

## 2023 MPCA Annual Conference

### September 27-29, 2023

Agenda   Wednesday, September 27 <sup>th</sup>   Health Center Leadership Summit		
9:30 am	Registration Opens	
10 -10:15 a.m.	Welcome	Phillip Bergquist, CEO, Michigan Primary Care Association
10:15-11:30 a.m.	<p><b><u>Opening General Session</u></b>  <b>“Forward Together: Regaining Momentum and Motivation”</b>            This high-energy keynote will address the most significant challenges facing FQHCs today - burnout, low morale, quitting, and high turnover rates. These challenges can have a profound impact on the patient and employee experience. In this engaging and informative keynote address, we will provide actionable solutions to overcome the barriers impacting your workforce.            Our expert speakers will explain strategies for combating these issues and maintaining a healthy work environment. We recognize that these are challenging times, yet it is possible to move forward together. Our speakers will share strategies for building resilience, navigating the new norm, and developing your future leaders.            You don’t want to miss this thought-provoking keynote address. You will leave with a clear understanding of how to better respond to the needs of your team and create an environment where people <b>want</b> to come to work.</p>	<p><b>Matt Bennett, MBA, MA, Founder of Optimal HRV</b></p> <p><b>April Lewis, CEO, A Lewis Academy, Inc</b></p>
11:30 a.m.-12 p.m.	Health Center Team Preparation Time	
12-1 p.m.	Lunch	
1 - 2:15 p.m.	Breakout 1	
Track: Leadership	<p><b>1A: PART 1 Empowering FQHC Leaders</b>            Join this immersive, two-part workshop tailored especially for FQHC leaders. Whether you're aiming to refine the capabilities of your existing team or pave the way for the next generation, this workshop is crafted to suit your needs. Part I will shed light on the 'People' and Part II will explore the 'Process,' to implement a leadership development program. Activities and discussions will range from empathetic communication, talent management and goal-setting. The purpose is to blend</p>	<p><b>Matt Bennett, MBA, MA, Founder of Optimal HRV</b></p> <p><b>April Lewis, CEO, A Lewis Academy, Inc.</b></p>

	<p>technical expertise and emotional intelligence. At the conclusion of this workshop, you will be able to step into the future with a stronger, more prepared team of mission-driven leaders.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none"> <li>• Discover techniques to discern the core values of your team members, ensuring they resonate with your organization's mission.</li> <li>• Refine your talent management approach, maximizing both individual and team potential.</li> <li>• Implement goal-setting methods that can be seamlessly integrated into regular check-ins and performance evaluations, ensuring clarity and direction.</li> <li>• Design a comprehensive Training Plan, tailor-made to foster and nurture the growth of your emerging leaders, preparing them for the challenges ahead.</li> </ul>	
<p><b>Track:</b> Change Management</p>	<p>1B: PART 1 <b>What Does It Take to Lead with Emotional Intelligence and Effectively Manage Change in Today's Dynamic Work Environment?</b> This session delves into the art of leading with emotional intelligence while adeptly managing change in today's fast-paced work environment. Participants will learn to seamlessly integrate emotional intelligence into their leadership style, enhancing team dynamics and bolstering organizational resilience in the face of change.</p> <p>Learning objectives for this session are:</p> <ol style="list-style-type: none"> <li>1. <b>Emotional Intelligence Unveiled:</b> unpacking emotional intelligence and its pivotal role in effective leadership.</li> <li>2. <b>Navigating Change:</b> Exploring the stages of change management and strategies to steer teams through transitions successfully.</li> <li>3. <b>Strategic Communication in Change:</b> Discuss transparent and strategic communication techniques to maintain trust and alignment during change.</li> <li>4. <b>Cultivating Adaptability:</b> Instill a culture of adaptability, fostering innovation, growth, and agility in the modern workplace.</li> </ol>	<p>Crystal Morris, MS, ACC, Lead Culture and Climate Architect, One Caring Adult</p>
<p><b>Track:</b> Culture and Wellbeing</p>	<p>1C: PART 1 <b>Creating and Sustaining an Organization Culture of Wellness</b> Addressing justice, equity, diversity, and inclusion (JEDI), burnout, and employee wellness and satisfaction requires a thoughtful, systematic, and sustainable approach to implementing tools that result in the effective retention and recruitment of mission-driven health center staff. As the healthcare workforce landscape rapidly changes,</p>	<p>Suzanne Speer, Senior Director, Workforce Development, Association of Clinicians for the Underserved</p>

