

2019 IOWA PRIMARY CARE ASSOCIATION ANNUAL CONFERENCE

WHAT REALLY MATTERS

LESSONS TO SPARK JOY IN HEALTHCARE



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WELCOME



Colleagues,

It is my distinct pleasure and honor to welcome you to the 2019 Iowa Primary Care Association Annual Conference! This year, we're focusing on "What Really Matters" to our health centers, our patients, and our communities. We are excited to share this unparalleled opportunity to learn, network, and identify ways we can all make a tangible impact on the lives of others.

Our tracks this year focus on three key areas: population health, organizational culture, and finance and operations. You'll have the opportunity to hear from top-level speakers, gain insight into innovative programs and partnerships, and connect with others whose careers are dedicated to underserved populations just like you. We also hope you leave feeling reenergized and motivated after hearing from our keynote and plenary speakers.

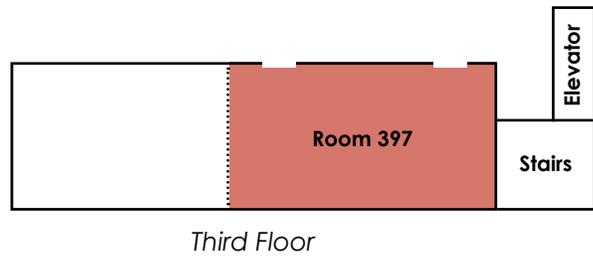
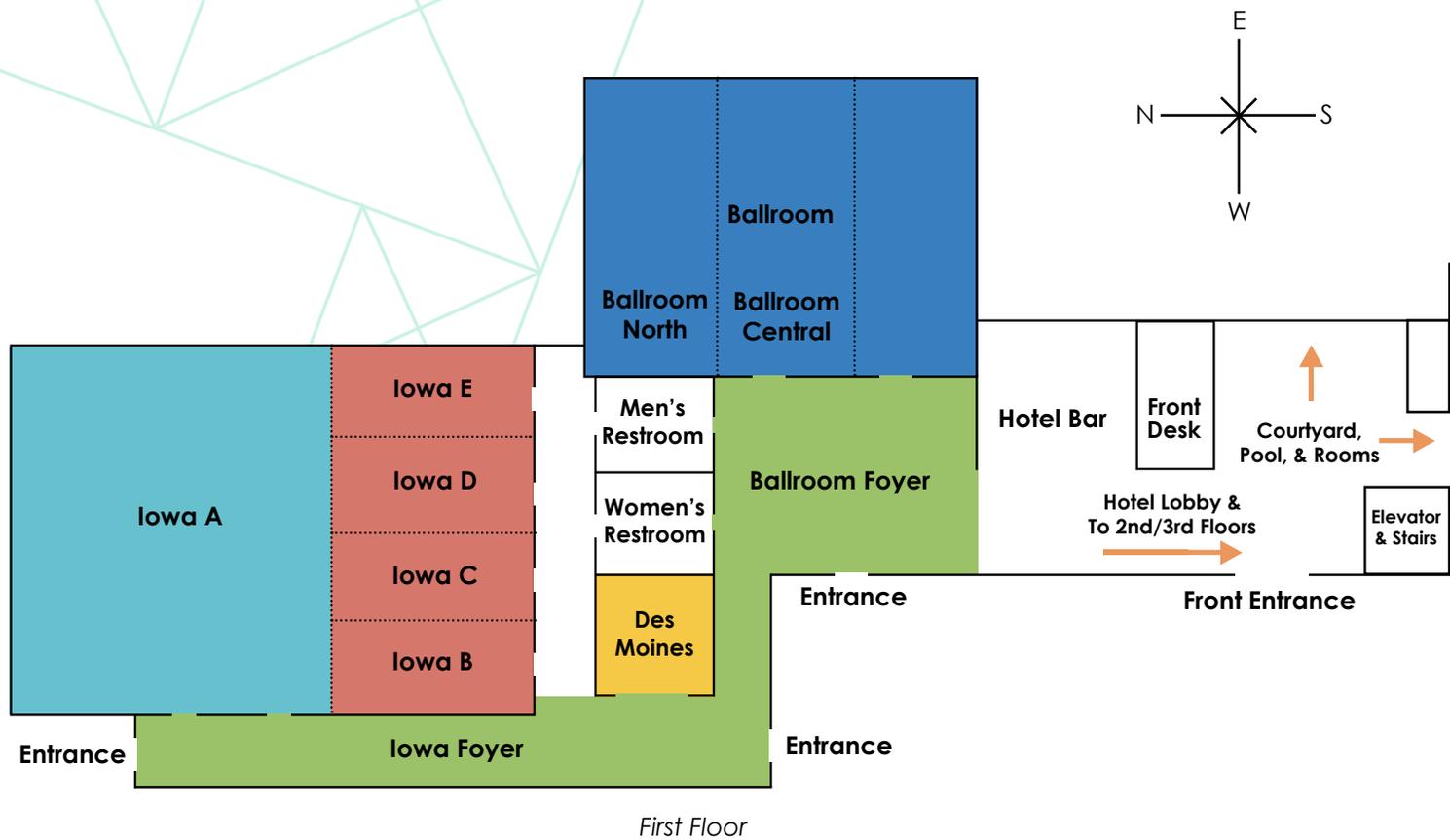
Finally, we encourage everyone to join us on the evening of Tuesday, October 22, at 7pm for a screening of the award winning documentary, "The Providers," at the Fleur Cinema – located just up the road at 4545 Fleur Drive. This unique event will bring together health centers, stakeholders, partners, and the public to learn about one health center's efforts to improve access to vital health care services to rural residents in New Mexico. We clearly have rural access issues of our own in Iowa. Iowans have much to contribute to this national dialogue and we hope this video encourages you to take action to make positive change happen here. We are fortunate that Chris Ruge, a nurse practitioner featured in the film, will join us for a discussion after the showing, followed by the presentation of our annual awards. It will be a fun and inspirational evening!

As always, thank you for taking the time to join us and your peers for two energizing days. We look forward to connecting with you and focusing on "What Really Matters – Lessons to Spark Joy in Healthcare."

Gratefully,

Aaron Todd
Chief Executive Officer, Iowa Primary Care Association,
INConcertCare, Inc., and IowaHealth+

HOTEL MAP



Preconference Session Breakout Sessions	Keynote & Plenary Sessions
Registration & Shirt Sales	Tuesday & Wednesday Lunch Wednesday Breakfast
Exhibit Hall	

LOCAL

 Holiday Inn Des Moines – Airport
6111 Fleur Drive
Conference Location

 Fleur Cinema
4545 Fleur Drive
Documentary Location

 Skip's
4000 Fleur Drive
American Cuisine

 Francie's
2100 Wakona View Drive
Sports Bar

 Johnny's Italian Steakhouse
6800 Fleur Drive
Italian Cuisine

 Des Moines International Airport
5800 Fleur Drive

 Panera Bread
4519 Fleur Drive

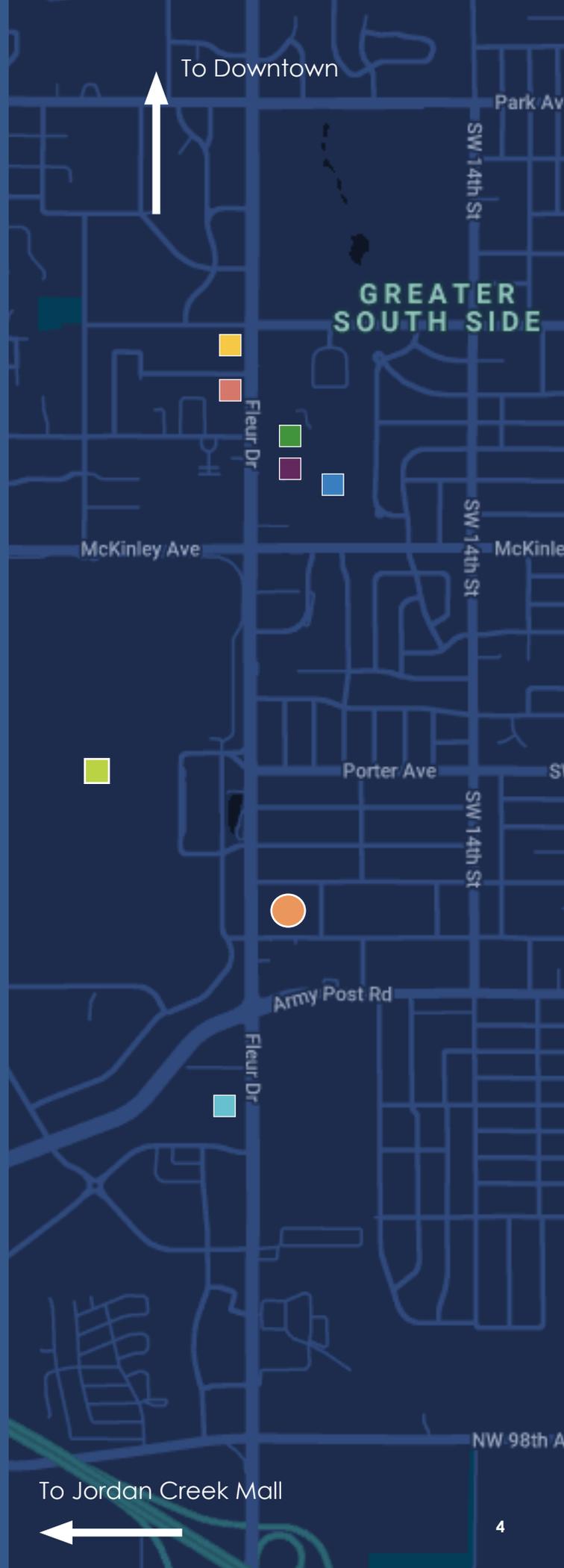
 Starbucks
4503 Fleur Drive

OTHER LOCAL AMENITIES:

Gray's Lake	3.9 miles
Pappajohn Sculpture Park	4.3 miles
Jordan Creek Mall	12.8 miles

