



With risk comes opportunity
Back to the Future

With risk comes opportunity.

Community health centers are once again being held up as the solution for expanding access, improving quality and containing costs across the health system.

The expectations are considerable: double the number of patients we serve in 5 years; initiate a host of new services; comply with ever more complicated regulations; and take on more risk through new payment reform models that will radically alter how health care is delivered and paid for in Massachusetts and across the country.

Although the shape of things to come is far from clear, consensus among policymakers, consumers and healthcare and business leaders has never been clearer: all agree that the current fee-for-service-driven health care system isn't working. Movement toward something different is imminent and community health centers will need to lead the way or be left behind.

That means understanding and addressing the financial, clinical, social, managerial and legal risks of a new care system, while engaging in efforts to fight off threats to uncompensated care, public health funding, behavioral health, dental care and the Medicaid program. It also means promoting our longstanding model of patient-centered care — a model that has earned us the respect and new-found interest of the health policy and medical communities alike.

Yes, with risk comes opportunity. We hope you'll take this opportunity, and join us in Hyannis for our annual Community Health Institute. This is one risk worth taking.

***“Nothing ventured,
nothing gained”***



Registration

Registrations and continental breakfasts are in the Grand Ballroom Foyer.

Wednesday 8:00 AM

Thursday 7:30 AM

Friday 7:30 AM

Messages

Incoming messages for guests staying at the resort will be left on their room voice-mail. All other messages will be delivered to the League registration desk.

Business Center

The business center is located near the Grand Ballroom past the pool area. It has three computers and printers available for hotel guests. The center is always open.

The Resort & Conference Center at Hyannis

Phone Numbers

Hotel Main Line: 508-775-7775

Guest Fax Number: 508-778-6039

Outgoing faxes are 10 cents per page.

Free WIFI

The Resort and Conference Center at Hyannis offers free WIFI throughout the hotel including guest rooms, meeting space and lobby.

Health Club and Pool

Registered guests must sign in at the health club or pool registration desk to use the facilities. Hours of operation: Mon-Fri – 5:30 AM – 9:30 PM, Sat and Sun – 7:30 AM – 8:00 PM.

Wednesday Luncheon
**CommonWealth
Purchasing Group, LLC**

CEO/CMO Dinner
Arcadia Solutions

Healthy Start Continental Breakfast
Public Sector Partners

Morning Coffee Break
Network Health

Luncheon Buffet
**NextGen Healthcare
Information Systems, Inc.**

Internet Café
Neighborhood Health Plan

CONFERENCE

SPONSORS

Ice Cream Break
Novo Nordisk, Inc.

Back Massage
**Boston Medical Center
HealthNet Plan**

Hand Massage
**Health Care
Real Estate Advisors**

Friday Morning Coffee Break
Group Brokerage Insurance

Registration Bag Insert
Health Care Financial, Inc.

Quiet Conversation Corner
Office Depot

Wednesday

May 11

7:30 AM – 8:50 AM
(OSTERVILLE A)
Medical Directors' Breakfast

8:00 AM – 9:00 AM
(GRAND BALLROOM FOYER)
**Registration and
Continental Breakfast**

9:00 AM – 10:00 AM
(GRAND BALLROOM II)
Welcome and Introductions

Medicaid Update

As significant providers of care to Medicaid patients, community health centers have a major interest in the direction of the program. In addition to addressing new procurement policies, Medicaid Director Terry Dougherty will provide insights into the challenges and opportunities that both national and state health reform efforts and budget constraints will have on MassHealth and other public programs over the next few years.

Terry Dougherty

Medicaid Director, Office of Medicaid,
Executive Office of Health & Human Services

10:00 AM – 10:15 AM
(GRAND BALLROOM FOYER)
Break

10:15 AM – 11:45 AM
(GRAND BALLROOM II)
**Roadmap for Practice
Transformation: The Patient-
Centered Medical Home**

A review of current research on patient centered medical home initiatives that focus on the most stable and informative outcomes will be presented. In addition, the session will address the core components for developing a "road map" toward practice transformation as well as discuss the imperatives of moving primary care into the center of health care reform efforts.

Asaf Bitton, MD MPH

Associate Physician and Instructor in Medicine, Division of General Medicine,
Brigham and Women's Hospital

Robert M. Hartley, MD MSc

Medical Director, *Brookside Community Health Center*

Paula McNichols

Executive Director, *Brookside Community Health Center*

Stuart Pollack, MD

Medical Director, *Brigham and Women's Advanced Primary Care, South Huntington*

Lisa Whittemore, MSW, MPH

Executive Director, *Primary Care, Partners Healthcare*

12:00 – 1:00 PM
(GRAND BALLROOM I)
**Luncheon — Networking and
Announcements**

1:15 PM – 2:15 PM
(GRAND BALLROOM II)
**The Impact of Life Sciences on
Innovation, Workforce and
Quality of Life**

Susan Windham Bannister, PhD and President/CEO of the Massachusetts Life Sciences Center, will provide a keynote on

the impact of the burgeoning life sciences industry on workforce, innovation and quality of life issues.

