



INNOVATION INTEGRATION INSPIRATION

2018 IOWA PRIMARY CARE ASSOCIATION ANNUAL CONFERENCE

Presented by  **Quest**
Diagnostics™

AGENDA

WEDNESDAY, OCTOBER 3

9:00 am – 10:00 am

*Des Moines, Iowa Foyer,
& Ballroom Foyer*

REGISTRATION & CONTINENTAL BREAKFAST

10:00 am – 11:30 am

Iowa A

WELCOME & OPENING REMARKS

Theodore J. Boesen, Jr., Chief Executive Officer, Iowa Primary Care Association

KEYNOTE SPEAKER

Daniel Miller, MD, Chief, Clinical Integration & Medical Education
Designated Institutional Officer, Hudson River HealthCare, Inc.

11:30 am – 11:45 am

BREAK & EXHIBIT HALL

11:45 am – 1:00 pm

Ballroom

LUNCH & SPEAKER: THE PAST, PRESENT AND FUTURE FOR HEALTH CENTERS: INSPIRING INNOVATIVE INTEGRATION

Craig Kennedy, MPA, Association of Clinicians for the Underserved

This session will focus on the past, present and future for health centers in Iowa and the U.S. Craig Kennedy will review the challenges health centers have overcome to achieve what they have today, the challenges they face today, and the potential future for health care delivery in America. He will outline both the operational issues and political opportunities that can expand access to care for those in underserved communities across the country.

1:00 pm – 1:30 pm

BREAK, EXHIBIT HALL, AND HEALTHIEST STATE ANNUAL WALK

Iowa PCA staff will lead a walk around the neighborhood as part of the Healthiest State Annual Walk (#GetYourWalkOn2018). Participants will meet by the front desk in the lobby.

1:30 pm – 2:45 pm

BREAKOUT SESSIONS I

Iowa BC

TRACK I: NACHC UPDATES TELECONFERENCE – SPONSORED BY GE HEALTHCARE

Gina Capra, Vice President, Training and Technical Assistance, National Association of Community Health Centers

Colleen Meiman, Senior Policy Advisor, National Association of Community Health Centers

Kersten Burns Lausch, Director, State Affairs, National Association of Community Health Centers

This session will provide an overview of key policy and advocacy developments at the federal and state level, with a focus on how they impact Iowa's community health centers.

Iowa DE

TRACK II: MASTERING THE STORM OF CHANGE

Larry Johnson, MA, CSP, Owner/Partner, Johnson Training Group, LLC

This presentation focuses on the need for health care professionals to deal effectively with change. It addresses the psychological roller coaster change can put you on and how you can deal with it to ensure the best outcomes for your patients, your facility, and your sanity.

2:45 pm – 3:00 pm

BREAK & EXHIBIT HALL

3:00 pm – 4:15 pm

Iowa BC

BREAKOUT SESSIONS II

TRACK I: MAKING MILLENNIALS GREAT

Jeff Kortés, Founder, Human Asset Management LLC
Randy Wilinski, Founder, Spirited Resources, LLC

Have you been wondered what it takes to motivate this new generation of millennial workers? Are you looking for new strategies to turn your millennial employees into “rock star” performers? Are you ready to understand what it takes to lead and grow your youngest workforce? That’s what they will help you do.

Jeff Kortés and Randy Wilinski have been doing just that for the past decade. Jeff brings 28 years of experience as a human resources professional, coach, and father of three millennials. Now, as a “headhunter” he finds himself successfully recruiting millennials for his clients. Randy, a millennial himself, has held leadership roles where he has hired, fired and inspired other millennials for 10+ years. They work with individuals and organizations to help grow these new leaders.

Through humorous anecdotes, live action role play, real-life stories and interactive participation, they have created a program which enables participants to learn the 5 pillars that will build this next generation and unlock their potential at work.

Because of their unique perspectives, they are able to show how millennials think and what motivates, or what doesn’t motivate them to go that extra mile for their boss and organization.

