

Thursday, October 13, 2011

8:00 - 8:30 a.m. **Continental Breakfast/Registration**

8:30 - 8:45 a.m. **Welcome**

8:45 -10:00 a.m. **Keynote**

The Use of Technology and Consumer Health Informatics to Improve Healthcare Disparities (E)

Recent advances in computer and information sciences have spawned many new fields of research and enhanced medical practice. These advances also present potential opportunities to help address health and healthcare disparities. This presentation will discuss disparities and the potential of electronic technologies including consumer health informatics and social media to address these complex population health problems.

M. Chris Gibbons, MD, MPH

Associate Director, Johns Hopkins Urban Health Institute and Assistant Professor, Medicine, Public Health & Health Informatics, Johns Hopkins Medical Institutions

10:00 -10:15 a.m. **Break**

10:15 -11:45 a.m. **Workshops**

Allegany's Vision for a Healthy Community (HC)

Through NYSDOH HEAL-9 funds, Allegany County embarked on a two-year journey with the vision "*To collaboratively build the infrastructure and capacity of our local healthcare delivery system to make Allegany County the healthiest community in New York State.*" Learn how community partners followed the Mobilizing for Action through Planning and Partnerships framework culminating in a live, sustainable community health resource and assessment tool; Allegany County's Network of Care for Healthy Communities.

- **Carrie Whitwood**, Executive Director, Allegany/Western Steuben Rural Health Network
- **Helen Evans**, Associate Director, Allegany/Western Steuben Rural Health Network

Partnership Approaches to Public Health Research (E)

Community-based research in public health primarily focuses on the social, structural, and physical environmental inequities through active involvement of community members, organizational representatives, and researchers in all aspect of the research process. This presentation will discuss how to integrate the knowledge gained in order to benefit the entire community.

- **M. Chris Gibbons, MD, MPH**, Associate Director, Johns Hopkins Urban Health Institute and Assistant Professor, Medicine, Public Health

& Health Informatics, Johns Hopkins Medical Institutions

- **Elisa Rodriguez**, PhD, MS, Assistant Professor, Department of Behavioral Science and Community Health, University of Florida, College of Public Health and Health Professions

Medical Legal Partnership: Bridging the Health and Legal Professions to Address Social Determinants of Health and Improve Community Health (E)

Medical-legal partnerships (MLPs) integrate lawyers as a vital component of the healthcare team. Through direct service, transforming institutions and influencing policy change, MLPs address the non-medical determinants of health. The panel discussion will focus upon how we can utilize this model to improve the health and well-being of vulnerable people in our community.

- **Bill Hawkes**, Executive Director of Neighborhood Legal Services Inc.
- **Kathleen T. Grimm**, MD, FAAP, FACP, MHSc, Clinical Associate Professor, UBMD
- **Ann E. Dibble**, Senior Staff Attorney, New York Legal Assistance Group

Care Transitions (QI)

Research has widely documented that there are difficulties with care coordination and communication as a patient transitions between health care settings. IPRO, the Medicare Quality Improvement Organization (QIO), for New York State (NYS) will provide an overview of the focus, interventions and outcomes from the Centers for Medicare & Medicaid Services (CMS) 9th Scope of Work initiative conducted with 50 providers in the Upper Capital Region of NYS. The presentation will include strategies used to engage healthcare and human service organizations, patients, and their caregivers. The program will also incorporate an overview of the CMS 10th Scope of Work care transitions program, entitled *Integrating Care for Populations and Communities*, which began August 1, 2011.

The Community Health Foundation of Western and Central New York has sponsored two care transition collaborative events that have trained and implemented Dr. Eric Coleman's Care Transition Intervention™ (CTI) "Coach" Model in the Western and Central New York region. To date 66 coaches have been trained in WNY. An overview of CTI will be presented along with project results from several organizations in the region. Real-life coach scenarios will share that demonstrate the effectiveness of this model in reducing 30-day hospital readmissions and engaging patients in their plan of care.

- **Sara Butterfield**, RN, BSN, CPHQ, CCM, Senior Director of Healthcare Quality Improvement, IPRO
- **Christine R. Klotz**, MHA, Program Advisor, Community Health Foundation of Central & Western New York

- **Amy Snyder**, RN, United Memorial Medical Center
- **Christine Stegel**, RN, MS, CPHQ, Performance Improvement Coordinator

11:45 - Noon

Break

Noon -1:30 p.m.

