

**PCPCC 2014 Annual Fall Conference | Preliminary Agenda**  
*Patient-Centered Primary Care: At the Heart of Value and Quality*

**Wednesday, November 12, 2014**

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**9:00 – 11:15 AM**

**Sponsored Workshops**

Learn about the products, services and expertise offered by organizations and industry to support new models of care in the patient-centered medical home.

*\*Open to all conference participants*

**9:30AM – 12:30 PM**

**Executive Member Annual Strategy Meeting & Luncheon**

Executive members will join PCPCC leadership to discuss current and future work of the PCPCC.

*\*Invitation Only*

**11:30AM – 12:30 PM**

**Practice Coaching and Facilitation Luncheon**

Meet with organizations supporting practices in their transformation to patient-centered medical homes.

*No additional charge for conference participants.*

*\*RSVP required by September 26th.*

**11:15AM – 1:00 PM**

**Break for general participants to grab lunch on their own in DC**

**PLENARY SESSION**

**1:00 – 1:15 PM**

**Location:** Constitution Ballroom

**Welcome**

Marci Nielsen, PhD, MPH, CEO, Patient-Centered Primary Care Collaborative

David K. Nace, MD, PCPCC Board Chairman & Vice President of Clinical Development, McKesson Corporation

**1:15 – 2:00 PM**

**Location:** Constitution Ballroom

**Opening Keynote**

Assistant Secretary Kathy Greenlee, Administrator, Administration for Community Living & Assistant Secretary for Aging, US Department of Health and Human Services

**2:00 – 3:15 PM**

**Location:** Constitution Ballroom

**Panel 1: Improving Patient Care through Community Partnerships**

**Description:** This panel will explore how partnerships between the health care system and the community can improve the health of patients. Panelists will discuss the value of and strategies for, connecting patients and families to community supports, quality primary care, behavioral health, and social services.

**Moderator:** Amy Gibson, RN, MS, Chief Operating Officer, PCPCC

- Mary Ann Christopher, MSN, RN, President & CEO, Visiting Nurse Service of New York
- Ellie Hollander, President & CEO, Meals on Wheels Association of America
- Matthew Longjohn, MD, MPH, National Health Officer, YMCA of the USA
- Albert Terrillion, DrPH, Med, CPH, Director, Self-Management Alliance

**3:15 – 3:45 PM**

**Location:** Constitution Ballroom C,D, E & Foyer

**Break in Exhibit Hall**

**3:45 – 5:00 PM**

**CENTER BREAKOUT SESSIONS**

**Care Delivery & Integration**

**Location:** Cabin John & Arlington

**Description:** This session will describe various Accountable Care Organization (ACO) models and how the medical home has been vital to their success.

**Moderator:** Blair Childs, Senior Vice President, Public Affairs, Premier Healthcare Alliance

- David Introcaso, PhD, Vice President of Policy and Associations, National Association of ACOs
- Colleen Kraft, MD, FAAP, Medical Director, Health Network by Cincinnati Children's
- Tricia Nguyen, MD, President, Texas Health Population Health, Education & Innovation Center
- Kavita Patel, MD, Managing Director for Clinical Transformation and Delivery, Engelberg Center for Health Care Reform, Brookings Institution

**Outcomes & Evaluation**

**Location:** Constitution Ballroom A

**Description:** This session will focus on the growing evidence for PCMH and evolving strategies for measurement and evaluation of the PCMH.

**Moderator:** Melinda Abrams, MS, Vice President, Health Care Delivery System Reform Program, Commonwealth Fund

- Michael Bailit, MBA, President, Bailit Health Purchasing
- Asaf Bitton, MD, MPH, Primary Care Physician; Assistant Professor of Medicine and Health Care Policy, Harvard Medical School (invited)
- Lisa Kern, MD, MPH, Associate Professor of Healthcare Policy and Research, Weill Cornell Medical College (invited)

