

**2023 PACHC Annual Conference &  
Clinical Summit**  
October 10-12, 2023



**Overall Conference Sponsor**



Day 1 – Tuesday, October 10		
9:00 am – 5:00 pm	Conference Registration Open	Heritage Pre-Function (Level 3)
9:30 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	<p><b>Customer Service Pre-Conference Intensive</b>  <b>Improve Patient and Team Member Customer Service through DEI</b>  <b>Carol Harris and Jinada Rochelle, Dering Consulting</b></p> <p>Diversity, Equity and Inclusion (DEI) is not just a human resource practice. DEI is essential to delivering optimal patient experiences. To fully provide a person-centered focus on patients, elements of diversity, equity and inclusion should be integrated in every level of care. This is not just about considering how we treat patients; it is also about understanding how their experience informs their perceptions of the medical community and their overall health situation. The same concepts apply to internal customer service and organizational culture. Co-workers’ ability to interact with effective customer service impacts patient care. People see how we treat one another, and it affects how they perceive us. DEI is integral to effective internal customer service. In this workshop we’ll explore how to enhance customer service by refining our DEI intentions, behaviors and practices with patients and co-workers.</p>	Heritage A/B (Level 3)
1:00 pm – 5:00 pm	<p><b>Regulations, Policy, and Governance Update</b>  <b>2023’s Hottest Healthcare Headlines Impacting Community Health Centers</b>  <b>Jacki Leifer and Adam Falcone, Feldesman Tucker Leifer Fidell, LLP</b></p> <p>The healthcare environment is changing constantly and the sheer volume of legislative, regulatory and policy information can be overwhelming. Join Jacki Leifer (NACHC’s General Counsel) and Adam Falcone as they break down the recent legislative, regulatory and policy information that impacts Community Health Centers. This session will cover what some recent healthcare “headlines” mean for health centers, including, operational site visits, telemedicine, HIPAA, FTCA, antitrust, OIG audits, fraud enforcement, and more. As always, this session will highlight strategies for maintaining compliance and give particular attention to key governance considerations.</p>	Heritage C (Level 3)
1:00 pm – 5:00 pm	<p><b>Recruitment and Retention Pre-Conference Intensive</b>  <b>Strengthening Recruitment, Retention and Resiliency at the Frontline</b>  <b>Mandi Gingras, 3RNET</b></p> <p>Your frontline is the heartbeat of your health center. A healthy and stable workforce requires an intentional focus on building a strong recruitment, retention, and resiliency plan. This intensive workshop, led by Mandi Gingras, director of education for 3RNET, will assess effective strategies to prevent burnout, build resiliency and ultimately improve retention of your workforce. We will also cover marketing and sourcing strategies to attract frontline staff, and address retention best practices to encourage a positive culture and keep your staff engaged, satisfied, and fulfilled. You’ll leave the session with the start of a plan – or ideas for your existing plan – to build a healthier, more stable frontline workforce.</p>	Heritage D/E (Level 3)
1:00 pm – 5:00 pm	<p><b>The ABC’s of School Health</b>  <b>Helen Hawkey, PA Coalition for Oral Health; Jenny Englerth and Anika Jackson, Family First Health</b></p> <p>Has your health center considered starting a school-based health clinic or school sealant program, but you aren’t sure how to get started? Join the PA Coalition for Oral Health to learn more about an opportunity to provide a school sealant program. Also, Family First Health will share their school-based health clinic model established from decades of experience. Topics will include how to evaluate partner schools and strategies for gaining local funding.</p>	Hickory Room (Level 3)
1:00 pm – 5:00 pm	<p><b>Growing Organizational Cultures of Engagement and Accountability</b>  <b>Nikki Dixon-Foley, FutureSYNC International</b></p> <p>With the dynamic shifts in workforce today, leaders are required to lead in more intentional ways than ever before. This leadership development program kick-off session will provide a foundation for understanding ways to create more engaged and more accountable organizational cultures. Together, participants will discover the fundamentals to</p>	Commonwealth 3 (Level 2)

building team intelligence, team engagement and how to navigate the tension that comes with managing dynamic teams. **Attendees of this session must be a participant of PACHC's leadership development program. For more information contact Erin Babe at [erin@pachc.org](mailto:erin@pachc.org)**

3:00 pm – 3:15 pm **Beverage and Snack Break** **Heritage Pre-Function (Level 3) and Commonwealth Pre-Function (Level 2)**  
**Sponsored by UPMC Health Plan**  
**UPMC HEALTH PLAN**


5:00 pm – 6:30 pm **Meet and Greet Happy Hour** **Vine Street Reception Lobby (Level 1)**  
 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.

6:30 pm – Until **Off the Clock and On the Town**

**Day 2 – Wednesday, October 11**

7:00 am – 5:00 pm **Conference Registration Open** **Heritage Pre-Function (Level 3)**

7:00 am – 7:45 am **Breakfast and DoNation Awards** **Heritage C (Level 3)**  
**Sponsored by DonateLife PA, CORE, Gift of Life Donor Program**  
 Celebrate and acknowledge the Pennsylvania Community Health Centers that have increased awareness and designations within their health center and community. A panel of PACHC ROCK STARS will share their “connect to purpose” donation/transplant journey.



