

# Empowering Clinicians and Communities

2015 Annual  
Conference  
and Workforce  
Forum

June 1-3, 2015

Westin Alexandria  
Alexandria, VA



association of  
clinicians for the  
underserved

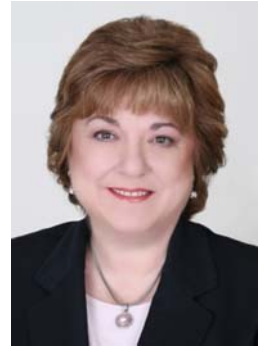
[www.clinicians.org](http://www.clinicians.org)

#ACUConf



## A Message from Kathy Brieger, ACU Board President

Thank you for attending our Annual Conference and Workforce Forum. We are excited about the conference this year and we're very glad you chose to attend. The value of a conference is not just the information shared but also the personal connections made among those in attendance. Our association is built on individual connections and fostering a community among clinicians in underserved areas, so I look forward to meeting you and learning how we can build our community together. To that end, our theme this year is "***Empowering Clinicians and Communities***" and we have focused our program on quality improvement, workforce recruitment and retention, and provider and community engagement. Each of these tracks reflect the key role clinicians and communities have in delivering primary health care services to everyone in our country.



ACU was founded as an organization dedicated to improving the health of underserved communities through a transdisciplinary model of care, and we have developed this conference program to build on that foundation. We have included sessions aimed at helping all clinical team members work together to improve the health of their patients and communities.

Additionally, we are very proud of our deep historical tie to the National Health Service Corps. ACU was founded by NHSC alumni and their prominent participation in our conference enables us to showcase our collaborative efforts to recruit and retain mission-driven providers where they are needed most in our country. ACU took a leadership role on NHSC funding, and I am proud to say that our efforts paid off and the NSHC funding is now secure through 2017. But our work is not yet done. The program will continue but ACU strongly supports its expansion in ALL underserved communities and we plan to continue that work into the future. To further this goal, we added a Capitol Hill Day to our conference program. We plan to take our positive message about the NHSC and the continuing need for access to care to Congress and urge the expansion of this highly successful program. I hope you will join us on Wednesday!

We are also very excited about the general session speakers and the individual workshops offered during the conference. We received another record number of workshop proposals and it was very hard to select the final sessions, but the result is that we have a very strong program because of all the great proposals we received. Our conference kicks off with Dr. Rishi Manchanda discussing the social determinants of health, and follows with a number of great general session speakers. One thing we like is that each speaker is here to interact with you, not just give a speech and leave. Please ask questions and let them know about your work and experience. Our theme is Empowerment – so take advantage of the opportunity.

We are also thankful for all the sponsors and exhibitors that have supported our conference, and our work throughout the year. Please check out the exhibit area and thank all our supporters for their commitment to the underserved.

We truly hope you find the 2015 Conference helpful and productive, and your stay in the Washington DC area enjoyable. Please let me know how we can improve any part of the conference in the future, and I just want to say thank you once again for coming to the 2015 Annual Conference and Workforce Forum! We know you will have a great time.

Sincerely,

A handwritten signature in black ink that reads "Katherine Brieger". The script is cursive and fluid.

Katherine Brieger, RD  
President, ACU Board of Directors

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# Award Recipients

## Clinician of the Year



**Dr. Scott Wolpin**  
Eastern Shore Rural Health  
System, Maryland

Dr. Scott Wolpin is the Chief Dental Officer for Eastern Shore Rural Health System, Inc where he is a very innovative and energetic leader. Dr. Wolpin's successes include

starting a dental outreach program in Accomac County Public Schools and developing a dental dashboard measuring clinical outcomes. He has also initiated a dental residency program, and also initiated a program to address dental access for 9 month old babies. Dr. Wolpin has a long history of engagement on oral health, including: authoring numerous articles and briefs for publications such as the *Journal of Health Care for the Poor and Underserved* and *American Family Physician*; serving on the Board of Directors for ACU, Eastern Shore Area Health Education Center, and the National Network for Oral Health Access; presenting on national webinars on oral health; and receiving the 2010 Community Oral Health Hero by the Maryland Dental Action Coalition.

***The 2015 Clinician Hero of the Year is  
Dr. Scott Wolpin!***

## Organizational Excellence



**Unity Health Care**  
Washington, DC

Unity Health Care, Inc. was founded in 1985 and is now the largest primary health care agency in the Washington D.C. area. Originally started as the Health Care for the Homeless Project, Unity has expanded to become a comprehensive health center for underserved, uninsured and working poor residents of the city. Unity's mission is to promote healthier communities through compassion and comprehensive health and human services, regardless of ability to pay. With a team of more than 980 compassionate, multicultural professionals that include medical providers, nurses, medical and dental assistants, pharmacists, counselors, and social workers, Unity provides quality care to more than 100,000 patients each year. Unity offers a full-range of primary health care services to the homeless, working poor, under/uninsured, infants, school-age children, the elderly, persons living with HIV/AIDS and/or hepatitis, as well as those who are incarcerated and recently released from jail and prisons.

