



2021 PACHC Annual Conference & Clinical Summit

October 12-14, 2021

Community Healthcare Heroes: Healers with Heart

Day 1 – Tuesday, October 12		
9:30 am – 5:00 pm	Conference Registration Open	Heritage Pre-Function (Level 3)
10:00 am – 12:00 pm	PACHC Board of Directors Meeting	Conestoga Room (Level 4)
12:00 pm – 1:00 pm	Networking Luncheon for Pre-Conference Intensive Participants	Heritage C (Level 3)
1:00 pm – 5:00 pm	Customer Service Pre-Conference Intensive The Strategic Use of YOUR Influence Will be an Organizational Gamechanger! Victoria Lindstrom & Karen Gross, Suasion, LLC We all have influence which, when used strategically, can be a powerful tool to persuade, motivate and communicate. This engaging and interactive workshop will teach you strategies to influence patients, staff, board members and stakeholders to achieve better outcomes. You will learn the science behind influence and discover the disciplines within marketing, social marketing, neuroscience, sociology, social psychology, and behavioral psychology that, when applied correctly and authentically, can help your organization reach its goals in many areas including patient experience! Roll up your sleeves and get ready to engage your mind—we’re going to take you through our best techniques, tips, and strategies to build your influence and enhance your organization.	Heritage A/B (Level 3)
1:00 pm – 5:00 pm	Regulations, Policy and Governance Update 2021’s Hottest Healthcare Headlines Impacting Community Health Centers Jacki Leifer, Feldesman Tucker Leifer Fidell LLP The healthcare environment is changing constantly. You take one day out of the office and you risk missing an important development. The sheer volume of legislative, regulatory, and policy information is overwhelming. Join PACHC and Jacki Leifer (NACHC’s General Counsel) to hear the most current healthcare “headlines” impacting community health centers, including audits related to supplemental COVID-19 funding streams, vaccine mandates, HRSA’s Compliance Manual and Operational Site Visit findings, telehealth, recent cases and regulatory updates (including Title X family planning), and more. As always, Jacki will highlight strategies for maintaining compliance and give particular attention to key governance considerations.	Heritage C (Level 3)
1:00 pm – 5:00 pm	Recruitment and Retention Pre-Conference Intensive Floundering to Flourishing: Retaining Your Workforce by Effectively Dealing with Burnout Carmella Tress, Work Wisdom The COVID-19 pandemic caused upheaval among healthcare workers and their employers. This put a blazing-bright spotlight on employee burnout and well-being and how this impacts retention. To have a stable, high-quality workforce in the future, Community Health Centers must take a creative, compassionate approach and prioritize their employees’ health. Carmella Tress, PsyD, a consultant with Work Wisdom and faculty at Philadelphia College of Osteopathic Medicine, will lead this interactive workshop. It will help you explore employee retention best practices, mitigate employee burnout and foster employee well-being and engagement by focusing on stress management and purpose/values/meaning. You’ll have the opportunity to develop concrete action plans to enhance workplace “flourishing” at your community health center. These plans will use a framework of practices (“The Flourishing Toolkit”) that can be enacted by leadership for organizational-wide enhancement.	Heritage D/E (Level 3)
1:00 pm – 5:00 pm	Participation in the CDC School Sealant Program and It’s Importance Helen Hawkey, PA Coalition for Oral Health This session is for health centers interested in learning more about the school sealant program (SSP) and working with their local school districts. It will provide them with the opportunity to also learn about the CDC’s SSP grant through the state and managed by the PA Coalition of Oral Health. An overview of the program, the use of sealants, and the CDC’s sealant efficiency assessment for locals and states (SEALS) program will be a part of the discussion. This is also a chance for those health centers currently participating and those interested in participating to meet and network with each other.	Hickory Room (Level 3)
3:00 pm – 3:15 pm	Beverage Break	
5:00 pm – 6:30 pm	Meet and Greet Happy Hour Join conference attendees, exhibitors and sponsors for a happy hour networking event conveniently located within the Marriott at the Vine Street Reception Lobby. Enjoy light appetizers, a complimentary beverage and networking with fellow attendees and get to meet some of our trade show exhibitors and conference sponsors.	Vine Street Reception Lobby (Level 1)
5:00 pm – Until	Off the Clock and On the Town	