DONATE LIFE Center for Organ Recovery & Education A Passion for Life CORE GIFT of LIFE DONOR PROGRAM THE REGION'S ORGAN & TISSUE TRANSPLANT NETWORK

8:00 am – 9:15 am **Dental Medicaid: Explained** **Hickory Room (Level 3)**  
**Concurrent Sessions**  
**Shahram Shamloo, Department of Human Services; Helen Hawkey, PA Coalition for Oral Health; Melinda Diggan, D4 Practice Solutions**  
 How do you bill for various dental procedures? Can the benefit limit exception (BLE) process be streamlined? What can be done to improve the Medicaid dental provider shortage? These questions and more will be addressed by a panel of experts. Additionally, DHS will provide an update on dental Medicaid.

**Chronic Care Management** **Heritage A/B (Level 3)**  
**Janine Gibbons, Delaware Valley Community Health and Kari Machelli, The Wright Center for Community Health**  
 Chronic care management (CCM) is a service for high and moderate risk patients that have two or more chronic conditions. It is a billable service for 20 minutes or more (non-face to face) in the calendar month. The main goal for CCM is to keep patients out of the hospital, prevent re-admissions and unnecessary ER visits. A CCM program can positively impact patient health and promote better outcomes.

**Behavioral Health Workforce: Build it and They Will Come** **Heritage D/E (Level 3)**  
**Mary Carol Campbell and Kelly Jude, Family Practice & Counseling Network**  
 Mental health needs have never been so visible. Much progress has been made on screening, awareness of trauma and its impact, and reducing stigma. With more individuals and families ready and wanting to access services, Community Health Centers are well-positioned to meet the need. Family Practice and Counseling Network (FPCN) has developed a robust continuum of behavioral health services over the last 30 years. Today, FPCN employs over 44 licensed mental health clinicians and 33% of the behavioral health staff have been with FPCN for over a decade. FPCN's integrated and outpatient behavioral health programs collectively complete over 30,000 visits annually. To achieve health equity, behavioral health workforce is foundational in improving access and achieving outcomes. You'll learn effective behavioral health recruitment and retention strategies, including building career development opportunities for staff. We'll also focus on assessing gaps in care and enhancing behavioral health programming to improve access to trauma-informed, high-quality, sustainable care.

**Call Center Strategy and Optimization: First Call Resolution** **Commonwealth 1-2 (Level 2)**  
**James Sheehy, CURIS Consulting**  
 Efficient call center operations are crucial for health centers in providing accessible healthcare services to underserved populations and ensuring a seamless patient experience. This session will explore strategies to achieve first call resolution, emphasizing the importance of resolving patient inquiries accurately and promptly during the initial call. Attendees will learn about best practices for call center optimization, including workforce management, technology utilization, and performance metrics to enhance efficiency and customer satisfaction. Join us to discover practical approaches and tools that will empower health centers to enhance their call center effectiveness, improve patient satisfaction, and ultimately deliver high-quality healthcare services to their communities.

**So, You Want to Be a CEO?** **Commonwealth 3 (Level 2)**

**Manal El Harrak, Sadler Health Center; Susan Harris, ChesPenn Health Services; Jessica Hughes, Multi-Cultural Health Evaluation Delivery System; Craig Ulmer, Community Health Net**

This interactive panel discussion of health center CEOs will target mid-level managers focusing on the skills needed to be a strong leader, as well as how to build support systems and professional networks. The panel will identify obstacles they faced and describe the most valuable traits of an impactful leader. Join this dynamic group of panelists to learn what it takes to lead and how to effectively promote growth within your organization.

**Uniform Grant Guidance: 2023 Revisions and Updates**

**Commonwealth 4 (Level 2)**

**David Fields, FORVIS**

COVID-19 led to an unprecedented amount of grant funding for Community Health Centers (CHC), but this funding revealed areas for improvement in grants management. In this session we will talk about the risks that CHCs experienced, and how you can make practical changes to improve your processes. Remember that many of the Office of Inspector General or Division of Financial Management reviews for COVID-19 funding could still happen. The presenter will discuss things to consider if your health center is selected for a review. In addition, the Uniform Grant Guidance is scheduled for a significant update soon. If these updates have been released, then we will examine the changes and key impacts on the grant compliance environment at your health center.

**Practical Tools for Your Marketing and Communications Toolbox**

**Independence Room (Level 2)**

**Nate Boateng, Valley Health Partners Community Health Center**

Health center marketing and communications staff typically wear many hats along with working on a shoestring budget. This session will share the evolving marketing tools that have helped one health center's small team succeed with limited resources. Tools like Canva, Monday.com, Hootsuite, Airtable, and others all offer non-profit discounts, and some are even free! These tools, when used wisely and strategically, can offer stability for your health center's community engagement and marketing teams.

**Building Community Rapport from the Inside-Out**

**Federal Room (Level 2)**

**Cathy Sigmund, North Side Christian Health Center**

This outreach session focuses on the important role that enrollment assisters and community health workers have in providing health and wellness education, care, enrollment services, in a culturally informed manner regardless of the locale or region they serve. This session will provide essential features of building community rapport and care which will effectively serve as a bridge to additional services within community health centers. At the conclusion of this activity, participants will be able to: describe what is meant by the concept of "culturally informed and fitted" services, identify three important roles that Community Health Workers and Enrollment Assisters have in building community rapport and examine the relationship between a local community and health center, and plan how to apply at least one additional community rapport building strategy.

