



# Writing the Script

for Community Health Success



Oct. 8 – 10, 2024

## 2024 PACHC ANNUAL CONFERENCE & CLINICAL SUMMIT

### DAY 1 – TUESDAY, OCTOBER 8

9:00 a.m. – 5:00 p.m.	<b>Conference Registration Open</b>	<b>Heritage Pre-Function (Level 3)</b>
9:30 a.m. – 12:00 p.m.	<b>PACHC Board of Directors Meeting</b>	<b>Conestoga Room (Level 4)</b>
12:00 p.m. – 1:00 p.m.	<b>Networking Luncheon for Pre-Conference Intensive Participants</b>	<b>Heritage C (Level 3)</b>
1:00 p.m. – 5:00 p.m.	<b>Customer Service Intensive</b> <b>Effective Healthcare Communication Strategies for the Linguistically/Culturally Diverse Community</b> <i>Natasha Welcome, Metamorphosis Education Consultants</i> <p>As the rate of migration reaches an all-time high, the demand for linguistic and cultural competence has risen similarly. Every institution has the challenge to be relevant to our multilingual population, and the healthcare system is no exception. Healthcare must take the lead since it is one of the essential organizations involved in the resettlement process. This interactive session will delve into the challenges and opportunities presented by a multicultural patient population. It will explore the impact of language proficiency and cultural beliefs on healthcare interactions. Since language and culture are lenses through which the world is perceived, these will be our focus. This session will lead us to better understand the intricacy of language acquisition and how healthcare providers can help. The discourse will transition smoothly to practical strategies to heighten active listening and comprehension. Interactive exercises and real-world scenarios will be used to explore the complexities of multilingual learners' communication. Several creative strategies will further identify effective ways to bridge the language gap. <i>Effective Healthcare Communication Strategies for Linguistically/Culturally Diverse Community</i> will lead us to better understand the intricacy of language acquisition and how healthcare providers can help.</p>	<b>Heritage A/B (Level 3)</b>
1:00 p.m. – 5:00 p.m.	<b>Regulatory Update Intensive</b> <b>2024's Hottest Health Care Headlines Impacting Community Health Centers</b> <i>Adam Falcone and Diane Pledge, Feldesman Leifer LLP</i> <p>The healthcare environment is changing constantly and the sheer volume of legislative, regulatory, and policy information can be overwhelming. Join Feldesman attorneys Adam Falcone and Dianne Pledge 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, addressing cyber security breaches, artificial intelligence, OIG audits, fraud and abuse enforcement, competition/antitrust developments, payor/provider disputes, and more. As always, this session will highlight strategies for maintaining compliance with HIPAA, FTCA, 340B, CMS, and HRSA requirements, along with key governance considerations for health centers.</p>	<b>Heritage C (Level 3)</b>
1:00 p.m. – 5:00 p.m.	<b>Recruitment and Retention Intensive</b> <b>The Heart of Your Story: Strategies to Captivate, Engage, and Connect through Storytelling</b> <i>Deb Gugel, University of Wisconsin</i> <p>Each Community Health Center has an incredible, unique story that can be used in their mission to expand access to primary care in Pennsylvania. The ability to tell your health center's story in a captivating and meaningful way is crucial to attract, engage and retain the best talent, beginning with the job post and continuing through the onboarding process. Join Deb Gugel, a marketing and advertising professional with over 16 years of physician recruitment experience, and the Pennsylvania Primary Care Career Center as we explore new, innovative ways to use storytelling in provider and healthcare workforce recruitment strategies. This intensive will include a workshop component, where you will have time to craft your storytelling strategy, and receive support and feedback from Deb and your peers. At the end of the session, you will have created a concise one-page summary, a plan for delivering your story, as well as new or refreshed job posts, interview scripts, website content or marketing materials.</p>	<b>Heritage D/E (Level 3)</b>
1:00 p.m. – 5:00 p.m.	<b>Clinical Intensive</b> <b>Tomorrow Care: The Path to Integrated Excellence</b> <i>Melissa Stratman, Coleman</i> <p>"Tomorrow Care: The Path to Integrated Excellence" is designed to empower healthcare professionals with a comprehensive understanding of integrated care team models. Participants will delve into the fundamental principles of building cohesive care teams, gaining insights into the roles and relationships that define an ideal</p>	<b>Commonwealth 1-2 (Level 2)</b>





**Enhancing Black Maternal Wellness in Health Centers:  
A Framework for Providers**

Heritage D/E (Level 3)

**Training in Cultural Competency, Trauma-Informed Care, and Advocacy**

*Kimberly Hunter-Bryant, Covenant House Inc.*

Research shows that Non-Hispanic Native Hawaiian and Pacific Islander, Black, and American Indian/Alaska Native women are at least two to four times as likely to die from pregnancy-related causes as non-Hispanic white women. As health centers, it's important to focus on enhancing Black maternal wellness as part of our mission to provide quality, affordable health care for all. Three key components will be covered during this presentation: (1) cultural competency training, (2) trauma-informed care practices, and (3) collaboration and advocacy. Cultural competency training addresses the need for healthcare providers to understand the socio-cultural factors influencing Black maternal health, including historical trauma, systemic racism, and the impact of social determinants of health. Trauma-informed care practices emphasize the creation of safe, supportive environments that acknowledge and address potential trauma experienced by Black pregnant individuals. This involves implementing evidence-based interventions, such as cognitive-behavioral strategies and mindfulness techniques, to mitigate stress and anxiety. Collaboration and advocacy highlight the importance of interdisciplinary collaboration and community engagement.