As baby boomers exit the workforce, it is imperative that leaders understand this new generation and more importantly how to make them successful. Attendees will be enlightened and entertained by a baby boomer and a millennial’s take on being successful in the workplace. Their unique message will resonate with the attendees, leave them with actionable takeaways, and quite a few laughs.

Iowa DE

TRACK II: COMMUNITY ENGAGEMENT PANEL

Reverend Sarai Schnucker Rice, Chief Executive Officer, Des Moines Area Religious Council
Lyn Marchant, Community School Coordinator, Scavo
Hieu Pham, Assistant Director, Monsoon Asians & Pacific Islanders in Solidarity
Janelle Mueller, AMOS
Erin Drinnin, Community Impact Officer – Health, United Way of Central Iowa

Engaging with partners is vital to the work community health centers do and helps us improve patient health – especially when using partners as resources for care coordination or combating Social Determinants of Health. Because many health centers are working to successfully engage community partners, this session is designed to help with your work by featuring panelists from a variety of community groups to share their expertise on best practices to build these relationships, partners community health centers may not traditionally think of engaging, and enabling resources that can be shared between community partners.

4:15 pm – 4:30 pm

BREAK - EXHIBIT HALL

4:30 pm – 5:30 pm

Iowa A

PLENARY SESSION: HRSA UPDATE

Suma Nair, PhD, MS, RD, Director, Office of Quality Improvement Bureau of Primary Health Care, Health Resources and Services Administration (HRSA)

5:30 pm – 8:00 pm

Ballroom

RECEPTION, SOCIAL & AWARDS PRESENTATION – SPONSORED BY QUEST DIAGNOSTICS

Roosevelt High School String Quartet

Awards

Iowa PCA Impact Awards
Unsung Hero Award
Outstanding Provider Award
Carl A. Kulczyk Memorial Award
Underserved Champion Award

THURSDAY, OCTOBER 4

6:45 am – 8:00 am

Des Moines & Ballroom

REGISTRATION & BREAKFAST

8:00 am – 9:15 am

CONCURRENT BREAKOUT SESSION

Iowa B

INNOVATION I: NAVIGATING THE COMPLEXITIES OF ALIGNING PAYMENT REFORM WITH PRACTICE TRANSFORMATION

Craig Hostetler, MHA, Principal, Hostetler Group

Value-based pay (VBP) is getting more and more popular with state Medicaid programs, but what does this mean regarding the way community health centers are currently paid? This session will describe: 1) community health center capitated alternative payment methodologies that states are utilizing as a bridge to VBP, 2) How to align payment reform with practice transformation that is meaningful to community health center patients, and 3) How to engage stakeholders in payment reform and practice transformation by aligning behind common goals.

Iowa C

INTEGRATION I: STRATEGIES FROM THE FIELD FOR TACKLING PAIN AND OPIOID MISUSE

John Dooley, MD, Pain Specialist, Community Health Centers of Southeastern Iowa

Bery Engebretsen, MD, Chief Medical Officer, Primary Health Care, Inc.

Ronald W. Kemp, MBA, MSW, Chief Executive Officer, Community Health Centers of Southeastern Iowa

Lisa Prewitt, ARNP, Nurse Practitioner – Pain Management, Community Health Centers of Southeastern Iowa

Andrea Storjohann, Pain Management, MAT Coordinator, Primary Health Care, Inc.

Timothy Swinton, MD, Primary Health Care, Inc.

Health centers in Iowa have long recognized the considerable impact that unaddressed pain has on the health of patients and their families. Two community health centers in Iowa will share the strategies they have deployed in tackling this complex issue and will describe both the challenges and successes they have encountered along the way. One community health center will discuss how they have enhanced services within their organization and how they have operationalized the use of a pain specialist in a primary care setting. The other will describe their efforts to contract with an outside pain specialist as part of the evolution to providing more comprehensive primary care.