**Mr. Rogers' Cybersecurity Program: Won't You Be My Framework?**

**Conestoga Room (Level 2)**

**Todd Portz, OSIS and Katie Sill, Cornerstone Care**

This session will introduce the HHS 405(d) "Health Industry Cybersecurity Practices" (HICP) framework as a Recognized Security Practice (RSP) and discuss how health centers can use a cybersecurity framework as a roadmap to mature their cybersecurity programs. Participants will learn from a real-life example of a health center who recently went through a breach investigation that led them to redesign their entire approach to cybersecurity. Presenters will share key strategies implemented during this process through a partnership between the health center, cybersecurity consultants, and outsourced IT managed services in an example of a collaborative approach to building a security program. By the end of the session, participants will come away with practical information to help their health center take the next step toward a continuous security improvement strategy.

9:30 am – 10:30 am

**Plenary Keynote**

**Freedom Hall A (Level 1)**

**Dave Raymond, Dave Raymond Speaks**

**The Power of Fun!**

Dave Raymond is the Hero of Happiness. He teaches leaders and companies around the world how to leverage powerful fun to enhance their personal and work lives, care for those around them, and make the world a better place. In his talks, Dave introduces a simple process of habit building people use to create long-term sustainable happiness. It's a process Dave believes deeply in, because years ago, it saved his life.

10:45 am – 12:00 pm

**Dental Roundtable**

**Hickory Room (Level 3)**

Concurrent

**Clinical Quality Roundtable**

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

Roundtables

**Behavioral Health Roundtable**

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

(Organizational

**CMO/Medical Director Roundtable**

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

Members Only)

**HR Directors Roundtable**

**Commonwealth 3 (Level 2)**

**CFO Roundtable**

**Commonwealth 4 (Level 2)**

**Communications Roundtable**

**Independence Room (Level 2)**

	<b>Outreach &amp; Enrollment Roundtable</b>	<b>Federal Room (Level 2)</b>
	<b>COO/Operations and Compliance Roundtable Billing Manager Roundtable</b>	<b>Heritage C (Level 3)</b>
	<b>CEO Roundtable</b>	<b>Montgomery House in The Founders Room (Level 1)</b>
	<b>Billing Manager Roundtable</b>	<b>Constitution Boardroom (Level 2)</b>
	<b>Information Technology Roundtable</b>	<b>Chestnut Boardroom (Level 3)</b>
<b>12:15 pm – 1:30 pm</b>	<b>2023 APEX Awards Luncheon</b> <span style="float: right;"><b>Freedom Hall A (Level 1)</b></span> 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. Sponsored by Highmark Wholecare. 	
<b>1:45 pm – 3:00 pm</b>	<b>Driving Better Health: Operations and Clinical Workflow of a Dental Mobile Unit</b> <span style="float: right;"><b>Hickory Room (Level 3)</b></span> <b>Kimberly McGoff and Dan White, The Wright Center for Community Health</b> Learn the clinical and operational workflows of a mobile dental unit in this interactive discussion. Panelists will share their best practices and lessons learned from acquisition of funding for mobile equipment to daily operations. Attendees will walk away with the insights needed to hit the road towards their own mobile dental unit.	
	<b>Clinical Pharmacists as a Tool to Improve Operations and Clinical Outcomes in a Public Health Setting</b> <span style="float: right;"><b>Heritage A/B (Level 3)</b></span> <b>Megan Nakhla, Delaware Valley Community Health</b> Delaware Valley Community Health Center (DVCH) currently staffs two clinical pharmacists whose roles have continued to grow and evolve within the organization. The value of a pharmacist as part of the interdisciplinary team quickly became apparent to improve the on-site medication formulary, clinical support to providers, and compliance oversight related to medication management and 340B programing. DVCH was able to add its second pharmacist to the team, a role largely funded by increased 340B savings through optimization of 340B program management. During this session, the presenter will provide an overview of the data supporting the value of clinical pharmacists in the ambulatory care and health center space as well as their intimate involvement and work on several impactful programs at DVCH including SMBP, medication reconciliation, MAT medication access (Sublocade), 340B access, clinic medication management, and EMR configuration.	
	<b>Prioritizing Integrated Behavioral Health Services in Health Center Primary Care Practices</b> <span style="float: right;"><b>Heritage D/E (Level 3)</b></span> <b>Nestor Thomas Acevedo, Valley Health Partners Community Health Center</b> This presentation will discuss the transition of behavioral health services at Valley Health Partners (VPH) to achieve the highest level of integrated behavioral health services in primary care. A brief review of the team’s history will be provided, followed by a discussion, based on relevant research, as to the ideological paradigm shift which was the catalyst for the changes the department has undergone over the past two years. Review of the contemporary, evidence-based research regarding the importance and efficacy of integrated behavioral health in primary care practices, in addition to a 24-month review of behavioral health specific data at VHP with a focus on services delivered throughout the pandemic. Finally, a review of next steps for behavioral health services at VHP, coupled with a broader review of the importance of integrating behavioral health services within primary care clinics in health centers, based on the research and associated data, should be considered a priority nationwide.	
	<b>Health Crisis Response</b> <span style="float: right;"><b>Commonwealth 1-2 (Level 2)</b></span> <b>Jessica Beiler, Penn State College of Medicine and George Garrow, CEO, Primary Health Network</b> Health centers play an important role in monitoring potential health risks, utilizing and coordinating resources efficiently, and implementing preventive measures. This session will describe how recent events, such as the train derailment in East Palestine, OH and wildfires demonstrate a need for specialty care in the treatment, diagnosis, and mitigation of environmental events that may impact the health of community residents. One Pennsylvania health center utilized cutting-edge technology, data analytics, and proactive community engagement to enhance the ability to address environmental hazards of health in response to an emergency and participants will be invited to explore similar opportunities in their own community.	
	<b>Community Health Worker Training and Recruitment: Sustaining the Program, Retaining the Workers</b> <span style="float: right;"><b>Commonwealth 3 (Level 2)</b></span> <b>Kristin Lazzara, AHN Center for Inclusion Health; Amanda Taylor Gehman, PA Area Health Education Centers; and Kristine Gonnella, Public Health Management Corporation</b> The sustainability of community health workers (CHWs) in Pennsylvania is at risk due to the lack of long-term financing structure, despite evidence of their effectiveness in addressing health inequities and improving outcomes. Various efforts are focused on increasing the public and policymakers’ knowledge of CHWs with the goal of sustainable financing. A recent survey conducted by the PA CHW Collaborative found that 58% of Pennsylvania CHW employers rely on short-term grants and donations to fund CHW positions. The Collaborative, representing over 450 Pennsylvania CHWs, has developed a brief with survey results and recommendations for long-term financing. Other organizations,	