Day 2 – Wednesday, October 13

7:00 am – 5:00 pm	Conference Registration Open	Heritage Pre-Function (Level 3)
7:00 am – 7:45 am	Breakfast Heritage C (Level 3) Sponsored by DonateLife PA, CORE, Gift of Life Donor Program	
8:00 am – 9:15 am Concurrent Sessions	Open Session Heritage A/B (Level 3) TBD	
	Post-COVID-19: An Overview with an Infectious Diseases Physician Heritage C (Level 3) Raghavendra Tirupathi, Keystone Health Center This session will discuss CDC guidance which provides a framework for healthcare providers in their initial assessment, evaluation, management, and follow-up on patients with possible post-COVID-19 conditions. Subject matter experts, physicians, and patient representatives from across the United States collaborated to develop this new guidance. Post-COVID-19 conditions refer to the wide range of physical and mental health consequences experienced by some patients presenting four or more weeks after the SARS-CoV-2 infection. This includes patients who had initial mild or asymptomatic acute infection. Post-COVID-19 conditions are still being characterized and include symptoms such as cognitive difficulties, fatigue, headache, dyspnea, and palpitations. Rapid recognition by healthcare providers of patients with post-COVID-19 conditions, as well as multidisciplinary care using the assessments and approaches described in this guidance could improve the wellbeing and treatment of people with post-COVID-19 conditions.	
	Substance Use Disorder Payer/Provider Partnerships and Best Practices Panel Heritage D/E (Level 3) Scott Constantini, The Wright Center for Community Health; Ryan Hogan, Luzerne/Wyoming Counties Drug & Alcohol Program; Jessy Miller, Children's Service Center/Robinson Counseling Center; Christine Wydeen, Community Care Behavioral Health Organization Join a panel of experts from providers to single county authorities (SCA) and managed care organizations who will share best practices and lessons learned to provide the best treatment experiences for patients struggling with a substance use disorder. Participants will learn how panelists strive to treat the whole person and work with community partners to ensure patients can easily be referred if needed to varying levels of care. Attendees will also learn about the critical role of SCAs and how you can develop or enhance your relationship with your local SCA. Finally, you will learn the ins and outs of working with substance use disorder services and how you can improve treatment in your health center.	
	Diversity Doesn't Stick Without Inclusion Commonwealth 1-2 (Level 2) Lisa Strother Upsher, Center for Organ Recovery & Education (CORE) Diversity and inclusivity are more than buzz words. During this presentation, attendees will explore diversity, inclusion, and the impact each has on work environment. Respecting and appreciating our differences leads to inclusion and results in an environment and culture where individuals feel a sense of belonging. Even though there's clear distinction between the two words, they often go undifferentiated. A Harvard Business Review article entitled "Diversity Doesn't Stick Without Inclusion" says, "In the context of the workplace, diversity equals representation. Without inclusion, however, the crucial connections that attract diverse talent, encourage their participation, foster innovation, and lead to business growth won't happen." Functioning in an environment without diversity and inclusion is a disservice to your staff and the populations you serve.	
	Dental Workforce Panel Commonwealth 3 (Level 2) Arnelle Lloyd, Greater Philadelphia Health Action; Helen Hawkey, PA Coalition on Oral Health; and Melinda Diggan, and Karla Sexton, River Valley Health and Dental Center Employment shortages among dentists, dental assistants and dental hygienists have been an ongoing challenge for human resources managers, recruiters, and dental professionals in community health centers throughout Pennsylvania. The COVID-19 pandemic has exacerbated these shortages and has forced community health centers to pivot and develop new ideas to address the issue. A panel of experienced dental and recruitment professionals will share best practices for recruiting and retaining dentists.	
	The Importance of Documentation, Coding & Billing and how the TEAM Plays a Part Commonwealth 4 (Level 2) Shellie Sulzberger, Coding & Compliance Initiatives, Inc. We will discuss high level 2021 Evaluation and Management updates and proper coding. The presentation will define each team member's role (from scheduler, front desk, medical assistant, nurse to provider) and outline opportunities to help educate providers. In addition, the audience will gain a better understanding of how ancillary staff can assist providers with documentation (i.e., what can the staff perform and document versus the provider).	
	Creating A Realistic Strategic Marketing Plan, Really Independence Room (Level 2) Mandy Arnold, Gavin Building trust and awareness in your community and among patients, funding sources and key influencers are essential aspects to your organization's success. To be successful, you need to have a focused strategy on impactful outcomes that are measurable and realistic. Learn how to identify your goals, set realistic performance metrics, and create an implementation plan based on the size of your organization and the resources within your marketing team. Cases studies will be presented on successful service campaigns and community outreach strategies using public relations,	

digital, events, and more. See how outcomes were measured among target audiences, including the linkage to care. You'll take away a template plan outline and insights on how identifying the right goals and tactics for your organization to ensure your team is successful.

Topical Medicaid Updates: COVID and Community HealthChoices **Federal Room (Level 2)**

Kyle Fisher, Pennsylvania Health Law Project

This session will cover the Medicaid continuous coverage protections in place during the pandemic, exceptions to the 'no closures' rules, and DHS's plans to wind down these eligibility protections once the federal public health emergency expires. We will also provide a brief overview of and topical updates for Community HealthChoices, the managed care delivery system for dual-eligible individuals, nursing facility residents, and those receiving home and community-based services.

9:30 am – 10:30 am

Plenary Keynote **Freedom Hall A (Level 1)**

Christopher W. Ridenhour, Christopher Motivates

All Hearts, All Hands, All In!