	<p>leadership must remain nimble and acknowledge the paramount need for developing a culture of wellness. This includes prioritizing JEDI initiatives that embrace the breadth and depth of what it truly means to be a diverse organization. Similarly, a culture of wellness needs to make employee resiliency and well-being a priority. Although the driving factors of burnout are complex, mitigating and alleviating the problem is not insurmountable. Taking deliberate steps to create a culture of wellness means actively including staff satisfaction in a health center’s strategic planning and workforce development.</p> <p>This session will feature didactic lecturing, the use of Mentimeter polls and open-ended questions, and opportunities for questions and reflecting with peers. Participants will leave with practical steps to begin creating and sustaining a culture of wellness in their own organization.</p>	
<b>2:15-3:45 p.m.</b>	<b>Breakout 2</b>	
<b>Track: Leadership</b>	<b>2A: Empowering FHC Leaders Part 2: The Process of Implementation</b>	<p>Matt Bennett, MBA, MA, Founder of Optimal HRV</p> <p>April Lewis, CEO, A Lewis Academy, Inc.</p>
<b>Track: Change Management</b>	<b>2B: PART 2 What Does It Take to Lead with Emotional Intelligence and Effectively Manage Change in Today’s Dynamic Work Environment?</b>	Crystal Morris, MS, ACC, Lead Culture and Climate Architect, One Caring Adult
	<b>2C: PART 2 Creating and Sustaining an Organization Culture of Wellness</b>	Suzanne Speer, Senior Director, Workforce Development, Association of Clinicians for the Underserved
<b>3:45-4 p.m.</b>	<b>Break</b>	
<b>4-4:30 p.m.</b>	<b>Health Center Team Action Planning Time</b>	
<b>5:15-6:45 p.m.</b>	<b>Welcome BBQ Dinner with Cash Bar</b>	
<b>6-9 p.m.</b> <b>“The Den” (no cost)</b>	<ul style="list-style-type: none"> <li>• Join colleagues for a BBQ dinner outside under the yellow pavilion tent!</li> <li>• Outdoor games will be available to play.</li> <li>• “The Den” has been reserved exclusively for three hours for our group. It includes an escape room, boutique bowling, virtual reality, axe throwing and an arcade. (Located inside Grand Traverse Resort) *Axe Throwing is for 18 years or older and must wear closed toed shoes, and sign waiver.</li> </ul>	

## Agenda | Thursday, September 28<sup>th</sup> | 2023 Annual Conference

6:45 a.m.	Registration Opens	
7:30-8:30 a.m.	Health Center Board Member Meeting (Breakfast for Participants)	Dave Brown, President, Board of Directors, Family Medical Center of Michigan
7:30-9 a.m.	MCHN Annual Meeting (Breakfast for Participants)	Russ Kolski, Executive Director, MI Community Health Network (MCHN)
7:45-8:45 a.m.	Breakfast and Exhibitor Time	
9-9:15 a.m.	Welcome	Phillip Bergquist, CEO, Michigan Primary Care Association
9:15-10:30 a.m.	<u>Opening General Session</u>	Spoken Word Artist: G Foster II, The Diatribe  Keynote: Tyler Merritt, Speaker, Author, Actor
10:30-10:45 a.m.	Break and Networking with Exhibitors	
10:45-12 p.m.	Breakout 3	
Track: Value-Based Care Delivery	<p><b>3A: Value-Based Care: Lessons from Michigan Community Oral Health Transformation</b></p> <p>Dentistry is undergoing rapid change. Many states are proactively addressing an evolving landscape toward value-based care and value-based payments by supporting necessary systemic shifts and the clinical model of care delivery that supports them. The Community Oral Health Transformation (CO<sub>R</sub>HT) Initiative was designed to support care delivery sites and the states in which they operate on the road to transformation. This session will address how Michigan Federally Qualified Health Centers with support from the Michigan Primary Care Association and CareQuest Institute for Oral Health are approaching value-based transformation, and how the CO<sub>R</sub>HT Initiative's data-driven approach can support the enhancement of prevention-focused, person-centered, integrated, and equitable care.</p> <p>Learning Objectives include:</p> <ul style="list-style-type: none"> <li>• Describe the Community Oral Health Transformation (CO<sub>R</sub>HT) Initiative and the foundational framework that supports readiness for evolving care delivery models in oral health.</li> <li>• Understand perspectives from clinical and administrative leaders from Community Health Centers regarding successes and challenges on the path to oral health care transformation.</li> </ul>	<ul style="list-style-type: none"> <li>- Lauren Rush, DDS, Chief Dental Officer, MyCare Health Center</li> <li>- Melissa Keil, Dental Director, Grace Health</li> <li>- Karen Wood, CEO, MyCare Health Center</li> <li>- Danielle Apostolon, CareQuest Institute for Oral Health</li> </ul>