including the Area Health Education Centers and Public Health Management Corp., are also advocating for CHWs, and providing free or low-cost training options.

**Fundamentals of Value Based Care**

**Commonwealth 4 (Level 2)**

**David Fields, FORVIS**

Change in anything is often met with trepidation but change often brings opportunities. During this session we will review the basics of value-based care and how it compares to the current reimbursement environment for health centers. We will also discuss the financial implications of value-based care and share how proposed changes can be a win-win for both patients and your financial statements. Learn about staffing priorities for value-based care along with financial opportunities and some pitfalls to avoid during the transition.

**Health Literacy and Multicultural Care**

**Independence Room (Level 2)**

**Dimas Cortez, Berks Community Health Center and Natasha Welcome, Metamorphosis Education Consultants**

In today's increasingly diverse society of hundreds of languages, it is more important than ever for healthcare professionals to be able to communicate effectively with patients who do not speak English as their first language. This presentation will provide you with the tools and resources you need to improve your communication skills with patients who have limited English proficiency. This session will also focus on reaching multicultural communities to properly diagnose, manage, treat various health conditions and provide the ability for everyone to attain health equity. Even though healthcare is advancing and ever changing, health equity is still a far reach for many minority populations who are continually faced with barriers that may lead to health disparities.

**Pennie Priorities: Uninsured and Unwinding**

**Federal Room (Level 2)**

**Devon Trolley, Pennie**

Join Pennie's Executive Director, Devon Trolley, for an overview of Pennsylvania's state-based marketplace, a discussion of Pennsylvania's uninsured, Pennie's solutions for those impacted by the Medicaid unwinding, updates for open enrollment 2024, and resources for helping Pennsylvania residents who are seeking health insurance options.

**UDS+ Update**

**Conestoga Room (Level 2)**

**Isaiah Nathaniel, Delaware Valley Community Health**

Do you have questions about UDS+ and how it will impact your health center? In this session, HRSA Region 3 UDS Test Cooperative (UTC) Steering Committee Representative, Isaiah Nathaniel, will review the latest updates on UDS+. Health centers will learn preparation strategies they should be completing now to be ready for UDS+.

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

**Charting the Course to Success**

**Hickory Room (Level 3)**

**Melinda Diggan, D4 Practice Solutions**

Health center dental programs can and should be financially sustainable. In this session, we will explore the key challenges facing dental programs, including the demand for care, workforce issues, and provider productivity. The presenter will lead a discussion of proven strategies to overcome challenges and put your program on the path to success.

**Implementing Self Measured Blood Pressure Lessons from the Front Lines**

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

**Debra McGrath, Health Federation of Philadelphia; Briana Burton, Delaware Valley Community Health; and Diane Fisher, Berks Community Health Center**

Self-measured blood pressure (SMBP) is a proven strategy to decrease cardiovascular risk and improve hypertension control especially when supported by the clinical care team. Driven by the desire to improve cardiovascular outcomes for their patients, several Pennsylvania health centers have embarked on the journey to implement these clinically linked SMBP services. The presentation will show successes, usual challenges, and promising practices in patient engagement, staffing, technology solutions, provider satisfaction, evaluation, and reporting. Health centers currently offering this evidenced-based strategy will be featured. The session will be practical and relevant to centers offering or that wish to offer SMBP.

