

AGENDA
13th Annual
2014 HEALTH CARE SYMPOSIUM
An Era of Expansion: Transforming Community Health
Workshops are Subject to Change

**Microsoft Word - Annual Health Care Symposium
Agenda.docx.pdf** Hosted By:



Friday, March 7, 2014
Hyatt Regency Orange County
11999 Harbor Blvd. Garden Grove, California, 92840
www.ccalac.org

7:45 a.m. | Registration Opens

8:00 a.m. – 8:30 a.m. | Breakfast with Exhibitors

8:30 a.m. – 10:00 a.m. | Plenary Session

Welcome:

- Isabel Becerra, CEO, Coalition of Orange County Health Centers
- Steve O’Kane, CEO, Council of Community Clinics
- Louise McCarthy, MPP, President & CEO, Community Clinic Association of Los Angeles County

Keynote:

Dr. America Bracho, MPH

Dr. America Bracho is the Executive Director of Latino Health Access, a center for health promotion and disease prevention located in Santa Ana, California. She has been a trainer, presenter and consultant for numerous government and private agencies around the nation including: The Centers for Disease Control and Prevention, The National Council of La Raza, the University of Michigan, the University of California in Los Angeles, University of Maryland, Wayne State University, University of California in Riverside, John Hopkins University, University of California in San Diego, The US – Mexico Border Association, the Texas Department of Health, the Joslin Diabetes Center, The National Conference of Lay Advisors, The National Conference of Community Outreach Workers, among others. Dr. Bracho serves as a consultant for the Pan- American Health Organization and has been a valuable team member as a faculty member for several international courses in Latin-America. In the past, Dr. Bracho has been involved with the Spanish-speaking media as hostess of a daily radio talk show and TV on health related topics. She has also been a columnist of a local newspaper. She remains involved with the media as a source of information related to health awareness. Dr. Bracho is recognized at the local, regional and national levels as an expert in the area of Latino health issues, health education, minority

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women, cultural competency, community organizing, diabetes education and HIV. She has received several awards for her contributions to the Latino community.

10:00 a.m. – 10:30 a.m. | Break with Exhibitors

10:30 a.m. - 12:00 noon | Session 1 Workshops

**Best Practices for Integrating and Improving HIV Care
for Women and At-Risk Patients**

Seeking Continuing Education Units for this Session

Presenters:

- Erin C. Falvey, PhD, LMFT, Christie's Place
- Rene M. Bennett, JD, Gilead Sciences Inc.

Moderator:

- Byron Patel, RN, ACRN, L.A. Gay & Lesbian Center

Description:

In the US, more than 1 million individuals are living with HIV or AIDS. Community clinics and health centers provide HIV testing to more than 700,000 people, and provide HIV or AIDS care/treatment to approximately 9% of Americans with living with HIV. Rene Bennett will address best practices, successes and challenges in standardizing HIV testing in clinical FQHC settings. Learn about the successful HIV testing initiatives in LA County and across the country. Dr. Falvey will present data and lessons learned from the Christie's Place program "CHANGE for Women." This innovative program addresses trauma-related barriers for women of color living with HIV or AIDS. Dr. Flavey will share how staff successfully identified San Diego women living with HIV or AIDS who had fallen out of care, and how they proactively addressed the barriers to care to help ensure clients received their necessary HIV medical care. She will also discuss their partnership with the University of California San Diego Medical Center, which led to the formation of the "Women's Center of Excellence in HIV Healthcare."

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**Increasing Access to Care: New Strategies and
Innovative Approaches to Outreach and Enrollment**

Presenters:

- Steven Abramson, MA, Community Health Alliance of Pasadena (ChapCare)
- Briana Cardoza, MPH, North County Health Services

Moderator:

- TBD

Description:

With the full implementation of the Affordable Care Act (ACA), more people than ever are able to access free or low-cost health insurance and, as a result, primary care services. However, people still need to be reached, educated about their options, and successfully enrolled in health insurance. Community clinics and health centers are playing a key role in developing and implementing innovative strategies to increase access to care through outreach and enrollment efforts. Community Health Alliance of Pasadena (ChapCare) has designed an ambitious strategy to educate and enroll the broader community into coverage that includes community enrollment events, a collaborative local initiative, and the use of new screening tools and technology. In this session, ChapCare will discuss the organization's outreach, education, and enrollment strategy, how it successfully built the foundation to execute its strategy, and where future outreach and enrollment efforts are headed. North County Health Services also will present and discuss new strategies and innovative approaches to increase access to care through outreach and enrollment, successes and challenges and plans to further increase access to care for the communities they serve.

