

2019 IOWA PRIMARY CARE ASSOCIATION ANNUAL CONFERENCE

WHAT REALLY MATTERS

LESSONS TO SPARK JOY IN HEALTHCARE

Preconference Sessions: Monday, October 21, 2019

10:00 a.m. - 4:00 p.m.

PRECONFERENCE SESSIONS

Iowa BC

[Bridges Out of Poverty](#)

This workshop is a comprehensive approach to understanding poverty. Bridges Out of Poverty uses the lens of economic class and provides concrete tools and strategies for a community to alleviate poverty.

Participants will review poverty research, examine a theory of change, and analyze poverty through the prism of the hidden rules of class, resources, family structure, and language.

Throughout the workshop, participants will receive specific strategies for improving outcomes, but the focus of the workshop is to provide a broad overview of concepts.

Conference Day 1: Tuesday, October 22, 2019

8:00 a.m. - 9:00 a.m.

REGISTRATION & CONTINENTAL BREAKFAST

9:00 a.m. - 10:30 a.m.

OPENING REMARKS & KEYNOTE SPEAKER

Iowa A

[Following the Yellow Brick Road: Innovations in Community Health](#)

Renaisha Anthony, MD, MPH

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

Technology has and continues to revolutionize health care 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. Renaisha S. Anthony, MD, MPH is the Cofounder and CEO of a Silicon Valley tech infused, biologically mediated start up designed for "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 a.m. - 10:45 a.m.

BREAK - EXHIBIT HALL

Iowa Foyer & Ballroom
Foyer

10:45 a.m. – 12:00 p.m.	<p>LUNCH & SPEAKER NACHC Updates Susan Sumrell, Deputy Director, Regulatory Affairs, National Association of Community Health Centers</p> <p>This session will provide an overview of key policy and advocacy developments at the federal and state level, with a focus on how they impact Iowa’s community health centers.</p>	Ballroom
12:00 p.m. – 12:45 p.m.	<p>BREAK - EXHIBIT HALL Iowa PCA staff will lead a walk around the neighborhood as part of the Healthiest State Month. Participants will meet by the front desk in the lobby.</p>	Iowa Foyer & Ballroom Foyer
12:45 p.m. – 2:00 p.m.	<p>BREAKOUT SESSIONS I Track I-A: 7 Common Communication Mistakes: And How to Deal with Them Michael Rust, JD, Executive Director, Winnebago Conflict Resolution Center, Inc.</p> <p>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 once you find yourself in that conflict to successfully resolve the conflict.</p> <p>All 7 Communication Mistakes:</p> <ol style="list-style-type: none"> 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 BC
	<p>Track II-A: Emotional Dimensions of Healthcare: A New Approach to Integrated Care Dr. David Woodlock</p> <p>The effects of traumatic experiences and toxic stress are some of the best documented, yet under recognized and undervalued drivers of poor health outcomes of 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 all 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.</p>	Iowa DE
2:00 p.m. – 2:15 p.m.	<p>BREAK - EXHIBIT HALL</p>	Iowa Foyer & Ballroom Foyer
2:15 p.m. – 3:30 p.m.	<p>BREAKOUT SESSIONS II Track I-B: Lead with Love: Change Management Mark Ishaug</p> <p>Mark Ishaug will be sharing 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.</p>	Iowa BC
	<p>Track II-B: Payment and Delivery Reform Craig Hostetler Curt Degenfelder</p> <p>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 FQHCs. In this session, Craig and Curt will explain the basics of value-based payment and care delivery transformation, including the driving factors that compel FQHCs 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</p>	Iowa DE

entails, why community health centers around the country are engaging in transformation work, and the emerging state and national trends surrounding this important topic.

3:30 p.m. – 3:45 p.m.	BREAK - EXHIBIT HALL	Iowa Foyer & Ballroom Foyer
3:45 p.m. – 5:00 p.m.	PLENARY SESSION <i>Is Your Hair on Fire?</i> Mitch Matthews , Keynote Speaker, Success Coach, and Author 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.	Iowa A
5:00 p.m. – 6:30 p.m.	Chief Executive Officer, Chief Medical Officer, Oral Health Committee, Workforce Committee, CFO Workgroup and Behavioral Health Work Group Networking Space will be provided for health center networking and discussion based on peer groups. By invitation only.	
7:00 p.m. – 9:00 p.m.	DOCUMENTARY, PANEL, AND AWARDS <i>The Providers, Panel, and 2019 Annual Conference Awards Presentation</i> Set against the backdrop of the physician shortage and opioid epidemic in rural America, <i>The Providers</i> follows three 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, the struggles associated with providing healthcare in rural northern New Mexico, and his experience with Medication Assisted Therapy (MAT) and Project ECHO. At the conclusion of the evening, we will present three annual conference awards: the Carl Kulczyk Memorial Award, Outstanding Provider Award, and Unsung Hero Award.	Fleur Cinema 4545 Fleur Drive Des Moines, IA 50321

Conference Day 2: Wednesday, October 23, 2019

7:00 a.m. – 8:15 a.m.	BREAKFAST & OPENING SPEAKER <i>Health Center Showcase</i> Health centers will share exciting and innovative aspects of their work to inspire others.	Ballroom
8:15 a.m. – 8:30 a.m.	BREAK – EXHIBIT HALL	Iowa Foyer & Ballroom Foyer
8:30 a.m. – 9:45 a.m.	CONCURRENT BREAKOUT SESSIONS I Population Health: <i>I-A: Story Telling and Brand Awareness</i> Dave Makin , Co-Founder / Big Head / Creative Lead, 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 myths to Instagram stories and cave paintings to Twitter; the concepts are all the same, we've just integrated tech into mix. The one constant in all of these examples is	Iowa B

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.