**Building the Program of Centering Parenting Group Visit**

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

**Karen Wang, Berks Community Health Center and Alexandra Ernst and Tyesha Hightower, Project Home**

Our team implemented the centering parenting group visit model in 2021, starting initially in a virtual format then transitioning to full in person visits as the pandemic restrictions waned. To date, we have initiated over 20 different groups and continue to add groups approximately every six weeks. Learn the virtues of the centering parenting model to improve the well-child experience for parents, children, staff, and providers. Presenters will share the challenges we had during implementation of the program and pitfalls we found over the last 3 years. Attendees will have the knowledge to consider using the centering model for well-childcare.

**Preparing for your HRSA Operational Site Visit**

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

**Manal El Harrak and Colin McCready, Sadler Health Center**

Presenters will share their experience in achieving a nearly perfect score in their most recent OSV with only one element of non-compliance. The session will cover the pre-planning process to gather and organize documentation as well as a common pitfalls and strategies to adopt a culture of continuous compliance to avoid these common mistakes.

**Homegrown Dental Assistants for Community Health Centers** **Commonwealth 3 (Level 2)**  
**Kimberly Bury, Sadler Health Center; Nicole Kehoe, River Valley Health and Dental; Christine Roggenbaum, PA CareerLink; and Sandra Thompson, Allegheny County Health Department**  
 The dental workforce has continued to decline in Pennsylvania. Now along with a decrease in dental assistant program enrollment, health centers are struggling to maintain operations with limited staffing. In this session, you will be introduced to dental assistant on-the-job training programs health centers can use to teach, grow, and mentor their own dental assistants.

**Fundamentals for Success in Behavioral Health Documentation and Coding** **Commonwealth 4 (Level 2)**  
**Shellie Sulzberger, Coding & Compliance Initiatives, Inc.**  
 This session will review ICD-10 coding and documentation as well as qualified providers for Medicare. The presenter will focus on behavioral health coding and documentation. A discussion on requirements for a treatment plan will be covered in this session.


**Diversification of Funds: The Science of Fundraising** **Independence Room (Level 2)**  
**Jeannine Peterson, Hamilton Health Center; Laurel Spagnolo, Sadler Health Center; Kate Wickersham, LCH Health and Community Services**  
 Fundraising is an integral part of diversifying your revenue streams to maintain financial stability at your health center. Increasing your health center’s donated funds may seem like a mysterious process, but it may be more straightforward than you think. Nonprofit organizations that create and execute fund development plans consistently raise more money than those that do not follow written plans. Panelists will share successful practices to increase unrestricted contributions through proven fund development practices. Attendees will learn the science behind fundraising including grant writing, capital campaigns, fundraising events, and donation drives.

**Unwinding, Appeals and other Medicaid Topics** **Federal Room (Level 2)**  
**Kyle Fisher, PA Health Law Project**  
 Pennsylvania began “unwinding” the pandemic-related Medicaid continuous coverage protections on April 1, 2023. Consumers who no longer qualify for Medicaid or who do not complete renewals can now have their coverage stopped. This session will provide an overview of the most recent DHS unwinding & disenrollment data and the appeal and reconsideration options available to consumers who want to maintain their Medicaid coverage. Time permitting, we will also cover topical Medicaid managed care updates.

**Interactive Security Incident Response Tabletop Exercise** **Conestoga Room (Level 2)**  
**Adam Kehler, Online Business Systems**  
 Join us as we host a group security incident response tabletop exercise. Tabletop exercises are one of the best ways to train staff, increase readiness, and identify gaps related to responding to cybersecurity events. This session is designed to be collaborative, fun, and judgement free while providing participants with ideas and concepts that they can take back to their health center to potentially run their own tabletop exercises.

3:30 pm – 6:30 pm

**2023 PACHC Trade Show** **Freedom Hall B (Level 1)**  
 PACHC Tailgate! Join in the celebration with your favorite college or pro-football jersey or shirt. This football tailgate themed event is sure to have everyone cheering for Team Community Health Centers! Lounge area sponsors PA Health & Wellness and United Healthcare Community Plan.



**Day 3 – Thursday, October 12**

7:00 am – 8:00 am

**Community Health Center Networking Breakfast** **Commonwealth 1-2 (Level 2)**

8:15 am – 9:15 am

**Introduction to Gender Affirming Medical Care** **Heritage A/B (Level 3)**  
**Billie Swiggard, Mazzoni Center; and Katherine Homrok, Susan Gibson, and Jessica DuFour, Metro Community Health Center**  
 This session will introduce the basics of gender affirming care for trans and gender diverse (TGD) patients. The presenters will cover topics including vocabulary, demographics, prevalence of HIV, PrEP needs, a history of gender affirming care, a review of hormone therapies, special needs of TGD youth and restrictions imposed by recent laws. Presenters from Metro Community Health will share how their health center has implemented gender affirming care within their organization.

**Plenary: Pennsylvania State Update** **Heritage C (Level 3)**  
**Sally Kozak, Department of Human Services**  
 Hear the latest on HealthChoices, the Medicaid Unwinding, behavioral health services, telehealth, and other state policy priorities impacting community health centers.