Susan Windham Bannister, PhD
President/CEO,
Massachusetts Life Sciences Center

2:15 PM – 3:15 PM
(GRAND BALLROOM II)

Patient-Centered Care Models, Part I: SBIRT and Community Health Centers

In 2008, the Massachusetts Department of Public Health led a pilot to incorporate behavioral health screening as a routine practice at 32 selected community health centers. Included in the pilot was introduction of the Screening, Brief Intervention and Referral to Treatment (SBIRT) tool. The session will focus on the process for integrating SBIRT into routine care; FY 2009 data from the pilot; and a discussion of the implications of the project and its relevance to current screening practices and the Medical Home model of care.

Carol Girard MA
Bureau of Substance Abuse Services,
Massachusetts Department of Public Health

Ruth Karacek RN, MPH, CCM
Bureau of Family Health and Nutrition,
Massachusetts Department of Public Health

Carol Smith RN, MSN
Bureau of Community Health and Prevention,
Massachusetts Department of Public Health

Patient-Centered Care Models, Part II: Attention Deficit and Hyperactivity Disorder

The session provides an overview of the relevant medical home models, professional development resources, collaborative

support systems, and clinical leadership strategies that launched and sustained the family-centered Attention Deficit and Hyperactivity Disorder (ADHD) clinic in one urban Massachusetts community health center. Contrasting attributes of the family medicine and pediatric medical home models and their relative contributions will be discussed. Clinical issues relevant to the care of urban underserved patients with ADHD and their families in the CHC setting will also be addressed, including pertinent findings of original research undertaken at the clinic.

Valerie Pietry, MD
Medical Director, School-Based Health Centers, *Family Health Center of Worcester*

3:15 PM – 3:30 PM
(GRAND BALLROOM FOYER)
Break

TWO CONCURRENT SESSIONS
3:30 PM – 4:45 PM
(OSTERVILLE ROOM B)

Designing for the Future: The Patient-Centered Medical Home

Your facility is the stage upon which the play of efficient and effective healthcare delivery is performed for your community audience. Is your stage reflective of your dialogue? Does your stage accommodate the actors' movements? Does your stage improve the experience of both actor and spectator? This session will be presented in two parts. Part I will explore facility design techniques for creating a patient-centered environment. Part II will focus on facilitating the delivery of a medical home model of care by adapting and creating appropriate spaces accommodating the redefined patient visit.

Cindy Barr, RN, EDAC
Operations & Facilities Planner,
Capital Link

3:30 PM – 4:45 PM
(GRAND BALLROOM II)
Community Connect to Research: Engaging Patients

Lower-income communities face particular challenges in the process of locating, accessing, understanding, and applying health information. In 2009, the Collaborative for Community Engagement and Research (CCER) awarded grants to four community health centers for: (1) developing innovative approaches for empowering patients to make more informed health decisions; and (2) educating patients about the role clinical research plays in advancing health care. Come hear about the awardees' projects and their insights on how this work can be generalized to other populations.

Codman Square Health Center
Stephen M. Tringale, MD
Medical Director for Performance Improvement and Research, *Dotwell, Codman Square Health Center*

Susan Kelliher
Marketing and Communications Manager,
Codman Square Health Center

Dimock Community Health Center
Debra Reid, Pharm D, BC-ADM, CDE
Clinical Pharmacist, *Dimock Community Health Center*; Assistant Clinical Professor, *Northeastern University Bowdoin College of Health Sciences*

Maureen McQueeney, PharmD, BCPS
Clinical Assistant Professor,
Northeastern University, School of Pharmacy

Duffy Health Center
Jane deGroot
Director of Program Resources,
Duffy Health Center

Isobel Thomas O'Reilly
Project Educator, *Duffy Health Center*

Somerville Primary Care, Cambridge Health Alliance
Gaelsie Lamour
Director of HIV Community Services,
Cambridge Health Alliance

Moderators
Richard Kalish, MD, MPH, MS
Medical Director, *Boston HealthNet*,
Member of the Collaborative for
Community Engagement and Research

Alexa McCray, PhD
Director, *CCER Public Communication Initiative, Harvard Medical School Center for Biomedical Informatics*

