Preconference Sessions: Monday, October 21, 2019

10:00 a.m. - 4:00 p.m.  
PRECONFERENCE SESSIONS  
Bridges Out of Poverty  
Health issues are prevalent in poverty and result in huge costs for communities, states, and the nation. How can providers examine the cost of living in poverty to improve healthcare initiatives?

This continuum of policy and practice improves health among people living in poverty by addressing both individual patient care and population health.

Research links overall health to economic stability, education, affordable housing, and food security. To increase overall health, this workshop integrates learning tasks, direct teaching, videos, and group dialogue.

Based on the growing body of health inequities research, Bridges to Health and Healthcare dovetails with Bridges Out of Poverty concepts and includes an overview of Bridges ideas and tools.

Conference Day 1: Tuesday, October 22, 2019

8:00 a.m. - 9:00 a.m.  
REGISTRATION & CONTINENTAL BREAKFAST

9:00 a.m. - 10:30 a.m.  
OPENING REMARKS & KEYNOTE SPEAKER  
Following the Yellow Brick Road: Innovations in Community Health  
Renaisa Anthony, MD, MPH

Born premature to a single mother in one of the lowest income zip codes in Detroit, Michigan, Dr. Anthony is well poised to speak on innovations in community health. Such humble beginnings exposed her to the impact of poverty and social determinants of health (i.e. education, housing, transportation and employment) on long-term health and life outcomes. As a result, Dr. Anthony is personally and professionally dedicated to achieving health equity by improving the health and lives of underserved and low-resourced communities through medicine, public health, policy and technology as a social entrepreneur.

10:30 a.m. – 10:45 a.m.  
BREAK - EXHIBIT HALL

10:45 a.m. – 12:00 p.m.  
LUNCH & SPEAKER  
NACHC Updates  
Susan Sumrell, Deputy Director, Regulatory 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.

12:00 p.m. – 12:45 p.m.  
BREAK - EXHIBIT HALL
Iowa PCA staff will lead a walk around the neighborhood as part of the Healthiest State Month. Participants will meet by the front desk in the lobby.

12:45 p.m. – 2:00 p.m.  
**BREAKOUT SESSIONS I**

**Track I-A: 7 Common Communication Mistakes: And How to Deal with Them**

Michael Rust, JD, Executive Director, Winnebago Conflict Resolution Center, Inc.

Conflict is a natural part of human existence, so why is it so scary? In this talk Michael Rust will discuss 7 different communication mistakes that lead to conflict. He will also talk about what you can do once you find yourself in that conflict to successfully resolve the conflict.

**All 7 Communication Mistakes:**

1. Focusing on Positions - discussion of interests vs. positions
2. Talking to Yourself - should be talking to them the way they want to be talked to
3. Waiting to Speak - should be listening, not just taking turns
4. Laser Focus - too focused on disagreeing and miss opportunities for agreement
5. Words that Disappear - “but” makes everything before it disappears
6. Words that Don’t Disappear - using “hard” words that cannot be overcome
7. “Just the Facts Ma’am” - we need to work with both facts and emotions

**Track II-A: Emotional Dimensions of Healthcare: A New Approach to Integrated Care**

Dr. David Woodlock

The effects of traumatic experiences and toxic stress are some of the best documented, yet under recognized and undervalued drivers of poor health outcomes of health disparities in distressed communities, of unnecessary healthcare spending and of profound human suffering. There is an undeniable correlation between our emotions, unhealthy behaviors and our poor health outcomes. While healthcare in this country has advanced exponentially in its technical ability to diagnose and treat any number of profoundly complex and confounding diseases, we have failed to connect the dots that make us human and influence the choices we make every day that all too often lead to illness. There is a new paradigm for integrated care, which points the way to improved health and well-being – for all of us. Along the way, it illuminates an entirely new role for the behavioral health community to play in healthcare, in population health initiatives and in the achievement of the Triple Aim.

2:00 p.m. – 2:15 p.m.  
**BREAK - EXHIBIT HALL**

2:15 p.m. – 3:30 p.m.  
**BREAKOUT SESSIONS II**

**Track I-B: Lead with Love: Change Management**

Mark Ishaug

Mark Ishaug will be sharing his vision for heart-centered leadership with humor and authenticity in this TED-style talk. As the leader of one of the largest mental health non-profits in the country, Mark can testify first-hand to how a loving approach to executive leadership is not just possible, it is necessary for success. Q&A to follow.

**Track II-B: Payment and Delivery Reform**

3:30 p.m. – 3:45 p.m.  
**BREAK - EXHIBIT HALL**

3:45 p.m. – 5:00 p.m.  
**PLENARY SESSION**

Is Your Hair on Fire?  
Mitch Matthews, Keynote Speaker, Success Coach, and Author

Mitch teaches groups real-world strategies for breaking free from the cycle of worry and stress... so they can be more creative, engaged and effective. Plus, Mitch shares how a life-changing and laughter-inspiring experience on a Montana mountain top forced him to overcome worry and become passionate about helping others to do the same.

