

AT A GLANCE

TUESDAY, OCTOBER 22

8:00 am –
9:00 am

Registration, Breakfast, and Exhibit Hall

Des Moines and Foyers

9:00 am –
10:30 am

Welcome and Keynote Speaker

Following the Yellow Brick Road – Innovations in Community Health

Iowa A

10:30 am –
10:45 am

Break and Exhibit Hall

Iowa Foyer and Ballroom Foyer

10:45 am –
12:00 pm

Lunch and Speaker

National Association of Community Health Centers Update

Ballroom

12:00 pm –
12:45 pm

Break, Exhibit Hall, and a Walk with Dogs!

Iowa Foyer and Ballroom Foyer

12:45 pm –
2:00 pm

Breakout Session I, Track I-A

7 Common Communication Mistakes:
And How to Deal with Them

Iowa BC

Breakout Session I, Track II-A

Emotional Dimensions of Healthcare:
A New Approach to Integrated Care

Iowa DE

2:00 pm –
2:15 pm

Break and Exhibit Hall

Iowa Foyer and Ballroom Foyer

2:15 pm –
3:30 pm

Breakout Session II, Track I-B

Lead with Love: Change Management

Iowa BC

Breakout Session II, Track II-B

Payment and Delivery Reform

Iowa DE

3:30 pm –
3:45 pm

Break and Exhibit Hall

Iowa Foyer and Ballroom Foyer

3:45 pm –
5:00 pm

Plenary Speaker

Is Your Hair on Fire?

Iowa A

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

Fleur Cinema, 4545 Fleur Drive, Des Moines

WEDNESDAY, OCTOBER 23

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

Iowa B

CONCURRENT BREAKOUT SESSIONS III

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.