

# 2020 Iowa Community Health Conference

New Name. New Vision. New Possibilities.

## AGENDA

### MONDAY, OCTOBER 26

9:30AM – 11:30AM

**KEYNOTE: THE INTERSECTION OF HEALTH EQUITY AND SOCIAL DETERMINANTS OF HEALTH**  
*Sponsored By: Amerigroup Iowa*

**Speaker:** Duane Reynolds, MHA, Founder & CEO, Just Health Collective

**Description:** The events of 2020, including a world-wide pandemic, severe natural disasters, violence against Black Americans, social unrest, economic turmoil, and more have highlighted the disparities that have plagued marginalized communities for years. With the renewed national and local attention focusing on social determinants of health, we must act quickly to ensure that the health, social, and healthcare needs of all Americans are met to ensure equitable health outcomes for all. Join Duane Reynolds, as he examines how community health leaders in Iowa can work to increase health equity by addressing social determinants of health within their communities.

11:30AM – 12:00PM

**BREAK**  
*Sponsored By: Medica*

12:00PM – 1:30PM

#### BREAKOUT SESSIONS

##### **A VIRTUAL ROAD TRIP TO LEARN FROM OREGON HEALTH CENTERS IMPLEMENTING THE CAPITATED ADVANCED PAYMENT METHODOLOGY**

**Presented By:** Iowa Primary Care Association

**Description:** As Iowa prepares to submit a State Plan Amendment that will enable health centers to implement a capitated APM, this session will bring together health center leaders from Oregon that can speak to what it was like to implement the capitated APM. The panel will give brief presentations addressing how they used the capitated APM to transform their care model and the experience of the health center CEO leading their organization through this change. A moderated discussion will follow, including plenty of time for Q&A from the audience.

**Moderator:** Curt Hostetler, Principal, Hostetler Group

#### **Speakers:**

Andrew Suchocki, Medical Director, Clackamas County Health Department  
William North, Chief Executive Officer, Rogue Community Health  
Gil Munoz, Chief Executive Officer, Virginia Garcia Memorial Health Center

##### **ADVANCED PAYMENT METHODOLOGY: FINANCIAL IMPACTS**

**Presented By:** Iowa Primary Care Association

## HEALTH EQUITY

**Presented By:** Iowa Rural Health Association

**Description:** Health equity is when everyone has the opportunity to be as healthy as possible. Long-standing systemic health and social inequities have put many racial and ethnic minority groups at increased risk, and that risk may increase for rural residents. Before steps can be taken to address health equity, it's helpful to understand how it's defined and what we know about it in a rural Iowa context. Meanwhile, the Iowa Rural Health Association has launched a Health Equity Working Group to highlight the issue, identify partners and seek solutions. This break-out session will provide the definition, the background, and a discussion of what comes next.

## HEALTH EQUITY

**Moderator:** Bill Menner, Executive Director, Iowa Rural Health Association

### Speakers:

- "A Framework for Diversity, Equity and Inclusion" – Tracy Duran, IDEATE Collaborative, LLC
- "The Research Around Health Equity in Rural Iowa" – Sloane Henry, Brandi Janssen, and Nicole Novak, University of Iowa College of Public Health

## ROUND TABLE: IRHA'S HEALTH EQUITY WORKING GROUP

### Speakers:

- Daniel Hoffman-Zinnel, Chief Executive Officer, Proteus
- Courtney Reyes, Executive Director, One Iowa
- Sonia Reyes, Executive Director, Iowa Office of Latino Affairs

## PROVIDER-BASED RHC REQUIREMENTS: ARE YOU IN COMPLIANCE WITH THE REQUIREMENTS FOR COST-BASED REIMBURSEMENT?

**Presented By:** Iowa Association of Rural Health Clinics

**Speaker:** Gretchin Heckenlively, Partner, Seim Johnson

**Description:** The additional Medicare reimbursement a rural health clinic (RHC) receives as provider-based can be significantly higher than a free-standing RHC, but to receive this additional reimbursement, provider-based RHCs must comply with additional regulatory requirements beyond the RHC Conditions of Certification. For some organizations, not only does a provider-based RHC mean cost based reimbursement for Medicare clinic services, but also qualification for the 340B program. State Agencies and RHC accrediting organizations do not review your RHC for compliance with the provider-based regulatory requirements so are you monitoring whether your RHC meets the requirements for provider-based when so much money could be at stake?