**Strategic Planning: Aligning Mission, Vision and Goals**

Commonwealth 1-2 (Level 2)

*Beth Edwards, Capital Link*

This training will assist health centers in aligning organizational goals and capital growth plans through strategic planning methods and ideas, beginning with the mission, vision, and goals. The presenter will illustrate the main components of strategic planning, providing tools, and information based on our extensive experience guiding health centers through the process. All health centers are required by HRSA to have an active strategic plan. Utilizing best practices, this session will walk participants through the key steps for a successful strategic planning process taking into consideration recent, current, and anticipated health center industry challenges and trends. Attendees will learn how to properly align organizational goals and capital growth plans through strategic planning methods and ideas, beginning with the mission, vision, and goals.

**Retention as a Means of Attraction: Harnessing the Power of  
Authentic Leadership for a Thriving Workplace**

Commonwealth 3 (Level 2)

*Krystina Jackson, Converge Consulting Group*

In today's competitive landscape, retention has emerged as the key to attracting and maintaining a diverse talent pool. Krystina Jackson, an acclaimed diversity, equity, and inclusion (DEI) consultant and master storyteller, presents a compelling case for harnessing the power of authentic leadership to create thriving workplace cultures. By prioritizing inclusion, equity, and belonging, organizations can foster environments where employees feel valued, supported, and empowered to reach their full potential. Krystina shares practical strategies and insights for developing self-aware, empathetic, and adaptable leaders who can drive positive change and create magnetic environments that attract and retain top talent. Through data-driven approaches and a growth mindset, she illuminates the path towards building workplaces where retention becomes the most powerful means of attraction. Join Krystina on this transformative journey as she guides you in leveraging authentic leadership to cultivate a culture that not only retains diverse talent but also attracts a wide range of candidates.

**The Changing Role of the Chief Financial Officer (CFO)—  
from Scorekeeper to Strategist**

Commonwealth 4 (Level 2)

*David Fields, Forvis Mazars*

Health Care is becoming more and more complex to navigate. Many health center management teams are noticing that the demand for high-level financial planning is increasing. This is taking more and more of the Chief Financial Officer's (CFO) time and is forcing the CFO to delegate many of the record-keeping functions that occupied time previously. Welcome to the changing role of the CFO in the health center industry. We will discuss how health center CFOs must do what they can to delegate the record keeping function of the health center to free up their time for more forward-thinking activities. We will discuss the staffing needs of the health center to be able to accomplish this mission and discuss how to navigate situations where the finance department is small, and delegation is difficult.

**Building Stronger Teams: Essential Wisdom for Every Member**

Independence Room (Level 2)

*Melissa Stratman, Coleman Associates*

Join this engaging session where we will unravel the fascinating dynamics of teamwork and its profound impact on outcomes. This open discussion invites you to explore the intricate web of relationships among team members, discovering how each individual shapes collective success. Delve into the heart of team dynamics, where we'll share practical strategies to enhance engagement and productivity during meetings. Additionally, we'll reflect on the power of peer-to-peer accountability, unveiling its transformative potential within team settings. Expect a blend of discussion, storytelling, and personal insights as we journey together to fortify your role within the team. By unlocking these secrets, you'll ignite a ripple effect of synergy and success. Don't miss this chance to elevate your team dynamics and amplify your impact within the organization's broader framework.

8:00 a.m. – 9:15 a.m.  
Concurrent Sessions  
Continued

**Integrating Community Health Workers into Health Centers and Collaborating with MCOs and Health Systems to Augment CHW Programs**  
*Shermayne McIntosh and Jamie L. Santana, Valley Health Partners*

Federal Room (Level 2)

This presentation will focus on how to build a successful Community Health Workers (CHW) program at a health center, workforce challenges, and innovative strategies to integrate CHWs into the clinical team model. Additionally, the presentation will address examples of collaborating with Medicaid Managed Care Organizations and health systems to augment and support the overall CHW program.

**Financial Risk Management: FTCA Gap Liability & Cyber Liability 101**  
*Brian Mahon, Engle Hambright & Davies Inc.*

Conestoga Room (Level 4)

In this session participants will learn about two pertinent topics: 1. FTCA Gap Liability, what it is, who needs it, why consider it, how to apply, and how much it costs 2. Cyber Liability, what it is, who needs it, why consider it, how to apply, and how much it costs. Participants will take home best practices as it relates to cyber incidents and patient malpractice claims.

9:30 a.m. – 10:30 a.m.

**Plenary Keynote**

Freedom Hall A (Level 1)

**True Hollywood Stories of Leadership and Determination**  
*Andy Buckley, Actor, David Wallace on The Office*

Success in acting is much more about attitude, perseverance and creating your own luck versus who's the most talented. Join Andy Buckley as he shares insights from his acting career and how it taught him about leadership and perseverance. Andy, who you may know as the CFO of Dunder Mifflin on NBC's hit show *The Office*, in real life worked at Merrill Lynch as a senior financial advisor. He will share how he continued to pursue an acting career with tenacity while working at Merrill Lynch.

10:45 a.m. – 12:00 p.m.  
Concurrent  
Roundtables  
(Organizational  
Members only)

- Behavioral Health Roundtable** ..... Heritage D/E (Level 3)
- Billing Manager Roundtable** ..... Constitution Boardroom (Level 2)
- CEO Roundtable** ..... Heritage C (Level 3)
- CFO Roundtable** ..... Commonwealth 4 (Level 2)
- CMO/Medical Director Roundtable** ..... Commonwealth 1-2 (Level 2)
- Clinical Quality Roundtable** ..... Heritage A/B (Level 3)
- Communications Roundtable** ..... Independence Room (Level 2)
- COO/Operations and Compliance Roundtable** ..... Conestoga Room (Level 4)
- Dental Roundtable** ..... Hickory Room (Level 3)
- HR Directors Roundtable** ..... Commonwealth 3 (Level 2)
- Information Technology Roundtable** ..... Chestnut Boardroom (Level 3)
- Outreach & Enrollment Roundtable** ..... Federal Room (Level 2)

12:15 p.m. – 1:30 p.m.