DOWNTOWN DINING

Exile Brewing Co.	3.3 miles
Proof	4.3 miles
Americana	4.3 miles
Bubba	4.5 miles
Malo	4.8 miles
Centro	5 miles
El Bait Shop	5 miles
Fong's Pizza	5.1 miles





visit with the new country docs

The Providers

a film by Laura Green & Anna Moot-Levin

theprovidersdoc.com

a co-production of STRAY PONY PRODUCTIONS, INDEPENDENT LENS, and INDEPENDENT TELEVISION SERVICE (ITVS) with funding provided by CORPORATION FOR PUBLIC BROADCASTING (CPB) executive producer & creative advisor JAMIE MELTZER executive producers SALLY JO FIFER & LOIS VOSSEN supervising producer MICHAEL EHRENZWEIG edited by CHRIS BROWN, LAURA GREEN, ANNA MOOT-LEVIN original music by PAUL BRILL directed, produced and cinematography by ANNA MOOT-LEVIN & LAURA GREEN



Date: Tuesday, October 22
Time: 7:00 p.m.
Location: Fleur Cinema
4545 Fleur Drive, Des Moines
Cost: Free
Learn More: www.theprovidersdoc.com

THE PROVIDERS DOCUMENTARY & DISCUSSION

Iowa, like the rest of the nation, is grappling with how to keep healthcare affordable and accessible. These issues tend to be even starker in rural communities. Join us to learn how one community health center in rural New Mexico is tackling these issues and what we might learn to enhance our efforts in Iowa. Following the screening, Chris Ruge, a nurse practitioner featured in the film and originally from Fort Dodge, will join us for a discussion. The night will conclude with the presentation of the Iowa PCA's annual awards.

THINGS TO KNOW

T-shirt Sales

T-shirts designed by RAYGUN will be available for purchase at the registration desk during registration and breaks. T-shirts will also be available at the Fleur Cinema before the documentary screening. Cash, check, or credit card are accepted. Each T-shirt is \$20.

Wireless Internet

Complimentary internet access is available to all conference attendees thanks to our Technology Sponsor, Iowa Total Care.

Mobile Device Charging Station

A charging station is available at the registration table thanks to our Technology Sponsor, Iowa Total Care.

Door Prizes

Attendees can be eligible for the door prize drawing by visiting each exhibitor table. Attendees will receive one entry for each completed exhibitor card. Cards must be turned in at the registration table by 2:30 p.m. on Wednesday, October 23.

All door prizes will be given away during the final plenary session on Wednesday, October 23.

Conference Evaluations

We appreciate your comments and feedback about the conference to assist us in strategically planning for future conferences and trainings.

Paper evaluations for the keynote, lunch, plenary speakers, and the hotel are available in each participant packet. Paper evaluations will also be available in each breakout room. Electronic evaluations can be accessed through the conference app.

Dream Wall

An artist will be on-site on Wednesday, October 23, to develop a dream wall to showcase attendees' bucket list items. Everyone is encouraged to submit one item during registration or write on the flip charts while the wall is being created. Thank you to our Dream Wall Sponsor, Medica Foundation, for supporting this unique opportunity!



guidebook

Download our free mobile guide to enhance your experience at the 2019 Iowa PCA Annual Conference! You'll be able to plan your attendance with a personalized schedule, learn more about sponsors, vendors, and speakers, and access an interactive map of the hotel.

AT A GLANCE

TUESDAY, OCTOBER 22

8:00 am – 9:00 am	Registration, Breakfast, and Exhibit Hall <i>Des Moines and Foyers</i>	
9:00 am – 10:30 am	Welcome and Keynote Speaker Following the Yellow Brick Road – Innovations in Community Health <i>Iowa A</i>	
10:30 am – 10:45 am	Break and Exhibit Hall <i>Iowa Foyer and Ballroom Foyer</i>	
10:45 am – 12:00 pm	Lunch and Speaker National Association of Community Health Centers Update <i>Ballroom</i>	
12:00 pm – 12:45 pm	Break, Exhibit Hall, and a Walk with Dogs! <i>Iowa Foyer and Ballroom Foyer</i>	
12:45 pm – 2:00 pm	Breakout Session I, Track I-A 7 Common Communication Mistakes: And How to Deal with Them <i>Iowa BC</i>	Breakout Session I, Track II-A Emotional Dimensions of Healthcare: A New Approach to Integrated Care <i>Iowa DE</i>
	Break and Exhibit Hall <i>Iowa Foyer and Ballroom Foyer</i>	
2:00 pm – 2:15 pm	Break and Exhibit Hall <i>Iowa Foyer and Ballroom Foyer</i>	
	Breakout Session II, Track I-B Lead with Love: Change Management <i>Iowa BC</i>	Breakout Session II, Track II-B Payment and Delivery Reform <i>Iowa DE</i>
2:15 pm – 3:30 pm	Break and Exhibit Hall <i>Iowa Foyer and Ballroom Foyer</i>	
3:30 pm – 3:45 pm	Break and Exhibit Hall <i>Iowa Foyer and Ballroom Foyer</i>	
3:45 pm – 5:00 pm	Plenary Speaker Is Your Hair on Fire? <i>Iowa A</i>	
5:00 pm – 6:30 pm	Networking: Health Center Work Groups By Invitation Only	
7:00 pm – 9:30 pm	Documentary Screening, Discussion, and Award Ceremony <i>Fleur Cinema, 4545 Fleur Drive, Des Moines</i>	

Registration & Exhibit Hall					<i>Des Moines and Foyers</i>	6:30 am – 7:00 am
Breakfast and Health Center Showcase: Tiny Ted Talks					<i>Ballroom</i>	7:00 am – 8:15 am
Break and Exhibit Hall					<i>Iowa Foyer and Ballroom Foyer</i>	8:15 am – 8:30 am
Population Health I-A The Art of Telling Your Brand's Story <i>Iowa B</i>	Population Health I-B Trauma-Informed Care: Integration at an FQHC <i>Iowa C</i>	Organizational Culture I Data Informed Strategy for Effective Leaders <i>Iowa D</i>	Finance and Operations I HRSA Audit Findings Update <i>Iowa E</i>			8:30 am – 9:45 am
Break and Exhibit Hall					<i>Iowa Foyer and Ballroom Foyer</i>	9:45 am – 10:00 am
Population Health II-A Population Health for Veterans <i>Iowa B</i>	Population Health II-B Action Through Data to Improve Population Health <i>Iowa C</i>	Organizational Culture II-A Leading Your Organization Toward Team-Based Care <i>Iowa D</i>	Organizational Culture II-B Creating a Culture of Inclusion <i>Iowa E</i>	Finance and Operations II Business Continuity and Disaster Recovery <i>Room 397</i>		10:00 am – 11:15 am
Break and Exhibit Hall					<i>Iowa Foyer and Ballroom Foyer</i>	11:15 am – 11:30 am
Lunch and Speaker Insanely Inspiring Presentation about T-Shirts and Other Stuff <i>Ballroom</i>						11:30 am – 1:00 pm
Break and Exhibit Hall					<i>Iowa Foyer and Ballroom Foyer</i>	1:00 pm – 1:15 pm
Population Health III-A Risk Stratification: Let's Be Upstreamists! <i>Iowa B</i>	Population Health III-B Suicide Prevention Best Practices <i>Iowa C</i>	Organizational Culture III Hiring the Best Candidate Using Behavioral Interviewing <i>Iowa D</i>	Finance and Operations III-A Payment and Delivery Reform Deeper Dive <i>Iowa E</i>	Finance and Operations III-B Patient Engagement Through Technology <i>Room 397</i>		1:15 pm – 2:30 pm
Break and Exhibit Hall					<i>Iowa Foyer and Ballroom Foyer</i>	2:30 pm – 2:45 pm
Plenary Speaker 5 Steps to Make the Impossible Possible <i>Iowa A</i>						2:45 pm – 4:30 pm

AGENDA

TUESDAY, OCTOBER 22

8:00 am – 9:00 am

Des Moines and Foyers

REGISTRATION, CONTINENTAL BREAKFAST, AND EXHIBIT HALL

9:00 am – 10:30 am

Iowa A

WELCOME & OPENING REMARKS

Aaron Todd, Chief Executive Officer, Iowa Primary Care Association

Ronald W. Kemp, Chief Executive Officer, Community Health Centers of Southeastern Iowa and Board Chair, Iowa Primary Care Association

KEYNOTE SPEAKER: Following the Yellow Brick Road – Innovations in Community Health

Renaissa S. Anthony, MD, MPH, Co-Founder and Chief Executive Officer, Healthy Families Project

Primary care physicians and health care professionals are the gatekeepers to communities, often serving as the front-line for some of the most marginalized and underserved populations.

Technology has and continues to revolutionize healthcare in the 21st century. Yet, health inequities persist impacting the most vulnerable populations. Optimizing best practices and evidence-based medicine coupled with technological advances is the New Frontier and Yellow Brick Road to Oz.

This interactive and engaging presentation will discuss the state of health inequities, the role of social determinants on health outcomes, and the importance of community health providers to leverage every resource to level the "health playing field" among the haves and the have nots.

Dr. Renaissa S. Anthony, MD, MPH is the Co-Founder and CEO of a Silicon Valley tech-infused, biologically mediated start up designed to help "mamas and babies" to thrive, ultimately eradicating maternal and infant mortality/morbidity across the United States.

Join us for a journey on the Yellow Brick Road and learn innovative approaches to community health care through the integration of medicine, public health, policy, and the transformative power of technology.

10:30 am – 10:45 am

Iowa Foyer and Ballroom Foyer

BREAK AND EXHIBIT HALL

10:45 am – 12:00 pm

Ballroom

LUNCH AND SPEAKER: National Association of Community Health Centers Update

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 level, with a focus on how they impact Iowa's community health centers.

12:00 pm – 12:45 pm

BREAK, EXHIBIT HALL, AND A WALK WITH DOGS!

