

MAKING CONNECTIONS: Optimizing Health for all

February 14-16, 2018

The Westin Peachtree Plaza

Atlanta, GA

Pre-Conference Agenda: Wednesday, February 14, 2018

7:30am - 6:00pm **Registration & Information Desk** **Augusta Conference Center Foyer, 7th Floor**

8:00 am – 9:00am **Breakfast for Pre-Conference Workshop Attendees** **Ansley Foyer, 14th Floor**

8:30am - 11:30am **Pre-Conference Workshop (additional fee):**

1) Addressing Racism: Lessons from 100 Million Healthier Lives **Ansley 2, 14th Floor**

In this highly interactive 1/2 day session, participants will hear about how 100 Million Lives is putting addressing racism at the center of its equity work and hear about the work that members are undertaking to tackle racism in their communities. Participants will also: Practice having conversations about racism; Learn how to facilitate conversations about racism in their communities; Receive tools for addressing racism at the interpersonal, program/organizational and structural/policy levels.

- Josh Hannes, MS, Executive Director, Healthier Laramie County Community Partnership
- Shannon Welch, Director of Community Health, Oklahoma City-County Health Department
- Lena Hatchett, PhD, Executive Lead, Proviso Partners for Health, Loyola University Chicago Stritch School of Medicine
- Victoria Hurtado, MSW, Measurement & Evaluation Specialist, Downtown Women’s Center
- Paul Howard, MPA, Director of Community Initiatives, 100 Million Healthier Lives Institute for Healthcare Improvement (*moderator*)

1) Positioning for Sustainability: The Power of Research (8:30am-12:00pm)

This exciting event brings renowned researchers, policy makers, funders and community programs, including Pathway Community HUBs, together with you. We will highlight the potential and current community research momentum, with a focus on risk and disparity reduction. Your participation will include an interactive session supporting your development of research and evaluation and the launch of a community based inaugural research initiative. This pre-conference intensive focuses on community care coordination, risk reduction research, and payment reform. Please bring your wisdom and experience to our discussion. Our program leads with presentations from:

- Karen Minyard, PhD, Director, Georgia Health Policy Center
- Lars Mathiassen PhD, Dr. Techn, Georgia Research Alliance Eminent Scholar, Professor-Department of Computer Information Systems, Georgia Health Policy Center
- Michael E. Kelly, MD, PhD, Chief Research Officer, Akron Children’s Hospital
- Steven Spaulding, MD, Vice President Akron Children’s Hospital

Followed by introductions and networking opportunities with researchers, policy makers and community program leaders from across the U.S:

- Brenda Leath, Director, Westat Center on Health Disparities & Health Equity Research
- Kyle Porter, Senior Biostatistician, Ohio State University Center for Biostatistics
- Mark Redding, MD, FAAP, Care Coordination Research Rebecca D. Considine Research Institute, Akron Children’s Hospital, Director of Quality Improvement, Community Health Access Project
- John Hornbeek, PhD, MPA, Associate Professor, Director, Center for Public Policy and Health

(CPPH), Kent State University (KSU)

- Edward Chiyaka, MSc, BSc, PhD Candidate, Kent State University
- Peter Ellis, MD, MPH, Associate Professor of Internal Medicine, Yale University School of Medicine
- Michael Gittelman, MD, FAAP, Pediatric Emergency Room Physician, Cincinnati Children's Hospital
- Melissa Wervey-Arnold, CEO, Ohio Chapter, American Academy of Pediatrics
- Dr. Xiaolin Hu, PhD, Associate Professor and Director, Systems Integrated Modeling and Simulation (SIMS) Lab, Department of Computer Science, Georgia State University
- Aimee, Budnik, MS, RD, LD, Pathways HUB Director, Akron Summit Community Action, Inc.
- Lori Noyer, MA – Director Ingham Community HUB
- Judy Kell, MPA, Manager, Pathways to Better Health of the Lakeshore HUB
- Vondie Woodbury, MPA, 3-Share Payment Model innovator and Developer of the Muskegon Community Health Project and related Pathways programs.
- Lisa Lladendorff, LCSW, Development and Training Director, Northeast Oregon Network, Rural Oregon HUB Director

2) Accelerating Financing Innovation to Sustainably Fund Population Health: Georgia Health Policy Center

Ansley 3, 14th Floor

This interactive and engaging workshop is designed for mature collaboratives or organizations, working to address upstream population health issues through innovative financing mechanisms. Participants will learn about innovative financing mechanisms that may create a sustainable funding strategy, questions to ask when assessing the appropriateness of the financing mechanism(s) to their strategy or population, and tools and processes available to accelerate identification, implementation and assessment of fit of the financing innovation. Such tools and processes include questions, worksheets and a framework for innovation that allows for iterative prototyping and testing of ideas to learn fast through small, low-risk stress testing, and double-loop learning to build and grow into larger-scale financing innovation applications. This workshop will also offer case studies of our Robert Wood Johnson-funded Bridging for Health sites, and their work and learnings in using these tools and processes.

- Leigh Alderman, JD, MPH, Senior Advisor, Georgia Health Policy
- Criss Sutton, MSW, Senior Research Associate, Georgia Health Policy
- Alyssa Lowe, MPH, Senior Research Associate, Georgia Health Policy

3) Branding, Marketing, and Social Media for Public Health

Ansley 4, 14th Floor

Do you have a successful public health program you would like to share with a broader audience? Do you want to learn how to use social media tools and resources to support local outreach initiatives? Do you need tips on how to interact with thought leaders through online engagement? This highly informative session will focus on the intersection of public health and strategic health marketing and communication. This solution oriented and interactive session is for anyone seeking to develop or strengthen their marketing, branding and communication strategies internally and externally. Learn to develop consistent messaging, the benefits of taking branding online, how to create an online presence for your organization and your professional brand, and much more!

- Devika Rao, Vice-President, O'Neill Communications
- Tina Ladson, Marketing Manager, Georgia Health Policy Center