The Region’s Health and Health Care Systems: Transformation for Excellence and Accountability

Purpose:
The purpose of this annual program is to share best practices and encourage dialogue related to health care in the region. There will be emphasis on enhancing the quality, effectiveness, and accountability of care across the continuum to improve the health of the population in the region. Pertinent issues will be addressed, noting regional, national and regulatory perspectives.

Objectives:
Participants will:
- Gain knowledge regarding best practices that were designed to develop, enhance, and maintain quality health care across the continuum.
- Engage in dialogue that facilitates visioning for effectiveness and accountability in health care to achieve the goal of improved health of the region’s population.
- Identify strategies that will promote and support community awareness regarding quality health care.

Intended Audience:
This program is an education forum for hospital board members, health care executives, physicians, other health care providers, and community health leaders.

Continuing Education:
The Crystal M. Lange College of Health and Human Services at Saginaw Valley State University (OH-344, 6/30/2013) is an approved provider of continuing nursing education by the Ohio Nurses Association (OBN-001-91), an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Central Michigan University College of Medicine designates this educational activity for a maximum of 3.5 AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity. This activity has been planned and implemented in accordance with the Essential Areas and policies of the Michigan State Medical Society Committee on CME Accreditation through the joint sponsorship of Central Michigan University College of Medicine and the CML College of Health & Human Services at Saginaw Valley State University. Central Michigan University College of Medicine is accredited by the Michigan State Medical Society Committee on CME Accreditation to provide continuing medical education for physicians.
Keynote Speakers

Maureen Bisognano
*President and CEO, Institute for Healthcare Improvement (IHI)*

Maureen Bisognano, President and CEO, Institute for Healthcare Improvement (IHI), is the winner of the 2012 Health Research & Educational Trust (HRET) Award. She received the award in San Francisco as part of the American Hospital Association’s 20th Annual Leadership Summit and Health Forum. In a statement, HRET President Dr. Maulik Joshi praised Maureen as a “tireless advocate for change.”

Ms. Bisognano served previously as IHI’s Executive Vice President and CEO for 15 years. As a prominent authority on improving health care systems, her expertise has been recognized by her elected membership to the Institute of Medicine and by her appointment to The Commonwealth Fund’s Commission on a High Performance Health System, among other distinctions. She advises health care leaders around the world, is a frequent speaker at major health care conferences on quality improvement, and is a tireless advocate for change. She is also an Instructor at the Brigham and Women’s Hospital of Medicine at Harvard Medical School, a Research Associate in the Brigham and Women’s Hospital Division of Social Medicine and Health Inequalities, and serves on the boards of the Commonwealth Fund, TheaCare Center for Healthcare Value, and Mayo Clinic Health System-Eau Claire.

Prior to joining IHI, Ms. Bisognano was Senior Vice President of the Juran Institute, where she consulted with senior management on the implementation of total quality management in health care settings. Before that, she served as Chief Executive Officer of the Massachusetts Respiratory Hospital in Braintree, MA, where she implemented a hospital-wide strategic plan that improved the quality of care while simultaneously reducing costs.

Ms. Bisognano began her career in health care in 1973 as a nurse and eventually Chief Operating Officer at Quincy Hospital in Quincy, MA. She holds a Bachelor of Science degree from the University of the State of New York and a Master of Science degree from Boston University.

Dr. Jeffrey Brenner
*Director of the Institute of Urban Health at Cooper Hospital and Executive Director of the Camden Coalition of Healthcare Providers*

Dr. Jeffrey Brenner, MD is a family physician who has worked in Camden, NJ for the past twelve years. Dr. Brenner owned and operated a solo-practice, urban family medicine office that provided full-spectrum family health services to a largely Hispanic Medicaid population including delivering babies, caring for children and adults, and doing home visits. His life’s goal is to ensure that all families who live in urban, underserved communities receive high quality, culturally competent, personalized family health care.

He attended Robert Wood Johnson Medical School and completed a Family Medicine residency at the Swedish Health Center in Seattle, Washington. Dr. Brenner is the Director of the Institute of Urban Health at Cooper Hospital where he has spearheaded innovative solutions for improving the health of urban, underserved communities.

Recognizing the need for a new way for hospitals, providers, and community residents to collaborate, he founded and has served as the Executive Director of the Camden Coalition of Healthcare Providers since 2003. The Camden Coalition is a non-profit organization, committed to improving the quality, capacity, and accessibility of the health care delivery system in Camden. Dr. Brenner’s work is dependent on building complex collaborations amongst three highly competitive hospitals, two local FQHC’s, social service providers, and small private medical offices in Camden. Through the Camden Coalition, local stakeholders are working to build an integrated, health delivery model to provide better care for Camden City residents.

Dr. Brenner’s work was profiled by the writer and surgeon Dr. Atul Gawande in an article in The New Yorker entitled “The Hot Spotters” (1/24/11) and in an episode of PBS Frontline (7/27/11).

Dr. Brenner was awarded the Dr. Robert M. Feinberg Achievement Award by the American College of Physicians in 2010 for his outstanding contribution to the field of medicine. He has spoken at the Institute of Medicine, the World Economic Forum, and participated in a variety of articles, television appearances, and conferences on quality improvement, and is a frequent speaker at major health care systems.

Dr. Brenner is an alumnus of Harvard Medical School. He completed a Family Medicine residency at the Swedish Medical Center in Seattle, Washington. Dr. Brenner is the director of the Institute of Urban Health at Cooper Hospital in Camden, NJ. He is also an Instructor at Harvard Medical School and a Guest Lecturer at the Institute for Healthcare Improvement.

Schedule:

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<tr>
<th>Time</th>
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<tr>
<td>8:30-9 a.m.</td>
<td>Registration, Networking and Morning Refreshments</td>
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<tr>
<td>9-9:15 a.m.</td>
<td>Welcome and Conference Vision Overview</td>
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<tr>
<td>9:15-10:45 a.m.</td>
<td>“Getting Healthy Together Through Improved Systems”* Maureen Bisognano</td>
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<td>10:45-11 a.m.</td>
<td>Break</td>
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<tr>
<td>11 a.m.-12:30 p.m.</td>
<td>“Bending the Cost Curve and Improving Quality in one of America’s Poorest Cities-Camden, NJ** Jeffrey Brenner, M.D.</td>
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<td>12:30-12:45 p.m.</td>
<td>Conference Summary and Evaluation</td>
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<td>12:45-1:30 p.m.</td>
<td>Lunch</td>
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Abstracts

*“Getting Healthy Together…”*

The determinants of health are numerous and varied. To get healthy and achieve the goals of the Triple Aim - better care, better health, lower per capita costs - we need to work together across disciplines, across silos, and across all parts of the community.

Maureen Bisognano discusses what’s needed at the patient level, at the organization level, and at the community level, to improve health outcomes and transform our fragmented health systems.

**“Bending the Cost Curve…”**

In one of America’s poorest cities, the Camden Coalition of Healthcare Providers built a citywide coalition to improve the quality, capacity, and accessibility of health care services while reducing costs. Driven by longitudinal data from hospital claims records for every city resident, they redesigned health care delivery and targeted services to the most costly and complex patients. Efforts include a combination of primary care clinical redesign, a Health Information Exchange, outreach projects targeted to the highest cost patients, patient education programs, and community organizing. The Coalition worked with several partners to pass a Medicaid Accountable Care Organization (ACO) bill that permits shared savings to be captured from reductions in ER and hospital use in Medicaid.