**2024 APEX Awards Luncheon**

Freedom Hall A (Level 1)

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.  
*APEX Luncheon is sponsored by AmeriHealth Caritas and Highmark Wholecare.*



1:45 p.m. – 3:00 p.m.  
Concurrent Sessions

**Tobacco Use Cessation Pearls**

Hickory Room (Level 3)

*Ivelisse Colon, Joel McIntosh, Meg Short, and Dr. Naomi Walinsky-King, Delaware Valley Community Health*

This session will examine case-based review of tobacco use assessment, completion of quality metrics, and counseling with focus on motivational interviewing and brief behavioral therapies. Panelists will also discuss medications including nicotine replacement therapy for tobacco cessation support in the primary care and dental settings.

**Strategies for Success in Medical Legal Partnerships**

Heritage A/B (Level 3)

*Margaret Robinson and James Tiderington, Philadelphia Legal Assistance; Dr. Julia DeJoseph, Delaware Valley Community Health*

Medical legal partnerships (MLPs) can be a powerful tool in addressing social determinants of health and working with vulnerable populations. In this presentation, medical legal community partnership supervising attorneys Margaret Robinson and James Tiderington will discuss tips and strategies for implementing MLPs based on their experience bringing legal services to 17 different health care provider locations throughout Philadelphia. This session will include how to maximize integration for legal advocates in health centers, bridging the gap between legal and medical service models, and tracking and evaluating patient outcomes. The presentation will also cover potential funding streams for medical legal community partners including private foundations, government grants, and managed care organizations.



1:45 p.m. – 3:00 p.m.  
Concurrent Sessions  
Continued

### **Media Training for Executives—Part 1**

Heritage C (Level 3)

*Amanda Martin Peterson and Elise Patin, GAVIN*

Controlling your own narrative in the media is essential to advocating for your communities and building market awareness for your services. In this session, we will teach techniques to establish and nurture relationships with journalists and various media platforms. We will guide you on how to craft strategies for controlling your narrative and responding to media for the best outcome. We will teach you how to identify timely opportunities to elevate your organization's awareness, advocate for accessible care in the market and conduct media outreach to secure coverage. Finally, we will guide you on best practices to craft a protocol for handling media inquiries effectively. Join us for part 2 of this session being held at 3:15 p.m.

### **Best Practices in Child and Adolescent Behavioral Health Services**

Heritage D/E (Level 3)

*Nichole Lehr, Hamilton Health Center; Marykate McShane, LCH Health and Community Services; and Dr. Abhishek Nitturkar, Keystone Health*

In this session panelists will discuss best practices utilized in health centers when treating children and adolescents for behavioral health services. Attendees will learn about the variety of child/adolescent services health centers provide for their patient populations and will have the opportunity to engage in discussions about the implementation process for services and best evidence-based treatment practices with panelists.

### **Embracing Innovation Strategies to Drive Improved Staff & Patient Experiences**

Commonwealth 1-2 (Level 2)

*Melissa Stratman, Coleman Associates*

In the rapidly evolving healthcare landscape, embracing innovation is essential for enhancing both staff and patient experiences. This session delves into proven strategies that healthcare organizations can adopt to foster sustainable change. By focusing on tested change management processes, streamlining workflows, and encouraging creative problem-solving, institutions can significantly improve the patient experience and operational efficiency. Through case studies featuring longitudinal data centered on patient-centered KPIs, participants will explore practical approaches to implementing innovative solutions that elevate patient care and boost staff satisfaction and engagement. This session aims to equip healthcare leaders with the tools and knowledge necessary to navigate and thrive in an increasingly dynamic environment, advancing toward value-based healthcare.

### **Creating a Workforce Pipeline for Medical Assistants and Other Hard to Fill Support Level Positions**

Commonwealth 3 (Level 2)

*Melisa Burnett, Hamilton Health Center and Jeannine Peterson, JDPeterson Healthcare Consultants*

Employee recruitment and retention is the biggest challenge employers are facing today and competing for the same workforce as hospital systems has exacerbated this problem for organizations like health centers. The panelists for this session will discuss how they developed a school-to-work medical assistant training program to address this recruitment problem and the successes and challenges they've had working with school-age populations. The presenters will also discuss how a school-to-work program compares to establishing programs for adult learners. The outline for this program can be replicated for other hard to fill health center support positions. The program has been approved by the PA Department of Labor and Industry as a certified apprenticeship program which makes it eligible for state and local workforce grants.

### **Evaluation and Management Documentation Best Practices with Learning Lab**

Commonwealth 4 (Level 2)

*Shellie Sultzberger, Coding & Compliance Initiatives, Inc.*

During this educational session we will discuss best practices for documentation related to evaluation and management services. The training will include a learning lab where the audience will participate in reviewing and discussing documentation and coding.

### **Telling Your Story – Improving Marketing and Communications to Engage Patients**

Independence Room (Level 2)

*Stacey Christensen, POS Professional Office Services and Kristie Lenze, Keystone Rural Health Consortia*

This session is all about patient engagement and practice marketing. Learn about the various communication tools available to drive patient behavior and brand awareness. This includes intentional touchpoints throughout the five phases of the patient Communications lifecycle—attracting new patients, diagnostic and treatment, financial, education and prevention, and marketing for patient retention. See and hear first-hand the work Keystone Rural Health has done to elevate their brand and improve patient engagement. Is your clinic challenged with brand awareness in your community? How are you telling your story in the community and reaching potential financial supporters? Are there one or two common barriers (SDOH) that make it difficult for patients to access care? Are your community outreach workers equipped with the right kind of printed communications to educate and influence patients to seek care? Once you have a patient in your clinic, how do you educate them on ALL the various services you offer? How are you communicating financial services and driving patient payments? Learn how to reach your target audiences with the most effective communication tools.