Iowa PCA staff will lead a walk around the neighborhood along with adoptable dogs from the Animal Rescue League. Participants will meet by the front desk in the lobby.

12:45 pm – 2:00 pm

Iowa BC

CONCURRENT BREAKOUT SESSIONS I

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

Michael D. Rust, JD, Chief Executive Officer, 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 to successfully resolve conflicts.

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

Iowa DE

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

David J. Woodlock, President, Woodlock & Associates

The effects of traumatic experiences and toxic stress are some of the best documented, yet under recognized and undervalued drivers of poor health outcomes and 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 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 pm – 2:15 pm

Iowa Foyer and Ballroom Foyer

BREAK AND EXHIBIT HALL

2:15 pm – 3:30 pm

CONCURRENT BREAKOUT SESSIONS II

Iowa BC

TRACK I-B: Lead with Love: Change Management

Mark Ishaug, MA, Chief Executive Officer, Thresholds

Mark Ishaug will share 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.

Iowa DE

TRACK II-B: Payment and Delivery Reform

Craig Hostetler, MHA, Principal, Hostetler Group

Curt Degenfelder, President, Curt Degenfelder Consulting, Inc.

Nationally recognized consultants Craig Hostetler and Curt Degenfelder are experts in the field of safety net payment and delivery reform and are currently serving as lead consultants on the initiative to develop an alternative payment model (APM) for Iowa health centers. In this session, Craig and Curt will explain the basics of value-based payment and care delivery transformation, including the driving factors that compel health centers and other safety net providers to engage in this type of transformation work. Audience members will leave the session with a greater understanding of what payment and care delivery transformation entails, why health centers around the country are engaging in transformation work, and the emerging state and national trends surrounding this important topic.

3:30 pm – 3:45 pm

Iowa Foyer and Ballroom Foyer

BREAK AND EXHIBIT HALL

3:45 pm – 5:00 pm

Iowa A

PLENARY SESSION: Is Your Hair on Fire?

Mitch Matthews, Speaker and Best-Selling Author, DREAM.THINK.DO.

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 pm – 6:30 pm

NETWORKING: Health Center Work Groups

Space will be provided for health center networking and discussion based on peer groups to provide an opportunity for health center staff to connect with peers in similar roles. **By invitation only.**

Iowa B

Ballroom North

Iowa C

Iowa D

Iowa E

Ballroom Central

Behavioral Health

Chief Executive Officer

Chief Financial Officer

Chief Medical Officer/Medical Directors

Oral Health

Workforce

7:00 pm – 9:30 pm

Fleur Cinema

4545 Fleur Drive, Des Moines

DOCUMENTARY SCREENING, DISCUSSION, AND AWARDS

Set against the backdrop of the physician shortage and opioid epidemic in rural America, *The Providers* follows 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 featured 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 and the work of El Centro to address the barriers to care their patients face.

At the end of the evening, we will present the Underserved Champion Award, the Carl Kulczyk Memorial Award, Outstanding Provider Award, and Unsung Hero Award.

WEDNESDAY, OCTOBER 23

6:30 am – 7:00 am

Des Moines and Foyers

REGISTRATION AND EXHIBIT HALL

7:00 am – 8:15 am

Ballroom

BREAKFAST AND HEALTH CENTER SHOWCASE: *Tiny Ted Talks*

Hear about innovative projects and partnerships happening across the state at Iowa's health centers. Speakers will have three minutes to highlight their work in a rapid-fire format.

8:15 am – 8:30 am

Iowa Foyer and Ballroom Foyer

BREAK AND EXHIBIT HALL

8:30 am – 9:45 am

Iowa B

CONCURRENT BREAKOUT SESSIONS I

POPULATION HEALTH I-A: *The Art of Telling Your Brand's Story*

Dave Makin, Co-Founder and Creative Director, Nexus 6

The timeless craft of creating a narrative. We will show that, at its core, marketing is based on ancient concepts that people have always used in some shape or form. From Greek mythos to Instagram stories and cave paintings to Twitter; the concepts are all the same, we've just integrated tech into the mix. The one constant in all of these examples is storytelling: the age-old tradition of sharing experiences, meaning, and knowledge via stories. In short, we can learn from the examples of the past to create narratives that will influence the people of today.

Iowa C

POPULATION HEALTH I-B: *Trauma-Informed Care: Integration at an FQHC*

Roberta Waite, EdD, PMHCNS, ANEF, FAAN, Professor & Assistant Dean of Academic and Community Integration, Drexel University; Executive Director, Stephen and Sandra Sheller 11th Street Family Health Services

This presentation will highlight what trauma-informed care is and why it is important, including understanding the prevalence of adverse childhood experiences and their impact on lifelong health. Meaningful execution processes recognize that a trauma-informed approach requires organizational and clinical activities. Implementation of a trauma-informed intervention, the Sanctuary Model, will be discussed. This is a trauma-informed process of organization change intending to shift culture over time. Specifically, discourse will highlight how a Federally Qualified Health Center (FQHC) comprising primary care, behavioral health and dental services, as well as wellness services, employed the Sanctuary Model's four pillars – shared knowledge, shared values, shared language, and shared practice.

Iowa D

ORGANIZATIONAL CULTURE I: *Data Informed Strategy for Effective Leaders*

Dennis Tkach, PhD, Chief Consulting and Research Officer, Canton & Company

Nationally, health centers are moving to a proactive data-informed strategy model. This session will educate health center staff and decision makers on the importance of using health center and network data to discover micro and macro trends of our communities and patient population, which will guide decisions in operational and strategic areas. With access to new data at our fingertips, join Dennis Tkach as he provides insight on how health center leaders can start making decisions and developing strategy using data.

Iowa E

FINANCE AND OPERATIONS I: *HRSA Audit Findings Update*

Matt Atkins, CPA, CIA, 340B ACE, Manager, Draffin & Tucker, LLP

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.

9:45 am – 10:00 am

Iowa Foyer and Ballroom Foyer

BREAK AND EXHIBIT HALL

10:00 am – 11:15 am

CONCURRENT BREAKOUT SESSIONS II

Iowa B

POPULATION HEALTH II-A: Population Health for Veterans: Improving Behavioral Health Screening and Access to Treatment through Care Management

M. Bryant Howren, PhD, MPH, Associate Professor, Department of Behavioral Sciences & Social Medicine, Florida State University College of Medicine; Director, Florida Blue Center for Rural Health Research & Policy

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

Thad E. Abrams, MD, MSc, Assistant Professor of Internal Medicine, Carver College of Medicine, University of Iowa; Investigator, Iowa City VA Healthcare System

Sheryl Pruin, VA Program RN Care Manager, Community Health Centers of Southeastern Iowa

Carol Cary, RN, ADN, Medical Services Manager, Community Health Centers of Southeastern Iowa

Wendy Barbaris, RN, VA Care Manager, Community Health Centers of Southeastern Iowa

This session will explore the unique partnership between the Iowa City VA Healthcare System, the Community Health Centers of Southeastern Iowa, and the Iowa Primary Care Association. Partners have been focused on establishing systems to ensure Veterans with behavioral health issues are identified and engaged in care, and that the care is seamlessly coordinated among the two systems. Now three years into this work, the team will describe challenges in integrating two complex, federal systems; progress made, and outcomes to date – not the least of which is expansion of a screening question to identify Veteran status to all health centers in the nation via Uniform Data System reporting.

Iowa C

POPULATION HEALTH II-B: Action Through Data to Improve Population Health

Shari Frye, BSBA, Senior Services Consultant, athenahealth

Rhea Davis, CPC, RMC, RMM, Customer Adoption Leader, athenahealth

In 2019, Iowa's health centers 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.

Iowa D

ORGANIZATIONAL CULTURE II-A: Leading Your Organization Toward Team-Based Care

Sherlyn Dahl, BSN, MPH, Executive Director, Community Health Centers of Benton and Linn Counties

Sherlyn Dahl 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.

Iowa E

ORGANIZATIONAL CULTURE 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.

Room 397

Third Floor – access stairs or elevator through lobby

FINANCE AND OPERATIONS II: Business Continuity and Disaster Recovery

Constantine (Dean) Macris, MBA, CISSP, Practice Manager, Blue Team Alpha

Kristi Roose, Director of Technology, Iowa Primary Care Association

This presentation will highlight physical and cybersecurity risks facing information technology systems and how your information technology disaster recovery planning program (IT DRP) fits into your overall business continuity plan. Constantine (Dean) Macris, Practice Manager from Blue Team Alpha will share the anatomy of a cybersecurity attack and prevention best practices to reduce the risk of a cybersecurity disaster. This session will then review development of your IT DRP program, including business impact analysis, IT resource planning, and data recovery. Lastly, we will review activities needed to test, train, and exercise your IT DRP program.

11:15 am – 11:30 am
Iowa Foyer and Ballroom Foyer

BREAK AND EXHIBIT HALL

11:30 am – 1:00 pm
Ballroom

LUNCH AND SPEAKER: Insanely Inspiring Presentation about T-Shirts and Other Stuff
Mike Draper, Founder and Owner, RAYGUN

Mike Draper, the owner of RAYGUN, is proud to present the greatest Primary Care Association Presentation in the Universe. Bring Kleenex, because this will be an emotional roller-coaster.

1:00 pm – 1:15 pm
Iowa Foyer and Ballroom Foyer

BREAK AND EXHIBIT HALL

1:15 pm – 2:30 pm

CONCURRENT BREAKOUT SESSIONS III

Iowa B

POPULATION HEALTH III-A: Risk Stratification: Let's Be Upstreamists!

Dave Faldmo, PA-C, MPAS, Quality Director, Siouxland Community Health Center
Glen Houts, Behavioral Health Case Manager, Siouxland Community Health Center
Christine Kemp, Chief Executive Officer, Peoples Community Health Clinic, Inc.

Join us to learn more about risk stratification and how social determinants of health are being used to assess and effectively respond to the needs of patients. Panelists will also share what's coming out of the National PRAPARE Risk Learning Collaborative and where this may go next. There will also be plenty of time for you to ask your specific questions about risk stratification and what you want to see next.

