

CALIFORNIA  
PRIMARY CARE  
ASSOCIATION



ANNUAL CONFERENCE

OCTOBER 17-18, 2019 • SAN DIEGO

**Celebrating 25+ Years of Impact, Access, Innovation, and Value**

**THURSDAY, OCTOBER 17, 2019**

**7:00 – 8:30AM REGISTRATION AND CONTINENTAL BREAKFAST**

**8:30 – 8:45AM WELCOME**

**Speaker:** Carmela Castellano-Garcia, Esq., President and Chief Executive Officer,  
California Primary Care Association

**8:45 – 10:15AM CPCA AWARDS PROGRAM**

**10:15 – 10:45 AM BREAK AND EXHIBITOR NETWORKING**

**10:45 – 12:15PM BREAKOUT SESSION 1**

**A Medicaid Waivers: Future Changes to the Medi-Cal Delivery System**

The California Medi-Cal Program's 1115 Waiver and the state's 1915b Specialty Mental Health Waiver both expire in 2020. This is a critical opportunity for continued integration of services across the medical and behavioral health delivery systems, including a focus on deeper integration between health and community and social support services. Recent changes at CMS indicate there are important considerations that frame opportunities in outgoing years – like there being less room for “new” money from CMS. This session will provide an overview of the policy landscape and perspectives from the leaders informing the negotiations.

**Speakers:** Mari Cantwell, Medi-Cal Director, DHCS\*  
Erica Murray, President and CEO, CAPH\*  
Michelle Cabrera, Executive Director, CBHDA\*  
Farrah McDaid Ting, Legislative Representative, CSAC\*

**B Encounter Data: What You Need to Know Today**

Changes through the Medicaid Managed Care Final Rule and California's growing Medi-Cal managed care have been increasing pressure for state agencies and health plans to improve their encounter data volume and quality. At the center of these changes are providers who are responsible for documenting and submitting the codes. Join this session to learn how health centers are dealing with capacity issues and strategies for improving encounter data which is critical to all work in the health center.

**Speakers:** Aaron Toyama, Branch Chief, State of California Department of Health Care Services\*  
TBD, Neighborhood Health Center\*  
TBD, North East Medical Services\*  
TBD, Optum, Inc.\*

**C Strategic Investment of Behavioral Health Integration**

In this session, presenters will discuss how health centers can leverage BH policy and practice opportunities to restructure and potentially diversify or broaden, their behavioral health services in a long-term sustainable way. Specifically, content will focus on recommendations for statewide integration of payment, administration, and oversight of the behavioral health delivery system; and considerations for health center mergers with community-based specialty behavioral health providers.

**Speakers:** Brenda Goldstein, Chief Integration Officer, LifeLong Medical Care\*  
Allison Hamblin, President & CEO, Center for Health Care Strategies\*  
Marta Rose, Associate Executive Director, East Bay Community Resource Project\*

