October 22 – 24, 2014
Washington, DC
Hyatt Regency on Capitol Hill

CO-CHAIRS
David C. Colby, PhD, vice president, Policy, Robert Wood Johnson Foundation
Susan Dentzer, senior policy adviser to the Robert Wood Johnson Foundation; health policy analyst, The PBS News Hour

KEYNOTE SPEAKERS
John W. Bluford III, MBA, FACHE, former president and chief executive officer, Truman Medical Centers
Sylvia Matthews Burwell (invited), secretary, U.S. Department of Health and Human Services
Karen Ignagni, president and chief executive officer, America’s Health Insurance Plans
Sister Carol Keehan, DC, RN, MS, president and chief executive officer, Catholic Health Association of the United States
Risa Lavizzo-Mourey, MD, president and chief executive officer, Robert Wood Johnson Foundation
Mark B. McClellan, MD, PhD, senior fellow, The Brookings Institution
Nirav R. Shah, MD, MPH, senior vice president and chief operating officer for clinical operations, Kaiser Permanente Southern California

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PHYSICIANS: Approved for a maximum of 16.75 AMA PRA Category 1 Credit(s)™.
ACCOUNTANTS: Approved for up to 17.5 NASBA CPE credits.
ATTORNEYS: The Forum is currently pending approval to offer California and Pennsylvania MCLE Credits.

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FEATURING KEYNOTE ADDRESSES
AND ROUNDTABLES ON:
Partnersing to Build a Culture of Health
A Federal Vision for Population Health
Putting Population Health into Practice: Three Case Studies
If Not Us, Then Who? Hospitals’ and Health Systems’ Roles in Population Health
Seizing the Opportunities in Population Health
Lessons from the Policy Trenches
The Journey from Community Benefit to Population Health
Capturing the Savings in Health Care to Pay the Bill for Health
Health Plan Innovations to Improve Community Health

PLUS PRECONFERENCE:
ReThink Health: Simulating Population Health Impact as a Leadership Tool

AND ROTATING BREAKOUT SESSIONS:
Data and Information Tools to Tackle Population Health Challenges in Your Community
Hospitals Joining Forces on Community Health Needs Assessment and Implementation
“The Integrator”: Who Convenes the Stakeholders to Improve Health?
The Community Health Workforce: Taking Health to the People
Making a Collective Impact: Engaging Actors across Different Sectors, Schools, Jobs and More: Tackling the Social Determinants
Case Studies in Capturing Health Care Savings through Population Health

TUITION SCHOLARSHIP PROGRAM SUPPORTED BY:
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#pophealth2014
BEING HEALTHY ≠ NOT BEING SICK.

Achieving healthier people living in healthier communities requires a rethink about how people and institutions can work together to address the fact that health happens beyond clinical health care settings—in the places where people live, learn, work, and play. It requires partnerships among providers, payors, clinicians, consumers, the public health community, policymakers and others.

RWJF’s National Forum on Hospitals, Health Systems and Population Health: Partnerships to Build a Culture of Health brings together the people and organizations with the capacity and creativity to change the health of all Americans. The forum will foster high-level discussion about the most effective strategies—in development and practice—to improve population health. It is designed to inform and galvanize the field to work across sectors to build a Culture of Health.

TOPICS TO BE COVERED

The forum will showcase innovative approaches from across the nation that address key drivers of population health, including income, education, housing and transportation. We will share past successes in building bridges between public health and health care to improve health outcomes.

Attendees will learn how to:

• Forge new partnerships across all health sectors to address drivers of health
• Spread proven practices that help coordinate and improve overall care
• Utilize the most promising systems and methods to improve population health
• Encourage critical thinking on how to build a Culture of Health

Attendees will hear from experts about how to use data in new ways, apply analytics and information technology, augment the traditional health care workforce with nontraditional workers, such as community health workers, and employ new delivery and payment models.

WHO SHOULD ATTEND?

✓ Hospital staff and board members
✓ Nurses
✓ Physicians
✓ Allied clinicians
✓ Insurers
✓ Patient/consumer advocates
✓ Public health professionals
✓ Hospital, physician, nurse and quality leadership organizations
✓ Community stakeholder representatives from schools, churches, business, social organizations, etc.
✓ Federal and state health officials

ABOUT THE PRINCIPAL GRANTOR

For more than 40 years the Robert Wood Johnson Foundation has worked to improve the health and health care of all Americans. We are striving to build a national Culture of Health that will enable all Americans to live longer, healthier lives now and for generations to come. For more information, visit www.rwjf.org. Follow the Foundation on Twitter at www.rwjf.org/twitter or on Facebook at www.rwjf.org/facebook.