Iowa D

FINANCE I: TRANSFORMING THE CHC REVENUE CYCLE

Robert Skeffington, CHMBE, President and Co-Founder, PMG

Now that the Affordable Care Act (ACA) is in full implementation mode, has anything changed for community health centers in states that expanded Medicaid or those who did not? What reports should administrators receive to ensure the organization is on the right path with all of the changes brought by the ACA? Is your community health center ready for additional visits and more claims? PMG will explain how the changes through to the community health center by the ACA in relation to its billing and collections can be monitored by using easy to create reports and benchmarks for every size organization. By using common financial reports, billing system data and the most recent UDS Reports, each clinic can assess its weaknesses, strengths and how to move toward best practices.

Participants will gain a general understanding of the revenue cycle/billing process and how it has changed as health centers move through this important ACA transition. As we all know, the billing and collection process is the largest portion of a health center's revenue. With the changes brought on by the implementation of the ACA, administrators need the tools to measure their organization and ensure a path to financial stability. PMG presents this information in a lively, face paced, approach which is community health center centric. The session is designed as a high-level overview for board members and senior community health center administrators.

Iowa E

ENGAGEMENT I: SOCIAL DETERMINANTS OF HEALTH

Chris Schacherer, Ph.D., Healthcare Analytics Consultant, Clinical Data Management Systems LLC

Dave Faldmo, PA-C, MPAS, Quality Director/Medical Director, Siouxland Community Health Center

The use of the PRAPARE tool is expanding and evolving in Iowa with additional community health centers joining the pilot health centers, Peoples Community Health Clinic and Siouxland Community Health Center, in using the tool with patients. This session will focus on what actions can be taken once PRAPARE data has been captured about a patient population using a data-driven approach. Siouxland Community Health Center will discuss how they have visualized and analyzed various data set to identify clinical and social interventions to support their patients in improving their health. Initial data visualizations will also be shared from the network based on investments and developments in Tableau.

Room 397

WORKFORCE I: "DE-MYTHING GENERATIONS": COMMUNICATE WITH PURPOSE, COMMUNICATE FOR UNDERSTANDING

Roger Wolkoff, MBA, Professional Speaker, All About Authenticity

Every generation has their share of communication challenges. We all want to tell our story and know that others are listening. How can we communicate with intent, purpose, and understanding? As a manager and leader, how do you manage across generations? Learn how to bridge gaps, connect with others and strengthen relationships. You'll be surprised how much you have in common!

9:15 am – 9:30 am

BREAK & EXHIBIT HALL

9:30 am – 10:45 am

CONCURRENT BREAKOUT SESSIONS

Iowa B

INNOVATION II: LEADERSHIP FOR GROWING RESILIENCY

Melynda DeCarlo, Founder, The Meyvn Group

Working in health care today means being bombarded with constant, significant change, and feeling like you're stuck on a roundabout unable to move forward. In many health care organizations, this inevitably leads to burnout, which is considered the occupational hazard of the 21st century. Burnout's effects can be seen in an organization's attendance rates, attrition ratios, customer service scores and employee engagement metrics. It impacts an organization's ability to attract and keep talent. And, it has a direct impact on an organization's bottom line. By sharing leadership and coaching tools and techniques to grow a culture of resiliency, we can help you as leaders get your organizations unstuck, and put you firmly in the driver's seat, looking burnout in the rearview mirror in these challenging and uncertain times.

Iowa C

INTEGRATION II-A: CHIEF MEDICAL OFFICER/MEDICAL DIRECTOR MEETING

This meeting will focus on topics of interest for Iowa PCA member Chief Medical Officers and Medical Directors. This meeting will focus on sharing of best practices and provide an opportunity for networking.

Note: This session is for Iowa PCA members only.