Iowa C

POPULATION HEALTH III-B: Suicide Prevention Best Practices

Rochelle Honey-Arcement, MSW, MA, LMSW, Director of Mobile Crisis Outreach, Community Crisis Services

Primary care providers are often the first medical providers that may come in contact with someone thinking about suicide, yet most primary care providers have not received much, if any, training on what to do if they encounter someone who is thinking about suicide. Also, due to the stigma of mental illness and suicide, many patients will not come right out and tell a provider that they are thinking about suicide. How can primary care providers help identify patients at risk? What are best practices when working with someone thinking about suicide? What additional resources are available to help someone who is thinking about suicide? These questions and more will be addressed in this session in order to help clinicians tackle an important health issue that can be difficult to talk about, but must be addressed in order to stop the epidemic of suicides that our state is facing right now.

Iowa D

ORGANIZATIONAL CULTURE III: Hiring the Best Candidates Using Behavioral Interviewing

Suzanne Speer, Director, Workforce Development, Association of Clinicians for the Underserved

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.

Iowa E

FINANCE AND OPERATIONS III-A: Payment and Delivery Reform Deeper Dive

Sherlyn Dahl, BSN, MPH, Executive Director, Community Health Centers of Benton and Linn Counties
Morry McClintock, Chief Financial Officer, Community Health Centers of Benton and Linn Counties

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 Chief Financial Officer and Executive Director 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).

Room 397
Third Floor - access stairs
or elevator through lobby

FINANCE AND OPERATIONS III-B: Patient Engagement Through Technology

Rodney Brickl, Director, Product Management, athenahealth
Troy Lang, Account Executive II, NextGen Healthcare

Smartphones and technology are rapidly changing how consumers interact and engage with everything from banking, ordering food, ride-sharing, and now healthcare! Patients are engaging with their healthcare data in new and different ways through technology. Join Rodney Brickl from athenahealth and Troy Lang from NextGen Healthcare as they define what electronic patient engagement looks like in 2019 and beyond. Rodney and Troy will share how their organizations are approaching patient engagement today and forecast what engagement tools might look like in the future.

2:30 pm – 2:45 pm
Iowa Foyer and Ballroom Foyer

BREAK AND EXHIBIT HALL

2:45 pm – 4:30 pm
Iowa A

PLENARY SPEAKER: 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 the 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 pm

ADJOURN

SAVE THE DATE

THE IOWA COMMUNITY HEALTH CONFERENCE

Presented by the Iowa Primary Care Association

Iowa Events Center | Des Moines, IA

October 20-22, 2020

New name. New opportunities to learn. New ways to connect and grow.

SPEAKERS



KEYNOTE SPEAKER: Renaisa S. Anthony, MD, MPH

Co-Founder and CEO, Healthy Families Project

Dr. Renaisa Anthony is a licensed physician by training, public health policy practitioner by passion, and the Co-Founder and CEO of the Healthy Families Project (a privately funded start-up). She was born premature to a single mother in one of the lowest income zip codes in Detroit, Michigan. Such humble beginnings exposed her to the impact of poverty and social determinants of health (e.g. 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. Dr. Anthony practices locum tenens medicine at health centers, correctional facilities, and via telemedicine.

Dr. Anthony has demonstrated long-standing leadership at the local, state, and federal levels as a collaborative change agent across multiple sectors including academia, health care organizations, government, non-profit, and corporate organizations. As a previously NIH-funded and published researcher, Dr. Anthony focused research efforts on the underlying causes and solutions to health inequities among disadvantaged populations, namely women and girls. Globally, she has led medical missions across Africa, Central, and South America. Prior to launching her own consulting and start-up company, she served as the Deputy Director of the Center for Reducing Health Disparities and Founding Faculty of the College of Public Health at the University of Nebraska Medical Center for over seven years. She also practiced integrative and trauma-informed care at the Charles Drew Community Health Center (a federally qualified health center) in Omaha, NE. She is most proud of the students (now industry leaders) she has taught over the years in the clinic, classroom, and community.

Dr. Anthony is a highly sought after speaker, physician, and health equity advocate. She serves on the National Institutes of Health (NIH), Health Disparities & Equity Promotion Study Section and chairs federal grant reviews for the Centers for Disease Control, Office of Minority Health, Office on Women's Health, and the NIH. Her notable honors and awards include:

- The National Medical Association (NMA) – Top Doctor Under 40
- The American Public Health Association (APHA) – Health Policy Leader
- The Surgeon General of the United States – Preterm Birth Leadership & Advocacy
- TEDx Talk entitled "A Recipe for Health Equity in the 21st Century"
- Testified before the United States Congress in support of health care reform

She most recently received a 2017 Congressional Top 40 Under 40 Leader in Health Care Award.

Dr. Anthony earned her medical degree at the University of Chicago, Masters of Public Health at Harvard University, internship training at Vanderbilt University, and fellowship in health policy at the National Institutes of Health and the Office of the Surgeon General.

What is one thing on your bucket list?

Australia and Antarctica are the only two continents I've yet to visit. I would like to visit both and sing karaoke at the top of my lungs. Song of choice... "Don't Stop Believing" by Journey.



TUESDAY LUNCH SPEAKER: Susan Sumrell

Acting Director of State Affairs, National Association of Community Health Centers

Susan Sumrell is the Acting Director of State Affairs at the National Association of Community Health Centers (NACHC). In this role, Susan's responsibilities include leading the State Affairs team to provide policy analysis and technical assistance to Primary Care Associations and health centers across the country on federal regulations and state issues. Her main focus area is health center reimbursement, specifically Medicare, Medicaid, and CHIP. Prior to joining NACHC, Susan worked on Capitol Hill. She is originally from Iowa.



TUESDAY PLENARY SPEAKER: Mitch Matthews

Speaker and Best-Selling Author, DREAM.THINK.DO.

Mitch Matthews is a successful entrepreneur and best-selling author.

He's recognized as a leading authority on innovative thinking, human performance, and goal achievement.

Mitch has worked with leaders and teams from organizations like NASA, Disney, NIKE, Pioneer, and Booking.com.

Mitch's podcast called "DREAM. THINK. DO." is at the top of the iTunes charts and was recently ranked the #1 podcast for giving your career a boost by The Huffington Post.

Mitch also works one-on-one with executives and leaders and has created a coach/mentor training program that has been used around the globe.

What is one thing on your bucket list?

Spend a month in Italy with my wife



WEDNESDAY LUNCH SPEAKER: Mike Draper

Founder and Owner, RAYGUN

Mike Draper is the owner of RAYGUN. He was born in Des Moines, six blocks from RAYGUN's headquarters. So, geographically, Mike has not come very far in life. Against all odds and Mike's ineptitude, RAYGUN is still alive after 14 years.

What is one thing on your bucket list?

Sail in the Whitbread around-the-world race



WEDNESDAY PLENARY SPEAKER: Ben Nemtin

Producer, Writer, Speaker, and Television Personality

Ben Nemtin is the #1 New York Times bestselling author of *What Do You Want to Do Before You Die?* and a star of MTV's highest rated show ever on iTunes and Amazon called *The Buried Life*. As the co-founder of The Buried Life movement, Ben's message of radical possibility has been featured on The Today Show, The Oprah Winfrey Show, CNN, FOX, and NBC News. President Obama called Ben and *The Buried Life* "inspiration for a new generation and Oprah declared their mission "truly inspiring." An acclaimed keynote speaker, Ben has headlined business conferences and Fortune 100 leadership teams around the world, garnering standing ovations from AIG, Anthem, Amazon, FedEx, Harvard, Microsoft, Verizon, and more. Global Gurus ranked Ben as one of the Top 30 Best Organizational Culture Thought Leaders in the World in 2019.

It all stems from a battle Ben had with depression over a decade ago. In an attempt to feel more alive, he created the world's greatest bucket list with his three best friends. They borrowed a rickety old RV and crisscrossed North America, achieving the unthinkable. And most importantly, every time they accomplished a dream, they helped a complete stranger cross something off their bucket list. From playing basketball with President Obama to having a beer with Prince Harry, from reuniting a father and son after seventeen years to surprising a young girl with a much-needed bionic arm – Ben's bucket list quest has inspired millions to thrive personally and professionally.

What is one thing on your bucket list?

#100: Go to Space

SPEAKERS



Thad E. Abrams, MD, MSc

Assistant Professor of Internal Medicine, Carver College of Medicine, University of Iowa; Investigator, Iowa City VA Healthcare System
Thad.Abrams@va.gov

Dr. Abrams is a dual trained medicine and psychiatry physician who has a faculty appointment in the health systems of the University of Iowa and the Iowa City VA. He is a clinician, researcher, and policy advisor that focuses on the intersection of the fields of primary care medicine and psychiatry. He has a particular interest in serving Veterans with mental health and substance related experiences and has tailored his clinical time and policy work addressing populations that slip through gaps in systems of care.



Matt Atkins, CPA, CIA, 340B, ACE

Manager, Draffin & Tucker, LLP
matkins@draffin-tucker.com

Matt is a manager in Draffin & Tucker's Audit and Accounting service group in Albany. During his time with Draffin & Tucker, he has focused exclusively on the healthcare industry where he has experience auditing healthcare entities, preparing Medicare and Medicaid cost reports, internal audit outsourcing, evaluating 340B Program compliance, and various other program reimbursement and consulting projects.

Matt is a Certified Public Accountant licensed to practice in the state of Georgia and is also a Certified Internal Auditor. Additionally, Matt is recognized as a 340B Apexus Certified Expert and has been a frequent speaker on 340B compliance at the national and regional levels.

An Albany native, Matt enjoys being outdoors when he is not in the office. His hobbies include camping with his family, target shooting, and traveling the U.S.