During this presentation we will:

- Review Medicare's provider-based regulatory requirements and identify which provisions apply to RHCs that are provider-based.
- Understand how to document compliance with the Medicare provider-based regulatory requirements for RHCs
- Discuss how to limit exposure with submission of a voluntary provider-based attestation

## PATIENT CENTERED CONVERSATIONS

**Presented By:** Iowa Chronic Care Consortium

**Target Audience:** Front line workers, community health workers, anyone with direct patient/client contact

**Speaker:** Priscilla Gilbert, Training and Evaluation Coordinator, Iowa Chronic Care Consortium

This presentation will discuss strategies for building a culture of trust and patient-centered communications by adopting practical approaches that break down barriers and foster meaningful conversations. While the current COVID-19 pandemic has complicated patient interactions, the tactics and skills gained from this session will apply to patient-centered communications today and going forward, post-pandemic.

**1:30PM – 3:00PM**

### **VIRTUAL VENDOR FAIR & SELF CARE SERIES**

Attendees are encouraged to visit and interact with sponsor pages during this time. Attendees will have the option to participate in a Sponsor Scavenger Hunt for a chance to win a prize package.

Attendees can also take a moment to relax and practice self care by watching three on-demand videos in the Self Care section of our event app. Topics include mindfulness, chair yoga, and emotional health.

**3:00PM – 4:30PM**

### **BREAKOUT SESSIONS**

#### **TELEHEALTH PRIVACY & SECURITY**

**Sponsored By:** Visualutions

**Presented By:** Iowa Primary Care Association

**Speaker:** Charles Killmer, Senior Security Analyst, FR Secure

**Target Audience:** Informational Technology staff, Healthcare leaders

#### **Description:**

Social engineering is defined as hacking human trust. It's convincing someone that it's in their best interests to give you something. That something could be credentials, access to a computer system, personal information, physical access, or any number of things. The best way to protect yourself against a social engineer is to know their techniques and be aware. In this session, you'll learn the risks facing your telehealth professionals and approaches you can employ to reduce their risk.

#### **NAVIGATING SOCIAL NEEDS IN 2020 – YES, WE CAN**

**Sponsored By:** MCNA Dental

**Presented By:** Iowa Primary Care Association

**Target Audience:** Community health center staff including Chief Medical Officers, Physicians, Care Manager, Population Health Managers, Care Coordinators, Quality Improvement Staff, and Community Health Workers

#### **Speakers:**

- Dave Faldmo, Medical Director, Siouxland Community Health Center
- Becky Wunderlin, Crescent Community Health Center

#### **Description:**

Do you need some hope and energy? Join us for this interactive panel discussion with centers that are identifying and addressing social needs of their patients. You will be able to ask questions of boots on the ground staff who are implementing social needs assessment. We will also explore how centers are using screening to meet patient needs, advocate at the community level, and calculate risk score for patients. We will also discuss the impact COVID-19, the derecho, and other 2020 events have had on both patients and staff.

## ENLI: BETTER OUTCOMES FOR EVERYONE – CENTRAL WORKLIST PROGRAMS

**Sponsored By:** Mid-American Mental Health Technology Transfer Center

**Presented By:** Iowa Primary Care Association

**Target Audience:** Community health center staff including Chief Medical Officers, Physicians, Care Manager, Population Health Managers

**Speakers:**

- Becky Wunderlin and Jeremy Smith, Crescent Community Health Center
- Kyle Strong, Siouxland Community Health Center
- Steve Lee and Molly Layton, River Hills Community Health Center

**Description:**

Central Worklist is a workflow management application purpose built for value-based care coordination. It applies care management protocols, informs the team of progress towards milestones, and serves as the digital control center for patient engagement campaigns and care team communications.

After a year of implementation of the ENLI Central Worklist, Crescent Community Health Center, Community Health Centers of Fort Dodge, Siouxland Community Health Center, and River Hills Community Health Center have developed multiple Central Worklists. Each community health center will highlight a Population Health Central Worklist program and the process steps they went through in developing and evaluating the effectiveness of the program. Four separate presentations content will include:

1. Problem Statement
2. Process of identifying the population
3. Process of identifying the action steps
4. Team member feedback about the process
5. Overall Outcomes

## RURAL HEALTH WORKER RECRUITMENT AND RETENTION

**Presented By:** Iowa Rural Health Association

### HEALTH WORKER RECRUITMENT AND RETENTION

**Speakers:**

- IDPH Bureau of Policy and Workforce Services – Cristie Duric and Samra Hiros
- Office of Statewide Clinical Education Programs & Continuing Medical Education, Director Greg Nelson

