

Session Descriptions

Day One

Sunday, April 27, 2014

Problem Solving with a Strategic Mindset and Developing your Staff's Leadership Capability

1:00 pm – 5:00 pm

CME: 1

Goal: These interactive learning sessions will be facilitated discussions among peers with medical and dental directors in one track and administrative leadership in a separate track. Personnel, recruitment, retention and management present frequent challenges and we can all learn from each other by actively sharing our thoughts and ideas in this session. Attendees are invited to prepare in advance brief case descriptions of current work situations and challenges they face to receive feedback, coaching and ideas from the group. Discussions might include managing providers who don't get along with others; assessing clinical competence; setting productivity standards; resolving disagreements with CEO or other senior managers, etc. Bring a brief description of a significant challenge you face (based on the pre-work Case Study Preparation Template) to receive insight and guidance from your colleagues.

Administrative Leaders Peer Learning Sessions:

CME: 2.5

Session Description: An interactive learning session with facilitated discussion among peers about real life Human Relations situations. Using case studies we will learn from each other.

Session Objectives:

Better understand and be more confident about dealing with personnel issues and understand other managerial issues that confront them in the workplace.

Clinical Leaders Peer Learning Sessions:

CME: 2.5

Session Description: This will be a facilitated discussion among clinical leaders using cases presented by participants exemplifying challenges faced by medical leaders. Examples may include unprofessional behavior, poor productivity, and difficult relationships with other leaders. We ask attendees to submit brief case descriptions ahead of time to ensure a variety of scenarios for discussion.

Session Objectives:

By the end of the session, attendees will be able to:

Describe a variety of strategies for dealing with difficult issues faced by clinical leaders.

Identify one or more potential mentors they could turn to for advice in dealing with problems in the future.

Wrap-up: Debrief Discussions, Identify Themes and Key Insights, Plan Next Steps

CME: .5

Speaker: Jessica Hartung, MSM, CPBA, Founder and CEO, Integrated Work **Discussion Leaders:** Avein Saaty-Tafoya, MBA, CEO, Adelante Healthcare, Travis Robinette, CEO, Sun Life Health Center, Eric Henly, MD, CMO, LifeLong Medical Care, Darren Rahaman, MD, CMO, and Tyree Davis, DDS, DD, Nevada Health Centers

Session Descriptions

Day Two

Monday, April 28, 2014

Opening Plenary Session
9:00 am – 10:00 am

HRSA Operational Overview/New BPHC Strategic Direction

CME: 1.0

Room: Mesquite and Noble

Session Description: This session will provide an overview of current HRSA/BPHC's 2014/2015 priorities, policies, and funding opportunities.

Session Objectives:

1. Identify HRSA priorities for 2014
2. Discuss the importance of the HRSA policies on total budget and governance
3. Understand the process and be prepared for a HRSA Operational Site Visit

Presenter: Tonya Bowers, MHS, Deputy Associate Administrator, HRSA/Bureau of Primary Health Care

Breakout Sessions
10:30 am – 11:30 am

Innovations in Clinician Training: Solving the Provider Shortage

CME: 1.0

Room: Mesquite and Noble

Session Description: This session will explore creative solutions to the urgent scarcity of community health centers healers.

Session Objectives:

1. Articulate implications of the pending shortage of healers
2. Identify emerging strategies for dealing with the healer shortage
3. Consider personal and organizational strategies for addressing the health center's healer shortage

Presenter: Gary Cloud, PhD, MBA, Vice President for Strategic Partnerships, ATSU, School of Osteopathic Medicine in AZ; Wayne Cottam, DMD, MS, Associate Dean of Community Partnerships, ATSU, School of Dentistry and Oral Health

Maximizing Reimbursement in a Changing Era

CME: 1.0

Room: Palm 3A

Session Description: Is your revenue cycle management (RCM) process functioning at optimal levels? Are you using key performance indicators (KPI) that make the most sense? Do terms like DAR, denial rate, or Net AR mean anything to senior leadership? Does your team understand PPE (payments /encounter) vs. CPE (cost/encounter) and the PPE:CPE target that brings independence from grant income? Attend this session to learn targeted KPI, see examples from other CHCs, and start a plan to assess and improve your revenue cycle process. Take these data back to your CHC to see how to raise the game of your RCM team.