***ACU is proud to recognize Unity Health Care as  
the 2015 Organization of the Year.***

## Congressional Champion

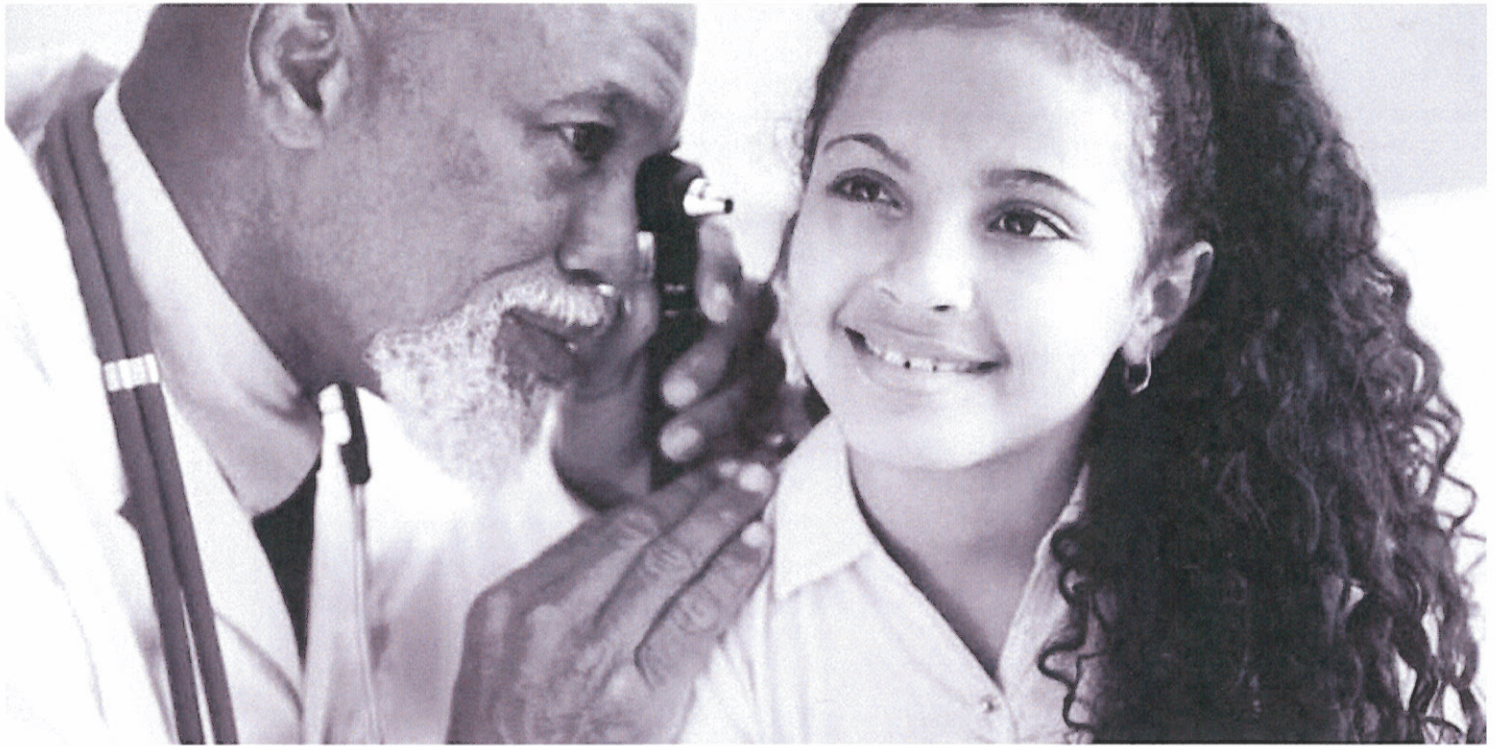


**Congressman Frank Pallone, Jr.**  
New Jersey (NJ-06)

As the top Democrat on the House Energy & Commerce Committee, Congressman Pallone has long fought for access to high-quality, affordable health care for all Americans. He played a key role in the passage of the Affordable Care Act, and strongly supported the creation of the funding increases for the National Health Service Corps and the Community Health Centers programs. He has also led the fights to reauthorize the Children's Health Insurance Program and eliminate the so-called Medicare donut hole. Much more recently, Congressman Pallone worked with the House Leadership on H.R. 2 – The Medicare Access and CHIP

Reauthorization Act. Congressman Pallone succeeded in including funding for the NHSC which was signed into law just last month.

***Congressman Frank Pallone is our 2015 Congressional Champion of the Year.***



## True Partners in Care

Centene is committed to transforming the health of the communities we serve, one person at a time. And our experience has taught us that every individual, and every community, faces unique challenges. That is why each of our health plans are developed and staffed locally—with local healthcare professionals serving as our chief advisors.

Through our collaborative partnerships with PCAs, HCCNs, hospitals, physicians, and other providers, we bring better solutions for better health outcomes at lower costs.



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ACU's 2015 Annual Conference  
and Workforce Forum





# Keynote Speakers

## Monday, June 1



**Rishi Manchanda, MD, MPH**

HealthBegins

**9:30 a.m. - 11:00 a.m.**

Dr. Rishi Manchanda is a physician and public health innovator. His work and expertise focuses on systems design to improve primary care, the social and environmental conditions that make people sick, and health and human rights. He released his first book, "The Upstream Doctors," in June 2013. He serves as the medical director of a clinic for high-utilizer homeless veterans in Los Angeles and is on the board of the National Physicians Alliance and Physicians for Social Responsibility – Los Angeles.



**Adrian Billings, MD, PhD**

Big Bend Regional Medical Center

**12:30 p.m. - 2:00 p.m.**

Dr. Adrian Billings is a full spectrum family medicine physician with Presidio County Health Services, a federally qualified health center, practicing in rural Marfa and Presidio, Texas. He serves as a physician advisor to the Texas Medical Association's Hard Hats for Healthy Kids program, which provides free bicycle helmets to children in an effort to prevent closed head injuries. Dr. Billings also serves as Associate Professor of Family and Community Medicine at Texas Tech University School of Medicine. Dr. Billings currently serves as chief of staff of Big Bend Regional Medical Center, a critical access hospital, in Alpine, Texas.



**Luis Padilla, MD**

HRSA Bureau of Health Workforce

**12:30 p.m. - 2:00 p.m.**

Dr. Luis Padilla was appointed deputy associate administrator for health workforce and director of the National Health Service Corps (NHSC) at the Health Resources and Services Administration (HRSA) in February 2015. Dr. Padilla also serves as director of the NHSC, Bureau of Health Workforce's (BHW) largest program. Dr. Padilla is a former NHSC Scholar and completed his service at Upper Cardozo Health Center where he became the medical director. In August 2014, Dr. Padilla was appointed to the Standing Advisory Board for the DC Health Benefit Exchange Authority.

