

Program Agenda

PRE-CONFERENCE: WEDNESDAY, OCTOBER 26, 2016

10:00AM – 1:00PM **NEXTGEN USERS GROUP**
11:00AM – 2:30PM **HR PEER NETWORK MEETING**
1:00 – 5:00PM **CONFERENCE REGISTRATION**

3:00 – 5:00PM

PRE-CONFERENCE EVENT

A CONVERSATION ON THE HEALTH WORKFORCE OF TODAY AND TOMORROW:

THE FEDERAL, STATE AND LOCAL PERSPECTIVES

Six years after the passage of the Affordable Care Act and nearly three years after Covered California's first enrollment period, California has over 4 million more people who have some type of health insurance. In May 2016, the implementation of SB 75 allowed parents of undocumented children to enroll their children into full scope Medi-Cal, expanding the Medi-Cal population by approximately 150,000 individuals.

Now that we have made and will continue to make significant progress in covering all Californians, how can we ensure that everyone with or without coverage has the access to care that they need and deserve? How can we accomplish this in light of an alarming statistic that California will need an estimated 8,243 additional primary care physicians by 2030, a 32% increase compared to its current workforce? This pre-conference session will be a dialogue with workforce advocates and experts who can provide valuable perspectives from the local, state and federal levels. Don't miss this exciting conversation!

Speakers: Luis Padilla, MD, FAAP, Associate Administrator for Health Workforce, Director of the National Health Service Corps, Health Resources and Services Administration (HRSA)*
 Ed O'Neil, Owner, O'Neil and Associates; Former Director, UCSF Healthforce Center
 Tonya L. Fancher, MD, MPH, Associate Dean for Workforce Innovation & Community Engagement, UC Davis School of Medicine

5:00PM

WELCOME RECEPTION

THURSDAY, OCTOBER 27, 2016

6:15AM **FUN RUN AND WALK**
7:00 – 8:30AM **REGISTRATION AND CONTINENTAL BREAKFAST**
7:15 – 7:50AM **CONFERENCE ORIENTATION**

8:30 – 10:15AM

WELCOME, OPENING REMARKS, AWARDS PROGRAM, GENERAL SESSION:

Election 2016- Health and Health Centers in the Next Era

The political and policy arena shapes how we are able to practice, who we can care for, and how far a reach we ultimately can have. This year's election will have far lasting consequences of the future of health centers. Elected leaders have long been champions and partners in our mission to provide quality health care to all. During this session, attendees will have the opportunity to hear from political leaders who are shaping the future of health care in California and nationally.

Speakers: Carmela Castellano-Garcia, Esq., President and CEO, CPCA
 Tim Clark, Regional Political Coordinator & CA State Director, Donald J Trump for President, 2016 Representative of the Hillary Clinton Presidential Campaign*

Facilitator: Burt Margolin, President, The Margolin Group

10:15 – 10:30 AM BREAK

BREAKOUT SESSION 1

A1 10:30 – 11:45AM HEALTH DELIVERY SYSTEM TRANSFORMATION

Caring for the Whole Person: A Vision for the Delivery System

There is a growing recognition of the role of comprehensive oral and behavioral health care in meeting the Triple Aim of better outcomes, better patient experience, and lower cost of care. The state and federal governments have begun making enormous investments in both oral and behavioral health care, from the expansion of Medi-cal behavioral health benefits, to the new Drug Medi-Cal Organized Delivery System Waiver, to the new State Oral Health Plan and the Dental Transformation Initiative in the 1115 Waiver. This session explores possible solutions for integrating care from the top down - breaking down silos between payors and attempting to make the health delivery system integrate care as a reflection of the integration being done at the provider level.

Speakers:

1. TBD*
2. Jennifer N. Sayles, MD, Chief Medical Officer, Inland Empire Health Plan
3. Rachel Wick, MPH, Senior Program Officer, Blue Shield of California Foundation (IEHP)

Facilitators: Meaghan McCamman, Assistant Director of Policy, CaliforniaHealth+ Advocates
Emili LaBass, Senior Program Coordinator of Health Center Operations, CPCA

B1 10:30 – 11:45AM CLINICAL & CARE INNOVATIONS

Health Homes for Patients with Complex Needs: What's Coming and How to Prepare

The Department of Health Care Services (DHCS) will be rolling out Health Homes for Patients with Complex needs (HHPN) in California Counties in 2017 and 2018. For the past 4 years, Partnership HealthPlan of California has built up a prototype for this program, called the Intensive Outpatient Care Management (IOPCM), with 13 sites now participating. This presentation will give an update on the current structure of this prototype, from a health center and health plan perspective, drawing out best practices for sites preparing for implementing HHPN. A representative from DHCS will give details about the HHPN program, scheduled to go live in January, 2017.