On the eve of 2020, no one anticipated the pandemonium and impact of a pandemic, political turmoil, social unrest, and an imminent murder hornet invasion! The 18-month, white-knuckle whipsaw of a ride, left us all stranded on the corners of Depleted and Numb. Through it all, have you emerged more resilient and determined? Or does "punch drunk" and "enfeebled" better describe your current state of mind? Whether you thrive on chaos, or not, rest assured there is some other tribulation lurking out there waiting to pounce and bring more. The enduring chaos, however, also revealed your extraordinary ability to conquer profound challenges. The ubiquitous lawn signs continue to sing our praises as "heroes," "champions," and "warriors," the world still doesn't fully understand the depth of sacrifice and exhaustion that comes with professionally "loving" others! Alas, even heroes need opportunities to exhale, revive and retool! This is it!

10:45 am – 12:00 pm

Concurrent Roundtables (Organizational Member Only)

Dental Roundtable **Heritage A/B (Level 3)**

Clinical Quality Roundtable **Heritage C (Level 3)**

Behavioral Health Roundtable **Heritage D/E (Level 3)**

CMO/Medical Director Roundtable **Commonwealth 1-2 (Level 2)**

HR Directors Roundtable **Commonwealth 3 (Level 2)**

CFO Roundtable **Commonwealth 4 (Level 2)**

Communications Roundtable **Independence Room (Level 2)**

Outreach & Enrollment Roundtable **Federal Room (Level 2)**

Billing Manager Roundtable **Hickory Room (Level 3)**

CEO Roundtable **Montgomery House in The Founders Room (Level 1)**

12:15 pm – 1:30 pm

2021 APEX Awards Luncheon **Freedom Hall A (Level 1)**

Sponsored by Gateway Health

Join us for this special luncheon where PACHC recognizes outstanding individuals and teams who have made a significant contribution to primary health care in Pennsylvania.

1:45 pm – 3:00 pm

Dental Triage **Heritage A/B (Level 3)**

Rob Miller, Community Health & Dental Care

The creation of a dental triage public health dental hygiene practitioner (PHDHP) maximized resources by increasing encounters and providing more efficient and cost-effective transitions for dentists and patients. The triage PHDHP performs all preliminary workups, evaluations, documentation, subsequent fielding of patient questions, referrals, and prescriptions. This allows the dentist to view any x-rays, make the diagnosis, and recommend treatment and prescriptions. The dentist is then free to resume performing active treatment on scheduled patients. Learn how triage patients can serve as a reservoir for any cancellations or no shows in the day. Alleviation of the emergency block in the dentists' schedules create availability for more restorative procedures to be performed thus, increasing encounters and patient care.

Hiding in Plain Sight: Unmasking Sex Trafficking **Heritage C (Level 3)**

Steven V. Turner, SVT Strategies LLC

This session will identify the signs, symptoms, and indicators of human trafficking, with a special emphasis on the medical and behavioral health concerns presented by trafficking survivors. Trafficking causes repeated, complex, and compound trauma. Community health centers are critical partners for treating survivors and for providing referrals to allied social service agencies,

Open Track **Heritage D/E (Level 3)**

Challenges, Changes, and Triumphs: 2021 and Beyond! **Commonwealth 1-2 (Level 2)**
Christopher W. Ridenhour, Christopher Motivates
 Remember working side-by-side with “that” one- that leader or colleague who **inspired** you, **encouraged** you, and rocked your professional world? Their positive impact had little to do with their title, certifications, or job description. While passion matters, it’s the clarity of purpose that transforms us into the lightning rods that ignite higher levels of commitment, teamwork, and engagement from everyone around us! This session is your golden ticket to the tried-and-true tools, tips, and techniques to expertly move you from struggle to strength and through all change with competence and confidence. Are you **READY** to become even more courageous? Are you **READY** to level up **YOUR** purpose? Strap in! If you are honest enough to recognize that you haven’t reached your full potential as a role-model for change, this train-the-trainer will exceed your expectations! The jaded, disenchanting, cynical, and slightly disgruntled are especially welcomed to join the session!

How to Find and Keep a Dedicated Workforce: What COVID-19 has Taught Us **Commonwealth 3 (Level 2)**
Crystal Brown, Dasher Services Inc.
 Navigating the COVID-19 Pandemic has pushed employers to think in different ways about how to conduct business and the needs of their team members. Finding and retaining talent can be a challenge but we have learned so much over the last 18 months about the important of workplace culture and what employees want and need. Dasher Services, Inc. has developed a team member prosperity and success model that transforms people into extraordinary team members. By focusing on the needs of your team, you can minimize employee supply issues, maximize profits, and lead a purposeful company that is creating a lasting difference. You will be challenged to look at your organization with fresh eyes and see new opportunities that may have been right in front of you.

COVID-19 Grant Funding – Compliance **Commonwealth 4 (Level 2)**
David Fields, BKD, LLP
 COVID-19 has resulted in unprecedented disruptions for the world. Health Centers have received significant funding to play a key role in their communities in preventing the spread of COVID-19 and preparing for and responding to outbreaks. During this session, we will provide insight into the additional grants management complexities facing CHCs because of the additional COVID-19 related funding. This funding comes with compliance requirements and an expectation of accountability. This means an increase in the compliance risks and additional complexities that health centers have not experienced. The session will discuss high risk grant compliance areas and best practices for navigating your health center through these challenging times. We will also address how you can review the documentation that you have gathered and improve it if you believe that what you have done so far is not enough.