**Employers & Purchasers**

**Location:** Wilson & Roosevelt

**Description:** This session will focus on the role of employers and health plans in promoting the PCMH

**Moderator:** Robert Dribbon, Director, Business Strategy & Development, Merck

- John Bray, CEO, Vanguard Furniture
- Kyu Rhee, Vice President & Chief Health Director, IBM Corporation (invited)
- Andrew Schutzbank, Assistant Medical Director, Iora Health
- John Socha, Executive Director, Health Care Operations, MGM Resorts International

### **Advocacy & Public Policy**

**Location:** Renwick & Latrobe

**Description:** This session will focus on innovative policies that have activated patient-centered medical home communities, and identify who is leading the charge and what we have learned

**Moderator:** Shari Erickson, Vice President, Governmental & Regulatory Affairs, American College of Physicians

- Amanda Eby, Project Administrator, Montana Office of Commissioner of Securities and Insurance
- Jon Griffin, MD, Vice President of Medical Homes & Innovation, St. Peter's Hospital
- Nicole Merrithew, MPH, Director, Patient-Centered Primary Care Home Program, Oregon Health Authority
  
- Jeanene Smith, MD, MPH, Chief Medical Officer, Oregon Health Authority

### **Patients, Families & Consumers**

**Location:** Burnham

**Description:** This session will focus on the role patients play as partners in quality improvement

**Moderator:** Christine Bechtel, Advisor, National Partnership for Women & Families; President, Bechtel Health Advisory Group (invited)

- Mari Ferrer, PCMH Coordinator, Alivio Medical Center (invited)
- Ziva Mann, Patient Lead, PCMH Transformation, Cambridge Health Alliance
- Lizette Martinez, Community Health Worker, Alivio Medical Center (invited)
- Tarra Thomas, Patient Partner, Children's Clinic of Billings (invited)
- Brad Thompson, Director, HALI Project
- Megan M. Tschudy, MD, MPH, Assistant Professor, Department of Pediatrics, Assistant Medical Director, Harriet Lane Clinic, Division of General Pediatrics and Adolescent Medicine

*(Break – 5:00 – 6:00 PM)*

## PCPCC's Inaugural Awards Dinner & Cocktail Reception

Conference participants are invited to attend PCPCC's Inaugural Awards Dinner! Join PCPCC leadership, staff, and friends at this year's premier networking event to celebrate your successes and accomplishments in the patient-centered medical home. This year we will also honor the special contributions of three leaders dedicated to promoting primary care and the medical home.

### MEET THE AWARDEES

**Debra L. Ness, MS**, President of the National Partnership for Women & Families, will receive the *Barbara Starfield Award*. Ms. Ness has been a leading advocate for social justice and equality for women, patients, families, and consumers within the health care arena. Her dedication as an advocate for the health and well-being of women and families continues to influence innovations in care delivery that improve health care for vulnerable populations.

The PCPCC established the *Barbara Starfield Award* in 2012 to posthumously honor Dr. Starfield, recognizing her enduring commitment to the philosophy that all individuals should receive comprehensive, coordinated and person – focused care. The award is presented annually to an individual or organization that demonstrates exceptional work toward advancing the goals of primary care and, in particular, a strong commitment to person-focused care.

**Ted Wymyslo, MD**, former Director of the Ohio Department of Health will receive the first *Primary Care Community Leadership Award*. Dr. Wymyslo, a family physician, educator, and administrator for more than 30 years, is being honored for his decades-long commitment to primary care and public health, his impressive ability to collaborate with public and private sector interests, and his authentic engagement with patients and families to advance patient-centered medical homes.

The PCPCC will also present the **Southeast Texas Medical Associates (SETMA)** and its Chief Executive Officer, **James L. Holly, MD**, with the first *Patient-Centered Medical Home Practice Award*. With six clinical locations across Southeast Texas, SETMA is being presented with this award based on their exceptional dedication to achieving IHI's Triple Aim of "improved care, improved health and lower cost." The PCPCC also applauds their focus on integrating state-of-the-art health information technology across their sites as a means to transform care delivery, and their commitment to sharing lessons learned by being the only PCMH practice in the country that has been accredited by all four of the major national certifying/recognition organizations.