Speakers:

1. Robert Moore, MD, MPH, Chief Medical Officer, Partnership HealthPlan of California
2. Bryan Rivera, La Clinica de la Raza
3. Brian Hansen, Health Program Specialist, DHCS

Facilitator: Allie Budenz, Associate Director of Quality Improvement, CPCA

C1 10:30 – 11:45AM BUSINESS INNOVATIONS

Patient Portals: Lessons, Innovations, and Tips from the Field

This workshop will focus on three community clinic settings in which a patient portal has been successfully deployed. At all three health centers, the patient portals are being taken to the next level and being used as engaging, innovative and patient centered tools with a focus on all three elements of the Triple Aim - population health, cost of care and patient experience. These presenters will take participants from the basics of successful implementation to how to progress into more innovative and creative patient portal uses.

Speakers:

1. Besha Grey, Assistant Clinic Manager, Women's Community Clinic
2. Charles Kitzman, MMI, Chief Information Officer, Shasta Community Health Center
3. Tammy Flint, EHR Administrator, Open Door Community Health Centers

Facilitator: Emily Shipman, Senior Program Coordinator of Health Center Operations, CPCA

D1 10:30 – 11:45AM STRATEGIC LEADERSHIP

Why Invest in a Health Center Advocacy Department: Stories from the Field

Health center legislative and budget victories have resulted in large part from strong advocacy in the field. To support the work, health centers have built varying infrastructures, and some have gone so far as to build departments with full time staff focused on advocacy. This panel will explore the rationale behind health center CEO and leadership decisions to invest in advocacy. Presenters will discuss how and why they created their advocacy infrastructures, how they pay for it, and how investment in advocacy delivers returns to the health center and community at large.

Speakers:

1. Jennie Carreón, Director of Government Relations, AltaMed Health Services, Inc.
2. Sandra Rossato, MHA, Executive Director, Clinica Msr. Oscar A. Romero
3. Victor Manuel Perez, Chief Government & Public Affairs Officer, Borrego Community Health Foundation

Facilitator: Ben Avey, Assistant Director of External Affairs, CaliforniaHealth+ Advocates

11:45 – 12:15PM LUNCH/NETWORKING TIME

12:15 – 2:00PM

**AWARDS PROGRAM AND KEYNOTE PRESENTATION
AN AFTERNOON WITH BENNET OMALU**

Speaker: Dr. Bennet Omalu, First Doctor to Diagnose Chronic Brain Damage in NFL Athletes
CPCA is excited to announce that this year's keynote speaker is Dr. Bennet Omalu, the physician who inspired the recent movie "Concussion" starring Will Smith. Dr. Omalu has conducted ground breaking research into chronic brain injuries in football players and discovered the disease Chronic Traumatic encephalopathy (CTE). He will share his story of going from humble beginnings in war-torn Nigeria to becoming one of the biggest disrupters in the history of sports and medicine. Dr. Omalu will also discuss the biases and obstacles he overcame as an African immigrant staunchly committed to studying medicine in the U.S. and rising to the top of his field, despite all odds.

2:00 – 2:15PM

BREAK

2:00 – 3:00PM

BOOK SIGNING: Concussion, Dr. Bennet Omalu

BREAKOUT SESSION 2

A2 2:15 – 3:30PM

HEALTH DELIVERY SYSTEM TRANSFORMATION

The Primary Care Workforce Crisis: Funding Solutions to Drive Progress

In early 2016, California Primary Care Association recently released a sobering analysis of our primary care workforce needs while detailing key opportunities to meet the workforce needs of tomorrow. With six out of nine California regions experiencing a primary care provider shortage, and a ratio of primary care physicians in Medicaid that is half the federal recommendation, California ranks 32nd in physician access. Furthermore, the report estimates that California will need 8,243 additional primary care physicians by 2030 and provides a stark reminder that the primary care workforce shortage has reached a critical point and will continue to devolve if California doesn't take immediate action. This session will focus on novel legislative and regulatory approaches that CPCA is taking with federal and state partners. Participants will hear from experts on how efforts in 2016 began to move the needle on addressing our primary care needs while also presenting their perspective on the path forward and partnership opportunities ahead.