- D** **Happy Staff and Healthier Patients: Building Tomorrow's Health Center Workforce (Combo of Sessions)**  
 Learn to attract, develop & retain diverse talent across the continuum to eliminate health disparities by using a health equity approach to health professions education with a special emphasis on community-based training, partnership, leadership, entrepreneurship, and civic engagement. Attendees will also hear findings from the Workforce Wellness pilot, conducted with four Federally Qualified Health Centers in LA County. The objective of this pilot was to support health centers with analyzing and trending staff turnover data, and implement strategic HR interventions to decrease turnover.  
**Speakers:** **Erika Sockaci**, Vice President of Strategic Workforce Planning, AltaMed Health Services  
**Deena Pourshaban**, Senior Managing Consultant, Elevation Health Partners
- 12:15 – 12:45PM**      **LUNCH/NETWORKING TIME**
- 12:45 – 1:45PM**      **GENERAL SESSION (AND BOOK SIGNING, TBD)**  
**Speaker:**      **Cecile Richards**, Activist and Author
- 1:45 – 2:00PM**      **BREAK**
- 2:00 – 3:00PM**      **BOOK SIGNING – MAKE TROUBLE**  
**Author:** **Cecile Richards**, Activist and Author
- 3:00 – 4:30PM**      **BREAKOUT SESSION 2**
- A** **Get Out The Vote: Grassroots Advocacy**  
 Community health centers play an increasingly important role in the US health care system. In California, health centers have grown to be the health home to 1 in 7 people by offering comprehensive primary care to medically underserved communities. The majority of patients are low-income, females, working age adults, Latino, and politically disengaged. Ultimately, having the voices of patients and communities at the table will strengthen health centers' collective ability to positively impact the health status of patients. Community Health Centers are a natural place to help the public take steps towards being more informed and civically engaged. This panel will explore health center initiatives to further deepen contact and relationships that facilitate grassroots advocacy, systematically linking community based approaches with new models of care.  
**Speakers:** **Jennie Carreon**, Assistant Vice President Civic Engagement, AltaMed Health Services\*  
**Tim Fraser**, Vice President of Government Affairs, Health Center Partners of Southern California\*  
**Bethany Snyder**, Advocacy Consultant, Snyder Strategies\*
- B** **Leveraging Technology to Reach the Underserved**  
 Learn how two CA Community Health Centers have used technology-driven solutions to improve access and quality for their communities. Attendees will learn about telemedicine, Chronic Case Management (CCM), eConsults, bi-directional texting, call center redesign, and ride-share services for patients.  
**Speakers:** **Michelle Monroe**, Chief Operations Officer, Vista Community Clinic  
**Caleb Sandford**, Chief Operations Officer, Tiburcio Vasquez Health Center
- C** **Uncovering the value of Social Determinants of Health at Community Health Centers**  
 Across the U.S., health centers are increasingly understanding their patients' needs that lie outside of the four clinic walls. Health Centers have gained momentum in collecting standardized data in their electronic health records. This session will show why health centers are embarking on this journey and actual aggregated data collected from health centers across California. Lastly, a health center will show the critical step of forming relationships to address SDOH needs, in particular to housing.  
**Speakers:** **Lucy Saenz**, Associate Director of Data Informatics, California Primary Care Association  
**Annie Nicol, FNP**, Director of Homeless Services, Petaluma Health Center\*
- D** **Creating Innovative Academic Partnerships to Train Our Next Generation of Primary Care Clinicians**  
 Innovative partnerships between community health centers and academic institutions are revolutionizing the training, recruitment and retention of health professionals in underserved communities. Learn how a community health center partnered with MD and PA programs to create a direct pipeline for local students to become the future health care leaders of their community. Gain an understanding of these training models to brainstorm how you can establish similar partnerships with your local institutions and work with them to transform your health center workforce!  
**Speakers:** **To Be Determined**
- 4:30 – 5:30PM**      **BREAK AND EXHIBITOR NETWORKING**
- 5:30 – 8:30PM**      **CPCA 25<sup>TH</sup> ANNIVERSARY PARTY**

# FRIDAY, OCTOBER 18, 2019

**7:00 – 10:00AM REGISTRATION AND EXHIBITOR/NETWORKING TIME**

**8:30 – 10:00AM BREAKOUT SESSION 3**

**A Policy Hot Topics**

The policy landscape in California is forever changing. This year numerous pieces of legislation impacting health centers and budget proposals have the potential to dramatically impact how health centers operate and deliver care. This session will cover what happened with these pieces of legislation, as well address policy topics of most importance to health centers.

**Speakers:** **Andie Patterson, MPP**, Vice President of Government Affairs, California Primary Care Association  
**Beth Malinowski, MPH**, Deputy Director of Legislative Affairs, California Primary Care

**B Clinical and Care Mini Sessions**

Join your colleagues in a more informal setting for these mini sessions and share best practices, challenges, and solutions in a facilitated peer-to-peer discussion. These shorter sessions will provide opportunities for both learning and networking thanks to their interactive and conversational format.

<b>8:30 – 9:10AM</b>	
<p><b>Queer Eye for QI</b>                  Health centers are increasingly facing challenges in assessing for and closing gaps in care for their LGBTQ+ clients. Quality care for queer clients can be accomplished simply with awareness of unique issues of data and monitoring of quality measures, as well as safe client outreach.  <b>Speakers:</b>  <b>Meghan Kavanagh</b>, Quality Manager, LA LGBT Center  <b>Gabriel Lopez</b>, Health Information Systems Director, LA LGBT Center</p>	<p><b>Dental Care: Thinking Outside the Four Walls</b>                  CMC in collaboration with other community based organizations and County entities as part of the Dental Transformation Initiative program in San Joaquin County, has provided comprehensive oral exams and a virtual dental home (VDH) to over 3,200 children at schools, Woman Infant and Children's (WIC).  <b>Speaker:</b>  <b>Linh DeLuca</b>, Dental Director, Community Medical Centers Inc.  <b>Caroline Dornbush</b>, RDHAP, Community Medical Centers Inc.  <b>Felicia Estrada</b>, Dental Transformation Initiative Program Manager, Community Medical Centers Inc.</p>
<b>9:20 – 10:00AM</b>	
<p><b>Bravo! Encore! Strategies for Tapering Opioids and Treating Pain</b>                  This dynamic presentation for the growing demand of providers needing to know how to treat pain in the midst of the opioid epidemic describes effective strategies for tapering opioids (BRAVO) and effective strategies to treat pain (ENCORE). Joins us to hear more.  <b>Speakers:</b>  <b>Christina Lasich</b>, Chief Medical Officer, Western Sierra Medical Clinic  <b>Erin Lembke</b>, Associate Professor and Medical Director of Addiction Medicine, Stanford University School of Medicine</p>	<p><b>Elder Care – PACE Program</b>                  Older adults 50-64 years of age are the fastest growing patient population among federally qualified health centers (FQHCs). The CA PACE Association works to advance the efforts of Programs of All-inclusive Care for the Elderly (PACE). The PACE model is centered on the belief that it is better for the well-being of seniors with chronic care needs and their families to be served in the community whenever possible. Come here more and get your PACE questions answered.  <b>Speaker:</b>  <b>Peter Hansel</b>, Executive Director, CalPACE*</p>