The special ticketed event will include a cocktail reception and a seated dinner and will take place on Wednesday, November 12th, from 6:00 – 8:00PM. We have 20 tables available for sponsorship, with prices ranging from \$1,000 – \$3,000. Individual tickets to the Awards Dinner are \$100 for conference attendees. Please contact Staci at [staci@pcpcc.org](mailto:staci@pcpcc.org) or click [here](#) for more information.

## Thursday, November 13, 2014 – Plenary Day 2

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**7:30 – 8:30 AM**

**Location:** Constitution Ballroom C,D, E & Foyer

**Networking Breakfast**

**8:30 – 9:15 AM**

**Welcome Back & Morning Keynote**

**Location:** Constitution Ballroom

Mark McClellan, MD, PhD, Senior Fellow and Director, Health Care Innovation and Value Initiative, Brookings Institution

**9:15 – 10:30 AM**

**Location:** Constitution Ballroom

**Panel 2: Practice Transformation: Lessons Learned on the Road to Becoming a Patient-Centered Medical Home**

**Description:** This panel will focus on what it takes to successfully transform into a patient-centered medical home (PCMH). Panelists will share primary care practice transformation strategies and experiences including their use of practice coaches, practices partners, and widespread organizational commitments.

**Moderator:** Paul Klintworth, Lead, Medical Home Community of Practice (CoP), Office of the National Coordinator for Health IT, US Department of Health and Human Services

- Lucia Angel, Quality Improvement Coordinator, SFGH Family Health Center, UCSF
- Suzanne Berman, Pediatrician, Plateau Pediatrics
- Chris Echterling, MD, Medical Director, WellSpan Bridges to Health
- Robin Motter, Department Chairman of Family Medicine, Greater Baltimore Medical Center
- Carol M. Odell, FNP, MSN, Assistant Medical Director, University of Colorado School of Medicine (invited)

*(Break – 10:30 – 10:45 AM)*

**10:45 – 12:00 PM**

**Location:** Constitution Ballroom

**Panel 3: The Medical Home Workforce: Training in Team-Based Primary Care**

**Description:** This panel will highlight innovative residency and health professional training programs that support team-based training within emerging delivery models including patient-centered medical homes (PCMH) and Accountable Care Organizations (ACOs).

**Moderator:** William Warning, MD, Program Director, Crozer-Keystone Family Medicine Residency

- Barbara Brandt, Associate Vice President for Education, University of Minnesota Academic Health Center (invited)
- Maureen Ediger, Family Caregiver
- Lucinda Maine, PhD, RPh, Executive Vice President & CEO, American Association of Colleges of Pharmacy
- Andrew Morris-Singer, MD, President & Principal Founder, Primary Care Progress

**12:00 – 12:30 PM**

**Location:** Foyer

**Break**

**12:30 – 1:30 PM**

**Location:** Constitution Ballroom

**Networking Lunch**

**1:30 – 2:45 PM**

**Afternoon Breakout Sessions Round I**

*(Break – 2:45 - 3:15 PM)*

**3:15 – 4:30 PM**

**Afternoon Breakout Sessions Round II**

Choose one of the breakout sessions listed below to attend for each round

**Breakout A: Medication Management in the Medical Home**

**Description:** Medications are involved in 80% of all treatments and require a significant amount of time and investment by the care team. This session will describe how primary care practices are integrating comprehensive medication management as part of care redesign in the patient-centered medical home (PCMH) in order to address the needs of patients and families.

**Moderator:** Lucinda Maine, PhD, RPh, Executive Vice President & CEO, American Association of Colleges of Pharmacy

- Stuart J. Beatty, PharmD, BCACP, CDE, Associate Professor of Clinical Pharmacy, The Ohio State University College of Pharmacy
- Brian Isetts, PhD, BCPS, FAPhA, Professor, Pharmaceutical Care & Health Systems, University of Minnesota
- Mollie Scott, PharmD, BCACP, CPP, Regional Associate Dean and Clinical Associate Professor, UNC Eshelman School of Pharmacy

**Breakout B: Community-based Collaboration Models: Aging Network**

**Description:** Community-based organizations (CBOs) provide a wide-range of services and supports to seniors and people living with chronic illness. This session will describe collaborations between Self-Management Support programs and primary care practices.