Speakers:

1. Angie Buckingham Melton, Esq., Vice President, The Margolin Group
2. Eduardo Martinez, Associate Director, Center for Government Relations, California Medical Association
3. Chris Perrone, MPP, Director, Improving Access, California Health Care Foundation

Facilitator: Beth Malinowski, Deputy Director of Government Affairs, CaliforniaHealth+ Advocates

B2 2:15 – 3:30PM

CLINICAL & CARE INNOVATIONS

Recovery within Reach: Integrating Addiction Treatment within Primary Care

This workshop will offer a practical framework for exploring how community clinics and health centers are developing best practices of team based care for medication assisted treatment of opioid addiction in primary care and how CCHCs are integrating their work into the larger substance use disorder continuum of care through the organized delivery system waiver.

Speakers:

1. James J. Gasper, PharmD, BCPP, Psychiatric and Substance Use Disorder Pharmacist, California Department of Health Care Services
2. Carlin Chi, MD, Team Director, Petaluma Health Center
3. Ana Valdes, MD, Chief Healthcare Officer, HealthRight 360

Moderator: Kelly Pfeifer, MD, Director, High-Value Care, California Health Care Foundation

Facilitator: Meghan Nousaine, MPH, Assistant Director of Health Center Operations, CPCA

C2 2:15 – 3:30PM

BUSINESS INNOVATIONS

Business Development with Heart:

Using Non-Traditional Business Strategies to Drive Your Mission

We see webinars, toolkits and trainings all the time that promise effective strategies for making our health centers more efficient and high-performing. For many, that simply translates into doing more with less, and let's face it - we could each write our own resource guide on that topic. But what about doing more with more and going about it differently? This workshop is aimed at exploring ways to revise and employ private-sector business development strategies for use in the public-sector health care delivery space, all while continuing to focus on increased staff satisfaction and high quality primary care services.

Speakers:

1. David Vliet, MBA, Chief Executive Officer, Tiburcio Vasquez Health Center, Inc.*
2. TBD*
3. TBD*

Facilitator: Christina Hicks, Deputy Director of Program Development & Evaluation, CPCA

D2 2:15 – 3:30PM

STRATEGIC LEADERSHIP

Health Center Branding in a Value-Based Care World

Creating a strong brand for your health center can have lasting, positive impact on your patients, your employees and your fundraising. Find out how OLE Health evolved from its origins as a community clinic in Napa to a more welcoming, innovative health care destination by strengthening its own unique brand while leveraging the CaliforniaHealth+ brand... and how your health center can, too.

Speakers:

1. Tanir Ami, MBA, Chief Executive Officer, OLE Health
2. Sarah Moore, Director of Brand Strategy, Mission Minded
3. Fernando Diaz, MPH, Director of Marketing and Communications, OLE Health

Facilitator: Kelly Cimino, Associate Director of Marketing & Branding, CPCA

3:30 – 6:00PM

TRADESHOW AND CPCA RECEPTION

FRIDAY, OCTOBER 28, 2016

6:15AM

FUN RUN AND WALK

7:00 – 11:00AM

REGISTRATION AND EXHIBITOR/NETWORKING TIME

BREAKOUT SESSION 3

A3 8:30 – 9:45AM

HEALTH DELIVERY SYSTEM TRANSFORMATION

Managed Care: The Mega Rule and Other Changes in California

CMS has just issued the first Medicaid managed care regulation in more than a decade, and along with state-level legislative and regulatory changes, there are great issues afoot in Medicaid! Join the California Department of Managed Health Care (DMHC) and the California Department of Health Care Services (DHCS) to get the 'big picture' of what's happening to California's managed care market.