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PARTICIPATION OPTIONS

TRADITIONAL ONSITE ATTENDANCE

Simply register, travel to Washington, DC, and attend in person.

PROS: subject matter immersion; professional networking opportunities; faculty interaction.

LIVE AND ARCHIVED INTERNET ATTENDANCE

Watch the conference in live streaming video over the Internet and at your convenience at any time 24/7 for six months following the event.

The archived conference includes speaker videos and coordinated PowerPoint presentations.

PROS: Live digital feed and 24/7 Internet access for the next six months; accessible in the office, at home or anywhere worldwide with Internet access; avoid travel expense and hassle; no time away from the office.
WEDNESDAY, OCTOBER 22, 2014

7:30 amRegistration Open

PRECONFERENCE SESSION: ReTHINK HEALTH: SIMULATING POPULATION HEALTH IMPACT AS A LEADERSHIP TOOL
(Separate registration required)

This interactive pre-conference workshop will teach participants how to communicate to leaders about population health models that bridge health and health care. The ReThink Health Dynamics Model is an interactive, evidence-based computer simulation tool that participants will use to test their own scenarios in real time and then examine how these different interventions and investment strategies can improve health, care, costs, equity, and productivity. Participants will learn how a simulation tool like ReThink Health can help local leaders experiment and anticipate the likely effects of population health initiatives, policy interventions, financing schemes, and investment strategies. The session will be led by senior members of ReThink Health with on-the-ground perspectives.

9:00 am ReThink Health Preconference Session
Laura K. Landy, MBA, trustee, president and chief executive officer, Fannie E. Rippel Foundation
Sherry Immediato, MPP, MBA, director, ReThink Health, Fannie E. Rippel Foundation
Jane Erickson, MPA, MAIR (candidate), special assistant to the president and chief executive officer, Fannie E. Rippel Foundation
Robin Kilfeather-Mackey, MBA, CPA, MHCD, chief financial officer, Dartmouth-Hitchcock Health and affiliates
Yvonne Goldsberry, PhD, vice president of population health and clinical integration, Cheshire Medical Center/Dartmouth-Hitchcock Keene

12:00 pm Lunch on Your Own

OPENING PLENARY SESSION

1:00 pm Welcome and Introductions
Susan Dentzer, senior policy adviser to the Robert Wood Johnson Foundation, health policy analyst, The PBS News Hour

1:15 pm Keynote Address: Population Health: Partnering to Build a Culture of Health
Risa Lavizzo-Mourey, MD, MBA, president and chief executive officer, Robert Wood Johnson Foundation

1:45 pm Keynote Address: A Federal Vision for Population Health
Sylvia Mathews Burwell (Invited), secretary, U.S. Department of Health and Human Services

2:15 pm Roundtable on Putting Population Health into Practice: Three Case Studies
James S. Marks, MD, MPH, senior vice president and director, Program Portfolios, Robert Wood Johnson Foundation (Moderator)
David J. Bailey, MD, MBA, president and chief executive officer, The Nemours Foundation

THURSDAY, OCTOBER 23, 2014

7:00 am Registration and Exhibit Hall Open

MORNING BREAKOUT SESSIONS

8:00 am BREAKOUTS – ROUND I

BREAKOUT I

Data and Information Tools to Tackle Population Health Challenges in Your Community
Stacy Lindau, MD, MA, associate professor, Obstetrics/Gynecology and Medicine-Geriatrics, University of Chicago Medicine (Moderator)
HelpSteps.com: Eric Fleegler, MD, MPH, assistant in medicine, assistant professor of pediatrics, Harvard Medical School
Dallas Community Information Exchange Portal: Anand Shah, MD, MS, vice president, Clinical Services, Parkland Center for Clinical Innovation and executive director, Dallas IEP
NYC MacroScope: Jesse Singer, DO, MPH, assistant commissioner, Primary Care Information Project, NYC Regional Electronic Adoption Center for Health