	<p><b>The Impact of Implicit Bias on Health Care Services</b> <span style="float: right;"><b>Heritage D/E (Level 3)</b></span>  <b>Valerie C. Dudley, Temple University</b>  This session will demonstrate an understanding of implicit/unconscious biases' impact on health care services. Participants will explore the way that the cycle of socialization and their social identity influences bias. Become familiar with key diversity concepts such as microaggressions, cultural awareness, and cultural humility. Learn strategies to intervene and advocate for others to enhance diversity, equity, and inclusion in the workplace.</p>
<p>9:30 am – 10:45 am  Concurrent Sessions</p>	<p><b>Innovations in Integration: Bringing it All Together</b> <span style="float: right;"><b>Hickory Room (Level 3)</b></span>  <b>Beth Desch, Community Health and Dental Care; Dr. Eve Kimball, PA Chapter of the American Academy of Pediatrics</b>  A health center integrator provides the opportunity for extra encounters, and increased patient compliance by offering additional services at the same appointment date. Patients especially appreciate a dual appointment; adult patients love saving time and parents appreciate their child not missing more school. Learn how one health center introduced an integrator into the workflow, the lessons learned and successes to date. Overall, it's a WIN for the patients, a WIN for the providers and a WIN for the center. Additionally, the co-presenter will discuss how different health center roles, including hygienists, community health workers, and medical providers can function to provide integrated care.</p>
	<p><b>Optimizing Population Health Management</b> <span style="float: right;"><b>Heritage A/B (Level 3)</b></span>  <b>Jennifer Calohan, CURIS Consulting &amp; CURIS; Leah Dafoulas, Azara HealthcareConnect; and Erica Lehman, Union Community Care</b>  Building population health management as a programmatic service line can lead to increased utilization of preventive services, improved outcomes at patient and population levels, enhanced revenue models, improved value-based and volume-based productivity. Meaningful impact is created when there is a population health management model that is supported by well-defined and intentional care management, care coordination, patient outreach, and engagement programs. This session will provide a high level overview of the benefits of a population health management program as well as insights into how one health center has utilized population health data to enhance their team-based model to support active involvement in quality by all staff and how they leverage data to promote equitable patient outreach and continuous quality improvement.</p>
	<p><b>Plenary: Pennsylvania State Update – Part 2</b> <span style="float: right;"><b>Heritage C (Level 3)</b></span>  <b>Debra L. Bogen, Department of Health, Latika Davis-Jones, Department of Drug and Alcohol Programs and Devon Trolley, Pennie</b>  Hear the latest on PENNIE and the ACA Marketplace, SUD services, public health, and other state policy priorities impacting community health centers.</p>
	<p><b>Utilizing Peer Recovery Specialists</b> <span style="float: right;"><b>Heritage D/E (Level 3)</b></span>  <b>Scott Constantini and Allison LaRussa, The Wright Center</b>  Are you interested in learning how to incorporate and sustain peer support specialists into your health center? Hear from Allison, whose passion and purpose began with prioritizing mental health as a person with lived experience and a professional in the field. Learn about the role of the peer recovery specialist and how the role is integrated into patient care including best practices for treatment.</p>
	<p><b>Leveraging No-Show Rate Improvements to Drive APM-Readiness</b> <span style="float: right;"><b>Commonwealth 1-2 (Level 2)</b></span>  <b>Melissa Stratman, Coleman Associates</b>  As we continue to be challenged by the lingering effects of the pandemic, economic downturns, and continuing staffing crises, health centers are refocusing on measures that impact their financial health, such as high no-show rates and low productivity, while addressing profound burnout amongst staff members. Ideally, they would also like to leverage their work to prepare for Alternative Payment Models (APMs), but this can feel unattainable with the day-to-day challenges of running a health center. The workshop will highlight a cohort of 25 Community Health Centers with 98 sites from coast to coast. These teams have improved their no-show rates by 8%, productivity by 31%, and cycle times by 25%. This presentation will share tactics for how these leadership teams have sustained improvements. Attendees will leave the workshop with an understanding of the roadmap to success and concrete tactics that can be implemented immediately to improve operations and patient access. These tactics will incorporate ways to prepare organizations for alternative payment models.</p>
	<p><b>Recruiting in Today's Market</b> <span style="float: right;"><b>Commonwealth 3 (Level 2)</b></span>  <b>Melissa Shultz, Union Community Care</b>  The global pandemic impacted every employment sector. The number of open jobs currently exceeds the number of job seekers. On top of that, remote work and hybrid work has significantly changed the workforce. Competition for talent is ever increasing. This session will look at ways to attract, engage and retain people today.</p>
	<p><b>Let's Discuss Medicare Annual Wellness Visit and Chronic Care Management Reimbursement</b> <span style="float: right;"><b>Commonwealth 4 (Level 2)</b></span>  <b>Rebekah Wallace Pardeck, Achieve Revenue Management</b>  Wellness visits and chronic care management (CCM) services are commonly recognized as an essential component of primary care that improves quality of care and overall health of patients. Understanding the Centers for Medicare &amp; Medicaid Services (CMS) guidelines, benefit coverage and billing requirements is key to implementing and supporting</p>

the delivery of these services. This learning opportunity will discuss the differences between wellness visits, CCM visits, billing guidance and resources for health centers.