Speakers:

1. Sarah Brooks, Deputy Director, California Department of Health Care Services
2. Mary Watanabe, Deputy Director, Health Policy and Stakeholder Relations, California Department of Managed Health Care

Facilitator: Meaghan McCamman, Assistant Director of Policy, CaliforniaHealth+ Advocates

B3 8:30 – 9:45AM

CLINICAL & CARE INNOVATIONS

Care Transformation: How Can You Be an Innovation Catalyst?

This session will focus on pioneering programs clinics can implement to transform how they deliver care. Participants will learn how to use cutting edge thinking or models such as User-Centered Design Principles, Innovation Hubs and/or technology to improve work flows, increase access to care, quality of care, and address best practices for increasing provider and patient experience with care. The focus for this discussion will be looking at the future of care transformation and what it means to participants' organizations.

Speakers:

1. Zeth Ajemian, Director of Workforce Planning and Development, Kaiser Permanente
2. Karen Lamp, MD, Interim CMO at Venice Family Clinic
3. J. Nwando Olayiwola, MD, MPH, FAAFP, Director, UCSF Center for Excellence in Primary Care

Facilitator: Cindy Keltner, Deputy Director of Health Center Transformation, CPCA

C3 8:30 – 9:45AM

BUSINESS INNOVATIONS

Building Health Care Analytics Capacity in California's Community Health Centers:

Lessons Learned from the Safety Net Analytics Program

The panel, moderated by California HealthCare Foundation (CHCF), will explore the successes and lessons learned from the Safety Net Analytics Program (SNAP). SNAP provided a framework for developing data analytics capacity, coaching, and training from national experts - all aimed at developing the people, processes and technology to use data to improve care and strengthen performance.

Speakers:

1. Amy Ham, Chief Data Officer, CommuniCare Health Centers
2. D. Kai Nissley, MBA, MPH, Chief Operating Officer, Santa Rosa Community Health Centers

Moderator: SA Kushinka, MBA, Program Director, Center for Care Innovations

Facilitator: Lucy Moreno, Data Informaticist, CPCA

D3 8:30 – 9:45AM

STRATEGIC LEADERSHIP

Payment Reform is Coming:

Position Yourself for Successful Rate Negotiations

California is moving forward with implementing SB 147 (Hernandez), the Alternative Payment Methodology pilot legislation, and while not all health centers in California will be part of the pilot, all health centers in California should be paying attention to the pilot. All health centers should also be looking at their data and managed care plan arrangements now so that they can make the strategic decisions that will position them for the best launching point once the APM becomes an opportunity for all health centers. This session will review payment reform nationally, the California APM construct, and then describe trends found in a recent APM data modeling exercise. Health centers will leave this session with a to-do list for looking at their data and talking to their managed care plans.

Speakers:

1. Rhonda Aubrey, RN, Chief Operating Officer, Community Health Center Network
2. Steve Schramm, MScHE, Managing Director, Optumas
3. Rachel Tobey, MPA, Director, John Snow, Inc. (JSI)

Facilitator: Andie Patterson, Director of Government Affairs, CaliforniaHealth+ Advocates

9:45AM – 10:15AM PRIZE ANNOUNCEMENTS IN TRADESHOW (MUST BE PRESENT TO WIN)

BREAKOUT SESSION 4

A4 10:15 – 11:30AM **HEALTH DELIVERY SYSTEM TRANSFORMATION**

The Next Big Movement in Health:

Addressing Social Determinants of Health

The evidence is clear that at a population level social, environmental, and behavioral factors dwarf health care access and quality in terms of shaping health outcomes. There are a number of significant initiatives nationally, in California, within integrated health systems, and locally exploring how best to address social determinants of health (SDH) such as housing and economic opportunity as part of health system transformation. There is a robust dialogue underway about what it takes to do this well including necessary capacity building, data infrastructure, and financing mechanisms. This session will review the current landscape of work on SDH, the potential leadership role for health centers given their history of connection to communities, and the value proposition and competitive advantage of incorporating a substantive focus on SDH into planning and operations.