4:45 PM – 5:45 PM
(OSTERVILLE ROOM A)
Medical Directors' Health Policy Roundtable

4:45 PM – 6:00 PM
(CAPE COD ROOM)
Board of Directors' Meeting

6:15 PM – 9:00 PM
(OFF SITE)
CEO/CMO Dinner Meeting

Thursday

May 12

7:30 AM – 8:30 AM
(GRAND BALLROOM FOYER)

**Registration and
Continental Breakfast**

8:30 AM – 9:50 AM
(GRAND BALLROOM II)

Welcome and Introductions

**Massachusetts Health Care Reform:
Linking Insurance to Access**

As community health centers have long known, health insurance does not guarantee access to care — much less care that is responsive and culturally competent. Blue Cross Blue Shield of Massachusetts Foundation President and CEO Sarah Iselin will speak to efforts by the Foundation to examine ways in which consumers, providers and policymakers can work together to ensure that care is truly accessible and can meet patient needs.

Sarah Iselin

President and CEO, *Blue Cross Blue Shield of Massachusetts Foundation*

10:00 AM – 10:30 AM
(GRAND BALLROOM I)

Break in Exhibit Area

10:30 AM – 11:30 AM
(GRAND BALLROOM II)

**ACOs Part II: Opportunity
or Threat?**

**Managing Risk: Considerations for
Community Health Centers**

As a sequel to our January retreat, learn about the risk management concepts behind future payment and care delivery systems, including accountable care organizations. The session will include a focus on specific considerations for community health centers such as their structure and unique role in the health system.

Charley Goheen

Chief Financial Officer,
Neighborhood Health Plan

Paul Mendis, MD

Chief Medical Officer,
Neighborhood Health Plan

Marilyn Daly

Chief Information Officer,
Neighborhood Health Plan

TWO CONCURRENT SESSIONS

11:30 AM – 12:30 PM
(GRAND BALLROOM II)

Is there an ACO in your Future?

Visionary health care analyst Steve Tringale will help us examine the larger trends in the health care industry and how they will likely affect the delivery and financing of primary and preventive health care into the future.

Steve Tringale

Managing Director, *Hinckley, Allen and Tringale, LP*

11:30 AM – 12:30 PM
(ORLEANS ROOM)

**Patient-Centered Care Models,
Part III: Addressing Health
Literacy in Community Health
Center Practice**

As a Department of Public Health Disparities grantee, Edward M. Kennedy Community Health Center (EMKCHC) began work in

FY 11 to better understand how low health literacy impacts health disparities. After forming an internal multidisciplinary disparities team, the Center partnered with UMass Medical School to assess and improve practices for addressing health literacy across the organization. The session will outline the steps EMKCHC took to develop assessment tools, present results of the organizational assessments, and describe the elements of a pilot designed to improve health literacy among EMKCHC patients.

Mary Philbin, EdM

Assistant Program Director, *Internal Medicine Residency*; Director, *Education and Training, UMass AHEC Network, UMass Medical School*

Sue Schlotterbeck, MS, RD, LD

Director, *Cultural and Language Services, Edward M. Kennedy Community Health Center*

12:30 PM – 2:15 PM
(GRAND BALLROOM I)

Luncheon in Exhibit Area

THREE CONCURRENT SESSIONS

2:15 PM – 3:15 PM
(GRAND BALLROOM II)

NHP Advisory Board Meeting

2:15 PM – 3:15 PM
(ORLEANS ROOM)

**Patient-Centered Care Models,
Part IV: Dental Sealants**

Despite the evidence that dental sealants are effective in preventing caries in children, sealant use among lower-income children — who are at highest risk for developing caries — persists at around 30 percent, well below the Healthy People 2010 objective of 50 percent. Better documentation of

the effectiveness of sealants could go far in removing barriers to their use, particularly in communities served by health centers. The session will consider the barriers to sealant utilization and provide attendees with a roadmap for expanding access to oral health through quality improvement projects; increasing sealant use in children with the help of quality improvement tools; and establishing collaborative efforts across a health center's dental, medical, and outreach departments to reduce oral health disease in pediatric patients.

Jay Anderson, DMD

Director of Practice Improvement,
DentaQuest Institute

Cindy Hannon, MSW

Quality Improvement Manager,
DentaQuest Institute

Herlivi Linares, DDS

Associate Dental Director, *Lynn Community Health Center*

2:15 PM – 3:45 PM
(BARNSTABLE ROOM)

**CommonWealth Purchasing Group
Advisory Board Meeting**

3:15 PM – 3:30 PM
(GRAND BALLROOM FOYER)

Ice Cream Break

3:30 PM – 5:00 PM
(GRAND BALLROOM II)

**Updates and Reviews of Primary
Care Provider Initiatives**

Recipients of the 2010 CHC Special Project Grants will share experiences, best practices and the impact of their projects on their health centers and career development.