Public Relations: Leveraging Media for Exposure **Independence Room (Level 2)**
Lisa Brusio Coster and John Buffone, Gavin
 To provide quality and affordable care is crucial in our communities. But making sure our communities understand they can obtain quality and affordable care is just as important. If executed properly, a strong public relations campaign consisting of traditional and non-traditional media can help reach patients in all walks of life as well as referral sources, funders, and policy makers. In this presentation, representatives from the Gavin™ team will discuss how to establish your community health center’s brand in your immediate area and beyond. Attendees will learn how to approach/interact with media; finding media outside of print/radio/TV; craft creative and unique stories about your health center; capitalize on trending topics; re-enforce your values, key messages; and reach your local/state policy makers.

Federal Policy Landscape on Outreach and Enrollment: The Implications for Pennsylvania Health Centers **Federal Room (Level 2)**
Ted Henson and Vacheria Tutson, National Association of Community Health Centers
 In this session, staff from the National Association of Community Health Centers will provide an overview of the major shifts in federal policy related to outreach and enrollment. Speakers will compare national health center staffing and enrollment numbers to Pennsylvania trends; describe the impact of COVID-19 workforce trends with respect to outreach, enrollment, and other enabling services staff; and highlight trends and hot topics for 2022 related to Medicaid, the exchanges, etc. There will be an interactive portion to the session to ensure application of knowledge.

3:00 pm – 3:15 pm

Beverage Break **Freedom Hall Pre-Function (Level 1) and Heritage Pre-Function (Level 3)**

3:15 pm – 4:30 pm
 Concurrent Sessions

Bridging the Gap Between Behavioral Health and Oral Health: A Panel Discussion **Heritage A/B (Level 3)**
Melinda Diggan and Susan King, River Valley Health and Dental Center; Roberta Gribowicz and Kenneth Thompson, Squirrel Hill Health Center; Ama Graham-Kremers and Kristin Ruiz, Sadler Health Center
 This session will discuss how oral health and behavioral health are intimately connected impacting health outcomes. Individuals with behavioral health concerns are more likely to have poor oral health that can manifest in behavioral outcomes. Dental staff have a unique opportunity during the dental visit to assess behavioral health status and identify substance use abuse, allowing them to link patients to behavioral health care through direct referrals. Behavioral health can also bi-directionally help by referring those behavioral health patients that have not been seen by a dental provider, to their dental practices. Behavioral health staff can also help calm patients that may have dental anxiety. As an interprofessional team, they can provide the highest quality of care for their patients.

Population Health Management Strategies to Improve Access to Care for Homebound Patients

Heritage C (Level 3)

Anna Doubeni, University of Pennsylvania

With the aging of the “Baby Boomer” generation and the increase in disability among younger populations there is a significant number of people unable to access care in an office-based environment. Although the delivery of primary care is gaining traction in the home, there are still large gaps in delivery of care to the homebound population. Due to the impact of functional impairment this population has specific needs that are often different from quality metrics prioritized by payers and primary care practices. Identification of patients and resources to deliver high quality care can be challenging. Using population health strategies to identify and improve access to care for homebound patients can improve the quality of care and health outcomes of one of the most vulnerable populations. This presentation will highlight key population health management strategies that can be leveraged to identify and improve access to care for homebound populations.

Collaborative Care Model

Heritage D/E (Level 3)

Matthew Press, Penn Medicine Penn Primary Care

This session will focus on the development and implementation of the care coordination model. Dr. Press is an expert in behavioral health integration and you will learn his perspective on the model and the overall complexity of care coordination.

Environmental Safety and Emergency Preparedness Programs in FQHC's

Commonwealth 1-2 (Level 2)

Wynter Newman, Wayne Memorial Community Health Centers and David Stofanek, SVT Strategies LLC

Having a comprehensive safety and emergency preparedness program is an integral part of operating a safe working environment. This session will be a comprehensive overview of the basic structure of an emergency preparedness plan, communication plan, active shooter plan, hazard vulnerability assessment and OSHA requirements such as FIT testing, workplace safety assessment, safe sharps assessment and environmental safety assessments. Having an active relationship with your regional healthcare coalition is key in building and supporting your internal program. This affiliation allows you to have a network of peers to discuss key topics with, lend support during emergent situations, and participate in a wide range of trainings as well as annual full-scale exercises. The presenters will discuss how their working relationship has aided the health center during normal times and even more during the pandemic.