What is one thing on your bucket list?
Visit Glacier National Park



Wendy Barbaris, RN

VA Case Manager, Community Health Centers of Southeastern Iowa
wbarbaris@chcseia.com

Wendy is currently a VA Case Manager at Community Health Centers of Southeastern Iowa. Wendy is responsible for verifying flagged Veterans, and interviewing and assisting to determine eligibility for VA benefits if they have not previously applied. Wendy introduces Care in the Community to new enrollees and current VA patients. She is also responsible for helping Veterans enter and maneuver through the VA system.

Wendy's previous experience includes working for the juvenile detention system in Florida, the Iowa State Prison System Forensic Unit, and the Acute Psychiatric Unit and Dual Diagnosis at Mount Pleasant Mental Health Institute in Mt. Pleasant, Iowa. She most recently spent three years working at an outpatient clinic in behavioral health and three years as a Non-violent Crisis Intervention instructor through the Crisis Prevention Institute.

What is one thing on your bucket list?
Setting foot on all 7 continents



Rodney Brickl

Director, Product Management, athenahealth
rbrickl@athenahealth.com

Rodney brings over 15 years of revenue cycle and population health experience. Currently, Rodney sets product direction for Centricity Practice Solutions revenue cycle tools while working within athenahealth to integrate those offerings into the broader athena product portfolio. Prior to athenahealth, Rodney held roles at Optum and Stanford Medical Center, helping implement revenue cycle and population health solutions to deliver better patient experiences and outcomes. When not working, Rodney can be found coaching his daughter's soccer team, cooking, or trying to fulfill his goal to stand on all seven continents.

What is one thing on your bucket list?
Walk on the Great Wall



Carol Cary, RN, ADN

Medical Services Manager, Community Health Centers of Southeastern Iowa
ccary@chcseia.com

Carol Cary RN, ADN brings 33 years of nursing experience to her current position of Medical Services Manager at Community Health Centers of Southeastern Iowa (CHC/SEIA). CHC/SEIA are integrated health centers located in four locations across southeastern Iowa. Carol has been an integral part of the planning and early progress of the clinic integration. While overseeing the clinic staff and patient workflow, Carol brings strong leadership skills, a solid work ethic, and positive attitude to the healthcare team. When not at work Carol enjoys spending time outdoors in her flower gardens, traveling the United States with her husband on motorcycles, with their most memorable trip being to Nova Scotia, Canada.

What is one thing on your bucket list?
Travel to perimeter of the United States on my motorcycle



Sherlyn Dahl, BSN, MPH

Executive Director, Community Health Centers of Benton and Linn Counties
sherlyn.dahl@co.benton.or.us

Sherlyn has served as the Executive Director for the Community Health Centers of Benton and Linn Counties since 2006. Prior to moving to Oregon she developed and was Director of a Health Center in Fargo, North Dakota. Sherlyn has more than 30 years of experience in developing and delivering primary care and public health services that address the needs of vulnerable populations. She holds a Bachelor's degree in nursing from Moorhead State University and a Master's degree in public health from the University of Minnesota. Over the past five years, Sherlyn has been actively involved in planning, development, and implementation of transformation efforts at the state level through the work of the Oregon Primary Care Association and the local Coordinated Care Organization.

What is one thing on your bucket list?
Travel and deciding which comes first; England, Scotland, and Ireland or Spain



Rhea Davis, CPC, RMC, RMM

Customer Adoption Leader, athenahealth
Rhea.Davis@ge.com

Rhea Davis has over 15 years of healthcare experience specializing in practice growth, practice management, healthcare policy and compliance, coding, and end-to-end clinical and revenue cycle workflow transformation and education.

As the Customer Adoption Leader, Rhea is a constant advocate for the customer, working globally with teams from India to Seattle on upcoming release features, testing, design, clinical content, coding, and quality reporting requirements to ensure customer adoptability.

Rhea is currently focused on bringing to market the Value Based Care and population health management service offerings for athenahealth and the legacy Centricity brand.

What is one thing on your bucket list?

See the Northern Lights while soaking in a natural hot spring



Dave Faldmo, PA-C, MPAS

Quality Director and Medical Director, Siouxland Community Health Center
dfaldmo@slandchc.com

Dave Faldmo has been with Siouxland Community Health Center in Sioux City, Iowa since 1992. He is passionate about the mission of health centers and serving the underserved. As Quality Director, he enjoys working with others to improve clinical outcomes and in process improvement efforts.

In 2011, he completed the Community Health Center Executive Fellowship through the University of Kansas Medical Center.

He is active on the clinical content subcommittee with AllianceChicago, which provides community health center friendly GE Centricity EMR content.

He obtained his Master's of Physician Assistant Studies from the University of Iowa in 1992, Bachelor's of Science from Morningside College in 1990, and Associate of Arts from Dixie College in 1987. From 1984-1986, he lived in Samoa serving a church mission.

What is one thing on your bucket list?

Travel to Iceland



Melynda DeCarlo

Founder, The Meyvn Group
madtrainer@meyvngroup.com

Working with Melynda DeCarlo is like watching a master chef in action, drawing from her experiences to deftly combine ideas in new ways. She is a former National and Regional Training Director, an Organizational Development Specialist, and holds a Senior Professional in Human Resources certification (SPHR) through SHRM. As a certified coach she is committed to expanding capacity and promoting growth in individuals, teams, and organizations. Her approach is practical, dynamic, and interactive.

Melynda gives clients the benefit of nearly 20 years' experience in providing the time, talent, and tactical planning necessary to move from strategy to execution. She is an Operational Strategist, a Master Facilitator, and a Custom Design Trainer.

What is one thing on your bucket list?

Glass blowing



Curt Degenfelder

President, Curt Degenfelder Consulting, Inc.
curt@degenfelderhealth.com

An industry thought leader, Curt has helped hundreds of health centers address critical organization issues and improve bottom lines through creating effective approaches and setting internal benchmarks that increase performance and evolve institutions to their next-level.

Curt's expertise touches all facets of a health center via his comprehensive organizational analysis that runs from the front office to management and board. He is currently working on FQHC payment reform and helping health centers realize the Triple Aim in several states.

Curt performs trainings for state primary care associations, the National Association of Community Health Centers, the Health Resources Services Administration, as well as foundations and boards.

What is one thing on your bucket list?

See capitated APMs implemented in all 50 states, take a boat with my family up the Mekong River to Angkor Wat



Shari Frye, BSBA

Senior Services Consultant, athenahealth
sfrye@athenahealthcare.com

As a senior consultant in the Services Organization of athenahealth, Shari is responsible for providing product knowledge, expertise, and overall planning and guidance to customers transitioning to Value Based Care. This includes activities such as customer readiness evaluations, enterprise and clinic project planning, current workflow analysis, and process re-engineering, Centricity EMR and Centricity Practice Solution system integration design and data mapping, workflows regarding integration, application content design, enterprise health assessments, and continuing customer education. Additionally, Shari has in depth knowledge of the Quality Payment Program as well as Value Based Care and assists customers in meeting Quality Payment Program metrics. Shari is passionate about helping customers deliver quality medical care through the transition to Value Based Care. Shari has been in this role for 12+ years.

Shari is also a certified Long-Term Care Ombudsman and visits a local long-term care community as an Ombudsman advocating for the rights of senior residents.

What is one thing on your bucket list?

Visit and explore Greece



Rochelle Honey-Arcement, MSW, MA, LMSW

Director of Mobile Crisis Outreach, CommUnity Crisis Services
rochelle.honey-arcement@builtbycommunity.org

Rochelle Honey-Arcement is the Director of Mobile Crisis Outreach at CommUnity Crisis Services and Food Bank. She has been with Mobile Crisis since July of 2016. In her time with Mobile Crisis, she has completed hundreds of suicide risk screenings and is a certified trainer for Applied Suicide Intervention Skills Training (ASIST) and Questions, Persuade, Refer (QPR), which are two suicide intervention trainings. She does trainings on Adverse Childhood Experiences, Trauma Informed Care, and Secondary Trauma, as well as trainings in Crisis Intervention and working with individuals with psychosis. She supervises a team of four full time counselors as well as about 20 on-call counselors on the Mobile Crisis Team and is working on expanding Mobile Crisis into four new counties in the next couple months. With her Master's in Social Work and Master's in Health and Disability Rights, Rochelle has focused on access to quality mental health services in multiple sectors of society, including schools, rural areas, and returning citizens following incarceration.

What is one thing on your bucket list?

Finish my PhD and visit Antarctica

SPEAKERS



Craig Hostetler, MHA

Principal, Hostetler Group
craig@hostetler-group.com

Recently, Craig Hostetler started his own consulting firm (Hostetler Group) to focus on payment reform and practice transformation, particularly for vulnerable populations. He was previously the Executive Director of the Oregon Primary Care Association (OPCA) for 15 years. Under his leadership, OPCA developed an Alternative Care Model learning community and training program for health centers to implement patient centered, team-based care under a Medicaid Alternative Payment Methodology (APM). The APM frees clinics from having to produce F2F visits with a billable provider. Craig has been leading national discussions on FQHC APM, preparing for value-based pay, integrating social determinants of health into the value-based care model, and on the collection of data to demonstrate and improve the value of health centers – responding to the complex medical, behavioral, and socio-economic determinants of health.

What is one thing on your bucket list?

Trek to Machu Picchu



Glen Houts

Behavioral Health Case Manager, Siouxland Community Health Center
ghouts@slandchc.com

Glen has been employed at Siouxland Community Health Center since 2017 serving as a Behavioral Health Case Manager and adding Behavioral health supervisory duties in 2019. His previous case management experience includes seven years as a PROMISE JOBS Case Manager and two years as a Skills Development specialist teaching workshops, providing one-on-one coaching, and working with citizens returning from incarceration at Iowa Workforce Development. He provided Spiritual Care Coordination and Bereavement facilitation at Hospice of Siouxland from 2000-2006. Glen earned his Master's in Counseling from Sioux Falls Seminary (formerly North American Baptist Seminary) in Sioux Falls, SD and has completed three units of Clinical Pastoral Education at Unity Point St. Lukes in Sioux City, IA.