	<ul style="list-style-type: none"> <li>Describe data-driven learnings from the Initiative related to clinical, financial, and operational approaches to implementation.</li> </ul>	
<b>Track:</b> <b>Health Information Technology and Data</b>	<b>3B: Health Information Technology: Navigating the Changing Landscape</b> Changes in healthcare delivery systems and the rapid advancement of technology are creating new challenges for Community Health Centers, PCAs, and Networks. In addition, value-based care payment models have created opportunities to implement new approaches to care delivery including telehealth remote patient monitoring, and use of artificial intelligence. In addition, HHS and HRSA are implementing new requirements including digital quality measurement and UDS + (disaggregated data reporting). This session will discuss how CHCs, PCAs and Networks can collaborate to develop resources to navigate this changing landscape. Learning objectives include: <ul style="list-style-type: none"> <li>Identify the factors that are impacting changes in health care delivery and technology adoption in CHCs;</li> <li>Describe how CHCs, PCAs and Networks can partner to share resources and approaches to navigate this changing landscape;</li> <li>Discuss how technology can be utilized to optimize the healthcare delivery system; 4) Describe the HHS Data Modernization Strategy and how these changes impact CHCs, PCAs and Networks as well as discuss approaches to manage these changes.</li> </ul>	Andrew Hamilton, RN, BSN, MS, Chief Informatics Officer, AllianceChicago
<b>Track:</b> <b>Health Center Resilience and Excellence</b>	<b>3C: The Evolving Revenue Cycle</b> The healthcare industry is an ever-changing sector but even more so under the extraordinary circumstances encountered during the past few years. Health Centers are adapting to staffing capacity restraints, changing reimbursement models, enhanced technology and changing regulations. This session will focus on key areas health centers should address to prepare, protect and maintain patient service revenue. Learning objectives include: <ul style="list-style-type: none"> <li>Identify trends impacting billing processes.</li> <li>Discuss preparing for change in key focus areas.</li> </ul>	Rebekah Wallace Pardeck, CMPE, CPC®, CPCO™, President and Owner of Achieve Revenue Management, LLC
<b>Health Law Update</b>	<b>3D: Health Law Update for Health Centers</b>	Larry Jensen, Attorney, Hall Render Killian Health & Lyman, P.C.
<b>12-1 p.m.</b>	<ul style="list-style-type: none"> <li><b>Lunch and Networking with Exhibitors</b></li> <li><b>MPCA Board and Annual Meeting</b></li> </ul>	
<b>1-2:15 p.m.</b>	<b>Breakout 4: Facilitated Discussions</b>	

	4A: Quality Payment Model	
4B: APM		
	<p><b>4C: Workforce: Loan Repayment Programs and Health Professional Shortage Areas</b></p> <p>This session will give an overview of the shortage designation process, highlighting key health workforce shortages in Michigan and the new Maternity Care Target Areas (MCTA). We will also explain how to request a HPSA rescore or reinstatement through collaboration and provider data collection for reassessments. Finally, we will describe the recruitment and retention strategies through loan repayment programs and how they are used to improve primary care service delivery, enhance access to care, address, and consequently reduce health workforce shortages to meet the needs of underserved populations in Michigan. Some state and federal programs using HPSA and MUA/P designations as one of their main eligibility criteria are: the Michigan State Loan Repayment Program (MSLRP), National Health Service Corps (NHSC), Health Center Program (FQHC/LAL), CMS Rural Health Clinic Program, J-1 Visa Waiver Program, CMS Physician Bonus Payment, among others.</p> <p>As a result of attending this session, participants will be able to:</p> <ul style="list-style-type: none"> <li>• Get an overview of the Shortage Designation process and key health workforce shortages in Michigan.</li> <li>• Understand the new primary care Maternity Care Target Area (MCTA) scores, and their potential use in reducing shortages of maternity health care professionals.</li> <li>• Learn about state and federal programs aimed to reduce health care shortages in high need areas through loan repayment programs for the recruitment and retention of providers, including new funding to target behavioral health workforce shortages.</li> </ul>	<p>Miguelina Carela-Garcia, MDHHS Brittany Brookshire, MDHHS</p>
<p><b>4D: DEI: Now What?</b></p> <p><u>Facilitators:</u> Debbie Edokpolo, Director of Health Equity and Social Justice, MPCA; Amber Desgranges, Chief Program Officer, MPCA</p> <p><u>Participating:</u></p>		