Take Action to Make Your Workforce Dreams (and Plans) Come True

Commonwealth 3 (Level 2)

Suzanne Speer, Association of Clinicians for the Underserved

Wishes really do come true if you're at Disney World. But your community health center exists in the real world and your Fairy Godmother isn't coming to wave a wand and make your workforce problems disappear. But fret not, Cinderella. The folks at the STAR² Center, the workforce arm of the Association of Clinicians for the Underserved, have the tools and knowledge to help you take the action necessary to reach your workforce goals. Join Suzanne Speer, senior director for workforce development at the STAR² Center, to look at how to make the business case for workforce planning, secure buy-in from the C-Suite and board of directors, create SMART goals, and take those all-important first steps. This session will dovetail with PACHC's comprehensive workforce planning learning collaborative.

Statewide Billing Key Performance Indicators (KPI)

Commonwealth 4 (Level 2)

David Fields and Nicole Moscatelli, BKD, LLP

Key performance indicators (KPI) for billing, while very important, are often overlooked and not given the attention needed. They help to take the temperature of the revenue cycle and tell a story. However, the volume of KPIs to choose from is quite long and knowing what they mean and which ones are important to focus on is critical and not necessarily the same from one health center to another.

Build and Change Brand Awareness Through Community Engagement

Independence Room (Level 2)

Amanda Blevins, LCH Health and Community Services and William Kurtycz, Hyndman Area Health Center

Health centers are always emersed in community engagement activities, but how can you leverage your community engagement to change or build your health center's brand? Panelists from Hyndman Area Health Center (HAHC) and LCH Health and Community Services (LCH) will share how they used community engagement to build awareness or change their brand image. HAHC two years ago was struggling to establish themselves with Bedford County. Within one year of their image and marketing strategy, HAHC went from 3,200 patients to 5,400 patients, continues to grow, and has opened a new center in Cambria County. The COVID-19 pandemic and the need for testing and vaccination has introduced LCH to new partnership opportunities within the community, and therefore new opportunities for patient growth. Panelists will share how and why they used partner agencies to grow awareness, impact and testimonials, important lessons learned, and tools to replicate similar programs in your health center.

Mission Critical: Increasing Consumer Engagement

Federal Room (Level 2)

Jenny D. Brice, Family Practice & Counseling Network

This session will provide attendees with concrete tools to engage consumers using a holistic customer-centered approach. Understanding the principles of consumer engagement is critical to outreach and enrollment. Utilization of different approaches and strategies will increase patient satisfaction and increase your effectiveness. Patients are the backbone of health centers and ensuring health centers are true to their mission is essential. Attendees will learn ways to balance self-care while caring for others to avoid and manage burn out.

4:30 pm – 7:30 pm	2021 PACHC Trade Show Calling All Superheroes! Join us at our Superhero-themed trade show. We are all amazing Superheroes who emerged and showed their strength and compassion during the pandemic. Grab your capes and join us for hors d'oeuvres and prizes as we fight for truth, justice, and the Pennsylvania way!	Freedom Hall B (Level 1)
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Day 3 – Thursday, October 14