BREAKOUT II

Hospitals Joining Forces on Community Health Needs Assessment and Implementation
Maureen Byrnes, MPA, lead research scientist, Department of Health Policy, Milken Institute School of Public Health, The George Washington University (Moderator)
Santa Cruz County, CA Collaboration: Mary Lou Goeke, executive director, United Way of Santa Cruz County
District of Columbia Collaboration: Chaya Merrill, director, Child Health Data Lab, Child Health Advocacy Institute, Children’s National Medical Center
New York State Collaboration: Sue Ellen Wagner, vice president, Community Health and executive director, Healthcare Trustees, Healthcare Association of New York State

Edward Ehlinger, MD, MSPH, commissioner of health, State of Minnesota
Giridhar Mallya, MD, MHSP, director of policy and planning, Philadelphia Department of Public Health; senior scholar, Leonard Davis Institute of Health Economics
DAY 2: THURSDAY, OCTOBER 23, 2014  Continued from page 3

BREAKOUT III
“The Integrator”: Who Convenes the Stakeholders to Improve Health?
Debbie I. Chang, MPH, vice president, Policy and Prevention, Nemours (Moderator)
Akon Accountable Care Community: Janine E. Janosky, PhD, dean, College of Education, Health, and Human Services and professor, Department of Health and Human Services, University of Michigan-Dearborn
Live Well San Diego: Nick Macchione, FACHE, director, Health and Human Services Agency, County of San Diego

BREAKOUT IV
The Community Health Workforce: Taking Health to the People
Karen Minyard, PhD, executive director, Georgia Health Policy Center (Moderator)
Health Leads: Sue Dalelio, senior vice president of accounts, program and expansion, Health Leads
Healthy Homes, Healthy Families: Helen M. DuPlessis, MD, MPH, chief medical officer, St. John’s Well Child and Family Center
Health Resilience Specialists: Laurie Lockert, manager, Health Resilience Program, Care Oregon

9:15 am  BREAKOUTS – ROUND II

9:30 am  BREAKOUTS – ROUND II

BREAKOUT V
Data and Information Tools to Tackle Population Health Challenges in Your Community (Repeat of Breakout I)

BREAKOUT VI
Hospitals Joining Forces on Community Health Needs Assessment and Implementation (Repeat of Breakout II)

BREAKOUT VII
Schools, Jobs, Housing and More: Tackling the Social Determinants
Marcia Wilson, PhD, MBA, assistant director for Regional Support, Aligning Forces for Quality, The George Washington University (Moderator)
Cincinnati Children’s Hospital: Andrew F. Beck, MD, MPH, attending physician, Division of Hospital Medicine and assistant professor, University of Cincinnati Department of Pediatrics
Durham County, NC: Kimberly Monroe, MPA, program manager, Community Relations, Duke University Health System
Spokane, WA: Lyndia Wilson, division director, Spokane Regional Health District

BREAKOUT VIII
Making a Collective Impact: Engaging Actors across Different Sectors
Renée S. Frazier, MHSA, FACHE, chief executive officer, Common Table Health Alliance (Moderator)
Franklin County Community that Cares Coalition, MA: Kat Allen, co-chair, Communities That Care Coalition and co-coordinator, Partnership for Youth, Franklin Regional Council of Governments
Buncombe County, NC: Stephanie Kiser, executive director, Community Health and Corporate Wellness, Mission Health
Live Well Omaha: Sarah Sjolie, MPA, director, Healthier Communities and Community Benefit, Alegent Creighton Health

BREAKOUT IX
Case Studies in Capturing Health Care Savings through Population Health
Karen Murphy, PhD, RN, director, State Innovation Models, Centers for Medicare and Medicaid Innovation, Centers for Medicare and Medicaid Services, HHS (Moderator)
UPMC for You: John Lovelace, president, UPMC for You and president, Government Programs and Individual Advantage
Boston Children’s Hospital Community Asthma Initiative: Shari Nethersole, MD, executive director, Community Health, Boston Children's Hospital

10:45 am  BREAKOUTS – ROUND III

11:00 am  BREAKOUTS – ROUND III
Breakout X. “The Integrator”: Who Convenes the Stakeholders to Improve Health? (Repeat of Breakout III)
Breakout XI. The Community Health Workforce: Taking Health to the People (Repeat of Breakout IV)
Breakout XII. Making a Collective Impact: Engaging Actors across Different Sectors (Repeat of Breakout VIII)
Breakout XIII. Schools, Jobs, Housing and More: Tackling the Social Determinants (Repeat of Breakout VII)
Breakout XIV. Case Studies in Capturing Health Care Savings through Population Health (Repeat of Breakout IX)