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**Partnerships to Reduce Prescription Drug Abuse
and Manage Pain in our Communities**

Seeking Continuing Education Units for this Session

Presenters:

- Roneet Lev, MD, San Diego Emergency Medicine Oversight Commission, Scripps Mercy Emergency Department and San Diego Prescription Drug Abuse Task Force
- Della Lisi Kerr, Rx Drug Initiative, OCHCA Public Health

Moderator:

- Jim Shultz, MD, MBA, FAAFP, Neighborhood Healthcare & Council of Community Clinics

Description:

According to the Centers for Disease Control, prescription drug abuse is an epidemic and drug overdose death rates in the United States have more than tripled since 1990. Many communities are experiencing increased rates of unintentional death due to drugs with an increasing percentage related to prescription drugs. At the same time, primary care providers are being challenged to manage an increasing number of patients with chronic pain and prescription drug use. Community clinics and health centers, emergency departments, prescription drug abuse initiatives, pharmacies, medical societies, schools of pharmacy and county health departments are forming partnerships to address these issues. This session will include a discussion of the scope and magnitude of the problem, barriers to care, and potential solutions to reduce abuse. The panel will highlight strategies, partnerships and outcomes from two communities that have implemented county-wide initiatives to reduce prescription and over-the-counter drug abuse in our communities with an emphasis on effective chronic pain management.

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**Building Health Homes and Healthy Neighborhoods: Addressing
Social Determinants of Health and Whole-Person Care**

Presenters:

- Ellen Ahn, JD, MSW, Korean Community Services
- Clayton Chau, MD, PhD, L.A. Care Health Plan
- Miguel Gallardo, PsyD, Pepperdine University
- Tricia Nguyen, MPH, Vietnamese Community of Orange County

Moderator:

- Clayton Chau, MD, PhD, L.A. Care Health Plan

Description:

In many cities across America, the Healthy Neighborhood Initiative focuses on a neighborhood's positive attributes and works to engage neighbors and homeowners to invest in their neighborhoods and position them as good places to live. This session will focus on implementing a model for a comprehensive Human & Health Services Neighborhood in geographical areas with a high concentration of vulnerable populations. With the national focus on the Triple Aim – better health, better care and cost effective care – this achievement requires more than just the health care partners, especially when the rate of multiple chronic diseases in our population is on the rise. With the core theme of “meeting people where they are at,” it's important to consider the social determinants of health as essential components in establishing strategic and effective health homes. The panelists will discuss a comprehensive human and health services wrap-around neighborhood model as a concept for geographic areas with vulnerable populations at risk for multiple chronic diseases. This model, if proven successful, can be spread to a wider concept of a Human & Health Campus to create convenient services for consumers in the age of long distance travel between home and work. Come and learn more about strategies to address social determinants of health and implement whole-person care in your organization and community.

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**Increasing Access to Care: The Trials and Tribulations
Of Opening a New Clinic Site**

Presenters:

- Lawrence Garcia, JD, Gordon & Rees
- Eileen Tremaine, MPA, Tremaine Consulting
- Phil Lenowsky, MBA, North County Health Services
- Alex Armstrong, QueensCare Health Centers

Moderator:

- Steve Rousso, MBA, MPA, HFS Consultants

Description:

As a component of the ACA, Congress sought to provide for better access to health care services for the poor and persons whose employers did not offer health insurance. Community health centers are well suited to provide access to care to these expanded patient populations. For community health centers to expand capacity and open new sites, they must go through a series of steps to ensure that they meet all the federal and state requirements for opening up new service delivery sites. This session will focus on the steps clinics need to take when expanding capacity and the various issues and potential pitfalls that clinics confront during the process. The panelists will provide insight on different aspects of the requirements and discuss potential strategies to address the requirements and challenges.

12 noon – 1:30 p.m. | Lunch

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1:30 p.m. – 3:00 p.m. | Session 2 Workshops

Building Your Workforce: Survival Tips to Recruit and Retain

Presenters:

- Ruben Simental, AltaMed
- Arthur S. Battle, Jr, MAEd, San Ysidro Health Center

Moderator:

- Tracy Garmer, SPHR, Council of Community Clinics

Description:

TBD

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**Integrating Clinical Pharmacy Services to Achieve the Triple Aim –
Lessons Learned from a CMS Innovation Award**

Presenter:

- Steve Chen, PharmD, FASHP, FCSHP, FNAP, University of Southern California School of Pharmacy
- TBD

Moderator:

- Rosie Jadidian, PharmD, Community Clinic Association of Los Angeles County

Description:

In 2012, the USC School of Pharmacy and AltaMed were awarded a Centers for Medicare & Medicaid Services (CMS) Innovation Award to evaluate clinical pharmacy integration services. The program integrates ten clinical pharmacy teams into ten AltaMed clinics (including three PACE centers) and will compare quality, safety, and cost measures to AltaMed clinic sites without clinical pharmacy services. The program also will include a video telehealth component to explore options to provide clinical pharmacy services remotely to clinics with limited space or relatively small patient populations. The projected net savings in healthcare costs attributed to clinical pharmacy services is over \$30 million. Interim quality, safety, satisfaction, and acute care utilization measures will be shared during the session. Attendees will learn about the keys to justify, develop, and implement a clinical pharmacy service and lessons learned from the CMS program will be discussed.