7:30 am – 8:00 am	Community Health Center Networking Breakfast Sponsored by Hartman Executive Advisors	Heritage C (Level 3)
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8:15 am – 9:15 am	Primary Prevention of HPV Associated Cancers Brenda Anastasio, Pennsylvania Comprehensive Cancer Control Program (PA DOH) and Helen Hawkey, PA Coalition for Oral Health This presentation will include an overview of the Human Papillomavirus (HPV) associated cancer, state and national vaccination data, and evidence-based initiatives to improve HPV vaccination rates. The presentation will also include a description of the Pennsylvania Cancer Coalition and the work of the HPV workgroup and resource page. Helen Hawkey will present information related to HPV and Oral Health	Heritage A/B (Level 3)
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	Plenary: Pennsylvania State Update Alison Beam, Department of Health (Invited); Kristen Houser, Department of Human Services (Invited); Sally Kozak, Department of Human Services (Invited); Andrew Barnes, Department of Human Services (Invited) Hear the latest on HealthChoices, responding to the COVID-19 pandemic, behavioral health services, telehealth, public health, and other state policy priorities impacting community health centers.	Heritage C (Level 3)
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	Using Emotional Intelligence to Prevent Burnout Kedren Crosby, Work Wisdom One very concrete way to invest in resilience and 'psychological capital' (the kind with the 200% ROI) in your teams is by enhancing emotional intelligence (EQ). About six percent of our professional success is attributable to IQ and between 60-85% is directly linked to EQ. EQ can be developed, whereas IQ is fairly fixed. Since 2015, Work Wisdom's EQ certified experts have been helping organizations understand and apply emotional intelligence to enhance outcomes for leaders, teams, and entire organizations. Attendees will learn more about the four components of Emotional Intelligence (EI), Work Wisdom's recommendations for ten concrete applications of EI to improve your workplace, the four specific EI skills that are most highly correlated with derailment for leaders, and five evidence-based EI practices that reliably prevent and manage burnout in healthcare settings.	Heritage D/E (Level 3)
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9:30 am – 10:45 am Concurrent Sessions	Lessons Learned During the Pandemic: What you Need to Know for Re-Opening Andrea Dickhaut, D4 Practice Solutions; Kimberly McGoff, The Wright Center for Community Health and Education; Lori Wood, Wayne Memorial Community Health Center In this session, discussion will focus on health center dental programs that have reopened their practices after the COVID-19 mandatory shutdown, moving from just emergency care to resuming non-emergency care. Panelists will share the barriers, challenges, successes, and lessons learned for both staff and patients. Dental operations such as appointment scheduling, PPE, CDC/ADA guidelines, employee health, and outreach will also be addressed. You will also hear from a dental consultant who provides health centers with technical assistance on these operational topics and their recommendations to health center dental practices as they re-open.	Heritage A/B (Level 3)
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	Promising Practices for Care Management Shannon Nielson, CURIS Consulting; Audrey Costello, NEPA Community Healthcare; Kristen N. Follert, NEPA Community Health Care In this session, attendees will gain insight into best practices in planning for, executing and sustaining successful care management programs. Successful care management programs deliver improved quality outcomes, cost efficiency, and coordinated care. This session will introduce attendees to staffing and care team models, evaluation metrics and revenue opportunities for care management. A member health center will share their experience in developing a robust care management program.	Heritage C (Level 3)
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	Behavioral Health Maternal Care Panel Marcella Garvin, The Wright Center; Kristen Harker, Union Community Care and other community health partners Join a panel of health centers as they share their experiences with programs developed to focus on treating mothers through whole person health care. Attendees will learn about working with mothers struggling with opioid use dependence and best practices for treatment. The session will also provide recommendations for working with mothers and their children in need of care. Panelists will discuss special projects each of the health centers are focusing on at this time.	Heritage D/E (Level 3)
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	"What's the Best EHR?" is the Wrong Question Initial KLAS Survey Results and Responses from PA FQHCs Debra McGrath, Health Federation of Philadelphia Frustration with the electronic health record (EHR) systems is a common among providers and staff at health centers. Over the past fifteen years, many health centers have switched systems which is a hugely labor-intensive process that	Commonwealth 1-2 (Level 2)
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reduces productivity and disrupts data continuity. A closer look reveals that the root causes of dissatisfaction are often unrelated to which EHR is utilized. Health Federation of Philadelphia (HFP) has worked with the Arch Collaborative of KLAS (the “Consumer Reports” of health information technology) to deploy an in-depth survey of EHR experiences among providers and staff at health centers participating in HFP’s Health Center Controlled Network (HCCN). The survey has been completed by seven FQHCs using three different EHR systems. The results have been benchmarked nationally against other FQHC networks and providers using the same system, as well as within the HCCN. This presentation will present aggregate results and interventions developed by participating FQHCs in response.

A Fellowship for Primary Care Champions - The Value of Community **Commonwealth 3 (Level 2)**

Mario DeMarco, University of Pennsylvania

Community Health Centers must adapt in order to address the competing demands of an evolving primary care landscape. Developing a workforce that is prepared to meet the physical and behavioral health needs of underserved populations is a core priority of the Health Resources and Services Administration (HRSA). Through an initiative from the Primary Care Training and Enhancement (PCTE) Program, came the creation of ACTION (Access, Continuity and Transition Network) which brings geographically related community health providers together in a one year community-based fellowship. The primary goals of the ACTION Network are to enhance population health skills through curriculum in quality improvement and team-based care as well as provider leadership development. Led by an interprofessional team, we will share the purpose, design, and curricular components of this fellowship along with the needs and opportunities for training providers of underserved care. Lessons learned will focus on retaining primary care providers in community health settings.

Navigating a New Norm for Community Health Centers **Commonwealth 4 (Level 2)**

David Fields, BKD, LLP

As the country strives to move past the pandemic, and into the future, CHCs find themselves facing a new reality. In this session we will discuss the current environment and specifically the financial realities facing CHCs. If you haven’t already, then now is the time to reengage in the strategic planning process for your future. Let’s consider key financial management and compliance realities that will face your CHC. The decisions you have and will make in the 12 to 18 months as we transition out of the COVID-19 pandemic will set the course for your organization for the next five years. Let’s take advantage of this rare opportunity to set your organization up for success.

Sustainable Fundraising: How to Have Your Best Year Ever? **Independence Room (Level 2)**

Bradley Gebhart, Hamilton Health Center, Inc.; Laurel Spagnolo, Sadler Health Center; Del Wesley, Esperanza Health Center, Inc.

Do you want to create a sustainable fundraising strategy to ensure your organization has the most successful—and least stressful—year yet? The information shared in this panel discussion will help you develop your fundraising plan and get you started in the right direction. Great fundraising is more than just asking for money! Great fundraising involves building emotional connections with donors who are invested in changing the world with you. Panelists will share their fundraising strategy to engage donors, best practices and lessons learned. While there is no one-size-fits-all approach to fundraising, this session will provide you with tools and ideas to determine which fundraising strategies work best for your organization.