**ROUNDTABLE:** Local example of recruitment/retention successes

- **Moderator:** Megan Hartwig, Iowa Association of Community Providers
- **Speakers:**
  - KC Fleming, Great River Health, West Burlington
  - Micki Disney, Iowa Specialty Hospital, Clarion
  - Dr. Jessica Williams, River Hills Community Health Center, Ottumwa

## EMERGENCY PREPAREDNESS AND PCMH CONSIDERATIONS FOR RHCS

**Presented By:** Iowa Association of Rural Health Clinics

**Speaker:** Kate Hill, The Compliance Team

**Description:**

In these sessions, Kate Hill of the Compliance Team will cover two important topics. In Raising RHC Quality with Patient Centered Medical Home Accreditation, RHC staff will learn about a simplified PCMH model written specifically for RHCs. And in Emergency Preparedness from Katrina to COVID-19, emergency preparedness requirements for RHCs and how we got where we are today will be discussed.

## COMMUNITY OUTREACH IN CHALLENGING TIMES

**Presented By:** Iowa Chronic Care Consortium

**Speakers:**

- Adrienne Mann, Project Manager & Trainer, Coleman Associates
- Joshua V. Barr, Esq., Director, Civil & Human Rights Commission, City of Des Moines

**Descriptions:**

*Community Outreach in Challenging Times*

The year 2020 is challenging for everyone, but for so many in underserved communities, existing challenges have been deeply exacerbated. This session will discuss community outreach from two perspectives - outreach during a pandemic; and outreach in a time of civil and racial unrest, where mistrust is rampant.

*Outreach During a Pandemic*

Reframing community outreach and community health work around the emerging needs of communities during the COVID-19 pandemic and beyond will be discussed. Using data, solutions and technologies, including telehealth, for community health work will be explored. Participants will leave with concrete solutions that they can apply to improve their own work.

*Establishing and Regaining Trust in Communities*

This session will focus on engaging communities that have been rocked by unrest, trauma, and mistrust. Strategies for building trust, outreach and engagement will be discussed.

**TUESDAY, OCTOBER 27**

**8:00AM – 8:50AM**

### COMMUNITY HEALTH CENTER WORK GROUPS

**Presented By:** Iowa Primary Care Association

**Target Audience:** Community health center staff who participate in the Oral Health, Chief Medical Officer/Medical Director, Workforce, and Chief Financial Officer Work Groups

**Description:**

Iowa PCA staff will host sessions for each of the following community health center work groups: Oral Health, Chief Medical Officer, Medical Director, Workforce, and Chief Financial Officer.

**Note:** This session is intended only for community health center members.

**9:00AM – 10:30AM**

### BREAKOUT SESSIONS

#### COMMUNITY HEALTH CENTER FEDERAL UPDATES

**Sponsored By:** Mutual of America

**Presented By:** Iowa Primary Care Association

**Target Audience:** Community health center staff and others interested in Federal updates and advocacy related to the Health Center Program

**Speakers:**

- Angela Powell, Bureau of Primary Health Care, HRSA
- Steve Carey, Chief Strategy Officer, National Association of Community Health Centers

**Description:**

This session will provide community health center staff key Federal updates from the Bureau of Primary Health Care. Content will include a general HRSA update and an overview of key developments at the Federal level, with a focus on how they impact Iowa community health centers.

## RURAL HEALTH ADVOCACY

**Presented By:** Iowa Rural Health Association

### Speakers:

- National Rural Health Association Government Affairs Team, Federal
- Iowa Rural Health Association Government Affairs Team, State
- Roundtable – Rural EMS and Governor's Empower Rural Iowa Task Force
  - Facilitator: Kate Walton, Eide & Walton | IRHA Government Affairs
  - Panelists:
    - EMS: James Roetman, Pocahontas
    - Telehealth: Dr. Katelyn Thompson, Guthrie County
    - Rural OB: Dr. Stephanie Radke, University of Iowa Hospitals and Clinics, Iowa Maternal Quality Care Collaborative

## IOWA RHC ALIGNMENT, BENCHMARKS, PEER NETWORKING AND PERFORMANCE CHECKLIST

**Presented By:** Iowa Association of Rural Health Clinics

**Target Audience:** Rural health clinic staff or others interested in performance measures for RHC effectiveness, especially in unpredictable times

### Speakers:

- Gregory Wolf, Co-founder and President, Lilypad
- Jonathan Pantenburg, MHA, Principal, Stroudwater Associates

### Description:

The COVID pandemic has increased the importance of operational effectiveness and financial stability for RHCs. The margin for error in terms of missed reimbursement opportunities, lack of access and contracting inconsistencies has narrowed. The presentation will review the top 10 key performance factors that all Iowa RHCs should focus on to ensure they can succeed in turbulent, unpredictable times.