1:45 p.m. – 3:00 p.m. Concurrent Sessions Continued	<b>The Language of Belonging, Building Rapport with Diverse Clients</b> <i>Jinada Rochelle, Jinada Rochelle LLC</i>	<b>Federal Room (Level 2)</b>
	The session will uncover the power of inclusive language and how we communicate with more than our words. Engaging with the community and specific cultures takes intention and participants will receive practical steps to build bridges with the communities they serve.	
	<b>Using AI to Enhance Operations and Clinical Workflows While Increasing Patient Engagement!</b>	<b>Conestoga Room (Level 2)</b>
	<i>Bridgette McGivern, Community Health and Dental Care, Inc. and Melissa Miranda, Neighborhood Health Centers of the Lehigh Valley</i>	
	Health center CEOs, Bridgette (CHDC) and Melissa (NHCLV) will share their experience using Health Talk AI software to increase patient engagement and save staff time. The session will review how AI can enhance operations and clinical workflows by using the AI bot to interact with patients via texting to schedule appointments, close care gaps, close open referrals, enhance check in process and capture after hour care generating revenue, and saving precious staff time by creating customized AI campaigns.	
3:00 p.m. – 3:15 p.m.	<b>Beverage Break</b>	<b>Commonwealth Pre-Function (Level 2) and Heritage Pre-Function (Level 3)</b>
3:15 p.m. – 4:30 p.m. Concurrent Sessions	<b>Periodontitis and Diabetes—A 2-Year Study</b>	<b>Hickory Room (Level 3)</b>
	<i>Dr. Arnelle Lloyd, Greater Philadelphia Health Action</i>	
	The study “Periodontitis and Diabetes: A 2-Year Study” investigates the relationship between gum disease and A1c levels in diabetic patients at Greater Philadelphia Health Action, Inc. (GPHA) following periodontal treatment. Funded by a grant, this project provided free gum treatment to eligible patients. The inclusion criteria required patients to have an A1c level of 7 or higher, and no need for periodontal surgery, with 90% of their periodontal pockets not exceeding 6mm. Participants underwent initial treatment and received follow-ups every three months, including cleaning, maintenance, A1c lab tests, and periodontal charting. The study aimed to monitor improvements in both periodontal health and A1c levels, providing insights into the potential benefits of periodontal treatment for diabetic patients.	
	<b>Extending Self-Measured Blood Pressure Monitoring to Postpartum Women</b>	<b>Heritage A/B (Level 3)</b>
	<i>Michael Barnard and Da’Nesha Mack, ChesPenn Health Services; and Debra McGrath, Health Federation of Philadelphia</i>	
	The rate of maternal morbidity and mortality is a national crisis, and Pennsylvania is not exempt. Hypertension in pregnancy is a leading cause of death while pregnant and up to one year postpartum. 53% of pregnancy-related deaths happen in the postpartum period. For this reason, Pennsylvania Association for Community Health Centers and Health Federation of Philadelphia joined forces, with Highmark Foundation and Highmark Wholecare support, to establish a maternal self-measured blood pressure (SMBP) learning collaborative pilot among three Pennsylvania health centers focused on women in the postpartum period. We invite you to join this session to share your insights and learn from ChesPenn Health Services about how they implemented their program, the challenges they faced, and the great success they achieved. You will also hear from Debra McGrath, national SMBP expert, about the new CDC hypertension in pregnancy change package and interventions to activate in your health center.	
	<b>Media Training for Executives – Part 2</b>	<b>Heritage C (Level 3)</b>
	<i>Amanda Martin Peterson and Elise Patin, GAVIN</i>	
	Building upon the foundations laid in session one, this session is aimed to prepare you for interviews to control your message and put your best foot forward. As media practices evolve, understanding how to manage visuals and your demeanor on camera for the best content will support telling your story as a quality, accessible healthcare provider in the community. We will provide an overview of best practices for being on camera, guiding your team in capturing interview content, practicing messaging and best practices for interviews. This session will include practice rounds and role play.	
	<b>Building Behavioral Health Integration and Lessons Learned from the Front Lines</b>	<b>Heritage D/E (Level 3)</b>
	<i>Scott Constantini, The Wright Center for Community Health; Kelly Maffia, Broad Top Area Medical Center; and Dr. Gloria Velazquez, Neighborhood Health Centers of the Lehigh Valley</i>	
	What does it mean to integrate behavioral and lifestyle change interventions, mental health services, and substance use services into primary care workflow? This panel presentation will include relevant information for all levels of health center staff. Audience is encouraged to bring their own questions for this interactive and lively discussion, but topics will cover the value, rewards, and challenges of integrating behavioral health into health center spaces.	
	<b>Activate Your Health Center’s Compliance Committee</b>	<b>Commonwealth 1-2 (Level 2)</b>
	<i>Robyn Hoffmann, BerryDunn</i>	
	Does your health center’s compliance committee need ‘life support’? Does it add value to your health center? Does it champion the “Seven Elements of an Effective Compliance Program”? An effective compliance program affirms the health center’s commitment not only to meeting health center program requirements but also other federal regulations, state health care requirements, and conditions for compliant billing to	

government and commercial payers. Robyn Hoffmann, RN, MSN, CHC, will offer guidance to help activate your health center's compliance committee and its compliance program. Ms. Hoffmann will provide guidance to help assess your compliance committee's charter, its reporting templates for executive leadership and the board, and its role in developing and monitoring the health center's annual corporate compliance plan. Ms. Hoffmann will give an overview of new guidance materials from the Office of the Inspector General and US Department of Justice, which can be used to determine if there are any gaps in your compliance program.

3:15 p.m. – 4:30 p.m.  
Concurrent Sessions  
Continued

**Human Resources Performance Review and Medical Staff Peer Review Are Not the Same**

**Commonwealth 3 (Level 2)**

*Christine Mobley, Edge-U-Cate, LLC*

The American Medical Association recently reported that approximately 51% of physicians are employed. Many of them are in health centers. As employees they are evaluated, and as clinical staff practitioners they are peer reviewed. Regulations are in place to protect peer review information if kept confidential. But the wall between the two does not need to be concrete. We will discuss how the two can work together with some established boundaries. Also, what happens if HR terminates someone with no peer review engagement that allows them to move freely somewhere else. We'll discuss collaborative approach, options, and regulatory opportunities.