12:15 pm  Networking Luncheon

AFTERNOON PLENARY SESSION

1:00 pm  Keynote Address: Population Health: Lessons from the Policy Trenches
Nirav R. Shah, MD, MPH, senior vice president and chief operating officer for clinical operations, Kaiser Permanente Southern California

1:30 pm  Keynote Address: The Journey from Community Benefit to Population Health
Sister Carol Keehan, DC, RN, MS, president and chief executive officer, Catholic Health Association of the United States

1:45 pm  Roundtable on Three Case Studies on Making the Journey
Donald Schwarz, MD, MPH, director, Catalyzing Demand for Healthy Places and Practices, Robert Wood Johnson Foundation (Moderator)
Randy Oostra, MHA, DM, president and chief executive officer, ProMedica Health System
Samuel L. Ross, MD, MS, chief executive officer, Bon Secours Baltimore Health System
Kimberlydawn Wisdom, MD, MS, senior vice president of Community Health & Equity and chief wellness officer, Henry Ford Health System

3:00 pm  Break

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Take advantage of this unique opportunity to expand your reach! The Forum is attended by highly influential and experienced professionals. Sponsorship offers you strategic positioning as an industry leader. For more information call 206-673-4815 or email exhibits@hcconferences.com.
FRIDAY, OCTOBER 24, 2014

7:00 am  Registration and Exhibit Hall Open

CLOSING PLENARY SESSION

8:30 am  Welcome and Introductions
Susan Dentzer, senior policy adviser to the Robert Wood Johnson Foundation, health policy analyst, The PBS News Hour

9:00 am  Keynote Address: Health Plan Innovations to Improve Community Health
Karen Ignagni, president and chief executive officer, America’s Health Insurance Plans

9:15 am  Roundtable on Innovations to Improve Community Health
John Lumpkin, MD, MPH, senior vice president and director, Targeted Teams, Robert Wood Johnson Foundation (Moderator)
Raymond J. Baxter, PhD, senior vice president, Community Benefit, Research and Health Policy, Kaiser Permanente
Mary Ann Christopher, MSN, RN, FAAN, president and chief executive officer, Visiting Nurse Service of New York
Lloyd H. Dean, president and chief executive officer, Dignity Health

10:30 am  Break

10:45 am  Improving Population Health: Who Will Do the Work and How?
Susan Dentzer, senior policy adviser to the Robert Wood Johnson Foundation, health policy analyst, The PBS News Hour (Moderator)
Official TBD, Centers for Disease Control and Prevention
Patrick Conway, MD, MSc, deputy administrator for innovation and quality and chief medical officer, Centers for Medicare and Medicaid Services, HHS
James Macrae, MA, MPP, associate administrator, Bureau for Primary Health Care, Health Resources and Services Administration, HHS

12:00 pm  Adjourn

5:00 pm  Adjournment and Networking Reception
THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

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You may register through either of the following:
• Fax/Mail/Email using this registered printing form. Mail the completed form with payment to the Conference Registrar at 22529 39th Ave. SE, Bothell, WA 98021, or fax the completed form to 206-319-5303, or scan and email the completed form to registration@hcconferences.com.
• Checks or money orders should be made payable to Health Care Conference Administrators LLC. The following credit cards are accepted: American Express, Visa, or MasterCard. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC.
• Registrants awaiting company check or money order, a credit card number must be given to hold registration. If payment is not received by seven days prior to the Forum, credit card payment will be processed.

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Onsite attendees can also request a Certificate of Attendance which they can file with appropriate entities for credit, and webcast attendees can request a Webcast Certificate of Attendance on which they can certify the number of hours they watched and can file with appropriate entities for credit.

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- Standard Rate:
  - Through Friday, September 12, 2014* $ 1,195
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  - After Friday, October 3, 2014 $ 1,195
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National Forum on Hospitals, Health Systems and Population Health: Partnerships to Build a Culture of Health

A National Forum on How Hospitals and Health Systems Can Collaborate with Public Health to Improve the Health of the Whole Community

October 22 – 24, 2014
Washington, DC
Hyatt Regency on Capitol Hill

Support Provided by
Robert Wood Johnson Foundation

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