## Tuesday, June 2



**Karen DeSalvo, MD, MPH, MSc**

U.S. Department of Health and Human Services

**12:15 p.m. - 2:00 p.m.**

Dr. Karen DeSalvo is a physician who has focused her 20-year career toward improving access to affordable, high-quality care for all people, especially vulnerable populations. As the National Coordinator for Health Information Technology, she is leading the nation's charge to promote, adopt and meaningfully use health information technology in order to achieve better care, lower costs in healthcare and improve the overall health of everyone in America.



**Rebecca Spitzgo**

HRSA Bureau of Health Workforce

**3:15 p.m. - 5:00 p.m.**

Rebecca (Becky) Spitzgo is the first associate administrator of Bureau of Health Workforce BHW, which aims to better meet the need for a well-trained, well-distributed 21st century workforce through realignment and built in connectivity. Spitzgo has more than 30 years of Federal experience in grants management, system development and project management at HHS and the U.S. Department of Education. Spitzgo was appointed associate administrator for health workforce in the Health Resources and Services Administration (HRSA) at the U.S. Department of Health and Human Services (HHS) in May 2014.



**Seiji Hayashi MD, MPH**

HRSA Bureau of Primary Health Care

**3:15 p.m. - 5:00 p.m.**

Dr. Seiji Hayashi is the Chief Medical Officer for the Bureau of Primary Health Care (BPHC) at the Health Resources and Services Administration (HRSA). As Chief Medical Officer; Dr. Hayashi oversees the bureau's clinical quality strategy for the nation's community health centers, migrant health centers, health care for the homeless centers, and public housing primary care centers. Dr. Hayashi is a board-certified family physician and has been caring for patients at a federally qualified health center in the District of Columbia since 2001.

# Monday, June 1





- Quality
- Recruitment
- Retention
- Engagement

|                                                       |                                                                                                                                                                                                                                                                                          |                                                                                                                                              |                                                                                                              |                                                                                                        |
|-------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| <b>General Session</b><br>9:30 a.m. – 11:00 a.m.      | <b>OPENING GENERAL SESSION</b><br>MC: Kathy Brieger<br><br>Blessing: Keaulana Holt – Papa Ola Lokahi<br>Marc Overbeck – Oregon Primary Care Office<br>Dr. Rishi Manchanda – HealthBegins                                                                                                 |                                                                                                                                              |                                                                                                              |                                                                                                        |
| <b>Workshop Session #1</b><br>11:15 a.m. – 12:15 p.m. | A Collaborative Model of Care for Vulnerable Patients with Diabetes<br><br>Edison B                                                                                                                                                                                                      | Individuals with Intellectual and Developmental Disabilities: The Case for Designation as a Medically Underserved Population<br><br>Edison C | Associate and Provider Engagement from Day One<br><br>Edison A                                               | Approach to the Adolescent-Headed Household: Supporting Teen Parents and Their Children<br><br>Bell    |
| <b>Lunch</b><br>12:30 p.m. – 2:00 p.m.                | <b>GENERAL SESSION LUNCHEON</b><br><i>Sponsored by the Centene Corporation</i><br>MC: Jim Hotz, MD<br><br>Dr. Adrian Billings – Big Bend Medical Center<br>Dr. Luis Padilla – Director, NHSC<br><br> |                                                                                                                                              |                                                                                                              |                                                                                                        |
| <b>Workshop Session #2</b><br>2:15 p.m. – 3:15 p.m.   | Improving Hypertension Control Rates for Underserved Populations<br><br>Bell                                                                                                                                                                                                             | Innovative Strategies to Build and Sustain the Health Professions Pipeline<br><br>Edison A                                                   | Professional Development Grants: An Effective Retention Strategy in Community Health Centers<br><br>Edison C | Patient and Family Engagement to Improve Patient Outcomes<br><br>Edison B                              |
| <b>Break</b><br>3:15 p.m. – 3:45 p.m.                 | Refreshment Break in Exhibit Hall<br><i>Sponsored by Pfizer RxPathways</i><br><br>                                                                                                                  |                                                                                                                                              |                                                                                                              |                                                                                                        |
| <b>Workshop Session #3</b><br>3:45 p.m. – 4:45 p.m.   | Strategies for Implementing Smoking Cessation Programs in Underserved Communities<br><br>Bell                                                                                                                                                                                            | Telehealth in a Community/Migrant Health Center Program<br><br>Edison B                                                                      | New HPSA Process and How HPSAs are Used for NHSC Site Eligibility<br><br>Edison A                            | Use of a Partnership Model of Social Enterprise to Serve Vulnerable Dental Populations<br><br>Edison C |
| <b>Conference Reception</b><br>6:00 p.m. – 8:00 p.m.  | <b>AWARD PRESENTATIONS</b><br><i>Sponsored by McKesson</i><br>MC: Bonnie Hillsberg<br><br>                                                                                                          |                                                                                                                                              |                                                                                                              |                                                                                                        |