**Culture of Change in Coding**

**Commonwealth 4 (Level 2)**

*Michelle Landers, Wayne Memorial Community Health Center*

As active members of FQHCs we recognize the value of effective communication. In our organization we have taken proactive steps to enhance coding and documentation by assembling a diverse team dedicated to collaborating to provide education and guidance.

**Clear, Concise, and Confident Communication**

**Independence Room (Level 2)**

*Christina Butler, Speak Training*

Clear, Concise, and Confident Communication changes our connection to staff, leadership, and patients. In this fast-paced, interactive program, Emmy-nominated TV Reporter Christina Butler takes us on a journey discovering that HOW we say something is often as important as WHAT we want to say. Whether your version of public speaking involves talking one-on-one to patients, to your whole floor, or to your boss – how we speak influences others. Christina gets straight to the heart of communication that works by getting participants up on their feet and speaking. Don't be surprised if you learn as much about yourself as you do your colleagues! Spoiler alert: An easy to remember formula for concisely speaking on the spot will change how you look at Oreos.

**Criminal Justice Navigator: A Role in Street Medicine**

**Federal Room (Level 2)**

*Joshua Rivera and Eric Rivers, Valley Health Partners*

The role of the criminal justice navigator (CJN) is to serve as a liaison between the community and the criminal justice system during reentry into the community, after incarceration. The presentation will review the development of the position and the current workflow, including the organic partnership with a certified recovery specialist (CRS). The improved health outcomes and the goal of lowering the rate of recidivism will be discussed. The CJN improves the health and well-being of the unsheltered population by connecting them with medical teams, outreach workers, drug and alcohol treatment support, and other community resources. The CJN/CRS connects with the client's parole office and advocates at the client's court dates. The services offered through Street Medicine are key to the community to prevent recidivism.

**Cyber Security from the Real World to a Health Center Lens and UDS+ Update**

**Conestoga Room (Level 4)**

*Isaiah Nathaniel, Delaware Valley Community Health, Inc.*

Information systems in health centers are pivotal components of health center operation. Successful information system function requires advance planning and attention to health center needs both internally and externally. This session will focus on current cyber security threats to healthcare organizations and how health center planning and response in a systematic way is of utmost importance. In addition, HRSA Region 3 UDS Test Cooperative (UTC) Steering Committee Representative, Isaiah Nathaniel, will review the latest updates on UDS+ and how it will impact your health center. Health centers will learn preparation strategies they should be completing now to be ready for UDS+

1:00 p.m. – 6:30 p.m.

**2024 PACHC Trade Show**

**Freedom Hall B (Level 1)**

Grab some popcorn and your movie-themed attire to join us for our critically acclaimed, movie-themed trade show "Night at the Movies."

Lounge area sponsored by PA Health & Wellness and United Healthcare Community Plan.



Trade show beverage sponsor by Health Partners Plans.



## DAY 3 – THURSDAY, OCTOBER 10

7:00 a.m. – 7:45 a.m.	<b>Community Health Center Networking Breakfast</b>	<b>Commonwealth 1-2 (Level 2)</b>
8:00 a.m. – 9:15 a.m.	<b>Medical Respite: Providing Support Transitions from Acute to Post-Acute Care</b> <i>Chanel Hart, Sabrina Thigpen, and Riley Roberts, Public Health Management Corporation</i>	<b>Heritage A/B (Level 3)</b>
	Public Health Management Corporation (PHMC) medical respite program offers a safe, affordable, and quality post-acute medical care for individuals experiencing homelessness who are discharged from a hospital and require additional medical care to recover from a physical illness, surgery, or injury. PHMC medical respite provides a state-of-the-art facility with 20 beds and comfortable space for rest and recovery with high-quality and compassionate medical care, including treatment for wounds. Participants are supported through medication management, follow-up appointments, and linkage to primary care case management to help connect patients with social services and assistance with accessing post-respite housing. The PHMC medical respite program offers a minimum 5-day supply of medication upon being discharged and behavioral health resources on site, including recovery support and educational groups, help with medication assisted treatment and linkages to treatment services in the community. This session will address the clinical, operational and financial considerations for running a medical respite program.	
	<b>340B Update</b> <i>Colleen Meiman, National Policy Advisor</i>	<b>Heritage C (Level 3)</b>
	Learn about the about the latest on 340B on the Federal and State level and the importance of advocacy on these initiatives.	
	<b>Build a Community with Compassion and Marshmallows</b> <i>Dr. Julia DeJoseph, Delaware Valley Community Health, Inc.</i>	<b>Heritage D/E (Level 3)</b>
	Join us in this interactive session where current and aspiring leaders and team-players can learn how to create safe and fun spaces to increase a culture of trauma-informed inclusion and safety through play and a growth mindset. We'll share ways to engage your teams in taking risks, identifying solutions, and achieving success together. All are welcome—it should be fun!	
9:30 a.m. – 10:45 a.m. Concurrent Sessions	<b>Bridging the Gap: Collaboration vs Integration: Lessons Learned</b> <i>Dr. Malini Moni, Berks Community Health Center</i>	<b>Hickory Room (Level 3)</b>
	Medical dental Integration has been widely spoken about in the field of dental public health and oral health promotion for several years. The CDC has piloted a program initially in 6 states and is planning to cover more states soon including Pennsylvania. Collaboration means working with one another and integration means working within one another under the same umbrella. Oral health has been linked to many systemic conditions and vice versa. Whole person care requires attention to oral health. This presentation will cover why integration is important, steps to start medical dental integration at your health center, success stories at Berks Community Health Center, goals to align the oral health plan 2020-2030, strategies to implement integration which includes shared/integrated EMR, PHDHP participation in integration, and mobile dental services.	
	<b>Food Is Medicine: Innovations at Community Health Centers</b> <i>Dr. Daniel Chen, Esperanza Health Center and Tyanna Taylor, Delaware Valley Community Health, Inc.</i>	<b>Heritage A/B (Level 3)</b>
	Lifestyle interventions are the first line in therapeutic guidelines for managing chronic disease. Lifestyle medicine offers a model to clinicians, patients, and health systems to prevent, treat, and even reverse these obstacles to wellness. Lifestyle prescriptions are often overlooked and when done, patients are frequently ill-equipped to implement them. Learn from two health centers, Esperanza Health Center and Delaware Valley Community Health (DVCH) as they share their experience working with lifestyle interventions and medicine. Esperanza's bilingual program includes live culturally relevant recipe demonstrations and eating, beginner muscle movement, and behavioral science techniques integral to maintaining health-promoting routines. In addition, discover the FARMacy Pilot at DVCH, a pioneering initiative chosen to participate in NACHC's 2024 Innovation Incubator Program. This groundbreaking project integrates nutrition and food security into prenatal and postnatal care for birthing people and their families at our Maria De Los Santos Women's Health Center in North Philadelphia by growing fresh, nutrient-rich produce through a sustainable hydroponics system housed within our health center!	
	<b>Pennsylvania Advocacy Update</b> <i>Sally Kozak, Department of Human Services</i>	<b>Heritage C (Level 3)</b>
	Hear the latest on managed care, credentialing, behavioral health services, telehealth, and other state policy priorities impacting community health centers.	
	<b>Creating a Continuum of Care for Opioid Use Disorders in FQHCs: A CALL TO ACTION!</b> <i>Dr. Michael Lynch and Dr. Mary Kelleher, UPMC Health Plan</i>	<b>Heritage D/E (Level 3)</b>
	Substance use is a primary source of preventable deaths in the U.S. and Pennsylvania. Alcohol and opioids contribute to more than 200,000 deaths annually nationwide. In Pennsylvania, overdose deaths disproportionately impact Black Pennsylvanians. Despite this data, people face significant barriers accessing care. Creating a low-threshold continuum of care emphasizing harm reduction and evidence-based	