Westview Central South

INTEGRATION II-B: ORAL HEALTH COMMITTEE

Michael Kanellis, DDS, Associate Dean for Patient Care, College of Dentistry, University of Iowa

The Oral Health Committee Meeting is for Iowa community health center oral health leaders and staff. This meeting will provide time for members to have a discussion with the University of Iowa College of Dentistry. The focus of the meeting will be to enhance the communications and referrals necessary to provide Dental Wellness Plan (DWP) patients with the best possible care. Dr. Michael Kanellis, Associate Dean for Patient Care, will be available to provide information on the various programs that may benefit our dental patients. The discussion will include: What department to refer to, where to send referrals, what information to give patients, what information to send to the College, what is helpful to complete prior to referring, and what information would be beneficial to the health center dental programs to continue providing a dental home to the patients.

Note: This session is for Iowa PCA members only.

Iowa D

FINANCE II: IOWA HEALTH CENTER MEDICAID REIMBURSEMENT

Jeff Allen, CPA, Partner, BKD LLP

This session will provide an overview of Iowa Medicaid reimbursement for community health centers, including the distinction between and methodology for the PPS rate and the cost-based APM rate, what costs are included and excluded in the reimbursement, and the impact of recent changes in the Iowa Medicaid dental reimbursement on community health centers.

Iowa E

ENGAGEMENT II: ENGAGING ELECTED OFFICIALS

Amy Campbell, Partner, The Advocacy Cooperative

This session will provide participants an opportunity to learn proper etiquette when speaking with legislators about community health centers. Topics to be covered include important points of an elevator speech, points to remember when speaking with legislators, how to properly deliver the speech, and how to be prepared when engaging with legislators. These interactions are a great way to keep Members of Congress and state legislators informed about the issues community health centers are facing, which can increase their awareness and understanding of why health centers are so important to the health care system.

Room 397

WORKFORCE II: STRAIGHT TALK - COMMUNICATING WITH HONESTY AND INTEGRITY

Larry Johnson, MA, CSP, Owner/Partner, Johnson Training Group, LLC

Let's face it. Straight, honest, no nonsense communication in organizations today is more rare than common. Whether it's fear of reprisal, natural timidity, or not wanting to hurt someone's feelings, many of us avoid telling the truth when the truth needs to be told.

Based on Larry Johnson's latest book, the top selling *Absolute Honesty: Building A Corporate Culture That Values Straight Talk And Rewards Integrity*, Larry shows you how to enhance your leadership skills by establishing a new standard of communication – a standard that encourages creativity through candid discussions, frank expression of ideas, and healthy debate. A standard that tells the truth, doesn't mince words, and is guided by a clear sense of right and wrong.

Larry does this through a dynamic presentation style combined with innovative exercises that involve the audience in developing their own strategies for practicing Absolute Honesty. Participants will walk out of the session with an awareness of the importance of being straight and honest with everyone with whom they interact, and a set of tools to do so effectively without damaging their relationships.

10:45 am – 11:00 am

BREAK & EXHIBIT HALL

11:00 am – 12:00 pm

Ballroom

LUNCH, CLINICAL QUALITY SHOWCASE, AND EXHIBITOR DOOR PRIZE DRAWING

Clinical Quality Showcase Sponsored by Iowa Total Care

12:00 pm – 12:15 pm

BREAK & EXHIBIT HALL

12:15 pm – 1:30 pm

CONCURRENT BREAKOUT SESSIONS

Iowa B

INNOVATION III: TEAM BASED CARE

Cheryl Modica, PhD, MPH, BSN, Director, Quality Center, National Association of Community Health Centers

Dr. Modica will focus specifically on team-based care improvements based on the National Association of Community Health Center's Transformation Framework. Community health center staff from Iowa involved in the transformation work will also participate in this presentation so participants are able to see how these centers have approached making changes to their care teams, what has worked, and what challenges they have experienced. This session is designed to be largely discussion-based so participants should come ready with questions.

