispensary of HOPE
CJA Board of Directors*

9:15 a.m. – 10:30 a.m.

PLENARY PANEL III

“Planning for Health: Thinking (and Acting) Across Sectors”

This panel will examine emerging models to build sustainable approaches that will result in health improvements among local communities through partnership engagement that goes beyond historical approaches to health planning. This panel will share the highlights of a new analytical tool that can potentially calculate returns on investment using an array of options. Participants will learn about early developments in efforts to integrate community development financing with broader health improvement strategies, and observations in the practical application of these tools and strategies in the field, with attention to the strategic engagement of new partners.

Panelists: **Laura K. Landy, MBA**
President and Chief Executive Officer
Fannie E. Rippel Foundation

Don Hinkle-Brown, MBA
Chief Executive Officer
The Reinvestment Fund

Paul Stange, MPH
Principal, PVS Corporation
Former Senior Policy Advisor, Office of the
Associate Director for Policy, Centers for Disease Control
and Prevention (CDC)

Moderator: **Karen Minyard, PhD**
Executive Director, Georgia Health Policy Center
Georgia State University

10:30 a.m. – 10:45 a.m. NETWORKING BREAK

10:45 a.m. – 11:45 p.m. BREAKOUT SESSION: Series 3

11:45 a.m. – 12:00 p.m. NETWORKING BREAK

12:00 p.m. – 1:00 p.m. LUNCHEON

***“The Second Curve of Population Health:
Organizational and Infrastructure Transformation”***

Speaker: **Stephen A. Martin, Jr., PhD, MPH**
Executive Director
Association for Community Health Improvement (ACHI)

1:00 p.m. – 2:30 p.m. PLENARY PANEL IV

“Pulling it All Together: Achieving Escape Velocity for Health”

This interactive panel will focus on the role of CJA in co-creating with the Institute for Healthcare Improvement (IHI) leaders, the Escape Velocity Campaign for a 100 Million Healthier Lives! In addition to hearing from expert panelists, participants will begin working with IHI to shape the 100 Million Healthier Lives Campaign, and identifying sites for participation in the Campaign. This worldwide campaign will engage communities, health systems and all those with a stake in health improvement through a collective process.

Panelists: **Somava Stout, MD, MS**
*Executive External Lead for Health Improvement
Institute for Healthcare Improvement (IHI)*

Ninon Lewis, MS
*Director, Triple Aim for Population
Institute for Healthcare Improvement (IHI)*

Jim Hester, PhD
*Principal, Population Health Systems,
Vermont Blueprint for Health
Former Director of Population Health, Center for
Medicare and Medicaid Innovation*

Erin Healy, JD
*Improvement Coach, 100,000 Homes Campaign
Community Solutions*

Moderator: **Laura Brennan, MSW**
CJA Board of Directors

2:30 p.m. – 2:45 p.m.

LEAVING IN ACTION – AGENDA 2015

Judith Warren, MPH
*Chief Executive Officer, Health Care Access Now
Board Chair, Communities Joined in Action (CJA)*