treatment is critical to reducing morbidity and mortality. This session will explore trends in substance use, complications, and the evidence supporting harm reduction and treatment interventions, particularly medication therapy. The presenters will discuss incorporation of treatment into primary care practice especially in health centers. Evidence guiding best practices and quality measures associated with improved outcomes will be presented. Additionally, resources available to support practitioner clinical decision making, facilitated referrals to higher levels of care, and rapid treatment engagement including through telemedicine will be shared.

9:30 a.m. – 10:45 a.m.  
Concurrent Sessions  
Continued

**What You as a Leader Need to Know About Credentialing and Confidentiality!**

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

*Christina Giles, C. Giles & Associates*

Would you sign a contract without reading it? Are you relying on your team members to assure compliance with regulatory/accreditation and policy compliance? Do you or your staff understand the importance of confidentiality and ramifications if breached? As a healthcare leader, you are accountable for assuring safe, effective patient outcomes and one of the greatest areas of risk is assuring only qualified and competent practitioners are approved to provide clinical care to your organization's patients. This is an expectation and requirement in the healthcare industry. This means you need to have as much knowledge, if not more, to assure your organization's safety. In this program we will provide a high-level outline of critical elements regarding credentialing and confidentiality that all leaders must be aware of to minimize risk to the organization with some best practice samples.

**Casting the Net: Reeling in the Right Talent & Finding Your Perfect Catch/Match**

**Commonwealth 3 (Level 2)**

*Ryan A. Harris, Delaware Valley Community Health*

In a world where traditional recruitment strategies often fall short, the landscape of talent acquisition is rapidly evolving. A recent article highlights that a staggering three out of four companies are still reliant on outdated methods, famously known as the "post and pray" approach. This approach, akin to casting a fishing line blindly into the vast ocean, hopes for a catch without strategic planning. However, in today's dynamic job market, such passive methods no longer suffice. To stand out and attract top talent, companies must blend artistry and scientific precision in their recruitment endeavors. This entails crafting compelling employer brand narratives, leveraging data-driven insights, and enhancing candidate experiences. Drawing parallels to the world of dating, successful recruitment involves genuine connection-building, active listening, and transparency. By embracing both the art and science of recruitment, organizations can navigate the competitive landscape, secure top-tier talent, and foster long-lasting relationships with employees.

**Pennsylvania Medicaid Prospective Payment System Change in Scope Opportunities**

**Commonwealth 4 (Level 2)**

*David Fields, Forvis Mazars*

The process of requesting, filing, and obtaining a PA Medicaid change in scope cost report so that you can have a rebased cost report is confusing and overwhelming for many. This cost report allows for your health center to rebase your prospective payment system (PPS) rate. This session will provide the basics, discuss the timing, and demystify the process of updating your PPS rate. Don't miss out on a potential opportunity to improve the financial health of your health center because you don't understand this process.

**Communicating with Poise While Facing Crises**

**Independence Room (Level 2)**

*Dan Alt and Betsy Linaberger, Carmichael Lynch*

The inevitability of disruption has never been clearer, and few sectors are as susceptible to unpredictability as healthcare. In our workshop, we will explore the growing reputational threats that healthcare organizations face every day and provide high-level insights into our experience navigating situations related to protected health information (PHI), social media issues, labor negotiations, data breaches, leadership transitions, and other issues. We'll discuss how to assess vulnerabilities and threats, design plans to prepare and respond effectively, and manage a situation when it happens. We'll then put these learnings to the test by giving participants a mock issue they will need to work through collaboratively. This highly engaging workshop will provide participants with a sense of how to prepare for a variety of organizational threats, as well as best practices for communications when confronted with a crisis.