I-B: Trauma-informed Care: Integration at an FQHC

Iowa C

Roberta Waite, EdD, PMHCNS, ANEF, FAAN, Professor & Assistant Dean of Academic and Community Integration, College of Nursing and Health Professions, Drexel University

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 which is a trauma-informed process of organization change intending to shift culture over time will be discussed. Specifically, discourse will highlight how a federally qualified healthcare center comprising primary care, behavioral health and dental clinical services as well as wellness services employed Sanctuary Model's four pillars—shared knowledge, shared values, shared language, and shared practice. Lessons learned will be provided.

Organizational Culture

Iowa D

I: Data Driven Strategy for Effective Leaders

Nationally, health centers are moving to a proactive data-informed strategy model. This session will educate center staff on the importance of using center and network data to discover micro and macro trends of our communities and patient population, which will guide strategic decisions.

Finance and Operations

Iowa E

I-A: HRSA Audit Findings Update

Matt Atkins

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 a.m. – 10:00 a.m.

BREAK - EXHIBIT HALL

Iowa Foyer & Ballroom Foyer

10:00 a.m. – 11:15 a.m.

CONCURRENT BREAKOUT SESSIONS

Population Health:

Iowa B

II-A: Improving Veterans' Behavioral Health Screening and Access to Treatment: A Partnership between the Veteran Rural Health Resource Center, Community Health Centers of Southeastern Iowa, and the Iowa Primary Care Association

Thad E. Abrams, MD, MSc, Assistant Professor of Internal Medicine, Veterans Affairs, Iowa City

M. Bryant Howren, PhD, MPH, Co-Director, VA Office of Rural Health Resource Center, Veterans Affairs, Iowa City

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

This session will explore the evolving partnership between the VA, the Community Health Center of Southeastern Iowa and the Iowa PCA that aims to devise and implement processes to:

1. Identify Veterans presenting at CHCSEIA for care;
2. Assist interested Veterans with exploring eligibility and applying for Veterans health care benefits;
1. Screening Veterans for behavioral health issues; and
2. Ensuring Veterans who screen positive have access and are connected with behavioral health services at the health center or VA.

This project is part of a growing effort within the US Department of Veterans Affairs to partner outside the traditionally closed VA system, and builds on the health center's efforts to provide integrated care for their patient population. Working together, partners aim to ensure Veterans with behavioral health issues are identified and engaged in care, and that the care delivered is seamlessly coordinated among the two systems.

II-B: Action Through Data to Improve Population Health Iowa C
Shari Frye, Athenahealth
Rhea Davis, Athenahealth

In 2019 we 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.

Organizational Culture Iowa D
II-A: Leading Your Organization Toward Team-Based Care
Sherlyn Dahl, Executive Director, Community Health Centers of Benton and Linn Counties

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

II-B: Creating a Culture of Inclusion Iowa E
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.

Finance and Operations Westview Central South
I-B: Business Continuity and Disaster Recovery

Understanding the technical aspects of your business continuity plan. This session focuses specifically on resources and activities needed to re-establish information technology services in the event of service disruption.

11:15 a.m. – 11:30 a.m. **BREAK - EXHIBIT HALL** Iowa Foyer & Ballroom Foyer

11:30 a.m. – 1:00 p.m. **LUNCH & SPEAKER** Ballroom

Customer Service and Branding: How to Stand Out
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 p.m. – 1:15 p.m. **BREAK - EXHIBIT HALL** Iowa Foyer & Ballroom Foyer

1:15 p.m. – 2:30 p.m. **CONCURRENT BREAKOUT SESSIONS III** Iowa B

Population Health:
III-A: Risk Stratification
Dave Faldmo, Siouxland Community Health Center

III-B: Suicide Prevention Best Practices Iowa C
Rochelle Honey-Arcement

Organizational Culture Iowa D
III: Hiring the Best Candidates Using Behavioral Interviewing
Suzanne Speer

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.

Learning Objectives:

1. Understand how retention of employees begins in the recruitment process
2. Identify key elements of behavioral interviewing
3. Access ongoing materials to support recruitment and retention efforts at your health center

Finance and Operations

Iowa E

III-A: Payment and Delivery Reform Deeper Dive

Sherlyn Dahl

Morry McClintock

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 CFO and CEO 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).

III-B: Patient Engagement Through Technology

Westview Central South

2:30 p.m. – 2:45 p.m.

BREAK - EXHIBIT HALL

Iowa Foyer & Ballroom Foyer

2:45 p.m. – 4:30 p.m.

PLENARY SPEAKER & EXHIBITOR DOOR PRIZE DRAWING

5 Steps to Make the Impossible Possible

Ben Nemtin, Producer, Writer, Speaker and Television Personality

Iowa A

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 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 p.m.

ADJOURN