**Is Artificial Intelligence the Solution? Understanding Pitfalls and Big Wins for Your Marketing**

**Independence Room (Level 2)**

**Sean Mulcahy, Matt Roy and Serena Spiezio, GAVIN**

Everyone is wondering how to use artificial intelligence (AI) to achieve greater efficiency and budget savings without sacrificing authenticity in patient engagement or team success. See how AI is changing the world of marketing and what pitfalls to avoid. Experts in digital marketing will review what artificial intelligence is in healthcare marketing, where to start evaluating how to use AI and what to keep a close eye on to avoid mishaps, compliance issues and AI failures. Everything from chatbots to content creation for social media and newsletters to marketing asset management, budget controls and approval protocols, see if AI is something for your Community Health Center to consider.

**The Fabric Health Approach: Addressing Medicaid and Enrolling Consumers in Health Insurance in Laundromats**

**Federal Room (Level 2)**

**Jacob Hope, Fabric Health**

Fabric Health is on the frontline and has been focused on addressing the impact of Medicaid unwinding by helping busy families keep and enroll in Medicaid where they are located, with the time they have – in the laundromat. Learn about the innovative approach that Fabric Health has implemented to help reduce the potential loss of health insurance coverage during the Medicaid unwinding. The presenter will share how Fabric Health connects recipients to other forms of coverage if they are ineligible for Medicaid and how to enroll special populations such as immigrants, those who are self-employed and gig economy workers.

**Credentialing, Privileging Enrollment - You Can't Have One Without the Other**

**Conestoga Room (Level 2)**

**Christine S. Mobley and Janet L. Wilson, Edge-U-Cate, LLC**

Time is of the essence! Like a three-legged stool, you need all three "legs" to complete the vetting process for practitioners that include checking their required credentials, evaluation of the type of patient care services they qualify for, as well as making sure the enrollment is completed as quickly as possible to enable reimbursement. You cannot sacrifice these quality processes for expediency. This session will discuss the importance of all three and their correlation to one another as well as the need for qualified individuals to facilitate these processes and potential fallouts if not performed well.

10:45 am – 11:00 am

**Beverage and Snack Break**  
**Sponsored by LabCorp.**

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



11:00 am – 12:15 pm  
Concurrent Sessions

**Measures, Measures, and Measures: A Practical Way to Make Sense of It All**

**Hickory Room (Level 3)**

**Isaac Kastenbaum, Primary Care Development Corporation**

Learn how to establish an internal dental infrastructure to address the realities of health center participation in multiple quality programs within the dental and medical space. Attendees will be given the tools to identify alignment across initiatives, prioritize metrics, and streamline programming. The presenter will outline a refreshed perspective on quality improvement that balances patient needs, community priorities, and quality programming incentives/requirements. This session will review concrete strategies that can be introduced today in your health center's dental practice and the tools/resources necessary to make it an "all-hands" effort.

**Leveraging Nursing for Successful Care Delivery and Increased Revenue**

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

**Kimberly Allen, Delaware Valley Community Health; Kristie Bennardi-Lenze, Keystone Rural Health Consortia, Inc.; Katrina Thoma, Sadler Health Center**

Join three health centers in a dynamic discussion about the return on investment of nursing care both from a patient quality and financial perspective. Health centers will share specific nurse-led care projects such as street medicine and vaccination programs. Additionally, this session will explore workflows in team-based care and discuss the critical role nurses play in value-based payment arrangements.

**Developing Clinical Leaders**

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

**Michelle Fernández Gabilondo, Association of Clinicians for the Underserved**

Leaders are the visionaries of an organization. A leader possesses strong emotional intelligence, humility, empathy, and strives to uplift all members of the organization. When preparing the next generation of health center leaders, it's crucial to look at the talent that exists among clinical providers at all levels, medical assistants, therapists, dentists, physicians, dental assistants, nurses, etc. It is imperative to provide these individuals with opportunities for leadership development.

**Organizational Structure – Does the Form Follow the Function?**  
**Key Underpinnings to Transformation**

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

**Jennifer Calohan, CURIS Consulting & CURIS Connect**

The way any organization is designed correlates directly with how it performs. Part of organizational design is mindfully and intentionally building a structure that supports and promotes the intended function of the organization. As



“functions” change (scope, service lines, etc.), so should “form”. Attendees will learn to recognize the red flags of a failing organizational structure.

**Workforce Marketing: A Key Part of Your Workforce Plan**

**Commonwealth 3 (Level 2)**

**Sara Rupp, Primary Health Network; Tamara Fox, ChesPenn Health Services; Katlyn Gardner, NEPA Community Health Care; Elise Patin, GAVIN**

As Community Health Centers compete for workforce talent at all levels, it's important for them to position themselves as an employer of choice. The workforce marketing campaign has provided funding to do just that. Panelists will describe their marketing efforts, lessons learned, and the impact on recruitment and retention.