Luncheon Keynote

Making the Medical Neighborhood a Safe One (QI)

Effective medical care often requires that patients receive services from multiple providers and organizations. But the movement of patients from provider to provider can be dangerous to patients, frustrating and confusing for clinicians, and unnecessarily expensive if not well managed. This is especially true for complex, multi-problem patients. Recent work is beginning to clarify the four key elements that make referrals and transitions safe, effective and efficient-- accountability, relationships and agreements, patient support, and connectivity. Accountability must be shared by all parties involved in a referral or transition: referring clinicians as well as consultants, hospitals and hospitalists and primary care physicians. Referrals or transitions are far more effective when the involved providers have pre-existing relationships and agreements so that each understands the other's needs and preferences. Referrals and transitions can be clinically complicated and logistically challenging for patients who often benefit from support through the process. Finally, connectivity between providers enables relevant and timely clinical information to get where it needs to be. To reduce the problems associated with fragmented care, primary care medical homes must become more proactive in assuring that their patients' care is coordinated, and specialists and hospitals must support them.

Edward H. Wagner, M.D., MPH

Director, MacColl Institute

1:30 - 1:45 p.m.

Break

1:45 - 2:45 p.m.

Workshops

Engaging a Community in Change: The Finger Lakes Health Systems Association/Rochester Business Alliance High Blood Pressure Collaborative (HC)

The Finger Lakes Health Systems Agency and the Rochester Business Alliance are leading a community-wide, collaborative effort to transform how adults in Monroe County manage high blood pressure: an invisible and potentially devastating condition. By aligning efforts with business leaders, labor, physicians (and other providers), hospital systems, insurers, community service agencies, the faith community, private citizens and many others, the aim is to improve management of high blood pressure, reduce the incidence and

prevalence of its complications and impact the health care costs to our community. The depth and breadth of this collaborative is unique among community quality improvement partnerships in the United States. Our speaker will describe Rochester's emphasis on multi-faceted strategies, how the collaborative was envisioned and formed and how it is tracking success.

Al Bradley, High Blood Pressure Program Manager, *Finger Lakes Health Systems Agency*

Ambulatory Quality Improvement (Panel Discussion) (QI)

Innovations in health care delivery at the primary care practice level are making a difference here in WNY. The ambulatory quality improvement roundtable will highlight three innovative approaches being used within the primary care physician community here in the region.

Catholic Medical Partners will discuss their use of evidence based care coordination activities at the practice level to improve health outcomes. Chautauqua County Health Network/ Integrated Delivery System will talk about the use of technology to create disease management registries across a geographic area to improve health outcomes, and Buffalo Medical Group will have a patient advocate talk about how use of a patient portal improves communications and resulting health the outcomes.

- **Patricia Podkulski, MS, RN**, Director of Disease Management and Care Coordination, Catholic Medical Partners
- **Kalan Brown**, Technology Coordinator, Chautauqua County Health Network

Beyond Food Deserts: Strategies for Alleviating Disparities in Food Access (E)

Food gives us nourishment and joy. Food is a gift from the Earth, and recipes are our attempt to honor and enliven those gifts. Yet access to good food - especially healthy and affordable food - remains out of reach for many in the United States. This presentation will critically examine the implications of so-called "food deserts" for historically marginalized as well as more affluent communities in the U.S. Dr. Raja will highlight the contemporary problems in the U.S. food system, describe the strategies communities are adopting to overcome these problems, and offer a call for action for the future.

Samina Raja, Ph.D, Associate Professor, University at Buffalo, Department of Urban & Regional Planning

2:45 -3:00 p.m.

Break

3:00 - 5:00 p.m.

Keynote

Health Care Reform in New York State (Panel Discussion) (HC)

New York State is currently undergoing a Medicaid Redesign effort to identify ways to reduce costs and increase quality and efficiency. During this panel discussion, we will hear from Jason Helgerson, New York State Medicaid Director and Executive Director of the Medicaid Redesign Team. He will be joined by panel moderator Ann F. Monroe, a Buffalo resident and Foundation executive who served on the task force; Diane Berdine, who manages a Medicaid managed care program; and Gail Speedy, who serves as Executive Director of a physician practice that primarily treats Medicaid patients.

Moderator

Ann F. Monroe, President, *Community Health Foundation* of Western and Central New York

Speaker:

Jason Helgerson, Medicaid Director, State of New York

Panelists:

- **Diane Berdine**, Director, Gold Choice
- **Gail Speedy**, Executive Director of Universal Primary Care – Southern Tier Community Health and Founding member, Safety Net Association of Primary Care Affiliated Providers

5:00- 6:30 p.m.

Refreshments: Cocktails, Networking and Poster Session

6:30-8:30pm

Conference dinner for P² members, conference sponsors and conference keynote speakers with conference Keynote speakers –Buffalo Niagara Convention Center (by invitation only).