Iowa C

INTEGRATION III: CRISIS CENTERS: A NEW MODEL AND HOW HEALTH CENTERS IN IOWA ARE LEADING AND PARTNERING TO INCREASE SERVICES TO THEIR COMMUNITIES

Samantha Cannon, Chief Executive Officer, Community Health Centers of Southern Iowa
Rena Kruckenberg, Chief Executive Officer, Community Health Center of Fort Dodge
Laura Larkin, MS, LMSW, Executive Officer 2, Iowa Department of Human Services, Mental Health and Disability Services

Community health centers are often at the forefront of delivery innovations in the state and this session will highlight three health centers and their role and involvement in planning for an implementing community-based crisis centers, which were authorized by the Iowa Department of Human Services in 2018. One community health center was successful in their bid to serve as a crisis center in their community and two additional community health centers have been integral partners in community discussions to develop crisis center services in their area. This session will feature what has been learned, what opportunities exist for community health centers in other parts of the state, and time for dialogue and discussion about this important topic.

Iowa D

FINANCE III: PREPARING A COMMUNITY HEALTH CENTER FINANCIAL FORECAST (PROFORMA), ESTIMATING IMPACT OF OPERATIONAL CHANGES ON COST-BASED REIMBURSEMENT

Jeff Allen, CPA, Partner, BKD LLP
Kevin Hagedorn, CPA, CGMA, MBA, Chief Financial Officer, Community Health Care, Inc.

Community Health centers are under tremendous pressure to evolve rapidly to respond to ever changing community and market trends. How do community health centers model such considerations i.e. adding a new line of business, considering co-locating space, or forecasting the impact due to a sudden loss of a particular grant? Jeff Allen will provide expert insight into considerations and methodology for modeling these changes and pitfalls to avoid. Kevin Hagedorn will then present some concrete examples of a methodology Community Health Care, Inc. has deployed to estimate impacts on cost-based reimbursement and cost report settlement in their financial forecasting.

Iowa E

ENGAGEMENT III: OUTREACH TO COMMUNITIES

Jean Johnson, Community Health Consultant, Bureau of Family Health – **hawk-i** Outreach Coordinator, Iowa Department of Public Health
Tracy Rodgers, RDH, BS, CPH, Executive Officer, Iowa Department of Public Health
Addie Rasmusson, MA, DWP Outreach and Care Coordination Specialist, Delta Dental of Iowa
Lynn Anthony, Provider Relations, Representative, MCNA Dental
Katie Bonner, MBA, Vice President, Marketing and Member Experience, UnitedHealthcare
Jeffrey Jones, President, Amerigroup Iowa

This session provides an opportunity for community health center staff to hear about how the Managed Care Organizations, Dental Wellness Plan Organizations, i-Smile coordinators, and **hawk-i** outreach coordinators are doing outreach and education to patients. There will be an opportunity for attendees to ask members of the panel questions about their outreach to communities.

Room 397

WORKFORCE III: RECRUITING AND RETAINING HEALTHCARE PROFESSIONALS IN IOWA

Keith J. Mueller, PhD, Head, Gerhard Hartman Professor, Department of Health Management and Policy, University of Iowa College of Public Health

This session will include recommendations from the University of Iowa Department of Health Management and Policy, submitted to the Iowa Department of Public Health in June 2017. Three items will be presented. First, programs designed to assist in health professions recruitment will be summarized. Second, programs addressing the career aspirations of those interested in, and entering into, health professions will be profiled. Third, the role of communities in recruitment and retention will be discussed.

1:30 pm – 1:45 pm

BREAK & EXHIBIT HALL

1:45 pm – 3:00 pm

PLENARY SPEAKER: WHAT WE DON'T KNOW ABOUT PAIN IS HURTING US

Austin Eubanks, Chief Operations Officer, Foundry Treatment Center

Iowa A

Austin Eubanks shares his compelling real-life story of survival after the Columbine shooting. He details his struggle with opioids and then his own pathway to recovery. Austin provides unique insight and personal understanding on opioids and their "effectiveness" on both physical and emotional pain. He uses his personal experiences to offer a concise and poignant perspective on how our culture manufactured what is now the worst public health crisis we've ever known.

3:00 pm

ADJOURN