**Understanding COMPASS and Complex Medicaid Applications**

**Federal Room (Level 2)**

*Maripat Pileggi, Community Legal Services and Benjamin Sentz, Department of Human Services*

Navigating the COMPASS Medicaid system is complex for patients, consumers and advocates. This session will review the mechanics of the online Medicaid application and provide directions to ensure applications are processed timely on the back end. The discussion will also include how to manage immigrant eligibility, immigration status verification, how to file appeals of Medicaid denials when the application process goes wrong, and other complex issues.



9:30 a.m. – 10:45 a.m.  
Concurrent Sessions  
Continued

**The Evolving Role of the Community Health Center Ecosystem**

Conestoga Room (Level 4)

*Jennifer Calohan, CURIS*

A significant shift in nursing roles has heavily impacted the current community health center ecosystem. The ongoing evolution of nursing roles within the health center environment has not simply impacted our care teams or how care is delivered, it has created a shift in our leadership models, revenue models, budgeting, strategy, and organizational culture. In this session, we will discuss this evolution and strategies for success related to optimizing the roles held by nurses in your organization. Whether nurses are in positions of administrative leadership or are providing clinical care; whether they are onsite or virtual; it is incumbent on each of us to ensure that we are not only optimizing these roles, but that we are establishing sustainable models of success clinically, operationally, financially, and in the highest quality.

10:45 a.m. – 11:00 a.m.

**Beverage and Snack Break**

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

Sponsored by Syntax [ SYNTAX ]

11:00 a.m. – 12:15 p.m.  
Concurrent Sessions

**Out of the Op: Public Health Dental Hygiene Practitioners Explained**

Hickory Room (Level 3)

*Helen Hawkey, PA Coalition for Oral Health; Kimberly McGoff, The Wright Center for Community Health; and Jacqueline Pugliese, Pennsylvania Dental Hygiene Association*

This presentation explores the evolving role of public health dental hygiene practitioners (PHDHPs) in Pennsylvania's health centers. This session will highlight recent and upcoming changes to laws and regulations impacting dental hygiene practice, as well as the crucial aspects of following non-restorative dental treatment recommendations. By examining the current distribution of providers and their impact on community oral health, attendees will gain insights into optimizing the utilization of dental hygiene professionals within public health frameworks. Panelists will also discuss the vital role of public health dental hygiene practitioners within a school-based program according to Act 55 updates. Additionally, the use of mobile dental care models will be reviewed to show how PHDHPs can have the ability to provide oral health care throughout the community in various settings.

**Colorectal Cancer Navigation to Reduce Health Inequities**

Heritage A/B (Level 3)

*Darlene Burton and Christine Strickland, Esperanza Health Center; Paris Ford, Temple School of Medicine*

Evidence has shown the impact of lay health workers, such as community health workers, in improving health outcomes and reducing health disparities. During the pandemic, we saw the impact of COVID-19 Ambassadors, community members trained to provide information and to dispel myths regarding the COVID-19 vaccine. Building off this experience, we employed a similar model to improve our rates of screening for colon cancer. We specifically initiated this project with a pilot with our African American patients to reduce the disparity seen in that patient population, a phenomenon seen nationally. Given the success of our pilot in reducing that disparity, we expanded this project, and have continued to see increases in screening rates. This workshop will present the data, in addition to including feedback we received from a mixed methods evaluation of this project, providing us patient experience data, in addition to hearing from our navigator herself.

**Stop The Stigma: Valley Health Partners Campaign to Recognize and Address Mental Health Stigma in The Community**

Heritage D/E (Level 3)

*Tommy Acevedo, Valley Health Partners Community Health Center*

This presentation intends to create a space in which audience members are provided quantitative data highlighting the increasing need for mental health services on the local and national level, coupled with data showing the discrepancy between identified need and services received. Then a focus on Valley Health Partner's (VHP) integrated behavioral health program's data, including number of behavioral health referrals received, appointments completed, and no-show and cancellations rates, will be provided in addition to direct patient feedback and stories, with the presupposition that stigma surrounding mental health correlates to high no-show and cancellation rates in the community. Finally, the presentation will highlight VHP's campaign efforts to Stop The Stigma related to mental health in the community, by first, recognizing, and talking about it within the community space, with a focus on community partnerships, and the importance and efficacy of integrating behavioral health services into primary care. Strategies regarding addressing stigma will be provided to audience members. Time and space will be provided for a didactic question and answer session with audience members focusing on stigma in their communities, related to mental health, and their efforts to combat it.

**Addressing Community Environmental Resilience Concerns as a Public Health and Primary Care Issue**

Commonwealth 1-2 (Level 2)

*John Slater, The Wright Center for Community Health*

Over the past few decades, the connection between climate change and negative health outcomes has become clear. Just as clear is that relationship's attachment to the core health center mission. Environmental justice is the key, commonly defined through the saying "those that contribute the least are harmed the most." We serve patients that are likely unknowingly impacted. For us, the resources and will are out there to address this, creating a matter of both time and overall accessibility. This task comes with a list of questions, such as the following: What's the best frame for us to address climate and environmental health? How do we best educate clinicians and staff working in the clinics? How do we best educate patients and the larger community? What are the challenges in communicating climate issues with patients? How do we best respond to the needs of our individual communities to ensure resiliency?

11:00 a.m. – 12:15 p.m.  
Concurrent Sessions  
Continued

**DEI Vibes Only: A Roadmap for Health Center Implementation**

**Commonwealth 3 (Level 2)**

*Dr. Kristin Motley, Health Care Solutions of Delaware Valley*

Community health centers play a crucial role in serving the most vulnerable and often marginalized groups. To effectively meet their needs, it is essential for these centers to cultivate a company culture that has a strong sense of diversity, equity, and inclusion (DEI). This presentation will outline a robust workplace DEI framework that strategically integrates cultural sensitivity, inclusivity, and equity into critical facets of organizational practice, enabling community health centers to sustain an environment where diverse perspectives and backgrounds are valued. Key components include tailored staff training, workplace policy review, and soliciting insight from employees. This session will provide administrators, health providers, and other staff with actionable strategies to foster an inclusive work environment that reflects the diverse needs of the community, ultimately enhancing employee satisfaction and organizational effectiveness.