Increasing the Outreach and Enrollment ROI **Federal Room (Level 2)**

Jacob Hope, Family Practice & Counseling Network

Outreach and Enrollment (O&E) work productivity and work quality frequently has a direct impact on FQHC finances. Specifically, an increase in both O&E productivity and work quality can result in increases in FQHC finances. O&E work is part art and part science. It has a set of best practices that directly affects work productivity and work quality. Those best practices are trainable and teachable, and therefore can be replicated in health centers across Pennsylvania. We will review some of our applied best practices that have resulted in both increased productivity and finances.

10:45 am – 11:00 am

Beverage Break **Heritage Pre-Function (Level 3) and Commonwealth Pre-Function (Level 2)**

11:00 am – 12:15 pm
Concurrent Sessions

Listen to Your Gut but Trust Your Data **Heritage A/B (Level 3)**

Andrea Dickhaut, D4 Practice Solutions

Data is the cornerstone of dental performance improvement, yet data is often difficult to gather or worse, of questionable accuracy. Have you ever run slightly different reports and gotten vastly different results? Have you requested reports from IT or finance and heard crickets chirping? Are you being asked to run a successful dental program in a black hole of data? This session will cover some of the key metrics you should track to evaluate dental program performance, as well as provide guidance in how to troubleshoot the data gathering process. We will share insights from superusers of some of the most common electronic record systems on which reports to run as well as what to do if you suspect the accuracy of your data. Come to this session to learn strategies for turning your dental program into a data-driven, results-oriented machine.

Positioning PrEP/PEP as Priority in Primary Care **Heritage C (Level 3)**

Jeremy Sandberg and Myra Rutland, Spectrum Health Services

The population of people who are most in need of protection from HIV is broader than what most people think. This vulnerable group of people have more interactions with primary care providers (PCP) and their supporting services than

they do with specialists who practice infectious disease. In fact, by the time they are referred to infectious disease—it is likely too late. This presentation will focus on the “who, what, when, where, why and how” to make prescribing PrEP a priority within your organization. Prescribing PrEP has obvious benefits for the patients but may also provide financial benefits for the clinic. Soliciting the aid of every PCP to prescribe PrEP is pragmatic, and paramount to stamping out new cases of HIV.

Behavioral Health Workforce Recruitment and Retention Panel **Heritage D/E (Level 3)**
Stacey Carpenter, Family Practice & Counseling Network; Jessie Miller, The Primary Health Network; Tyler Monin, Community Health Net
 Learn from a panel of FQHC experts on lessons learned during the pandemic about recruitment and retention for behavioral health professionals. Workforce has been a struggle across the board and now more than ever, we are in desperate need of quality Behavioral Health professionals in our health centers. Learn tips and tricks on recruitment practices, methods to onboard employees into an FQHC, techniques to retain employees, and have an opportunity to ask the panel your questions.

Incorporating Risk Management: Administrative and Board Members **Commonwealth 1-2 (Level 2)**
Shannon Nielson, CURIS Consulting
 This session will discuss strategies for incorporating risk management into your organizational strategic, operational and quality plans. Participants will gain insight into clinical, operational and financial risk management strategies, evaluation metrics and sustainable processes. The session is intended for administrative staff and health center board members.

Accelerating Change Management with Adaptive Leadership **Commonwealth 3 (Level 2)**
Marsha Johnson and Elizabeth Ann Wolff, Health Management Associates
 Change management requires both technical and adaptive leadership. Technical leadership encompasses the subject matter expertise where a solution is clear. The adaptive leadership skills drive change by addressing resistance, dealing with loss of the “old way”, and changing attitudes and behaviors. In healthcare, one of the most common reasons for failure is addressing adaptive challenges with technical solutions. The recent COVID-19 pandemic exemplified this as successful responses required intense adaptive leadership. In this interactive presentation, we will provide a framework and essential skillsets for adaptive leadership that resulted in successful, major change initiatives. We will share several case studies that exemplify these skills on lessons learned and how they must continue to use the skills gained from our work together.

Coding and Documentation: Recommendations for Outlining the Patient's Condition (i.e., ICD-10 code) in Primary Care **Commonwealth 4 (Level 2)**
Shellie Sulzberger, Coding & Compliance Initiatives, Inc.
 We will discuss the importance of provider education and training on documenting to the highest level of specificity and including the pertinent diagnoses (i.e., Value Based Health Care). We will go through specific diagnosis and level of specificity options.

Building Your Future: Developing Leadership from Within Your Organization **Independence Room (Level 2)**
John Rinehart, Marcos Pizza Franchising LLC
 If you decided to walk away today, would your organization have the leadership it needs to not only smoothly transition but to thrive going forward? This session will explore the advantages of developing the next generation of leaders internally rather than "searching" outside the organization or it may be advantageous to look outside for your successor. Organization leaders will learn how to mentor and inspire your team to become great leaders. This session will give the tools to identify the skills the next leaders will need while also identifying and eliminating the gaps in your potential internal candidates. Future leaders in attendance will learn the skills to become a leader and the most important attributes of successful leaders today. What opportunities beyond training you need to start providing those potential leaders to ensure their success? Leaders and future leaders are encouraged to join this session to learn more about development and growth within your organization.