Speakers:

1. Jeremy Cantor, MPH, Senior Consultant, John Snow Inc.
2. George Flores, MD, MPH, Senior Program Manager, The California Endowment
3. Jim Mangia, President and CEO, St. John's Well Child and Family Center

Facilitator: Andie Patterson, Director of Government Affairs, CaliforniaHealth+ Advocates

B4 10:15 – 11:30AM **CLINICAL & CARE INNOVATIONS**

Meeting the Quadruple Aim: Prioritizing Provider Wellness in a Changing Environment

The prevalence of provider burnout, low provider satisfaction, and increasing demands make achieving the Quadruple Aim of better care, better outcomes, lower costs and increased provider satisfaction almost impossible to achieve. However, if we are to be successful in providing health care, we must strive for meeting all aspects of the Quadruple Aim including increasing provider wellness and satisfaction. But are the current transformations in care delivery and payment reform working to support the Quadruple Aim or not? How can providers be agents of change and effective and innovative leaders in meeting the Quadruple Aim? This session will give an overview of where we are relative to achieving the Quadruple Aim, discuss tools and strategies to measure provider burnout/wellness, and showcase how health centers are working to use technology as a way to meet the Quadruple Aim.

Speakers:

1. Cesar Barba, MD, Chief Medical Information Officer, UMMA Community Clinic
2. Anna Maria Izquierdo-Porrera, MD, PhD, CMO, BlueNovo; Physician Consultant, Lifelong Medical Care
3. J. Nwando Olayiwola, MD, MPH, FAAFP, Director, UCSF Center for Excellence in Primary Care

Facilitator: Mike Witte, MD, Vice President and CMO, CPCA

- C4 10:15 – 11:30AM BUSINESS INNOVATIONS**
Building Our Future Primary Care Providers
 To build the new primary care workforce of tomorrow, we need to create and support career pathways that can meet the growing demand of health centers and the communities they serve. This session will discuss and showcase best practices for an innovative Nurse Practitioner (NP) Residency Training Program, a unique partnership for an MD Residency Program, and a successful model for Teaching Health Centers.
Speakers:
1. Margaret Flinter, APRN, PhD, FAAN, FAANP, c-FNP, Senior Vice President/Clinical Director, Weitzman Institute/Community Health Center, Inc.
 2. Stephen Schilling, PhD, Chief Executive Officer, Clinica Sierra Vista
 3. Health Center Representative TBD, Santa Rosa Community Health Centers*
- Moderator:** Patti Feeney, Manager, Quality Improvement Education, Weitzman Institute/Community Health Center, Inc.
Facilitator: Jodi Samuels, Deputy Director of Development & Training, CPCA
- D4 10:15 – 11:30AM STRATEGIC LEADERSHIP**
Building a Health Information Exchange: A Must for Value Based Pay
 Since the American Recovery and Reinvestment Act (ARRA) and the advent of Meaningful Use, we have been talking about and exploring health information exchange (HIE). The fervor of the conversation has slowed as the challenges in building and sustaining HIEs have become more apparent. But we must continue the hard conversations and negotiations to build HIEs in order to prepare and position for value based pay. This session will explore the progress towards HIE in California, the various models being built, and the process for getting there. Participants will take away steps they can take in their own communities to further or start the conversations to health information exchange.
Speakers:
1. Anish Mahajan, MD, MPH, Chair, Los Angeles Network for Enhanced Services (LANES)
 2. Suzanne Ness, Consultant, Hospital Council of Northern and Central California
 3. Charles Kitzman, MMI, Chief Information Officer, Shasta Community Health Center
- Moderator:** Doreen Bradshaw, Executive Director, Health Alliance of Northern California
Facilitator: Ben Avey, Assistant Director of External Affairs, CaliforniaHealth+ Advocates
- 11:30AM – 12:00PM BRUNCH**
- 12:00PM – 1:45PM AWARDS PROGRAM AND CLOSING SESSION**
Speaker: Sandra R. Hernández, MD, President and CEO, California Health Care Foundation
 Dr. Sandra R. Hernández has been president and CEO of the California Health Care Foundation since January 2014. CHCF is an independent foundation with assets of more than \$700 million, headquartered in Oakland, California, and dedicated to improving the health of the people of California. Sandra is an assistant clinical professor at the University of California, San Francisco, School of Medicine and maintains a clinical practice at San Francisco General Hospital in the AIDS clinic. She is a graduate of Yale University, the Tufts School of Medicine, and the certificate program for senior executives in state and local government at Harvard University's John F. Kennedy School of Government.
- 1:45PM CONFERENCE CONCLUDES**