- Quality
- Recruitment
- Retention
- Engagement

## Tuesday, June 2

|                                                             |                                                                                                                                                                                                                                                                                                                                           |                                                                                                |                                                                                                                                   |                                                                                                    |
|-------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| <b>Breakfast</b><br>8:00 a.m. – 9:30 a.m.                   | <div style="text-align: center;"> <b>BREAKFAST</b><br/> <i>Sponsored by RCHN Community Health Foundation</i><br/> <b>WITH DISCUSSION TABLES ON KEY TOPICS</b> </div> <div style="text-align: right;">  </div>                                          |                                                                                                |                                                                                                                                   |                                                                                                    |
| <b>Workshop Session #4</b><br>9:30 a.m. – 10:30 a.m.        | A Practical Approach to Identifying and Analyzing High-Utilizer Patients in an FQHC<br>Edison B                                                                                                                                                                                                                                           | Utilizing the 340B Program and Policy Update<br>Edison A                                       | NAO & AHEC 101: An Overview of the AHEC Program and its Role in Workforce Recruitment & Retention<br>Bell                         | The Other “Risk Adjustment”: Early Engagement of Patients to Reduce Cost and Morbidity<br>Edison C |
| <b>Break</b><br>10:30 a.m. – 11:00 a.m.                     | <div style="text-align: center;"> Refreshment Break in Exhibit Hall<br/> <i>Sponsored by Pfizer RxPathways</i> </div> <div style="text-align: right;">  </div>                                                                                         |                                                                                                |                                                                                                                                   |                                                                                                    |
| <b>Workshop Session #5</b><br>11:00 a.m. – 12:00 p.m.       | How to Implement Best Practice in Asthma Care to Improve Outcomes<br>Bell                                                                                                                                                                                                                                                                 | Preliminary Results of Analytics Deployments in Federally Qualified Health Centers<br>Edison C | Take II: Factors Related to Recruitment and Retention of Primary Care Physicians After Health Reform in Massachusetts<br>Edison A | Population Health: Enhancing Provider Engagement in the Community<br>Edison B                      |
| <b>Federal Partners – ONC/ASH</b><br>12:15 p.m. – 2:00 p.m. | <div style="text-align: center;"> <b>GENERAL SESSION LUNCHEON</b><br/> <br/> DR. KAREN DESALVO (ONC/ASH)<br/> MC: Mary Kasal<br/> Policy Update: Craig Kennedy </div> <div style="text-align: right;">  </div>                                       |                                                                                                |                                                                                                                                   |                                                                                                    |
| <b>Workshop Session #6</b><br>2:15 p.m. – 3:15 p.m.         | Expanding Long-Acting Reversible Contraceptives (LARCS) Use in Prevention of Teen Pregnancy<br>Edison C                                                                                                                                                                                                                                   | Zufall Health Workforce Redesign Project<br>Bell                                               | Why Recruiting Clinicians to Underserved Opportunities is Different: Ideas for Collaboration<br>Edison A                          | Improving Access to Oral Health to Residents of Public Housing<br>Edison B                         |
| <b>Federal Partners - HRSA</b><br>3:15 p.m. – 5:00 p.m.     | <div style="text-align: center;"> <b>GENERAL SESSION</b><br/> <br/> BECKY SPITZGO (BHW) &amp;<br/> DR. SEIJI HAYASHI (BPHC)<br/> MC: Felix Nunez<br/> <br/> <u><b>Conference Raffle Drawings</b></u> </div> <div style="text-align: right;">  </div> |                                                                                                |                                                                                                                                   |                                                                                                    |

*Wednesday, June 3*

# Schedule at a Glance

## Capitol Hill Day



### Continuing Education Credit (CEU)

We are pleased to offer 6 hours of Continuing Medical Education (CME) credit at no cost to participants through the Migrant Clinicians Network (MCN).

An application for CME credit has been filed by MCN with the American Academy of Family Physicians. Determination of credit is pending.



### RAC Online

ACU is a partner with the Rural Assistance Center (RAC). RAC offers resources to rural communities to help them improve services and support the health of rural residents. Visit [www.raconline.org](http://www.raconline.org) for funding, news, publications, and more.



# Workshops

**Key:**

- Quality      ● Recruitment  
● Retention      ● Engagement

Monday, June 1

**11:15 a.m. - 12:15 p.m.**

● **A Collaborative Model of Care for Vulnerable Patients with Diabetes**

**Edison B**

Pia Valvassori, Clinician/Professor, Health Care Center for the Homeless / University Central Florida; Erin St. Onge, PharmD Assistant Dean/Clinical Associate Professor, University of Florida College of Pharmacy

Treating diabetes can prove to be a challenge, especially in vulnerable populations. Underserved patients face their own unique barriers to treatment in addition to those encountered by the general diabetic population. Collaborative practice models including primary care providers, clinical pharmacists and behavioral health specialists can improve patient care and help achieve desired clinical outcomes. A model developed by the Health Care Center for the Homeless has proven to be successful in enhancing the care of patients with diabetes.

● **Individuals with Intellectual and Developmental Disabilities: The Case for Designation as a Medically Underserved population**

**Edison C**

Rick Rader, MD, VP External Affairs, American Academy of Developmental Medicine and Dentistry

Despite a robust research database describing individuals with intellectual and developmental disabilities as being "medically underserved" the Federal government (HRSA) has never officially designated them as members of a Medically Underserved Population (MUP). This presentation will describe the benefits, justification, political battles to achieve that recognition. Also covered will be the methodologies created to successfully reach that designation and the ongoing ten year debate that still persists.

● **Associate and Provider Engagement from Day One**

**Edison A**

Jennifer Genuardi, Director of Clinical Best Practices and Clinical Education; Rosa Agosto, Chief Talent and Learning Officer, Urban Health Plan, Inc.

To assure that high quality staff is retained and engaged, Urban Health Plan (UHP) on-boarding program follows associates and providers at key times during their first six months of employment. This allows for socializing, recognition, team work, collaboration, learning and development while providing an opportunity to acclimate, identify issues, improve satisfaction and engagement, and maximize resources. New providers have a preceptorship program built into the first 30 days for non-physicians and a 3-day advisorship for physicians.

● **Approach to the Adolescent Headed Household: Supporting Teen Parents and Their Children**

**Bell**

Kristine Schmitz, Director of Medical Services/Attending Pediatrician, Children's National Health System

Adolescent parents have unique needs for themselves and their children. If provided supportive services, they have equal potential for success as non-parenting teens. This workshop will detail the Healthy Generations Program, a multidisciplinary pediatric medical home for teen parents and their children. It will describe the multi-

disciplinary services provided and various outcomes including low repeat pregnancy rates, high school attendance, and utilization of the pediatric medical home for preventive and acute care of teen parents and their children.

**2:15 p.m. - 3:15 p.m.**

● **Improving Hypertension Control Rates for Underserved Populations**

**Bell**

Sophia McIntyre, Chief, Clinical Quality and Physician Leadership Development, Hudson River Healthcare, Inc.