**C Community Information Exchanges: Changing the landscape -Coordinating Social Determinants of Health**

Community Information Exchange (CIE) is an ecosystem that shifts how health and social service providers deliver person-centered care. This session will share lessons learned to allow Health Centers to improve patient care with creating a similar platform in their community. [www.ciesandiego.org](http://www.ciesandiego.org)

**Speakers:** **John Ohanian**, President & CEO, 211 San Diego and Community Information Exchange  
**TBD**, Health Center Representative

**D Developing Successful Community Partnerships and QI Infrastructure to Improve Clinical Outcomes**

In this session, attendees will learn how the partnership between an FQHC and two community-based organizations has led to improved outcomes and innovative workflows in cancer screening, ultimately increasing funding through pay-for-performance programs (P4P).

**Speakers:** **Lauren Wallace**, Mission Neighborhood Health Center  
**Carly Rachocki**, San Francisco Cancer Initiative, University of San Francisco  
**Jaime Adler**, American Cancer Society

**10:00AM – 10:30AM BREAK AND PRIZE ANNOUNCEMENTS IN TRADESHOW**

**10:30 – 12:00PM BREAKOUT SESSION 4**

**A Census 2020**

The collection of accurate, timely, and comprehensive census data is crucial to the well-being of our state and nation. The risk of an undercount is always present. However as Census 2020 approaches, our nation finds itself facing circumstances that are equally if not more challenging than those of 2010. California is primarily at risk of an undercount because of its large number of hard to reach populations, the U.S. Department of Commerce decision to add a citizenship question, and shifts in how the census will be conducted. As such, California faces the greatest barriers in the nation to ensure an accurate count and receive a fair share of federal funding and Congressional representation. Community health centers have an opportunity to engage a critical block of Californians, nearly 7 million patients – many of whom may be deterred from participating in Census 2020 due to immigration status or mixed-status family. This session will provide an overview of the state landscape and share a plan for how all health centers can actively engage.

**Speakers:** TBD, Representative from California Counts\*  
**Warren Brodine, CEO, Eisner Family Health\***

**B Becoming a Trauma-Informed Health Center: Healing Ourselves, Our Communities, and Our Organization**

The consequences of trauma in organizations creates barriers to care, burden on consumers, and stress for the workforce. The system intended to care can actually be trauma inducing. Moving towards a healing organization empowers staff to provide the important work they do to care for others. NOTE: Will ask to include an emphasis on kids.

**Speakers:** **Elisa Nicholas, MD, MSPH**, Chief Executive Officer, The Children's Clinic\*  
Additional Speakers are TBD

**C Assessing the Benefits, Costs, and Alternatives to Switching Electronic Health Record Systems**

Electronic health record systems (EHRs) are important tools used by CHCs. This session is intended to help leaders at CHCs to weigh the costs and benefits of remaining with their current EHR system or switching to a different one. Related to an upcoming CHCF publication on the topic.

**Speakers:** **Naomi Fuchs**, Chief Executive Officer, Santa Rosa Community Health Centers  
**Carlina Hansen**, Senior Program Officer, California Health Care Foundation  
**Ralph Silber**, Executive Director, Alameda Health Consortium

**D Community Health Center Evolution: What a Long Strange Trip It's Been**

As health centers expand services, scale, and impact, it's important to understand the context of their development to prepare for the next idea. More than a timeline, this session shows how health center history helps centers recognize new opportunities, presented by long-term industry leaders.

**Speakers:** **Anita Addison**, Chief of Planning and Strategic Advancement, La Clinica  
**Allison Coleman**, Chief Executive Officer, Capital Link  
**Bobbie Wunsch**, Founder and Partner, Pacific Health Consulting Group

**12:00PM – 12:30PM LUNCH**

**12:30PM – 1:00PM GENERAL SESSION**

**Speakers:** **Mark Ghaly, MD, MPH**, Secretary, Health and Human Services Agency\*

**1:00PM – 2:00PM GENERAL SESSION**

**Speaker:** **Alicia Garza**, Co-Founder, Black Lives Matter

**2:00PM CONFERENCE CONCLUDES**