**Medicare in Focus 2024: Updates and Insights for Health Centers**

**Commonwealth 4 (Level 2)**

*Rebekah Wallace Pardeck, Achieve Revenue Management*

The year 2024 introduced significant changes for health centers participating in the Medicare program, including the introduction of new benefits such as intensive outpatient program services, the inclusion of additional behavioral health providers, and updates to billing criteria and regulatory guidance. These changes present an opportunity for health centers to explore innovative approaches to caring for the Medicare population while maximizing associated revenue streams.

**Understanding Compliance in Healthcare Marketing**

**Independence Room (Level 2)**

*Matt Roy, Kali Eskew and Christina Rolling, GAVIN/The YGS Group*

With so many data breaches in the news, it's imperative for healthcare marketers to understand how to avoid becoming one of the statistics. Compliance in marketing is ever changing, but it is manageable with the right knowledge and tools. From navigating analytics to maintaining sensitive data in a secure environment, we'll walk you through the ins and outs of the latest regulations in HIPAA and data security compliance to help you avoid missteps with your marketing initiatives and vendor partner relationships. You will walk away from this session understanding: What data is fair game versus off-limits in healthcare marketing? Compliant analytics – Is Google fully off-limits? Data security regulations every organization should consider. How to safely transfer sensitive data. How to assess your own security protocols. How to properly vet vendors to ensure strict data security.

**Bridging Disparities: Leveraging Social Determinants of Health for Holistic Patient Support**

**Federal Room (Level 2)**

*Kathleen Doyle and Nicole Sekelsky, The Wright Center for Community Health*

This session will discuss strategies for effectively connecting patients to essential resources and support systems by leveraging social determinants of health (SDOH). This involves establishing a network of community partners, including food banks, employment agencies, non-profits, and healthcare centers like The Wright Center, to deliver comprehensive care. By collaborating with support groups and community organizations, the aim is to mitigate health disparities stemming from social, economic, and environmental disadvantages. Educating healthcare providers on SDOH importance ensures improved care, communication, and patient safety, facilitating a seamless transition to accessing necessary resources. Community health workers play a pivotal role in bridging disparities by empathetically assessing patient needs and providing ongoing support until those needs are met.

**Is a Credentialing Verification Organization Right/Not Right For You?**

**Conestoga Room (Level 4)**

*Christine Mobley, Edge-U-Cate, LLC*

Do you need help processing practitioner applications? Maybe you should consider using a credentialing verification organization (CVO) who can collect the data you need. Or maybe you are using an external CVO and want to bring it back in-house. We'll discuss the pros and cons of each, how you evaluate your needs, and steps to take when a decision is made.

12:30 p.m. – 1:30 p.m.

**Lunch Buffet**

**Heritage C (Level 3)**

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

**EHR Roundtables**

athenaPractice and NextGen ..... **Commonwealth 1-2 (Level 2)**

athenaOne and Medent ..... **Commonwealth 3 (Level 2)**

eClinicalWorks and Epic ..... **Commonwealth 4 (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 p.m. – 3:00 p.m.

### **Adopting Technology Innovation Strategies to Drive Improved Staff and Patient Experiences**

Heritage A/B (Level 3)

*Adam Arker, Hartman Executive Advisors and Ronan Gannon, LCH Health & Community Services*

Innovative technology can significantly enhance both staff and patient satisfaction at health centers. That said, many organizations struggle to simply “keep the lights on,” and more sophisticated technology tools can seem far out of reach, no matter how much promise they hold. Yet, it’s important to remember that innovation is a journey, and that the best way to get started on any journey is to set goals, develop a forward-thinking strategy, create, and manage an ongoing innovation process. This session will provide expert insights, real-world examples, and ways to develop strategies to set the stage for creating efficiency and innovation. Attendees will hear from a provider that changed their perspective of technology as an investment instead of a cost center to accelerate innovation, and how that line of thinking spurred change within their organizations, drove operational efficiencies and improved overall staff and patient experiences.

### **Engagement in Value Based Care**

Heritage C (Level 3)

*Wynter Newman and Kara Poremba, Wayne Memorial Community Health Centers*

This presentation explores the implementation of internal engagement strategies within health centers to optimize value-based care delivery. Faced with the dual challenge of improving patient outcomes and controlling costs, health centers have turned inward to cultivate active participation among their staff members. This presentation will include a range of internally focused initiatives within Wayne Memorial Community Health Center. These include staff training and development programs, incentive structures, and workflow enhancements. We will showcase how these strategies have been successfully integrated into health center operations, leading to improved care coordination, patient satisfaction, team engagement and financial sustainability. By emphasizing the role of organizational culture, leadership support, and continuous quality improvement, this presentation aims to provide health center administrators and managers with actionable insights to foster a culture of engagement and excellence within their organizations, ultimately advancing the goals of value-based care

### **A Health Center’s Journey to Adopting Servant Leadership as Its Common Leadership Philosophy**

Heritage D/E (Level 3)

*Alyssa Bennett, Valley Health Partners and John C. Porcari, JPorcari & Associates, LLC.*

Servant leaders expertly “lead from behind”. They prioritize the growth, well-being, inclusion, and empowerment of their employees. They create a common vision and instill hope, confidence, and optimism for high performance. Ultimately, this results in healthier communities, engaged employees, and more serving leaders! Learn about Valley Health Partner’s selection, adoption, and rollout of servant leadership as their common leadership philosophy.

3:00 p.m.

### **Adjournment**

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