5:00 p.m. – 6:45 p.m.  
Chief Executive Officer, Chief Medical Officer, Oral Health Committee, Workforce Committee, CFO Workgroup and Behavioral Health Work Group Networking

Space will be provided for health center networking and discussion based on peer groups.

2019 DRAFT AGENDA
7:00 p.m. – 9:00 p.m.

DOCUMENTARY, PANEL, AND AWARDS

The Providers, Panel, and 2019 Annual Conference Awards Presentation

Set against the backdrop of the physician shortage and opioid epidemic in rural America, The Providers follows three healthcare providers in northern New Mexico. They work at El Centro, a group of safety-net clinics that offer care to all who walk through the doors, regardless of ability to pay. Amidst personal struggles that reflect those of their patients, the journeys of the providers unfold as they work to reach rural Americans who would otherwise be left out of the healthcare system. With intimate access, the documentary shows the transformative power of providers’ relationships with marginalized patients.

Chris Ruge, a Nurse Practitioner feature in the film, will join us for a question and answer forum following the screening of the documentary. Chris is a native of Fort Dodge and will provide insights into making the film, the struggles associated with providing healthcare in rural northern New Mexico, and his experience with Medication Assisted Therapy (MAT) and Project ECHO.

At the conclusion of the evening, we will present three annual conference awards: the Carl Kulczyk Memorial Award, Outstanding Provider Award, and Unsung Hero Award.

Conference Day 2: Wednesday, October 23, 2019

7:00 a.m. – 8:15 a.m. BREAKFAST & OPENING SPEAKER

Health Center Showcase

Health centers will share exciting and innovative aspects of their work to inspire others.

8:15 a.m. – 8:30 a.m. BREAK – EXHIBIT HALL

8:30 a.m. – 9:45 a.m. CONCURRENT BREAKOUT SESSIONS I

Population Health:
I-A: Story Telling and Brand Awareness
Dave Makin, Co-Founder / Big Head / Creative Lead, Nexus 6

Story telling is an effective communications tool for organizations as it allows others to make an emotional connection. Learn how to tell your story and create heightened brand awareness in your community.

I-B: Trauma Informed Care
Roberta Waite, EdD, PMHCNS, ANEF, FAAN, Professor & Assistant Dean of Academic and Community Integration, College of Nursing and Health Professions, Drexel University

Organizational Culture
I: Data Driven Strategy for Effective Leaders
Nationally, health centers are moving to a proactive data-informed strategy model. This session will educate center staff on the importance of using center and network data to discover micro and macro trends of our communities and patient population, which will guide strategic decisions.

I-B: 340B
Matt Atkins

The 340B program is facing increasing scrutiny and pressure on all fronts; however, a robust 340B compliance program can protect and defend your covered entity’s savings and add value to your organization. In addition, empowering your 340B team with the knowledge of your Program’s operations will allow them to be able to defend your use of program savings. This session will discuss compliance steps you should
implement to ensure program integrity and prepare for an audit, as well as review common oversights during self-audits.

I-B: Business Continuity and Disaster Recovery
Understanding the technical aspects of your business continuity plan. This session focuses specifically on resources and activities needed to re-establish information technology services in the event of service disruption.

9:45 a.m. – 10:00 a.m.    BREAK - EXHIBIT HALL

10:00 a.m. – 11:15 a.m.    CONCURRENT BREAKOUT SESSIONS

Population Health:
II-A: Improving Veterans’ Behavioral Health Screening and Access to Treatment: A Partnership between the Veteran Rural Health Resource Center, Community Health Centers of Southeastern Iowa, and the Iowa Primary Care Association
Thad E. Abrams, MD, MSc, Assistant Professor of Internal Medicine, Veterans Affairs, Iowa City
M. Bryant Howren, PhD, MPH, Co-Director, VA Office of Rural Health Resource Center, Veterans Affairs, Iowa City
Ronald W. Kemp, MBA, MSW, Chief Executive Officer, Community Health Centers of Southeastern Iowa

This session will explore the evolving partnership between the VA, the Community Health Center of Southeastern Iowa and the Iowa PCA that aims to devise and implement processes to:
1. Identify Veterans presenting at CHCSEIA for care;
2. Assist interested Veterans with exploring eligibility and applying for Veterans health care benefits;
3. Screening Veterans for behavioral health issues; and
4. Ensuring Veterans who screen positive have access and are connected with behavioral health services at the health center or VA.

