

THE TIME FOR CHANGE IS NOW:

HEALTH EQUITY FOR ALL

CALIFORNIA PRIMARY CARE ASSOCIATION
VIRTUAL 2020 ANNUAL CONFERENCE

OCTOBER 12-16, 2020

LIVE! SESSIONS

BUSINESS INNOVATIONS

Health Center Finance in the New Normal

The COVID crisis has changed health center finance, perhaps forever. Lower visits, more telehealth, and a higher percentage of grant funding characterized health center finance during the crisis. This session will identify how health center finance will change going forward, and what needs to be done to ensure sustainability.

Speaker:

Curtis Degenfelder, President, Curt Degenfelder Consulting, Inc.

CLINICAL & CARE INNOVATIONS

Strategies to Leverage Technology in Patient Care

Ensuring access and quality of care for vulnerable populations, despite a pandemic, remains an utmost importance for health centers. As services shift to virtual modalities, California's health centers are responding with innovative, tech-forward approaches. This session will explore how clinics have leveraged new technologies in their comprehensive COVID-19 response, like telehealth, remote patient monitoring and population health services, and virtual communication tools for patient education, communication, and translation.

Moderator:

Cindy Keltner, Director of Health Care Transformation

Speakers:

Dr. Jason Cunningham, CEO, West County Health Centers

Steven Gil, CIO, Vista Community Clinic

Cathy Sakansky, Vice President Quality Improvement, North County Health Services

POLICY & ADVOCACY

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:

Beth Malinowski, Director of Government Affairs, California Primary Care Association
Andie Patterson, Vice President of Government Affairs, California Primary Care Association

STRATEGIC LEADERSHIP

Invest in Your Future Success – Build Your Own Leaders from Within

More and more community health centers face a shortage of competent and confident leaders at both the executive and general management levels. By finding effective ways to grow their own leaders, health centers can ensure that they have the talent they need in a complicated environment. Instead of attempting to attract outside talent, why not improve the ability to retain and cultivate those who already share in the organization's mission and vision and have a dedication to the communities they serve. This session will focus on strategies health centers can employ to be successful in growing their own talent and bolster a robust and diverse workforce.

Facilitator:

Christina Hicks, Director of Health Center Operations, California Primary Care Association

Speakers:

Melissa Schoen, MBA, MPH, Principal, Schoen Consulting
Brenda Shipp, Chief Operating Officer, WellSpace Health
David B. Vliet, MBA, Chief Executive Officer, LifeLong Medical Care