What is one thing on your bucket list?

Winter camping in the Boundary waters Canoe Area with the use of a dog-sled team



M. Bryant Howren, PhD, MPH

Associate Professor, Department of Behavioral Sciences & Social Medicine, Florida State University College of Medicine; Director, Florida Blue Center for Rural Health Research & Policy
matthew.howren@va.gov

M. Bryant Howren, PhD, MPH was formerly the Co-Director/Director of Operations for the VA Office of Rural Health Veterans Rural Health Resource Center (VRHRC) in Iowa City, IA from 2012-2019. He is now an Associate Professor and Director of the Florida Blue Center for Rural Health Research and Policy at Florida State University and remains a consultant to VRHRC-Iowa City. He serves as a key VA lead for this collaboration. He has general interests in treatment adherence and illness self-management as well as innovative behavioral healthcare delivery models in practice.



Mark Ishaug, MA

Chief Executive Officer, Thresholds
mark.ishaug@thresholds.org

Mark has dedicated his entire career to advocating for the rights of stigmatized and vulnerable people. For the past seven years, he has led Thresholds, an innovative community-based organization that provides behavioral healthcare and supportive housing to more than 10,000 people each year in Illinois. During his tenure at Thresholds, he has overseen explosive growth, but also a culture shift that embraces change, innovation, transparency, and yes – love. Thresholds has been recognized for five consecutive years as a Chicago Tribune Top Workplace and a Chicago's 101 Best and Brightest Companies to Work For. Prior to his work at Thresholds, Mark spent decades as a leader in the fight against HIV/AIDS as CEO of the AIDS Foundation of Chicago. Mark holds a Master's in Political Science from Northwestern University and a Bachelor's in Government and International Studies from the University of Notre Dame.

What is one thing on your bucket list?

Have a glass of wine with Mary Chapin Carpenter and doing a marathon, triathlon, and 100 mile bicycle ride



Christine Kemp

Chief Executive Officer, Peoples Community Health Clinic
ckemp@peoples-clinic.com

Christine Kemp became the CEO of Peoples Community Health Clinic, Inc. (PCHC) in January 2018. She has been a PCHC employee since 1994 working various positions. She earned her Bachelor's of Science in Community Health Education from Iowa State University and attended Cardinal Stritch University's Master of Health Administration Program in Milwaukee, WI. Chris completed the Johnson & Johnson/UCLA Health Care Executive Program sponsored by HRSA in 2008. Chris is currently enrolled in the MBA program at the University of Northern Iowa.

Chris is very involved in the Iowa Primary Care Association, INConcertCare, and Iowa Health+. She is the Chair on the Cedar Valley Hospice Board of Directors and a member of the Downtown Waterloo Rotary Club. She is a long-time Waterloo resident and a dedicated volunteer in her community.

What is one thing on your bucket list?

Have an encounter with elephants at an elephant sanctuary



Ronald W. Kemp

Chief Executive Officer, Community Health Centers of Southeastern Iowa
rkemp@chcseia.com

Ronald W. Kemp, MBA, MSW, has over 40 years of healthcare administration experience, specifically as program director for community health centers. Ron is responsible for overseeing operations of the health center and maintaining compliance with grant deliverables, is responsible for the supervision and administration of all staff and functions, and managing personnel systems monitoring activities to achieve the goals as outlined in the health and business plan submitted with grant applications. Ron anticipates, identifies, and resolves problems, allocates resources, interacts with the community, providers and partners, and responds to opportunities and planning of future growth. Ron joined Community Health Centers of Southeastern Iowa (CHC/SEIA) in September 2002. Before joining CHC/SEIA, Ron served as a consultant to the Iowa Primary Care Association to develop the network in southeastern Iowa.



Troy Lang

Account Executive II, NextGen Healthcare
tlang@nextgen.com

Troy has served as a Senior Account Executive at NextGen for the past two years. He has worked in healthcare for 14 years in both the Acute and Ambulatory space.

With NextGen, Troy works with current clients to ensure NextGen is aligned with their goals and initiatives, and to keep clients up-to-date on technology and financial solutions that can help them run their business more efficiently and effectively. Troy lives in the Des Moines, Iowa area with his wife of 15 years and three children.



Constantine (Dean) Macris, MBA, CISSP

Practice Manager, Blue Team Alpha
cmaclis@blueteamalpha.com

Constantine is the Practice Manager for Blue Team Alpha where he led a team responding to Information Security Incidents for small and medium sized businesses. Constantine is a Lecturer of Cyber Systems at the US Coast Guard Academy as well as the Technical Coach of the US Coast Guard Cyber team. Prior to that Constantine managed General Dynamics Electric Boat's Signatures Secret Network (the company's largest). He walked EB through NIST 800-53 compliance with DSS. He was also responsible for the initiative to bring SIPRnet to Electric Boat.

Constantine is a Lieutenant Commander in the US Navy as a Reserve Officer where he is presently the Science and Technology Intelligence Officer at the Office of Naval Intelligence 0397.



Dave Makin

Co-Founder and Creative Director, Nexus 6
dave@nexus6.io

I'm Dave Makin, a British born, Canadian, living in the USA. So, yes, your typical Iowan.

I started Nexus 6 three years ago because I'm, so it seems, a terrible employee. Being the boss means that I'm about 90% sure I won't get fired again.

I've worked in sales and marketing for roughly 15 years, starting my career in Canada and landing here in Iowa.

I ran an indie publishing company, wrote three books (which are no longer in print), did a stint as a stand-up comedian, and helped to produce a couple of kids along the way.

What is one thing on your bucket list?

My bucket list is short, but I'd have to say owning a self-driving car is up there for me



Morry McClintock

Chief Financial Officer, Community Health Centers of Benton and Linn Counties
Morry.McCLINTOCK@CO.Benton.OR.US

Morry McClintock, has been the Chief Financial Officer of the Community Health Centers of Benton and Linn Counties in Corvallis, Oregon for the past 11 years. Prior to that, he was a real estate agent for two years, seven years as a hospital finance, accounting and billing consultant across the US and England, and 12 years as a hospital controller and business office manager. Morry is the father to three girls and grandfather to two very active boys, and has been married for 40 years to the love of his life from Longview, Washington. He was born and raised in Minnesota and is a business graduate from the University of Minnesota. He enjoys playing golf, camping, hiking, biking, mission trips, and travel to most any new location.

What is one thing on your bucket list?

I hope to spend a couple of months traveling most of Europe with my wife upon our full retirement



Sheryl Pruin

VA Program RN Care Manager, Community Health Centers of Southeastern Iowa
sherylpruin@chcseia.com

Sheryl Pruin is a resident of Argyle, Iowa. She holds an Associate of Applied Science Degree in Accounting from Hawkeye Community College in Waterloo, Iowa. She obtained her Bachelor of Science in Nursing from Chamberlain College, Addison, Illinois. During her time at Chamberlain, she was inducted into the International Honor Society for Nursing. She is professionally licensed as a registered nurse and long-term care administrator with over 30 years of experience. Sheryl currently works at Community Health Centers of Southeastern Iowa as a VA Program RN Care Manager.

What is one thing on your bucket list?

Standup comedy



Kristi Roose

Director of Technology, Iowa Primary Care Association
kroose@iowapca.org

Kristi Roose is the Technology Director of the Iowa Primary Care Association where she supports technology operations for the statewide INConcertCare Health Information Technology Network. Kristi has over 20 years experience in Information Technology including 10+ years in Health Information Technology. Kristi is a Certified Professional of Health Information and Management Systems and has held multiple roles in the FEMA Incident Command System. Kristi received a Bachelor's of Science degree in Management Information Systems and Finance from Iowa State University.

SPEAKERS



Chris Ruge, RN, MSN, FNP-BC

Program Manager, El Centro Cares Program, El Centro Family Health
chrusrige1971@gmail.com

Chris Ruge began his work in 2008 at El Centro Family Health in Las Vegas, NM as a Community Health Extension Agent (CHEA) for the University of New Mexico's Project ECHO with a focus on Hepatitis C, Diabetes, and Addictions.

He later served as Associate Medical Director for the UNM ECHO Care Project from 2012 until September, 2013. In this role, he collaborated with Project ECHO staff to develop the ECHO Care model, create curriculums for training of staff, and develop new models of care for high-utilizing complex patients. He began working in September, 2013 on a three-year pilot as the team leader of the newly formed ECHO Care team in Las Vegas, NM. When the pilot ended, Chris continued to work as the NP team leader of his multidisciplinary team caring for the more complicated patients in the El Centro clinic.

What is one thing on your bucket list?

Finding a way to slow down working enough to go back up the Alaska-Canadian Highway and camp until I'm tired of camping – maybe see the Northern Lights again!!



Dennis Tkach, PhD

Chief Consulting and Research Officer, Canton & Company
Dtkach@cantoncompany.com

An elite leader in research, strategy, and market insights, Dennis heads Canton & Company's consulting and knowledge practice. With 15+ years as a research scientist in the biomedical field, and then a market research/program expert for health IT and provider organizations, Dennis brings a unique blend of scientific rigor and business savvy to his role.

Prior to joining Canton & Company, Dennis led the Accountable Health Communities model for Parkland Center for Clinical Innovation, a national CMMI program to transform healthcare delivery by addressing patients' social determinants of health. He also led Market Insights and Strategy for Medecision, Health Informatics for Vizient, and a series of scientific research roles for the Rehabilitation Institute of Chicago, Sg2, and the University of Chicago.

What is one thing on your bucket list?

Revisit the Great Barrier reef, but this time with my wife and kids



Michael D. Rust, JD

Chief Executive Officer, Winnebago Conflict Resolution Center, Inc.
mrust@mediationwrc.org

Michael is the Chief Executive Officer of the Winnebago Conflict Resolution Center, Inc., a non-profit organization offering mediation and conflict resolution services, is Mediation Partner for the Wisconsin Special Education Mediation System, and is Licensee and Co-Organizer of TEDxOshkosh, a non-profit organization putting on an annual event under license from the TED organization. He practiced law for several years before devoting his practice to conflict resolution full time.