The purpose of this session is to introduce participants to the NYS Million Hearts Learning Collaborative, which was designed to identify and control hypertension specifically among underserved populations at higher risk for heart disease and stroke. The presentation will focus on the results from a one-year pilot study at three federally qualified community health centers in NYS, serving approximately 8600 adults where approximately 34.8% have been diagnosed with hypertension.

● **Innovative Strategies to Build and Sustain the Health Professions Pipeline**

**Edison A**

Ashley Colwell, Manager of Workforce Development; Rajesh Parikh, Vice President of Clinical Services and Workforce Development, Illinois Primary Health Care Association; Byron Jasper, Fellow, Georgetown University

The discontinuation of the federally funded SEARCH program in 2012 triggered the need to develop innovative clinical workforce development programs. Through collaborations with Illinois' Primary Care Office, Area Health Education Center, academia and CHCs, health professions student exposure to CHCs became reality. IPHCA pipeline building activities include: "Pre-Clinical Program", formal school presentations and placement assistance to National Health Service Corps/State scholars interesting in rotations at CHCs.

● **Professional Development Grants: An Effective Retention Strategy in Community Health Centers**

**Edison C**

Leslie Bailey, Program Manager, Primary Care Workforce Initiatives; Joan Pernice, Director of Clinical Health Affairs, Massachusetts League of Community Health Centers; Robert Hoch, MD, Chief Medical Officer, Harbor Health Service, Inc.

This workshop will present the results over 5 years of an innovative retention strategy in Massachusetts known as the Special Project Grants. The Community Health Center Special Project Grant was developed to provide career development opportunities to providers at community health centers through the support of funded projects, mini-fellowships and international experiences that match the clinical or career interest of selected providers and the programmatic needs of the Health Center. The goal is to enhance retention of providers by supporting professional growth.



**Key:**

- Quality      ● Recruitment
- Retention      ● Engagement

# Workshops

Monday, June 1 (continued)**2:15 p.m. - 3:15 p.m.****● Patient and Family Engagement to Improve Patient Outcomes****Edison B***Ilene Corina, Patient Safety Consultant / President, PULSE of NY*

The most available but unused resource to improve patient outcomes is the family and friends at the patient's bedside. Since 1996 PULSE of NY has been teaching the community about patient safety and since 2006 Family Centered Patient Advocacy Training has been used to teach the friends and families of the patient to participate as part of the patients care team. Focusing on the needs of vulnerable populations such as the transgender community, people living with HIV/AIDS and people with disabilities, this workshop can will break down the silos to reduce costs, improve outcomes and improve patient satisfaction.

**3:45 p.m. - 4:45 p.m.****● Strategies for Implementing Smoking Cessation Programs in Underserved Communities****Bell**

*Daren Anderson, VP/Chief Quality Officer/Director; Ianita Zlateva, MPH, Director of Research and Evaluation; Bridget Teevan, MPH, Research Associate; Tara Lee Davidson, Research Assistant, Weitzman Institute Community Health Center, Inc.*

Community Health Center Inc. (CHCI), a FQHC in CT, offers a variety of smoking cessation services to its 18,000 active adult and adolescent smokers. Services include counseling, QuitLine, breathalyzers and cessation medications. As part of research initiatives examining the effect of financial incentives to quit, half of enrolled patients are incentivized for service utilization and half are not. We will share our experience implementing the programs, determining workflow solutions and recruiting patients through media platforms.

**● Telehealth in a Community/Migrant Health Center Program****Edison B**

*Sirene Garcia, Administrator of Special Programs; Mary Zelazny, CEO, Finger Lakes Community Health, Finger Lakes Community Health*

This presentation will discuss how a Community/Migrant Health Center program in Upstate New York used technology to reach out to a variety of health providers to provide access to care for their patients in order to address language, transportation and access to care issues. The core structure of the Finger Lakes Telehealth Network will be discussed, the benefits that our patients experience, as well as the difficulties of integrating those services into a primary care setting. The audience does not need any prior experience with Telehealth to benefit from this workshop.

**● ● New HPSA Process and How HPSAs Are Used for NHSC Site Eligibility****Edison A**

*Melissa Ryan, Division of Policy and Shortage Designation; Beth Dillon, Director, Division of Regional Operations, Bureau of Health Workforce/HRSA*

This session is designed to help providers understand their NHSC loan repayment service requirements and to how successfully complete their service. The session would provide an overview of the loan repayment service; present "need to know" information, tools, and resources for successfully completing their service; and answer questions about their NHSC service commitment.

**● Use of a Partnership Model of Social Enterprise to Serve Vulnerable Dental Populations****Edison C**

*Dr. Tom Harle, Tom J. Harle Dentistry Professional Corporation*

Barriers to dental care for vulnerable patients are being addressed by a dental corporation that is uniquely structured to support its commitment to making a positive impact in the community. Dr. Harle shares his experience of having committed his dental practice to a social mission through a Partnership Model of Social Enterprise. As a Social Entrepreneur he demonstrates in practical terms how it is possible to combine seemingly unrelated ventures into a unit which becomes mutually beneficial.

## TUESDAY, JUNE 2

**9:30 a.m. - 10:30 a.m.****● A Practical Approach to Identifying and Analyzing High-Utilizer Patients in an FOHC****Edison B**

*Douglas Olson, Chief Medical Officer; Mark Broadwin, Americorps Volunteer; Karamo Kourouma, Electronic Health Record and Quality Specialist; Eva Beau, Patient Navigator, Norwalk Community Health Center*

One aim of patient centered medical homes is to provide comprehensive, coordinated, seamless care for patients across care transitions. One high-risk transition is utilization of the emergency room, a location of care that is often high cost, poorly coordinated, and difficult to predict. Some of these visits are both preventable and unnecessary, and understanding the demographics that comprise these patients at a population level offers opportunities for intervention. The workshop will describe all of these efforts and how they can be applied to other settings.

**● Utilizing the 340B Program and Policy Update****Edison A**

*Rusol Karralli, Manager of 340B Education & Compliance Support, Apexus*

This session will focus on the hot topics of the day (and with the current debates in Congress, we anticipate the program to be a hot topic itself), and an update on the work of the Prime Vendor, and to reflect what is happening in the manufacturer community, and directly with 340B eligible entities.