An overview of Lilypad's Practice Operations National Database (POND) - a web-based data collection, reporting and benchmarking application for rural providers including rural health clinics, community health centers, health system satellite practices, and free-standing clinics - will also be featured.

## IOWA COMMUNITY HEALTH WORKER PROGRAMS – PANEL DISCUSSION

**Presented By:** Iowa Chronic Care Consortium

**Target audience:** CHWs, front line workers, supervisors and administrators interested in learning more about the utilization of CHWs in Iowa

### Speakers:

- Abigail Chihak, Dallas County Health Department
- Brooke Gomez, Crescent Community Health Center, Patient Centered Conversations
- Dave Faldmo, Siouxland Community Health Center

**10:30AM – 12:00PM**

## VIRTUAL VENDOR FAIR & SELF CARE SERIES

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## BREAKOUT SESSIONS

### STATE OF THE STATE – A CELEBRATION OF COMMUNITY HEALTH CENTERS

**Sponsored By:** BKD

**Presented By:** Iowa Primary Care Association

**Target Audience:** All community health center staff and those interested in celebrating the accomplishments of community health centers.

**Description:**

Join us for a celebration of community health centers! This session will include the presentation of the 2020 Iowa PCA Annual Awards, Tiny Ted Talks from community health centers, and much more.

### IRHA ANNUAL MEETING, JERRY KARBELING AWARD, AND COMMUNITY HEALTH INNOVATION ROUND TABLE

**Presented By:** Iowa Rural Health Association

**Speaker:** Rural Communities Opioid Response Program and IRHA Role – Cari Seddon, Iowa Healthcare Collaborative

### COMMUNITY HEALTH INNOVATION ROUNDTABLE

**Speakers:**

- Kelly Carr, Henry County
- Rachael Kinnick, Grinnell Food Coalition
- Ginny Krichau, Knoxville

### IARHC ANNUAL MEETING & FEDERAL, STATE ADVOCACY UPDATES

**Presented By:** Iowa Association of Rural Health Clinics

**Target Audience:** IARHC Members

**Speakers:**

- Nathan Baugh, Director of Government Affairs, National Association of Rural Health Clinics
- Amy Campbell, Partner, The Advocacy Cooperative

**Description:**

During this session IARHC will hold its annual membership meeting. Following this meeting, the National Association of Rural Health Clinics will deliver a federal advocacy update, and the Advocacy Cooperative will share state-level advocacy updates.

### MAKING THE CASE FOR COMMUNITY HEALTH WORKERS (CHWs) IN IOWA

**Presented By:** Iowa Chronic Care Consortium

**Target Audience:** CHWs, front line workers, supervisors, administrators, and those interested in learning more about CHW evidence and activity

**Speakers:**

- Denise Octavia Smith, Executive Director, National Association of Community Health Workers
- Dr. William Applegate, Executive Director & CEO, Iowa Chronic Care Consortium, Founder, Clinical Health Coah Training

**Description:**

In this session we'll hear from Denise Octavia Smith of the National Association of Community Health Workers. Smith will describe the national community health worker landscape and discuss why this workforce is being utilized in effective and important ways across the country. Dr. Bill Applegate of the Iowa Chronic Care Consortium will describe growing efforts underway to create infrastructure and support CHWs as utilization of this workforce builds momentum in Iowa.



**2:00PM – 2:30PM**

**BREAK**

***Sponsored By: MCNA Dental***

**2:30PM – 4:00PM**

**CLOSING PLENARY: HEALTHCARE 2020 – PREPARING FOR THE FUTURE BY MAKING OPPORTUNITIES TODAY**

***Sponsored By: Iowa Total Care***

**Speakers:**

- Michael Rogers, Principal, Practical Futurist
- Leslie Wright, Founder, Collective Clarity

**Description:**

The COVID-19 pandemic has upended healthcare as we knew it. More patients are using telehealth services than ever before, providers are facing financial strain as they grapple with temporary shutdowns and new operating protocols, disparities in health outcomes and access are vividly illustrated in COVID-19 statistics, and community collaborations have been strained and newly created. In a year that has experienced dramatic and rapid change, how do you intentionally read the environmental signals to consider the long-term trends impacting our work, consider where you may have the most influence, and identify opportunities to maximize opportunities and impact?

Hear from national and local health futurists on what it means to be a health futurist, how to apply thinking like a futurist in developing your organization's strategic planning and future, and what the healthcare system might look like beyond 2020 due to the impact of COVID-19 and other factors.