He has mediated more than 1500 cases, has trained more than 300 mediators, and has spoken to tens of thousands around the world, including giving two TEDx talks. He currently serves as President-Elect of the International Association for Conflict Resolution, President of the Oshkosh Rotary Club, and Chair of the Board of the Oshkosh Area United Way.

He is married (to another attorney), has three kids, a cat and a dog – so conflict is his life.

What is one thing on your bucket list?

Seeing the Pyramids at Giza



Roberta Waite, EdD, PMHCNS, ANEP, FAAN

Professor & Assistant Dean of Academic and Community Integration, Drexel University; Executive Director, Stephen and Sandra Sheller 11th Street Family Health Services
rtw26@drexel.edu

Dr. Waite is a tenured Professor in the Doctoral Nursing Department and has a secondary appointment as a Professor in the Health Systems and Science Research Department at Drexel University, College of Nursing and Health Professions (CNHP). She is also the Assistant Dean of Academic and Community Integration at CNHP and the Executive Director at the Stephen and Sandra Sheller Eleventh Street Family Health Services (11th Street) of Drexel University. Roberta has been a nurse for the past 31 years holding clinical, academic, research, and administrative roles. Her scholarship and research centers on behavioral health concerns specifically adult ADHD, psychological trauma, and depression and their effects on health outcomes as well as promoting systemic prevention/early intervention efforts. Dr. Waite's educational research focuses on leadership development of students in the health professions while concurrently fostering critical consciousness using a social justice lens.



Suzanne Speer

Director, Workforce Development, Association of Clinicians for the Underserved
sspeer@clinicians.org

Suzanne joined the Association of Clinicians for the Underserved (ACU) in 2017 and serves as Director of Workforce Development. In this role, her main focus is the development of training and materials for ACU's National Cooperative Agreement, the STAR² Center. Prior to joining ACU, Suzanne spent over four years as the Clinical Recruitment Specialist at the Virginia Community Healthcare Association. During her tenure there, she assisted health centers with their provider recruitment needs, as well as provided technical assistance on matters regarding the National Health Service Corps and Health Professional Service Area scores. She has worked extensively with state and national partners on workforce issues facing health centers across the nation.

What is one thing on your bucket list?

Visit Redwood National Park and see the ancient Redwood trees



David J. Woodlock

President, Woodlock & Associates
david.woodlock@iclinc.net

David Woodlock's career as an innovator and leader in healthcare spans across the private, non-profit and government sectors.

He is currently President and CEO of ICL, an award-winning non-profit, human service agency offering healthcare, mental health care, family support, residential assistance, and treatment to nearly 10,000 adults, families, and children throughout New York City. ICL has been recognized for its work with the Community Health Network, a health center, in their joint East New York Health Hub, offering an array of integrated health, behavioral health, and community supports.

An accomplished author, David released *Emotional Dimension of Healthcare* in 2017. David and wife Kristin Woodlock are principals in Woodlock & Associates a health and human services consulting firm.

What is one thing on your bucket list?

Climb a 20,000 foot mountain in Nepal

AWARDS



UNDERSERVED CHAMPION AWARD

State Senator Dr. Mariannette Miller-Meeks

In recognition of Dr. Mariannette Miller-Meeks' commitment to ensuring vulnerable Iowans have access to healthcare services, the Iowa Primary Care Association is pleased to honor her with the 2019 Underserved Champion of the Year Award.

In recent years, she was appointed chair of the Human Resources Committee in the Senate. This Committee has jurisdiction over all health and human services policy proposals in the Senate. This is a large topic area and a notable achievement to be named the leader immediately upon entering the Senate. It's clear that she has the confidence of Senate leadership and her peers to successfully navigate challenging topics.

Fortunately, not only does the Senator understand the healthcare system, but she's also open to ideas from a range of perspectives as she crafts legislation with her peers. In particular, she demonstrated this collaborative, open approach when working with Iowa's community health centers on contraceptive coverage, workforce, Medication Assisted Treatment (MAT), and Medicaid access for legal protected residents. These areas have a positive impact on the lives of health center patients by increasing access to a wide range of healthcare services.

She has dedicated her career to helping others through both clinical practice and as a State Senator in Iowa's Senate District 41. Dr. Miller-Meeks served 24 years in the United States Army as a private, nurse, and ophthalmologist. She began in private practice in Ottumwa in 1997 and continues to serve that area. In 2010, she was appointed as Director of the Iowa Department of Public Health, where she served for three years.

We applaud Dr. Miller-Meeks' dedication to the underserved in Iowa and are proud to honor her efforts as a champion of healthcare access.

PREVIOUS RECIPIENTS

- 2018** Dr. Peter Damiano, Director, Public Policy Center; Director, Health Policy Research Program Bernstein Professor, Department of Preventive and Community Dentistry, University of Iowa College of Dentistry and Dental Clinics
- 2017** Iowa Legal Aid
- 2016** University of Iowa College of Dentistry and Dental Clinics
- 2015** Joe Bolkom, State Senator
- 2014** Amanda Ragan, State Senator and Linda Upmeyer, State Representative
- 2013** Iowa Prescription Drug Corporation
- 2012** Delta Dental of Iowa Foundation
- 2011** Jennifer Vermeer, Director, Iowa Medicaid Enterprise
- 2010** Bruce Braley, U.S. Congressman
- 2009** Chris Atchison, University of Iowa
- 2008** Ro Foege, State Representative
- 2007** Dave Heaton, State Representative and Jim Leach, U.S. Congressman
- 2006** Jack Hatch, State Senator
- 2005** Dr. Bery Engebretsen, Executive Director, Primary Health Care, Inc.
- 2004** Tom Harkin, U.S. Senator

AWARDS



UNSUNG HERO AWARD

Maria Ramos

Human Resources Director, United Community Health Center

Born in a small village in Mexico, Maria spent most of her childhood growing up in a community that was underserved in many categories, especially healthcare. She knows and understands the struggles of not having accessible doctors and nurses readily available. This is the reason she loves working at United Community Health Center. She understands the fear and intimidation healthcare can cause to marginalized and under-represented communities. Today, she is in a wonderful spot in her life and is grateful for the position God has placed her in. She is grateful to be in a position where she can spend time with her family and friends, take spontaneous road trips with her husband (no matter how short or far), and serve her community in any way she can. She tries her best to be an advocate for immigrants and under-represented groups, and to be a role model for her children.

Maria is a workwoman, but also a wife, mother, grandmother, and first-generation immigrant. She has encountered the beauties of life that motherhood brings, worked hard to provide for her family, and worked to make her parents proud.

From the Nomination Statement

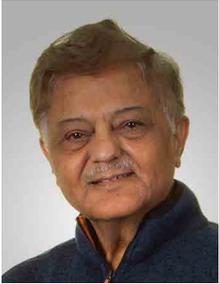
Someone once said, "a hero is someone who has given his or her life to something bigger than oneself." The "something bigger" for Maria Ramos, is service to the community. Maria was one of the first employees of United Community Health Center and even after ten years she continues to be zealous in service to the mission of the health center and the community.

As the HR Director, Maria serves the health center and its patients by finding "just the right people" to fill specific jobs, not an easy task. Once she finds them, she patiently works to welcome and train them to care for the most vulnerable among us.

Her service extends outside the clinic walls to the Storm Lake community. In her personal time, she will act as an interpreter for others who struggle with language barriers. She has been instrumental in developing relationships with the local Police Department and Tyson Foods, which has improved outreach to those in need. She also helped to spearhead a community celebration called "Day of the Child," which is intended as a day for the entire community to come together and celebrate diversity.

Maria takes great pride in being a citizen of the United States and encourages others in her community to do the same, and she has served on the local city planning and zoning committee. She can often be seen meeting with candidates who come through town and asking tough but important questions that us impact all, but especially the low-income and underserved. She also helps with voting registration; her enthusiasm for the democratic process is refreshing and contagious. She has educated many on their responsibility to vote and influenced those who had stopped voting to do so again.

Maria is always finding ways to help our patients who are struggling such as looking for solutions to the high cost of medications and access to transportation to appointments. Maria developed the idea of a "helping hand fund," which is an employee-driven fundraiser to help patients that cannot afford their medications or uncovered urgent medical expenses. Maria is a hero who has given her life to the service of others.



OUTSTANDING PROVIDER AWARD

Muhammad Pathan, MD

Internal Medicine Physician, Peoples Community Health Clinic

Dr. Pathan is an internal medicine physician who has worked at Peoples Community Health Clinic (Peoples Clinic) since 1979. Formerly serving as a medical director, Dr. Pathan helped pave the way for the clinic's growth and success. With his help, Peoples Clinic has added six major service lines, 26 providers, implemented an EMR, and grown their volume by over 13,000 patients.

For years, he split his time between Peoples Clinic and his private practice in a rural town about 30 miles away from Waterloo. He was also medical director at the county nursing home and Honorary Assistant Professor of Medicine at the University of Iowa Hospital and Clinics.

He completed his residency at Mount Sinai Medical Center and earned his medical degree from Liaquat Medical College. His areas of interest include geriatrics, and he specialized in knee and shoulder injections. Dr. Pathan is also fluent in Urdu, Sindhi, and Hindi.

From the Nomination Statement

Dr. Pathan is an internal medicine physician who has worked at Peoples Community Health Clinic since 1979. He is the longest employed staff member of the health center. He has seen the health center grow in providers, staff, and services. Dr. Pathan survived the transition to electronic health records and has been around through many PMS conversions. Nothing has scared Dr. Pathan away from his single-minded mission of serving the patients of this health center.

Dr. Pathan was the former medical director and paved the way for our growth and success. For years, he split his time between Peoples Clinic and his private practice in a rural town. He was also medical director at the county nursing home and Honorary Assistant Professor of Medicine at the University of Iowa Hospital and Clinics. He handled all his commitments quite well, but his heart has always been at Peoples Clinic.