# Workshops

**Key:**


Quality



Recruitment



Retention



Engagement

Tuesday, June 2 (*continued*)

9:30 a.m. - 10:30 a.m.

## **NAO & AHEC 101: An Overview of the AHEC Program and its Role in Workforce Recruitment & Retention**

**Bell**

Robert Trachtenberg, Executive Director, National AHEC Organization

This session will introduce the Area Health Education Center (AHEC) Program to attendees, including the role of the National AHEC Organization (NAO). The session will focus on AHEC and NAO activities across the country as it relates to clinical health care workforce recruitment & retention.

## **The Other "Risk Adjustment": Early Engagement of Patients to Reduce Cost and Morbidity**

**Edison C**

Chris Espersen, Quality Director, Primary Health Care, Inc.

Working to reduce cost and utilization for complex patients is a familiar concept in today's world of Accountable Care Organizations and reimbursement restructuring. But in the underserved environment, cost containment is balanced with a call for social justice. We have a duty and a desire to empower individuals before they become the "frequent fliers" and "high risk" patients. Explore alternate methods of risk stratification with one health centers model of early engagement of patients with new diagnoses of chronic conditions, and long-standing conditions of adverse social determinants of health.

11:00 a.m. - 12:00 p.m.

## **How to Implement Best Practice in Asthma Care to Improve Outcomes**

**Bell**

Jacqueline Rubino, Director, Hudson Valley Asthma Coalition, American Lung Association of the Northeast; Erin Conley, RN Lead Pediatric Nurse, Greater Hudson Valley Family Health Center; Jesse Sarubbi, MA Director of Education and Care Coordination, Greater Hudson Valley Family Health Center

Asthma is one of the most common chronic diseases in the United States with 1 in 12 adults and 1 in 11 children diagnosed. The Hudson Valley Asthma Coalition partnered with federally-qualified health centers in New York State to improve asthma outcomes among their patients. Utilizing the Model for Improvement and Chronic Care Model, they implemented the national Guidelines for the Diagnosis and Management of Asthma, put forth by the National Heart, Lung, and Blood Institute. In the workshop, the presenters will demonstrate how best practice was accomplished, discuss the outcomes, and describe one of the successful and creative methods employed to engage patients.

## **Preliminary Results of Analytics Deployments in Federally Qualified Health Centers**

**Edison C**

David Hartzband, Director, Technology Research; Feygele Jacobs, President & CEO, RCHN Community Health Foundation

The Path2Analytics project was started in March of 2014 with the objective of assisting CHCs in developing analytic queries related to health center strategic objectives, and facilitating the adoption of modern analytic software. The presentation will focus on: technical and organizational requirements for using contemporary analytics in the health center; process and impediments for analytic planning in the health center; what inquiries were done and why; discussion of results in each case including similarities & differences in results; discussion of what worked & what didn't.

## **Take II: Factors Related to Recruitment and Retention of Primary Care Physicians After Health Reform in Massachusetts**

**Edison A**

Linda Cragin, Director, MassAHEC Network, University of Massachusetts Medical School; Judith Savageau, MPH Associate Professor, Center for Health Policy and Research University of Massachusetts Medical School

In 2008, the MassAHEC Network and the Center for Health Policy and Research at UMass Medical School and the Mass League of Community Health Centers surveyed community health center (CHC) primary care physicians (PCPs) to characterize the workforce, identify factors related to preparedness, recruitment and retention, and correlate satisfaction with organizational improvement efforts. The survey was repeated in 2013 to determine the impact of MA health care reform, including patient-centered medical home transformation processes.

## **Population Health: Enhancing Provider Engagement in the Community**

**Edison B**

Jarrett Sell, Assistant Professor, Penn State Hershey Medical Center; Charis James, MD, MPH Resident, Penn State Hershey Family Medicine

New strategies are needed to lower healthcare costs and address the health care needs of communities, especially in underserved areas. Improved education in Population Health is one way to better train the future workforce to meet national and local health care needs, beyond the traditional individual encounter in the office setting. Using data gathered from a qualitative study of what family medicine residents value about community and experience directing a longitudinal experiential Population Health curriculum, in which residents partner with community organizations to improve health, this workshop will explore ways to train future providers with greater competency in community engagement.

**Key:**

- Quality      ● Recruitment
- Retention      ● Engagement

# Workshops

Tuesday, June 2 (continued)

2:15 p.m. - 3:15 p.m.

## ● Expanding Long-Acting Reversible Contraceptives (LARCS) Use in Prevention of Teen Pregnancy

### Edison C

Linda Prine, Director of Women's Health, Institute for Family Health; Lucia McLendon MD, Faculty, Harlem Residency in Family Medicine institute for Family Health

Recent studies have demonstrated that contraceptive care in Federally Qualified Health Centers (FQHCs) is inadequate to meet the needs of the population. This workshop will address these issues through a case study from one large FQHC that encompasses both urban and rural sites as well as three family medicine residencies. It will examine the needed elements for successful financial outcomes such as: using 340b programs, proactively enrolling patients in public health care plans, rigorous contract negotiations with health insurance companies like Medicaid managed care, training and scheduling issues.

## ● Zufall Health Workforce Redesign Project

### Bell

Frances Palm, Chief Operating Officer, Zufall Health Center; Rina Ramirez, Chief Medical Officer, Zufall Health Center; Kathy Brieger, Consultant

Zufall Health Center, has initiated a transformation of the front desk orientation; and integration of the front desk staff into the clinical team, as part of a grant from the RWJF. Front desk staff are the key to access and patient experience and play a vital role in meeting PCMH standards. Their work is often not considered, when working toward a PCMH certification.