Bonnie Cohen, MD

Union Square Family Health; *HealthLift*

Edward R. Levy, MD, MPH

Upham's Corner Health Center;
Comprehensive Management of ADHD

Julita Mir, MD

Dorchester House Multi-Service Center;
Hepatitis Clinic

Christina Nelson, MD

Joseph M. Smith Community Health Center;
Improve Clinical Outcomes Through CHIA

Anna Rabkina, MD

Lynn Community Health Center; *Training for
Midlevel Management*

Lara Setti, MD, MPH

Community Health Programs Health Center;
Teen Family Planning Clinic

Friday

May 13

**7:30 AM – 8:30 AM
(BALLROOM FOYER)**

**Registration and
Continental Breakfast**

**8:30 AM – 10:45 AM
(GRAND BALLROOM II)**

Federal Friday

Since the spring of 2009, community health centers nationally have benefited from significant resources — made available through the American Recovery and Reinvestment Act and the Accountable Care Act —for Increased Demand for Services, Capital Improvement Programs, and Facility Investment Projects. This session will focus on the impact of this support to date and

the current status of future health center initiatives through HRSA.

A panel of health center Executive Directors will reflect on successes and challenges to date in applying these resources to meet the needs of their communities. Representatives from the Health Resources and Services Administration and the National Association of Community of Health Centers will set Massachusetts activities in the national context and discuss key issues moving forward for increasing health center access and capacity through HRSA and other federal opportunities.

Moderator

Daniel Driscoll

President and CEO, *Harbor Health Services, Inc.*

Health Center Panel

Joel Abrams, President and CEO,
Dorchester House Multi-Service Center

Sue Joss

Executive Director, *Brockton Neighborhood Health Center*

Antonia McGuire

President and CEO, *Edward M. Kennedy Community Health Center*

National Perspective

Tonya Bowers

Director, Office of Program and Policy Development, *Bureau of Primary Health Care, Health Resources and Services Administration*

Kaitlin McColgan

Federal Affairs Director, *National Association of Community Health Centers*

**10:45 AM – 11:00 PM
(GRAND BALLROOM FOYER)**

Break

**11:00 AM – 12:00 PM
(GRAND BALLROOM II)**

**The Massachusetts Marketplace:
Changing the Way We Pay for Care**

As the cost of healthcare continues to spiral upward, Blue Cross and Blue Shield of Massachusetts new Alternative Quality Contract works to contain costs and provide better care through incentives.

Steven J. Fox

Vice President, Network Management & Communications, *Blue Cross Blue Shield of Massachusetts*

**12:00 PM – 1:00 PM
(GRAND BALLROOM I)**

**Luncheon — Moderated Dialogue
What's in Store for the Future?**

Joseph D. Feaster, Sr., Esq.

Consultant, *Massachusetts League of Community Health Centers*

Past Speaker, *National Association of Community Health Centers*

**1:00 PM – 2:30 PM
(GRAND BALLROOM II)**

**Transforming Care Delivery: Health
Plan/Delivery System Partnerships**

Challenges facing community health centers trying to sustain high-quality care while addressing costs are also shared by health plans serving the same patient populations. In response, Network Health developed a predictive risk identification model to identify a majority of high-risk patient groups that become high cost. This effective identification, stratification, and targeting of high-risk members is key to supporting the successful development of patient centered medical homes. The

session will focus on several partnership models that employ community-based resources and community health workers; build system capacity for targeted population-based interventions; support ongoing measurement and innovation; and demonstrate financial sustainability.

Mary Jane McKendry, RN, MBA

Senior Director Clinical Affairs,
Network Health, Inc.

Pano Yeracaris, MD, MPH

CMO & VP Clinical Affairs,
Network Health, Inc.

This conference is brought to you with the support of funding from the Members of the Massachusetts League of Community Health Centers along with the following co-sponsors:

Bureau of Primary Health Care,
Health Resources and Services Administration (HRSA),
US Department of Health and Human Services

Massachusetts Department of Public Health,
Executive Office of Health and Human Services

University of Massachusetts Medical School

The logo features a stylized blue arch above the text. The text is arranged in three lines: "Massachusetts League" in a large serif font, "of Community Health Centers" in a smaller italicized serif font, and "of Community Health Centers" in a smaller italicized serif font.

Massachusetts League
of Community Health Centers
of Community Health Centers

40 Court Street
10th Floor
Boston, MA 02108