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**Ready or Not: Capturing and Improving Clinical
Documentation for ICD-10**

Seeking Continuing Education Units for this Session

Presenters:

- Jeri Leong, RN, CPC, CPC-H, CPMA, CPC-I, Healthcare Coding Consultants of Hawaii, LLC

Moderator:

- Janet Vadakkumcherry, Community Clinics Health Network

Description:

October 2014 is rapidly approaching. What must community clinics and health centers do right now to ensure they are ready for ICD-10? It's clear that a change to effective utilization of ICD-10 will not occur on its own. Community health center providers must take steps now to prepare for the transition, including recognizing and implementing clinical documentation improvement, which will enable the new code set to be utilized appropriately. With greater code granularity comes an equal demand for more detailed clinical documentation for providers. This session will provide an overview of the increased specificity of the code set as well as strategies and tips that will help providers improve the capture of clinical information. Learn how you can best lead and support your providers on the road to ICD-10.

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**Room Ready? Patient Ready? Data Ready? - Implementing the
Proactive Office Encounter (POE) Model**

Seeking Continuing Education Units for this Session

Presenters:

- Grace Floutsis, MD, ChapCare Fair Oaks Clinic
- Tim Ho, MD, Kaiser Permanente, Southern California Medical Group
- Summer Ward, MBA, CLE, CHTS-PW, San Ysidro Health Center

Moderator:

- Bridget Hogan Cole, MPH, Community Partners

Description:

Kaiser Permanente's Southern California Permanente Medical Group developed the Proactive Office Encounter (POE), an approach that engages the entire care team in proactively addressing preventative and chronic care needs at each patient encounter. Since its inception, POE has contributed to sharp improvements in the Southern California Region's clinical quality performance. During this session participants will hear from Kaiser Permanente and two community health centers about their efforts to translate this successful proactive office encounter model into the community health center setting.

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**Keep Calm and Don't Carry On: Strategies to Reduce
Workplace Violence and Manage Difficult Patients**

Presenters:

- Trevor Rhodes, MEM, CCALAC
- Jenny A. O'Malley, BSN, RN, ACRN, Clínica Monseñor Oscar A. Romero

Moderator:

- Marty Adelman, MA, CPRP, Council of Community Clinics

Description:

As impacts of the ACA, such as the transition of the Low Income Health Program patients into expanded Medicaid, and other changes in the health care landscape unfold, community clinics and health centers are experiencing an increasing number of frustrated and confused patients, as well as an increasing number of incidents of disruptive and potentially violent behavior. This interactive session will review recent real-world situations, discuss staff responses and policy implications, and examine how staff can effectively manage disruptive patients. The session will wrap up with an open forum for participants to share experiences, concerns, and solutions to this rapidly escalating challenge.

3:00 p.m. – 3:30 p.m. | Break with Exhibitors

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3:30 p.m. – 5:00 p.m. | Session 3 Workshops

**Integrating Substance Use Screening in Primary Care: Screening,
Brief Intervention, Referral and Treatment (SBIRT) Model**

Seeking Continuing Education Units for this Session

Presenters:

- Thomas E. Freese, PhD, UCLA Integrated Substance Abuse Programs & Pacific Southwest Addiction Technology Transfer Center
- Caitlin Luu, Vietnamese Community of Orange County, Inc.

Moderator:

- Marty Adelman, MA, CPRP, Council of Community Clinics

Description:

Community clinics and health centers provide opportunities for early intervention with at-risk substance users before more severe consequences occur. Learn about the Screening, Brief Intervention, Referral and Treatment (SBIRT) model and how your community clinic or health center can effectively utilize this comprehensive, integrated, public health approach. Dr. Freese will provide an overview of the SBIRT model and the new California Department of Health Care Services (DHCS) Medi-Cal substance use screening requirements for clinical and behavioral health staff. Ms. Luu will share how her community health center is currently implementing the SBIRT model to help clients and patients with or at-risk of developing alcohol use disorders.