		Tyler Merritt, Speaker, Author, Actor
1-2:15 p.m.	<b>4E: Reimburse and Integrating Community Health Workers into Care Teams</b>	<u>Facilitator:</u> Anne Scott, Health Center Operations Officer, MPCA
2:15-2:30 p.m.	<b>Break and Networking with Exhibitors</b>	
2:30-3:45 p.m.	<b>Breakout 5</b>	
<b>Track:</b> Value-Based Care Delivery	<p><b>5A: <u>Panel Discussion:</u> Engaging Care Teams for Value-based Success and Real Outcomes</b></p> <p>One of the biggest challenges for Community Health Centers transitioning to value-based care payment models is figuring out how to engage the care teams in the process. Care Team buy-in (specifically provider buy-in) is critical for success in value-based arrangements such as CMS ACO REACH, especially since providers and the patient they serve drive utilization. The presenters will share a few best practices and Medical Home Network lessons learned with Health Center’s CEOs, CFOs, and COOs to help drive care team engagement and better position health centers for success.</p> <p>Learning Objectives: Participants will be able to:</p> <ul style="list-style-type: none"> <li>• Identify benefits of shifting to a value-based population health approach</li> <li>• Identify the benefits of participating in a Clinically Integrated Network (CIN)</li> <li>• Identify strategies for building leadership and practice infrastructure to support success in value-based care</li> <li>• Discuss linkages between payment reform and expanded use of the primary care workforce.</li> </ul>	<p>Medical Home Network ~ Abby DeVries, Medical Dir Misty Drake, VP of Client Services &amp; Growth ~ Karen Clapp, Sr Consultant</p>
<b>Track:</b> Health Information Technology and Data	<p><b>5B: Let’s Roll: The MOBILE Health Act @ Technical Assistance Contracts</b></p> <p>The bipartisan MOBILE Health Care Act has been signed into law by President Joe Biden. This new law allows community health centers to expand access to rural and underserved communities through New Access Point (NAP) grants. HRSA invests in organizations that address training technical assistance (T/TA) needs of health centers. Learn how to combine these forces to serve your community better, faster, and with less financial risk. After this session you will:</p> <ul style="list-style-type: none"> <li>• Fully understand the MOBILE Health Act and New Access Point (NAP) grants.</li> <li>• Fully understand how to not lose money with Mobile Health.</li> <li>• Fully understand Training Technical Assistance (T/TA) Programs for Mobile Health.</li> </ul>	Travis LeFever, CEO, Michigan Mobile Medical

<p><b>Track:</b> Health Center Resilience and Excellence</p>	<p><b>5C: Reimbursement &amp; Operational Considerations in Payor Contracting</b> Health Centers encounter a wide variety of options when dealing with payor contracts. These contracts can impact operational processes, patient financial responsibility and reimbursement. In this session our presenters will combine compliance, operational 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 education 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.</p> <p>Learning objectives of this session are:</p> <ul style="list-style-type: none"> <li>• Identify common contract types.</li> <li>• Understand focus areas for analyzing payer contracts from an operational and reimbursement perspective.</li> </ul>	<p>Rebekah Wallace Pardeck, <b>CMPE, CPC®</b>, <b>CPCO™</b>, President and Owner of Achieve Revenue Management, LLC</p>
	<p><b>5D: Need Assessment and Strategic Planning</b> This session’s learning objectives will be:</p> <ul style="list-style-type: none"> <li>• Recognizing the board’s role in compliance with the HRSA Community Needs Assessment (CNA) program requirement</li> <li>• Considering ways to support strategic planning by using the CNA</li> <li>• Understanding how the CNA can support their community engagement and/or Diversity, Equity and Inclusion activities.</li> </ul>	<p>Avni Shridharani, Community Health Strategies, LLC</p>
<p><b>3:45-4 p.m.</b></p>	<p><b>Networking with Exhibitors</b></p>	
<p><b>4-5 p.m.</b></p>	<p><b>General Session</b> <b>State Social Determinants of Health Strategy</b> The 2022-2024 MDHHS Social Determinants of Health (SDOH) Strategy, entitled Michigan’s Roadmap to Healthy Communities, builds upon existing efforts to address the social determinants of health, with a focused approach to align efforts at the state and local level for a greater impact in communities. During this session, attendees will learn about how key recommendations from Phase II of the SDOH Strategy will create a sustainable framework to support community led interventions.</p> <p>Learning Objectives include:</p> <ul style="list-style-type: none"> <li>• Attendees will learn about key elements of the SDOH Strategy framework and ways to engage with Strategy through their current efforts.</li> </ul>	<p>Spoken Word Artist: G Foster II, The Diatribe</p> <p>Ninah Sasy, Director, Policy and Planning, Michigan Department of Health and Human Services</p>



