Tenth Annual Conference

The Region’s Health and Health Care Systems:
Communities Achieving Excellence and Accountability

Friday, January 25, 2019
8:30 a.m. - 1:30 p.m.

Saginaw Valley State University
Simulcast at
Central Michigan University, Mt. Pleasant and Kirtland Grayling

Crystal M. Lange
College of Health & Human Services
Purpose:
The purpose of this annual program is to share best practices and encourage dialogue related to health and
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 and national perspectives.

Program Objectives:
Participants will:

• Gain knowledge regarding (List) best practices that were designed to develop, enhance, and maintain quality
  health care and health outcomes across the continuum.
• Engage in dialogue that facilitates (Discuss) visioning for effectiveness and accountability in health systems
to achieve the goal of improved health of the region’s population.
• Identify strategies that will promote and support community awareness regarding effective approaches to
  achieve community health.

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

Contributing Sponsors
The conference co-sponsors gratefully acknowledge the contributions of the following to make this program possible:
Keynote Speakers

Karen E. Timberlake  
- Principal - Michael Best Strategies

Karen Timberlake guides strategy development and facilitates relationships between business, government, and non-profit organizations to advance initiatives that benefit businesses and produce positive results for employees, customers, and communities. Timberlake also supports collaborative initiatives in healthcare transformation, concentrating on community and population health improvement. She has exceptional experience in healthcare delivery and payment innovation, as well as healthy community investment and development.

Before joining Michael Best Strategies, Timberlake was the director of the University of Wisconsin Population Health Institute and an associate professor at the University of Wisconsin School of Medicine and Public Health. She previously served as secretary of the Wisconsin Department of Health Services and as director of the Wisconsin Office of State Employment Relations.

Timberlake is a board and executive committee member of the United Way of Dane County, where she chairs the Vision Council and the newly created Public Policy Committee. She also serves on the Board of ThedaCare, a multi-hospital health system headquartered in northeastern Wisconsin. Timberlake holds a Bachelor’s Degree in Psychology from Indiana University and a JD from Harvard Law School.

Timberlake and her husband are the extremely proud parents of two teenagers and live in Madison, Wisconsin.

Vondie M. Woodbury  
- President/Consultant - The Woodbury Group

Vondie Woodbury has over 30 years of experience in community organizing, public policy and health improvement strategies. Best known for grassroots mobilization tactics addressing access to health care services and capacity building for under-resourced and vulnerable populations, she was nationally recognized as a pioneer in designing and using community coalitions to confront community health and access barriers.

Currently serving as president and consultant of The Woodbury Group, Woodbury’s professional work has targeted the intersection of Population Health Management and traditional hospital community benefit within Trinity Health. Before Trinity she was Executive Director for the Muskegon Community Health Project, with that work featured in the New York Times, Wall Street Journal, Forbes, and Business Inc. Currently, she consults with the State of Michigan’s CMS-funded State Innovation Model (SIM) team.

Woodbury serves on numerous state and national boards, such as the National Advisory Committee for the Robert Wood Johnson Foundation’s Bridging for Health Initiative and the Pathways Community HUB National Guidance Council. She is also a founder of the national Board of Communities Joined in Action.

Woodbury has a Bachelor’s Degree in Political Science from Grand Valley State University and a Master’s Degree in Public Administration from Western Michigan University. She received the Distinguished Alumni Award in 2005 from GVSU and in 2011 was awarded the Mary Lou Andersen Lifetime Achievement Award in Community Innovation. She is co-author of “Out of the Box and Over the Barriers”, a book describing the development of Muskegon’s 3-share health coverage program, Access Health.

Abstract

Successful transformation of health delivery and value-based payment demands a new level of partnership and investment between providers and payers, community-based resources, and local populations. Approximately 80% of health expenditures continue to target only clinical care. This presentation will consider the emerging role of community-based prevention opportunities that can advance patient wellness and help achieve triple-aim goals. It will additionally share examples of how new or repurposed investment can maximize impact at the community level.

Objectives:

Karen E. Timberlake  
Participant will be able to:
1. Explore the views of various community partners that are bringing them to the table for improving population health.
2. Describe examples of success in working across sectors in true collaborative fashion and aligning for impact.
3. Define the “stickiest sticking points” for collaboration and alignment, i.e., Money, Control, and Credit.
4. Explore the factors to be considered in predicting the future for advancing population health.

Vondie M. Woodbury  
Participant will be able to:
1. Define the “new speak” and new challenges to achieve population health.
2. Describe the drivers of medical delivery that set the stage for system change and transformation.
3. Explain what it means to now be in the business of health.
4. Explore the critical priorities/activities that are opportunities for partnership and impact.

Moderated Panel
1. Examine snapshots of the region’s work in transforming health and the economy.
2. Discuss the presentations’ main ideas and their application in this region.
3. Explore the anticipated future for population health, system change, and the innovation required.
Communities Achieving Excellence and Accountability

Cost: $75.00 per person / $25 for students

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Deadline for Registration to assure space availability: Monday, January 14, 2019.
(No refunds issued for cancellations after this date.)