Session Objectives:

1. Understand what immediate RCM issues are fixable and avoidable thereafter
2. Grasp importance of KPI and how to effect optimal improvement
3. Learn how to target PPE:CPE target that makes their CHC fiscally independent
4. Know how to create a game plan to start and sustain optimal performance

Presenter: Raymond T. Jorgensen, MS, CPC, CHBME, President and CEO, Priority Management Group (PMG), Inc.

Plenary Session
12:00 pm – 1:30 pm

NACHC Initiatives in Support of CHC Opportunities

CME: 1.0

Room: Mesquite and Noble

Session Description: This session will include an update on NACHC/CHC initiatives, results, and challenges, in addition to topics such as Clinical Leadership Training curriculum, PCMH Institute results and findings, and plans to improve CHC networking and learning communities. There will be a Q&A with feedback to inform NACHC support and further work.

Session Objectives:

1. Understand and utilize the NACHC Clinical Leadership learning curriculum and continuum
2. Describe the PCMH Institute infrastructure, including practice coaches, challenges, and opportunities
3. Explain the Why, What and How of strengthening and expanding a CHC system of learning collaboration
4. Participate in Q&A to clarify presentation points and to provide feedback to NACHC staff

Presenter: Ron Yee, MD, MBA, FAAFP, Chief Medical Officer, National Association of Community Health Centers

Breakout Sessions

2:00 pm – 3:00 pm

Integrated Care: Opportunities for Community Health Centers

CME: 1.0

Room: Mesquite and Noble

Session Description: CHCs are at the forefront of integrating medical and behavioral health services to improve access, outcomes and patient satisfaction. This session will: 1) describe different approaches to integration; 2) highlight operational and financing challenges; 3) consider the impact of local and federal policy; and 4) explore the potential for cross-agency collaboration.

Session Objectives:

1. Identify at least two different approaches to integrating behavioral health services in a primary care setting
2. Identify the financial opportunities and challenges to creating a sustainable integrated model
3. Effectively utilize national resources available to support collaborations to promote integrated care

Presenter: Brenda Goldstein, MPH, Psychosocial Services Director, LifeLong Medical Care; Michael Dattola, LCSW, Integrated Behavioral Health Department, El Rio Community Health Center

Social Determinants of Health: How FQHCs are Well-Positioned for Healthcare Transformation

CME: 1.0

Room: Palm 3A

Session Description: Do you feel overwhelmed by the amount of change in the past few years? Do you think the upcoming years will be any easier? If you answered yes, we need to talk. Identifying and addressing social determinants of health (SDH) is necessary to be sustainable, improve our patients' lives, and are the reason community health centers exist.

Session Objectives:

1. Identify opportunities to collect SDH data and integrate them into your work with patients
2. Integrate what payers are reimbursing with what our patients need
3. Understand what services our patients need to improve the triple aim

Presenter: Chris Espersen, MSPH, Director of Quality, Primary Health Care, Inc.

Plenary Session**3:00 pm – 4:00 pm**

Leadership Roles in Successful HRSA and NCQA Reviews

CME: 1.0

Room: Mesquite and Noble

Session Description: Experienced practice management consultants and medical and dental directors will present examples of challenges that health centers have faced with HRSA Operations Audits and NCQA PCMH Application Reviews. Case examples will be provided and the audience will be given opportunity to discuss sample solutions among themselves before the presenters unveil the approaches that were used in the case studies. Reference resource links will be provided.

Session Objectives:

1. Identify available reference resources for new HRSA Audit and NCQA PCMH Guidelines
2. Learn from case examples how other CHC leaders have solved HRSA audit challenges
3. Learn from case examples how other CHC leaders have solved related PCMH challenges

Presenter: Patricia Talbot, RN, CNM, CCE, Healthcare Consultant, P.M. Talbot Enterprises; Charla Parker, MPA, NCQA PCMH CCE, Chief Executive Officer, Western Clinicians Network; Huong Le, DDS, MA, Chief Dental Director, Asian Health Services; Susan Huang, MD, Chief Medical Officer, Asian Health Services

Welcome Reception
5:00 pm – 5:30 pm

Health Home for Persons with SMI – Challenges and Solutions

CME: 1.0

Room: Paseo Walkway (outside)

Session Description/Objectives:

- What a medical home for SMI individuals is and what are some of the issues and challenges.
- How to improve the health outcomes/longevity for people with an SMI diagnosis.
- Retaining a recovery orientation while creating an environment for Whole Person Health.
- How to measure success – Developing metrics and baseline.
- Present an example of a Health Home for SMI that recently became an FQHC.