	<ul style="list-style-type: none"> <li>Attendees will learn about key recommendations from Phase II of the SDOH Strategy including the Community Information Exchange (CIE) Taskforce, Community Health Workers (CHW) Statewide Subcommittee, and our partnerships to reduce disparities and support health equity.</li> <li>Attendees will receive preliminary information about the launch of the SDOH Hubs and SDOH Advisory Council</li> </ul>	
5:30-9:30 p.m.	<p><b>Wine Tasting and Dinner at Bonobo Winery (Optional)</b></p> <ul style="list-style-type: none"> <li>Limited space and Transportation provided.</li> <li>Additional Fee.</li> <li>Pre-registration is required.</li> </ul> <p><b>Bus Trip to Downtown Traverse City</b></p> <ul style="list-style-type: none"> <li>A bus has been reserved to take those interested into Traverse City for shopping or dinner at a local restaurant. A list of some of the favorites will be provided.</li> </ul>	

## Agenda | Friday, September 29<sup>th</sup> | 2023 Annual Conference

7:30 a.m.	Registration	
8-9 a.m.	Breakfast and Annual Awards / Recognitions	
9-10:15 a.m.	Breakout 6	
Track: Value-Based Care Delivery	6A: Utilization	Kay Judge, MD, MHA, Meridian Michigan
Track: Health Information Technology and Data	<p><b>6B: Automating Operations Insights - Accelerating Center Performance Through Automated KPI Dashboards</b></p> <p>See how one center has leveraged automated reports on operations, finance quality, and other areas to substantially improve patient care and center revenues. In this session, the presenters will show how Wesley Community Health Center has leveraged reporting automation to improve patient care, quality metrics and revenues. Wesley has automated executive reporting from five different systems, producing insights into quality measures and operations while saving over 80 hours' worth of executive and staff time. Through this session, attendees will learn:</p> <ul style="list-style-type: none"> <li>How FQHCs can use timely data and recaptured staff hours to improve patient care.</li> </ul>	<p>Theo Kipnis, Commercialization Strategist, trumpet, inc.</p> <p>Jason Rentscheler, COO, Wesley Community and Health Centers</p>

	<ul style="list-style-type: none"> <li>• How adjustments in multiple departments can substantially increase appointment volume and revenue.</li> <li>• How automation can drive improvements while creating a better working environment for staff.</li> </ul>	
<b>Track: Health Center Resilience and Excellence</b>	<p><b>6C: Real World Professional Liability Exposures and Claims</b></p> <p>During this session we will discuss the four buckets of Professional Liability Exposures within FQHC’s and common claims examples with risk management strategies: 1. Management Liability (Directors and Officers, Employment Practice Liability, Crime, Fiduciary) 2. Cyber Liability; 3. Medial Professional Liability (GAP Coverage over Federal Tort Claims Act); 4. Miscellaneous Liability (Healthcare Fraud and Abuse-Billing Errors and Omissions, Active Assailant and Workplace Violence, Kidnap and Ransom, Volunteers)</p> <p>Members will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the four common professional liability exposures within an FQHC.</li> <li>• Have a better understanding of the outcomes from Real World claims examples.</li> <li>• Better understand how a claim can impact the entity, c-suite members, physicians, employees, independent contractors and volunteers.</li> <li>• Deep dive into “GAP” coverage for FQHC’s that are deemed and have FTCA coverage.</li> </ul>	<p>Michael Sadler, MBA, cyRM, Vast</p> <p>Conner Madey, Broker, CRC Insurance Services</p>
<b>10:15-10:30 a.m.</b>	<b>Networking / Check-out</b>	
<b>10:45-12 p.m.</b>	<p><b><u>Closing General Session</u></b> <b>Role of Continued Advocacy in Mission Work to Move “Forward Together”</b></p> <p>During this session, the critical role of advocacy for the future of a more just, equitable, and sustainable American healthcare system, and the unique role that health centers must play in that work will be discussed.</p> <p>Learning objectives include:</p> <ul style="list-style-type: none"> <li>• Identifying the contours of healthcare policy in America</li> <li>• Recognizing the critical role that FQHCs serve in serving Michigan’s most resource limited residents</li> <li>• Appreciating the ways that healthcare policy is shaped by special interests <ul style="list-style-type: none"> <li>- Understanding the way to leverage narrative toward advocacy</li> </ul> </li> </ul>	<p>Abdul El-Sayed, Director &amp; Health Officer, Health, Human and Veterans Services</p>
<b>12-2 p.m.</b>	<b>Lunch with Network / Business Meetings</b>	

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