## ● Why Recruiting Clinicians to Underserved Opportunities is Different: Ideas for Collaboration

### Edison A

Mike Shimmens, Executive Director, 3RNet

Recruiting to Minneapolis, Minnesota is not the same as recruiting to Bemidji, Minnesota. To recruit mission-driven providers into underserved areas you must be able to differentiate between rural and urban searches and adapt your strategies accordingly. This session will present a practical approach to recruiting by leveraging free resources, incentive programs, and a focus on collaboration.

## ● Improving Access to Oral Health in Residents of Public Housing

### Edison B

Sam Wakim, Chief Dental Officer, Zufall Health Center; Dr. Rina Ramirez, Chief Medical Officer, Zufall Health Center

In this session, we will describe our integrated model for delivering dental care to public housing residents which incorporates off-site exams, caries risk assessments, self-management goals and coordinated follow-up care on-site. We will discuss how oral health services in non-traditional settings can serve an important role in (a) detecting dental caries, (b) identifying high risk patients in need of urgent dental care, (c) providing self care goals, (d) initiating treatment plans, and (e) engaging public health residents' trust while improving the patient/care team relationship.



# Special Workforce Training

## Using Data to Understand and Address Your Workforce Challenges



**Tuesday, June 2**  
**9:00 a.m. -12:00 p.m.**  
**Whitney Meeting Room**  
**(Pre-registration Required)**

The Association of Clinicians for the Underserved, through a national cooperative agreement with the Bureau of Primary Health Care, created the Solutions, Training, and Assistance for Recruitment and Retention (STAR<sup>2</sup>) Center to help health centers address their clinician workforce challenges. Using its unique health center recruitment and retention data profiles and a health center self-assessment tool, the STAR<sup>2</sup> Center is able to identify specific workforce need at the health center level. Health centers are invited to this hands-on workshop to evaluate their workforce programs, identify specific areas of intervention to improve those workforce programs, and receive tools and resources to assist them with next steps. A team of experts will offer education on the new STAR<sup>2</sup> Center data profiles, in-depth training on a relevant workforce issue, and guided work groups on the specific recruitment and retention concerns of the participants. This intensive training is designed for a small group of health center CEOs, CMOs, and HR Directors. Pre-registration and completion of an organizational self-assessment is required prior to the conference training.

Upon completing this session, the participants will be able to:

- Utilize the STAR<sup>2</sup> Center's individual health center recruitment and retention profiles
- Identify specific challenges and solutions for their workforce concerns
- Access additional resources and technical assistance

Presenters:

1. Allison Abayasekara, Association of Clinicians for the Underserved
2. Pamela Byrnes, John Snow, Inc.
3. Mike Shimmens, 3RNet

The STAR<sup>2</sup> Center provides free resources, training, and technical assistance to health centers about clinician workforce issues.

To learn more, visit [www.chcworkforce.org](http://www.chcworkforce.org).



# Sponsors

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**McKesson Medical-Surgical** delivers a comprehensive offering of healthcare products, equipment, technology, and service solutions to support Community Health Centers. By partnering with our customers to provide business solutions and supplies, it allows them to focus on what matters most -- delivering quality healthcare.



**Pfizer RxPathways** is a comprehensive assistance program that provides eligible patients with a range of support services, including insurance counseling, co-pay assistance, and access to medicines for free or at a savings.



**RCHN Community Health Foundation, Inc.** (RCHN CHF) is a non-profit foundation whose mission is to support and benefit community health centers through strategic investment, research, coalition building, grant making and education. RCHN CHF is the only foundation in the country dedicated to health centers nationally and the communities and patients they serve. More at: [www.rchnfoundaton.org](http://www.rchnfoundaton.org) and [www.chcchronicles.org](http://www.chcchronicles.org)



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**CommonWealth Purchasing Group (CPG)** helps health centers, clinicians, and nonprofits save money on the supplies, services, and equipment they buy everyday. CPG has saved its members over \$200 Million Dollars since its inception in 1998.



**EyePACS** - Prevent blindness from diabetes and meet quality measures. EyePACS provides diabetic eye disease detection in your clinic. Our validated, low-cost, web-based, high-resolution imaging system, customizable to your clinic's needs, fits within the sustainability requirements of most community clinics. Over a quarter million patients like yours have already benefited from EyePACS.



**NYCRx** is a non-profit 340B manager currently partnering with over 50 entities. 340B offers meaningful savings to uninsured patients and can generate significant revenue to community health centers. In addition to 340B services and prescription discount offerings, we have expanded into mission appropriate projects to expand access to medical prescriptions.



**CareMessage** is a not-for-profit patient engagement platform focused on providing healthcare and community organizations with effective care management solutions for low income patients. Our mission is to improve health literacy and disease self-management for underserved populations.



**3RNet** is a national nonprofit organization. Our 53 members improve rural and underserved communities' access to quality health care through recruitment and retention of health care professionals and community-based training. Our free, interactive website, [www.3RNet.org](http://www.3RNet.org), connects candidates with safety net facilities and provides unbiased job resources and information. 1-800-787-2512.



**John Hopkins University Press** is one of the world's largest university presses, publishing 80 scholarly journals and nearly 200 new books each year. Award-winning lists in history, science, literary studies, political science, and medicine reach a worldwide audience of scholars, students, and discerning readers.



**Henry Schein's Dentrix® Enterprise** is the leading electronic dental record (EDR) software used in community health centers. Whether you are looking for a complete practice management system with integrated EDR or simply adding an EDR to connect in real-time with a current medical EHR solution—Dentrix Enterprise is your strategic technology partner.



**The National Health Service Corps** offers scholarship and loan repayment assistance to support health profession students and health care providers who choose to bring their skills where they're most needed. Today, nearly 8,900 members are providing care to more than 9.3 million people.