**Moderator:** Albert Terrilion, DrPH, Med, CPH, Senior Director, Clinical and Community Partnerships, Director, Self-Management Alliance

- Christopher Langston, PhD, Program Director, John A. Hartford Foundation
- Lynnzy McIntosh, Vice President/Implementation Director, Consortium for Older Adult Wellness
- Patient Representative

**Breakout C: Go (Primary Care) Team! Team-based Care in the Medical Home**

**Description:** Team-based care is a fundamental component of the patient-centered medical home (PCMH) and can take many forms. Primary care teams can be office-based or geographically disparate and include a number of different types of professionals working in partnership with patients and families. This session will describe different models of team composition and function in the PCMH and advanced primary care.

**Moderator:** C. Edwin Webb, PharmD, MPH, Associate Executive Director, American College of Clinical Pharmacy

- Jennifer Baldwin, RN, MPA, Senior Vice President for Patient-Centered Medical Home, CareFirst
- Lewis Levy, MD, Vice President, Corporate Medical Quality, Best Doctors
- Richard Ricciardi, PhD, NP, Health Scientist, AHRQ
- Melissa Thomason, Patient, Family Advisor
- Joan Weiss, PhD, RN, CRNP, Designated Federal Official, ACICBL and Chief, Geriatric and Allied Health Branch, Division of Public Health and Interdisciplinary Education

#### **Breakout D: Practicing Whole-Person Care in the Medical Home**

**Description:** Patients are more than the sum of their parts, and it is important that primary care clinicians address and coordinate needs for both medical and non-medical services. This session will describe ways to incorporate non-traditional care into the patient-centered medical home (PCMH) and strategies for the primary care provider to collaborate with specialists and other community-based partners.

**Moderator:** *Mary Minniti, BS, CPHQ, Program and Resource Specialist, Institute for Patient and Family Centered Care*

- Leonard Fromer, MD, Executive Medical Director, Group Practice Forum
- Robyn Golden, LCSW, Director, Health and Aging, College of Nursing, RUSH Medical College
- Christopher L. Hunter, PhD, ABPP, DoD, Department of Defense Program Manager for Behavioral Health in Primary Care, Behavioral Health Division, Office of the Chief Medical Officer
- Eric Penniman, DO, District Medical Director, Primary Care, Marshfield Clinic (invited)

#### **Breakout E: Medical Home DIY! Self-Guided Practice Transformation**

**Description:** Many tools and resources have been developed to assist primary care practitioners in leading their own quality improvement efforts. This session will include a panel of providers and experts who will each describe how they acquired the necessary skills to lead their staff in transforming the practice into a patient-centered medical home (PCMH).

**Moderator:** *Jeff Halbstein-Harris, Patient/Advocate*

- Suzanne Berman, MD, Pediatrician, Plateau Pediatrics
- Collette Carver, APRN-BC-ADM, FNP, Director of Transformation of Care, Sentara
- Edward McGookin, MD, FAAP, Chief Medical Officer, Coastal Medicine (invited)
- CJ Peek, PhD, Associate Professor, Family Medicine and Community, University of Minnesota

#### **Breakout F: Practice Coaching: Hiring External Experts to Help with Practice Transformation**

**Description:** Practice coaches can provide a wide range of expertise in areas such as team-building, electronic medical record use, patient scheduling, and quality improvement strategies. This session will include a panel of primary care practitioners who will describe their experiences using practice coaches to accelerate their transformation to a patient-centered medical home (PCMH).