**Financial Considerations for Payer Contracting**

**Commonwealth 4 (Level 2)**

**David Fields, FORVIS and Rebekah Wallace Pardeck, Achieve Revenue Management**

Health centers encounter a wide variety of options when dealing with payer contracts. These contracts can impact operational processes, patient financial responsibility and reimbursement. In this session our presenters will combine financial and revenue cycle expertise to overview important aspects such as analyzing contracts, understanding variances in terms and highlighting reimbursement approaches. *\* The information in this session is for educational and informational purposes only and should not be considered legal advice. Health centers should consult with their legal advisors regarding specific agreements or contracting advice.*

**Healthcare Marketing Trends to Advance Patient Engagement**

**Independence Room (Level 2)**

**Mandy Arnold, GAVIN**

As the world changes around us, your patients are becoming increasingly disengaged and difficult to reach in a fragmented media market. This session will present emerging trends in patient reengagement, including personalization marketing, immediacy marketing, the impact of demographic shifts, motivating use of telehealth, reputation management, marketing automation and what's working with artificial intelligence. Review the top 10 marketing trends for 2024 as you work to pinpoint greater efficiency in patient recruitment marketing and community influence for your Community Health Center.

**Leveraging Collaboration to Support Community Engagement and Sustainability**

**Federal Room (Level 2)**

**Autumn Eyer, Broad Top Area Medical Center; Gillian Letson and John Roth, Broad Top Area Medical Center; Sarah Worley, Juniata College**

Interdisciplinary collaboration among safety net community partners and organizations is a critical step in achieving improved community engagement and program development. Bringing together experts from differing fields creates a dynamic perspective on shared goals and program sustainability. Broad Top Health & Wellness (health center partner), Juniata College (collegiate partner), and AmeriCorps VISTA (service partner) share their experiences and strategies for health center and community engagement geared toward improving access to care and reducing barriers in rural areas. Panelists will clarify roles, highlight systemic impact of the partnership, identify opportunities and challenges, and discuss best practices for developing and maintaining relationships. This presentation may spark curiosity to expand health center collaborative efforts with other organizations, collegiate, service, government, and other informal and formal arrangements.

**How Important is Peer Review? VERY!!**

**Conestoga Room (Level 2)**

**Christine S. Mobley and Janet L. Wilson, Edge-U-Cate, LLC**

It is one thing to have a robust credentialing and privileging process in vetting prospective practitioners that gets them in the front door. But your obligation to your patients and community is to then ensure you have a well-functioning, on-going peer review process that continually monitors patient care outcomes and address/resolve any shortcomings identified or potential risk concerns expeditiously. This session will provide a general overview of components you need to have in place, citing examples for large or small health centers, what some key performance indicators might look like for each site and successful evaluation options for consideration.

12:30 pm – 1:30 pm

**Lunch Buffet**

**Heritage C (Level 3)**

**Please enjoy your lunch in Heritage C or attend an EHR roundtable (see below)**

**EHR Roundtables (athenaPractice, athenaOne and NextGen)**

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

**EHR Roundtables (EPIC, Medent and eCW)**

**Commonwealth 3 (Level 2)**

Introducing an opportunity for attendees to participate in roundtable discussion led by The Health Federation of Philadelphia. Participants will join in peer discussions on EHR use, challenges, and successes with other health centers.

1:45 pm – 3:00 pm  
Concurrent Sessions

**Successfully Recruiting Physicians on Visas**

**Hickory Room (Level 3)**

**Jan Pederson, Wright, Constable, and Skeen, LLP**

Physicians who have citizenship in another country and are going through a residency in the United States are a major source of workforce for Community Health Centers. However, they must get a visa waiver to stay in the country after their training. The visa waiver process, particularly for J1 visas, can be tricky and the path strewn with obstacles. Many health centers, however, have had continued success with recruiting and often retaining foreign national physicians. Join attorney Jan Pederson as she describes how she has helped many employers and physicians successfully navigate the immigration process.

**Implementing Successful Workflows in Support of Value-Based Care****Heritage A/B (Level 3)****Jeffrey Mandel, Aledade**

Value-based care brings unique challenges and opportunities to health centers. There are proven workflows that can be implemented in virtually every setting that will enhance efficiency and improve outcomes. This session will go over pre-visit planning, use of data at the point-of-care, and care team outreach workflows to support success under this emerging practice model.

**Building FQHC Leaders - Creating Culture of Feedback and Coaching within Your Health Center****Heritage C (Level 3)****Henrietta Crowell, Primary Care Development Corporation**

Join us as we explore best practices for creating a culture of continuous feedback and coaching within a health center. Instilling these practices can aid in employee growth, retention, and promotion and contribute to enhancing quality improvement and new program development initiatives. The session will include a mix of didactic, role play, and other interactive learning techniques. Attendees will be able to describe best practices for supervision, leverage a core set of problem-solving techniques and understand techniques for effective feedback and coaching. This session is geared toward managers and directors, especially those that have been recently promoted.

**Communicating Across Generations: A Discussion on the Multigenerational Workplace, Conflict, and Communication****Heritage D/E (Level 3)****Michelle Fernández Gabilondo, Association of Clinicians for the Underserved**

Many organizations have staff representing three, four, or even five different generations in the workplace. For this reason, it is important to ask the following questions: Do generational differences lead to conflict among staff? How should we communicate across generations? And does each generation have a different perspective on topics such as work-life balance, compensation, flexible work schedules, and more? Ultimately, building empathetic workplaces that prioritize bi-directional, strengths-based communication is crucial to overcoming conflict and ensuring that all staff, regardless of their generation, feel seen, heard, and have their needs met.

3:00 pm

**Adjournment**

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