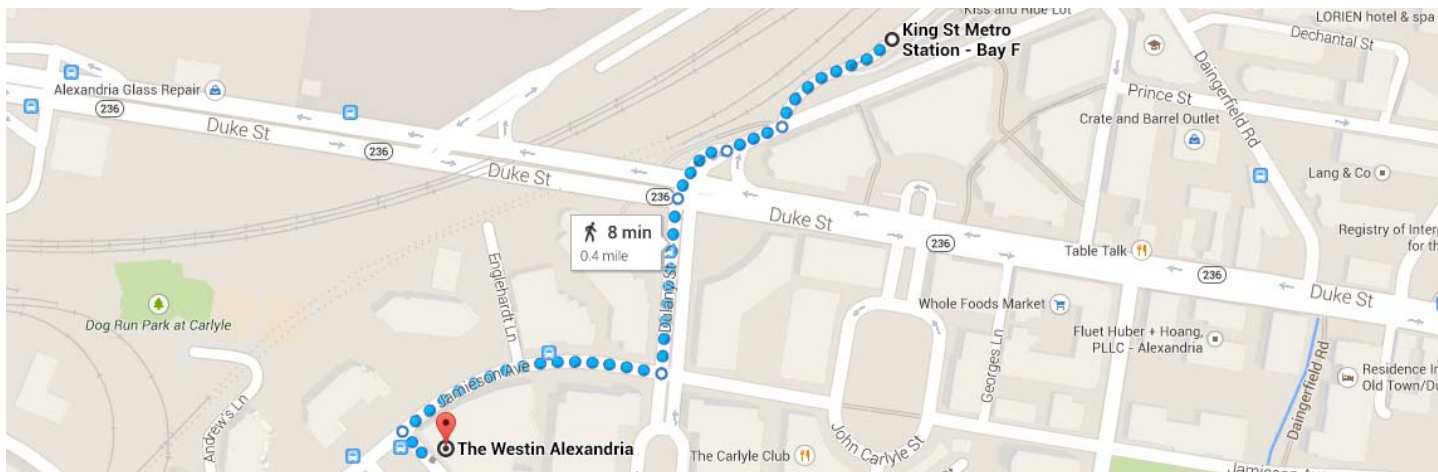
**NeedyMeds** is a national nonprofit organization. Through its website and toll-free helpline, patients are connected to programs that offer financial assistance for healthcare costs.

**Allergy & Asthma Network** is the leading nonprofit whose mission is to end the needless death and suffering due to asthma, allergies and related conditions through outreach, education, advocacy and research.



# Transportation to The Westin Alexandria

400 Courthouse Square • Alexandria, VA 22314-5700 • United States • Phone: (703) 253-8600



## Transportation:

The Westin Alexandria hotel is just minutes from Ronald Reagan National Airport (DCA) and within two hours of Dulles International Airport (IAD). Explore transportation options from each airport to The Westin Alexandria below, or take advantage of one of the numerous rental agencies located in the airports should you wish to have a car during your stay.

### From Ronald Reagan National Airport (DCA)

- **Metrorail:** The blue and yellow metro lines will take you from the airport to a metro station within walking distance from The Westin Alexandria hotel. Travel time is just about 20-25 minutes, and fees vary by time of day. For hours and more information, call (202) 637-7000.

- **From Terminals B and C:** Use either of two enclosed pedestrian bridges on the concourse level that connect directly to the Metrorail station.
- **From Terminal A:** Exit the terminal to the street curb and board any "Airport Shuttle" bus. At the stops for Parking Garages B and C (bus shelter #3 and bus shelter #5) you will find an enclosed pedestrian bridge that connects to the Metrorail station.

- **From the Metrorail Station:** Take either the blue line toward Franconia-Springfield or the yellow line toward Huntington and get off at the King Street Metrorail station. The hotel is three blocks away (see above map).
- **SuperShuttle:** Arrange a shuttle to The Westin Alexandria hotel for quick and easy transportation. Reservations are required and can be made by calling (800) 258-3826. The cost is \$16 for one passenger and \$10 for each additional passenger.
- **Alexandria Yellow Cab:** Transportation by taxi to The Westin Alexandria hotel takes just about 15 minutes, is available 24 hours and costs approximately \$15. Catch a cab at the airport or reserve one in advance by calling (703) 549-2500.

### Dulles International Airport (IAD)

- **SuperShuttle:** Arrange a shuttle to The Westin Alexandria hotel, available 24 hours. Reservations are required and can be made by calling (800) 258-3826. The cost is \$35 for one passenger and \$10 for each additional passenger. Travel time to The Westin Alexandria is approximately one hour and thirty minutes.
- **Washington Flyer Taxi:** Transportation by taxi to The Westin Alexandria hotel takes about 45 minutes, is available 24 hours and costs approximately \$80. Reserve one in advance by calling (703) 572-8294.

# Sites to see in and around Alexandria



**Old Town Alexandria**  
*Alexandria, VA | 1.5 miles away*

Stroll down the cobblestoned streets of King Street and you'll be walking in George Washington's footsteps. Visit the shops, cafes, restaurants and taverns of this historic town and travel back in time.



**Mount Vernon Mansion**  
*Alexandria, VA | 8.1 miles away*

A history-filled afternoon for the entire family awaits. While visiting D.C. with the family, make a stop at the Mount Vernon Mansion, George Washington's home.



**Lincoln Memorial**  
*Washington, D.C. | 8.2 miles away*

Across from the National Monument honor the country's sixteenth President by visiting the majestic Lincoln Memorial.

The site of many famous speeches, the Lincoln Memorial continues to be one of the most visited spots in the country.



**King Street Trolley**  
Take a free ride along King Street and experience the sites and sounds of Alexandria. Stop off to check out Gadsby's

Tavern Museum, The Freedom House, and King Street Garden's Park. If you can't make it back to the Landmark for lunch be sure to check out any of King Street's pubs and restaurants.



**George Washington Masonic National Memorial**  
*Alexandria, VA | 0.8 miles away*

The George Washington Masonic National Memorial is a Masonic building and memorial dedicated to the memory of George Washington, the first President of the United States and a Mason.



**Washington National Monument**  
*Washington, D.C. | 7.7 miles away*

View the obelisk erected in honor of President George Washington from the National Mall. It is the tallest structure in Washington, D.C. and one of the nation's most recognizable structures.

# Westin Alexandria Floor Plan