**Moderator:** *Julie Schilz, BSN, MBA, Director, Patient Centered Care at WellPoint*

- Wendy Latham, Training Specialist, Mental Health & Substance Abuse Division
- Jennifer Sweeney, Vice President & Director, Consumer Engagement and Community Outreach, National Partnership for Women & Families, Comprehensive Primary Care Practice Faculty
- Miriam T. Vincent, MD, PhD, JD, Professor and Chair, Department of Family Medicine, Medical Director of Ambulatory Care, University Hospital of Brooklyn, SUNY-Downstate School of Medicine

#### **Breakout G: PCMH Collaboration across the State: The Ohio Story**

**Description:** As a significant amount of health delivery reform happens at the state and local level, there is an increasing need to unify multi-payer efforts around primary care investment. This session will feature leaders from Ohio who will describe their success in bringing together patients, provider, employers, insurers, health systems, and community-based organizations, to achieve better health for Ohioans through improved access to patient-centered medical homes (PCMH).

**Moderator:** *Ted Wymyslo, MD, Chief Medical Officer, Ohio Association of Community Health Centers*

- Randall Cebul, MD, Director, Center for Health Care Research and Policy, MetroHealth
- Richard Shonk, MD, PhD, Chief Medical Officer, The Greater Cincinnati Health Collaborative, The Greater Cincinnati Health Council, and HealthBridge
- Patient Representative

**Breakout H: Using Technology to Improve Population Health**

**Description:** Population health management is a key feature of the patient-centered medical home (PCMH). It is aided by the adoption of technology that enables practices to rapidly identify the health care needs of their patients and quickly deploy appropriate resources to address those needs. This session will describe several ways that technology is expanding the ways practices partner with their patients and families, as well as better manage the needs of their entire patient population.

**Moderator:** Karen Handmaker, MPP, Vice President, Population Health, Phytel

- Edward McCallister, Chief Information Officer, UPMC
- Steven Peskin, MD, MBA, FACP, Senior Medical Director, Clinical Innovations, Horizon Blue Cross Blue Shield New Jersey
- Todd Wolynn, MD, Pediatrician, Kids Plus Pediatrics (invited)
- Patient Representative

**5:00 – 7:00 PM**

**Location:** Constitution Ballroom C,D, E & Foyer

**Networking Reception**

Open to all attendees



## Friday, November 14 – Plenary Day 3

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**7:30 – 8:30 AM**

**Location:** Constitution Ballroom C,D, E & Foyer

**Registration & Networking Breakfast**

**8:30 – 9:00 AM**

**Location:** Constitution Ballroom

**Morning Keynote: What Really Matters to Patients**

Melissa Thomason, Patient, Family Advisor

**9:00 – 10:15 AM**

**Location:** Constitution Ballroom

**Panel 4: What's on the Horizon Post-Election: A View from the Feds**

**Description:** Congressional staffers will discuss the opportunities and challenges professionals in the health care sector will face in light of the November elections.

**Moderator:** Liz Fowler, PhD, JD, Vice President, Global Health Policy, Johnson & Johnson

- Rodney Whitlock, PhD, Senate Finance Committee, Minority Staff, US Senator Chuck Grassley (R-IA)
- Charlene McDonald, Senate Budget Committee, Majority Staff, US Senator Patty Murray (D-WA)
- Brett Baker, House Ways & Means Committee, Majority Staff
- Erin Richardson, House Ways & Means Committee, Minority Staff

**10:15 – 10:30 AM**

**Break**

**10:30-11:45 AM**

**Location:** Constitution Ballroom

**Panel 5: View from the States**

**Description:** With states at the forefront of health care delivery system reform, this panel will highlight strategies states are using to advance innovative medical home and patient-centered primary care programs.

**Moderator:** Trent Haywood, MD, Chief Medical Officer, Blue Cross Blue Shield Association

- Marie Maes-Voreis, MA, PHN, BSN, Director Health Care Homes, State of Minnesota
- Marie Stevens, Patient Partner, State of Minnesota
- Nicole Merrithew, Director, Patient-Centered Primary Care Home Program, Oregon Health Authority
  
- Benjamin Miller, PsyD, Assistant Professor, Director, Office of Integrated Healthcare Research and Policy, University of Colorado at Denver
- Jeanene Smith, MD, MPH, Chief Medical Officer, Oregon health Authority

**11:45 – 12:15 PM**

**Location:** Constitution Ballroom

**Closing Remarks**

Paul Grundy, MD, MPH, FACOEM, PCPCC President; Global Director of Healthcare Transformation, IBM