This project is part of a growing effort within the US Department of Veterans Affairs to partner outside the traditionally closed VA system, and builds on the health center’s efforts to provide integrated care for their patient population. Working together, partners aim to ensure Veterans with behavioral health issues are identified and engaged in care, and that the care delivered is seamlessly coordinated among the two systems.

II-B: Action Through Data to Improve Population Health
Shari Frye, Athenahealth
Rhea Davis, Athenahealth

In 2019 we have been diligently working to implement new business intelligence and population health tools – VBC Analytics, Central Worklist and Point of Care. Come learn how to use data from these newly available tools to guide and influence how your health center dedicates resources to positively impact the population health of the community you serve.

Organizational Culture
II-A: Leading Your Organization Toward Team-Based Care
Sherlyn Dahl, Executive Director, Community Health Centers of Benton and Linn Counties

Sherlyn Dahl, BSN, MPH, Executive Director, Community Health Centers of Benton and Linn Counties, will share her experiences in transforming care teams and care delivery in Oregon as part of a larger system transformation in implementing alternative payment in Medicaid. She will share insights and lessons learned and reflect on changes all health centers can work toward even before alternative payment structures are in place.
II-B: Creating a Culture of Inclusion
Melynda DeCarlo, Founder, The Meyvn Group

Today’s workforce has changed and as a result so must the workplace. High performing organizations Create a Culture of Accountability, Foster a Sense of Belonging, Promote Flexibility, Encourage Employee Engagement, Invest in Employee Development and Prioritize Employee and Organizational Health and Wellbeing. With unemployment hovering around 2%, compensation is not enough. Culture is your greatest competitive advantage.

Finance and Operations
II: Managing Risk

11:15 a.m. – 11:30 p.m.  BREAK - EXHIBIT HALL

11:30 a.m. – 1:00 p.m.  LUNCH & SPEAKER

Customer Service and Branding: How to Stand Out
Mike Draper, Founder and Owner, RAYGUN

1:00 p.m. – 1:15 p.m.  BREAK - EXHIBIT HALL

1:15 p.m. – 2:30 p.m.  CONCURRENT BREAKOUT SESSIONS III

Population Health:
III-A: Risk Stratification
Dave Faldmo, Siouxland Community Health Center

III-B: Suicide Prevention Best Practices
Rochelle Honey-Arcement

Organizational Culture
III: Hiring the Best Candidates Using Behavioral Interviewing
Suzanne Speer

Selecting the "right" candidates for your health center can be a tricky process! How can you find out if a candidate will be a fit for your health center? Behavioral interviewing is one technique that will give your organization insight about a candidate during the interview process. During this session, we’ll discuss the basics of behavioral interviewing, learn how to conduct a behavioral interview and even talk about how the onboarding process can affect retention. Join this session to receive practical tools and tips for choosing the best candidates for your health center.

Learning Objectives:
1. Understand how retention of employees begins in the recruitment process
2. Identify key elements of behavioral interviewing
3. Access ongoing materials to support recruitment and retention efforts at your health center

Finance and Operations
III-A: Payment and Delivery Reform Deeper Dive
Sherlyn Dahl, Morry McClintock

Building on the morning’s “Leading Your Organization Toward Team-Based Care” session, this session will focus on the financial aspects of health center payment and delivery reform. Morry McClintock and Sherlyn Dahl, respectively CFO and CEO of Community Health Centers of Benton and Linn Counties in Oregon, will share insights and lessons learned from their experiences transitioning their health center’s Medicaid payment model from PPS to a capitated Alternative Payment Model (APM).

III-B: Patient Engagement Through Technology
2:30 p.m. – 2:45 p.m. | BREAK - EXHIBIT HALL

2:45 p.m. – 4:30 p.m. | PLENARY SPEAKER & EXHIBITOR DOOR PRIZE DRAWING

*5 Steps to Make the Impossible Possible*

**Ben Nemtin**, Producer, Writer, Speaker and Television Personality

Ben has driven countless people to achieve their dreams, as both a helping hand and as an inspiration. These experiences have taught him that articulating and prioritizing your personal goals is not a selfish act—but one that creates a positive ripple effect that inspires others to live their best life. Ben weaves the remarkable story of how The Buried Life grew from 100 impossible dreams into a global movement and connects his lessons to the fabric of our daily lives.

Ben’s message of radical possibility combined with his ‘5 Steps to Make the Impossible Possible’ leaves audiences not only inspired but also equipped with tools to tackle the seemingly insurmountable. Ben’s system of achieving impossible goals demystifies daunting tasks by turning ‘dreams’ into ‘projects’ and creates inspiration through action and accountability. Ben reminds us that it’s never too late to start your list and leave your lasting impact on the world.

4:30 p.m. | ADJOURN