Dr. Pathan recently celebrated his 40th year at the health center. While the staff gave him a standing ovation and music played, Dr. Pathan got up and danced for all! He has been referred to as the health center's own Yoda!

Dr. Pathan is caring and compassionate. He is always helpful in any way he can be and is an excellent preceptor for students, sharing his wisdom well beyond the walls of Peoples Clinic. His commitment to the underserved is unsurpassed. He continues to be Peoples Clinic's guiding light and my inspiration to be a better person, doctor, and medical director.

REMEMBERING CARL A. KULCZYK



The Iowa Primary Care Association is honored to present the ninth annual Carl A. Kulczyk Memorial Award. Carl was the Director of the Iowa Department of Public Health Primary Care Office for 14 years. He served on the Iowa/Nebraska Primary Care Association Board of Directors from 1995 to 2008, serving on the Executive Committee as Board Secretary for several years.

Carl was recognized in Iowa, Washington D.C., and across the nation as an expert in primary care and the medically underserved. He worked passionately and tirelessly to ensure Iowa communities could offer quality healthcare to their residents, regardless of ability to pay.

Carl also offered placement assistance to physicians and other healthcare providers, including foreign medical graduates. Carl believed in finding the perfect fit between facility, community, and provider.

Carl had a very special blend of passion, humor, determination, and a high intelligence. He dedicated himself to serving others. As Senator Tom Harkin remarked, "Carl worked miracles for people who desperately needed a miracle. The expansion of affordable, accessible health care services across Iowa would not have happened without Carl's hard work."

Carl viewed life as an adventure and once you got to know Carl, you joined in to share the excitement and reap the rewards of serving others. Carl loved helping people, but he also loved to laugh. He had a quick wit and enjoyed playing the occasional practical joke. Carl often said, "If they only knew they would make me the king if they could..."

Carl was born April 5, 1952, in East Chicago, Indiana, and died unexpectedly on June 2, 2008. He received his Master's Degree in Child Behavioral Psychology from the University of Kansas. Carl served as Executive Director of community health centers in Michigan before moving to Iowa in the early 1990s. He is survived by his wife Pam and two sons, Caleb and Ezra.



CARL A. KULCZYK MEMORIAL AWARD

Frank LaMere

Board Member, Siouxland Community Health Center

On June 16 of this year, Frank LaMere, a nationally-recognized peace and justice activist, and a board member of Siouxland Community Health Center, died after a brief battle with liver duct cancer. He was 69 years old.

Frank's death prompted an outpouring of tributes from state and nationally elected officials and community leaders throughout the country – a testimony to the powerful impact he made on individual friends and colleagues, his community and the Native nation. Frank was a member of the Winnebago Tribe of Nebraska, and the son of a Gold Star mother and a combat veteran father. His activism dated back to the 1970's, serving as a member of the American Indian Movement and demanding reform of the Bureau of Indian Affairs. In the following decades, Frank became a well-known advocate for the rights of Native Americans. He was instrumental in initiating the Memorial March to Honor Lost Children, a march raising awareness of the child welfare system and the Native American Community. He worked with local law enforcement and community leaders to eliminate homelessness, addiction, and mental illness, and was named an Honorary Police Chief by the Sioux City Police in 2018. Frank attained national prominence for his decades-long efforts to close beer stores in White Clay, Nebraska, that were blamed for alcohol-related issues on the nearby Pine Ridge Indian Reservation in South Dakota. His efforts culminated with the closure of the stores by regulators in 2017.

Frank's activism extended well beyond the Native Community, as he battled for the rights of all people through the political system. He was the longest serving Native member of the Democratic National Committee, the Chair of the National Native Caucus of the Democratic Party, and a delegate to the Democratic National Convention seven times. In 2019, Frank received an honorary law degree from Nebraska Wesleyan University for his advocacy work in human and civil rights.

Frank's activism was equaled only by his deep spirituality, which was demonstrated by his compassion and care for others. He began every meeting with a prayer, listened to others more than he spoke, and challenged issues not with force but with dignified gentleness. As Nebraska Democratic State Chairwoman Jane Kleeb wrote, "Frank taught us all to be stronger leaders with big hearts."

Frank is survived by his wife Cynthia. He had four children; Jennifer, Hazen, Manape Hocinci-ga and Lexie Wakan, who died of leukemia in 2014 at the age of 21.

Frank's legacy will continue at the Siouxland Community Health Center and throughout the Siouxland and Native American communities.

From the nomination statement:

As a health center board member and chair of the Board Development Committee, Frank devoted his efforts to transforming the board into a culturally diverse board that courageously tackled healthcare and public policy issues confronting our patients. His efforts in the last months of his life were focused on tackling the issues of mental illness, addiction, and homelessness in the Siouxland community both at the health center and in the larger community, raising money for a half-way house for homeless people graduating from treatment.

While Frank was an activist, he loved people and always sought to find the good in everyone, especially those whose ideas differed from his. His approach was always to thoughtfully listen to opposing views and to seek common ground. But to his core, Frank was a fighter who fought for equality for all people. As he always reminded us at health center board meetings, "If we're not uncomfortable tonight, we're not doing our job." Our health center board repeats Frank's message each board meeting and his legacy lives on in our health center and the broader community.

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A photograph of a woman with long, wavy brown hair sitting on a white chair and kissing a young child on the cheek. The child is wearing a teal t-shirt and yellow pants. The background is a bright, out-of-focus window with light streaming in.

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COLORECTAL CANCER SCREENING GUIDELINE

for men and women at average risk

Ages 45 – 75

Get screened. Several types of tests can be used. Talk to your doctor about which option is best for you.

Ages 76 – 85

Talk to your doctor about whether you should continue screening. When deciding, take into account your own preferences, overall health, and past screening history.

Age 86 +

People should no longer get colorectal cancer screening.

TESTING OPTIONS

- **Stool-based tests** look for signs of cancer in a person's stool.
- **Visual exams** such as colonoscopy or CT colonography, look at the inside of the colon and rectum for polyps or cancer.

No matter which test you choose, the most important thing is to get tested.

Any abnormal result on non-colonoscopy screening tests should be followed up with a timely colonoscopy to complete the screening process. Talk to your doctor about screening, and contact your insurance provider about insurance coverage for screening.

Visit cancer.org/colonguidelines to learn more.

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About the Colon and Rectum

- The colon and rectum are part of the digestive system that processes food.

What is colorectal cancer?

- Colorectal cancer is cancer that starts in either the colon or the rectum.
- Signs and symptoms of colorectal cancer:
 - » A change in bowel habits, such as diarrhea, constipation, or narrowing of the stool, that lasts for more than a few days
 - » A feeling that you need to have a bowel movement that is not relieved by doing so
 - » Rectal bleeding, black stools, or blood in the stool
 - » Cramping or belly pain
 - » Weakness, fatigue, weight loss when you aren't trying to lose weight

The Bottom Line about Colorectal Cancer

Regular testing starting at age 45 can help prevent some colorectal cancers and find other colorectal cancers early. Finding colorectal cancer early increases the chances of successful treatment.

Several types of tests can be used. Talk to your health care provider about which ones might be good options for you. No matter which test you choose, the most important thing is to get tested.

- Eating plenty of vegetables and fruits
- Limiting the amount of processed and red meat you eat
- Avoiding tobacco
- Limiting how much alcohol you drink
- Increasing your level of physical activity

If you would like more information about colorectal cancer, please visit cancer.org or call 1-800-227-2345.



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STAFF



Aaron Todd
Chief Executive Officer
atodd@iowapca.org



Angela Benjegerdes
Recruitment Specialist
abenjegerdes@iowapca.org



Kelly Frett
Chief Operating Officer &
Chief Financial Officer
kfrett@iowapca.org



Nancy Adrianse
Oral Health Manager
adriansen@iowapca.org



Kurt Berke
Preventive Services & O/E
Manager
kberke@iowapca.org



Faith Gachii
Executive Administrative
Assistant
fgachii@iowapca.org



Julie Baker
Director of Preventive
Services
jbaker@iowapca.org



Jennifer Cox
Director of Application
Support
jcox@iowapca.org



Dawn Grandia
EHR Administrator
dgrandia@iowapca.org



Shanna Bears
Financial Analyst
sbears@iowapca.org



Kelly DiAllesandro
Care Coordination
Manager
kdiallesandro@iowapca.org



Alicia Huguelet
Senior Director of
Transformation
ahuguelet@iowapca.org



Megan Bendixen
Healthcare Reform
Manager
mbendixen@iowapca.org



Sarah Dixon
Chief Strategy Officer
sdixon@iowapca.org



Michaela Keller
Clinical Informatics
Manager
mkeller@iowapca.org



Katie Kenny
Human Resources &
Recruitment Manager
kkenny@iowapca.org



Felicia Pinero
Senior Data Analyst
fpinero@iowapca.org



Bonnie Valverde
Senior Director of Finance
bvalverde@iowapca.org



Gagan Lamba
Behavioral Health
Manager
glamba@iowapca.org



Monick Reese
Help Desk Specialist
mreese@iowapca.org



Emily Vogt
Emerging Programs
Manager
evogt@iowapca.org



Rob Marko-Franks
Policy & Communications
Coordinator
markofranks@iowapca.org



Jake Roberts
Financial/Grant
Accountant
jroberts@iowapca.org



Adam Welu
Help Desk Specialist
awelu@iowapca.org



Katie Owens
Director of Communications
kowens@iowapca.org



Krisit Roose
Director of Technology
kroose@iowapca.org



Angie Williams
Health IT Project Manager
awilliams@iowapca.org



Kyle Pedersen
Senior Director of HIT
kpedersen@iowapca.org



Erica Shannon
Director of Legal &
Regulatory Affairs
eshannon@iowapca.org



Kathy Wisgerhof
Clinical Quality Manager
kwisgerhof@iowapca.org

Not Pictured:

Adam Damrow
Help Desk Specialist
adamrow@iowapca.org

Chelsea Miller
Administrative Assistant
cmiller@iowapca.org



@iowapca



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