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**Managing High Risk, High Utilization and High Cost Patients:
Lessons Learned from Project 25**

Presenters:

- David Folsom, MD, St. Vincent de Paul Village Family Health Center & University of California, San Diego
- Marc Stevenson, MSW, St. Vincent de Paul Village Family Health Center
- Kris Kuntz, MA, St. Vincent de Paul Village Family Health Center

Moderator:

- Michael Cousineau, DrPH, Keck School of Medicine and the Price School of Public Policy, University of Southern California

Description:

Managing high risk, high utilization and high cost patients is an increasing priority for safety net providers. More and more organizations are adopting intensive case management programs and other targeted interventions to improve health outcomes and reduce utilization and cost for their high risk patient populations. This session will focus on Project 25 - a three-year pilot program funded by the United Way of San Diego County to address the needs of chronically homeless, who are frequent users of public services. Partners include health care, law enforcement, housing and other social service providers. Services provided include a housing first model, intensive case management, a harm reduction approach for substance abuse treatment, and a patient centered medical home. Come learn about this innovative program, characteristics of the high utilizing patient population, services offered and evaluation of the effectiveness and cost savings of the program. Panelists will discuss the outcomes of Project 25, including details about the cost savings and challenges working with this patient population. In addition, the presentation will include information about progress on identifying sustainable funding for Project 25.

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**Evidence-Based Diabetes Prevention: Community Linkages
and Partnership to Prevent Diabetes**

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Presenters:

- Tony Kuo, MD, MSHS, Los Angeles County Department of Public Health, Division of Chronic Disease
- Neal Kaufman, MD, MPH, UCLA Schools of Medicine & Public Health
- Alissa Singer, MPH, YMCA of Metropolitan Los Angeles
- Michelle Fino, EdD, RD, CLE, Long Beach Health Department of Health and Human Services
- Jennifer Sayles, MD, MPH, L.A. Care Health Plan
- Nai Kasick, MPH, CHE, L.A. Care Health Plan
- Andy Lee, DO, Keck School of Medicine

Moderator:

- Heather Tindall Readhead, MD, MPH, Los Angeles County Department of Public Health, Division of Chronic Disease

Description:

One in three adults has pre-diabetes. This panel presentation will outline the prevalence and implications that pre-diabetes creates for our communities. Panelists will discuss the research and evidence supporting the efficacy and effectiveness of the National Diabetes Prevention Program as well as to outline the Centers for Disease Control and Prevention's Recognition Program. The YMCA's of Metropolitan Los Angeles and Long Beach are both currently implementing this program and will share their experiences as well as the unique approach they are taking to ensure the long term success and sustainability of the program. Panelists from several clinical and community based organizations will present on the importance of clinical and community linkages in the success of the program as well as proposed screening, referral, and communication protocols.

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FQHC Payment Reform and Practice Redesign Opportunities

Presenters:

- Art Jones, MD, Lawndale Christian Health Center
- Rachel Tobey, MPA, John Snow Inc. (JSI)

Moderator:

- Yasser Aman, DrPH, MPH, Health Management Associates

Description:

Payers, including state Medicaid programs, are attempting to move away from the “fee for service” model that is considered largely to blame for rising health care costs and inefficiencies. Instead of compensating health care providers for the sheer volume of visits and procedures performed, payers want to reward providers and have them be accountable for helping patients hit well-defined health outcomes and benchmarks. Some of these efforts have “spillover” effects to transition Medicaid Health Center Prospective Payment System (PPS) to an Alternative Payment Methodology (APM) that encompasses value-based purchasing. However, these efforts will be catalysts for change and require a reorganization of the health care system. This session will feature a conversation with a panel of clinical and financial experts to discuss their views and concerns regarding payment reform and a delivery system transformation that will help develop a model of payment that effectively supports patient centered care.

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Innovative Workforce Models in Health Care: Career Ladders and Expanded Roles for Medical Assistants in Team-Based Primary Care

Presenters:

- Lisel Blash, UCSF Center for the Health Professions
- Patricia Heniser, RN, RNC, North County Health Services
- Susan Huang, Asian Health Services

Moderator:

- Tracy Garmer, SPHR, Council of Community Clinics

Description:

The Center for the Health Professions at UC San Francisco (UCSF), along with the California Health Workforce Initiative and UC San Diego Extension, invite you to this workshop on Innovative Workforce Models in Health Care. This session will explore emerging team-based models of care that utilize medical assistants in expanded roles. The panelists will discuss different practice models, business case, change management strategies, and training initiatives associated with these new models. Speakers from UCSF and innovative clinic practice sites will explore this topic from different angles, leaving time for questions and discussion with the attendees.

5:00 p.m. – Adjourn for the Day