A Deep Dive into Pennie **Federal Room (Level 2)**
Zachary Sherman, Pennie
 A deep dive into Pennie, its history, milestones, stats, locations of the uninsured, strategies for outreach and upcoming information for the 2022 Open Enrollment.

12:30 pm – 1:30 pm

Lunch Buffet **Heritage C (Level 3)**
Please enjoy your lunch in Heritage C or choose a roundtable

COO/Operations Roundtable **Heritage A/B (Level 3)**

Compliance Roundtable **Heritage D/E (Level 3)**

1:45 pm – 3:00 pm
 Concurrent Sessions

Understanding and Managing Capacity **Heritage A/B (Level 3)**
Andrea Dickhaut, D4 Practice Solutions
 One of the most challenging issues facing health centers is the demand for care, which almost always exceeds the capacity for care. When demand exceeds capacity, tremendous pressure is put on dental programs to continue to bring new patients in for care. Working overcapacity has negative impacts on staff, patients, and the dental program’s ability

to achieve its strategic goals. This session will provide clear direction in how to determine your program's true capacity, which is the first step in gaining control over access to care. We will also provide guidance in how to manage capacity to maximize access while preserving both the quality of care and the quality of the experience of care for both staff and patients.

Remote Patient Monitoring: Planning for and Delivering on an Enhanced Primary Care Experience **Heritage C (Level 3)**

Shannon Nielson, CURIS Consulting

In this session, attendees will learn strategies to plan for and utilize remote patient monitoring (RPM) to deliver more effective and efficient care. Attendees will leave with an understanding of what RPM is and how to use remote patient monitoring, the benefits and considerations of remote patient monitoring, examples of RPM tools and strategies for successful implementation.

Clinical and Lived Experience Perspectives of Mental Health During the COVID-19 Pandemic **Heritage D/E (Level 3)**
Dr. Lisa Daly, NEPA Community Health Care and Joseph F. Morelli

Learn from one of our FQHC behavioral health clinicians and her brother as they discuss his experience living through the pandemic with a mental health disorder and how he navigated managing his care and treatment. Dr. Daly will also share her clinical expertise on mental health treatment during COVID-19 and lessons learned providing care during the pandemic.

Cybersecurity Panel **Commonwealth 1-2 (Level 2)**

Adam Arker, Hartman Executive Advisors; with Isaiah Nathaniel, Delaware Valley Community Health and Eric Beamesderfer, Hamilton Health Center (invited)

Executives know how important cybersecurity is to protect their organizations and remain compliant, but it is often difficult to know how to prioritize mitigation efforts for the most optimal results. In this presentation, attendees will hear about specific actions leaders can take to manage cybersecurity risks in a strategic way that is critical to long-term business health and success. The speaker will also discuss how to establish a culture of cybersecurity where employees at all levels understand their role in keeping the organization safe from outside threats. Panelists will discuss cybersecurity practices that have been implemented and are currently in use within FQHCs.

Why Should I Work for Your Organization? **Commonwealth 3 (Level 2)**

Kimberly Nash, THriv

Organizations are competing for talent; it is time to step up the game and get real! When a candidate asks, "why should I work for your organization," are you prepared to respond? What makes your organization unique and stand out to candidates while keeping top talent? Attendees will discover how to articulate their employment brand. Attendees will learn about the importance of emotional connection and how it relates to attracting and retaining talent. Teams and managers are critical components to attracting and retaining talent, we will identify practical actions to assist teams and managers to improve the employee experience.

Fundamentals for Success in Value-Based Payment Models **Commonwealth 4 (Level 2)**

Patrick Sulzberger, Coding & Compliance Initiatives, Inc.

This session will outline key factors driving the shift from volume to value-based payment models and specific areas of focus for health centers to succeed in the future. We will cover risks and opportunities related to documentation, coding, and team-based care, and examine actual chart review results demonstrating these components in the CMS-HCC risk model. This session is appropriate for C-suite, revenue cycle, clinicians, and providers.

Leaders, How Did We Get Here? **Independence Room (Level 2)**

Kristie Bennardi, Keystone Rural Health Consortia; Alisa Marie Jones, Union Community Care; Rich Rinehart, Cornerstone Care

This interactive panel discussion will focus on leadership values, mentoring and choice. Get life lessons from health center CEOs who have propelled their careers to become health care leaders and mentored staff to grow into leadership roles of their own. They'll share stories about how they became health center leaders, discuss the qualities of a good leader, and how they've helped mentor others rise to their potential. Current leaders will learn how to motivate and inspire future leaders at their organization. Attendees looking to achieve a leadership role will learn the skills and attributes to develop into a successful leader. Join this dynamic group of leadership panelists to learn what it takes to be a leader and how leaders can promote growth within their organization.

Immigration and Public Benefits **Federal Room (Level 2)**

John Leedock, Compass Immigration Legal Services

The intersection of immigration and public benefits can be quite confusing. With changing rules, regulations and laws, this session will take a look at common immigration documents, the main categories of immigrants, and the intersection with public benefits.

3:00 pm

Adjournment