Presenter: Terry Stevens, MA Psychology, Chief Executive Officer, Cenpatico of Arizona, Jennifer Siozos, MC, COO, Mountain Health & Wellness

Session Descriptions

Day Three

Tuesday, April 30, 2014

Plenary Session
9:00 am – 10:00 am

Optimizing Data and Analytics in an Accountable Care Environment

CME: 1.0

Room: Mesquite and Noble

Session Description: Presenters will provide examples of how data has been collected, analyzed and shared to guide important decisions about structuring performance and payment agreements between CHC's and 3rd party payers. They will guide discussions on how clinic administrators and clinicians can utilize data to guide operational and clinical decision making and examine what leadership roles participants have taken in their health centers in utilizing data analysis.

Session Objectives:

1. Providing leadership for data accuracy.
2. Understanding the structure and role of data analytics in health centers.
3. Identifying what data payers need in an accountable care environment.

Presenter: Robert L. Moore, MD, MPH, Chief Medical Officer, Partnership HealthPlan of California

Breakout Sessions
10:30 am – 11:30 am

Care Management from an Accountable Care Organization Perspective

CME: 1.0

Room: Mesquite and Noble

Session Description: Care coordination practice in an HCO environment and understanding care coordination in primary care and centralized team model.

Session Objectives:

1. Obtain a clear understanding of the goals of the Office of Care Coordination at Arizona Connected Care.
2. Understand how multiple disparate practices and the Office of Care Coordination collaborate to achieve more systematized Arizona Connected Care goals.
3. Understand the positive impact of the Office of Care Coordination on population health management.

Presenter(s): Jeffrey Selwyn, MD, Medical Director, Arizona Connected Care

Dental Scope of Services and Performance Benchmarks

CME: 1.0

Room: Palm 3A

Session Description: This session is for CEOs and clinical leaders that have an interest in establishing or improving a dental program in a community health center. Discussion will focus on dental operations, including administrative structure, staffing, the scope of dental services and HRSA requirements, as well as performance benchmarks.

Session Objectives:

1. Identify where dental leadership fits in the administrative structure of a community health center
2. Identify key staffing factors, including proper staffing ratios
3. Understand dental scope of services and HRSA requirements
4. Identify several performance benchmarks for the dental team
5. Identify dental services for adults that are covered by Medicaid in Arizona, California, Hawaii and Nevada

Presenter: Tyree Davis, DDS, Dental Director, Nevada Health Centers, Inc.; Huong Le, DDS, MA, Chief Dental Director, Asian Health Services; Cheryl Russo, RDH, Associate Dental Director, Shasta Community Health Center

Awards Luncheon
12:00 pm – 1:30 pm

Patient Population Management and Health Disparities

CME: 1.0

Room: Mesquite and Noble

Session Description: Health care disparities are a persistent feature of our health care system. Health care disparities are usually addressed by corrective action. An alternative approach is putting health equity principles into practice.

Session Objectives:

1. Cite the six domains of quality in health care as cited by the Institute of Medicine
2. Differentiate between problem resolutions in health care disparities vs health equity design.
3. Describe elements to ensure health care equity.

Presenter & Awardee: Winston Wong, MD, MS, Medical Director, Kaiser Permanente

Plenary Sessions
2:00 pm – 3:00 pm

Branding Community Health Centers as the Provider of Choice

CME: 1.0

Room: Mesquite and Noble

Session Description: With the implementation of health care reform, community health centers are now operating in a new, more competitive marketplace. Community health centers will need to position themselves as providers of choice through effective outreach, education, and marketing efforts to retain current patients and attract those newly-insured.

Session Objectives:

1. Identify effective ways to engage patients through outreach, education, and marketing techniques
2. Determine which of these techniques can be applied by their CHC
3. Utilize techniques in an effective and meaningful way

Presenter: Carmela Castellano-Garcia, JD, President and CEO, California Primary Care Association