

Eleventh Annual Conference

The Region's Health and Health Care Systems: Communities Achieving Excellence and Moving Upstream

Friday, January 24, 2020 • 8:15 a.m. - 1:00 p.m.

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

Rishi Manchanda, M.D., MPH

• President and CEO, HealthBegins



Led by Dr. Rishi Manchanda, HealthBegins is a mission-driven consulting and technology firm that helps healthcare and community partners improve care and the social factors that make people sick in the first place. Client-partners include the American Hospital Association, the CMS Accountable Health Communities model, and health plans and health systems across the country. Dr.

Manchanda serves on the board of the Beyond Flexner Alliance, on the California Future Health Workforce Commission, and was a member of the HHS Health Care Payment Learning & Action Network's Primary Care Payment Model Work Group.

Dr. Manchanda's career is marked by a commitment to improving care and social determinants of health for vulnerable populations. He served as director of social medicine for a network of community health centers in south central Los Angeles, was the lead physician for homeless Veterans at the Greater Los Angeles VA, and was the first chief medical officer for a self-insured employer with a large rural immigrant workforce. In his 2013 TEDbook, *The Upstream Doctors*, he introduced a new model of healthcare workers - the Upstreamists - who improve care and equity by addressing patients' social needs, like food, financial and housing insecurity. The book has become recommended reading in medical schools and universities across the world.

Abstract

The early work of upstream thought leaders in health care focused on improving the transactional dimensions of care. Yet, at its best, upstream work is transformational. A more recent focus strives to transform both the relationships and the social structures that influence health, not only the transactions of care. As this movement matures, institutions, multi-sector collaboratives and entire communities face similar challenges. How do we take a bundle of interventions purporting to address a variety of social needs and shape them into a cohesive investment strategy that can achieve long-term health, social and financial impact? First, use an investment mindset. Second, tackle structural determinants, not just social needs.

Brian C. Castrucci, MA, DrPH

• President and CEO, deBeaumont Foundation



An award-winning epidemiologist with 10 years of experience working in state and local health departments, Dr. Castrucci brings a unique perspective to the philanthropic sector that allows him to shape and implement visionary and practical initiatives and partnerships and bring together research and practice to improve public health.

Under his leadership, the de Beaumont Foundation is advancing policy, building partnerships, and strengthening the public health system to create communities where people can achieve their best possible health. Among the projects he has spearheaded are CityHealth, the BUILD Health Challenge, and the Public Health Workforce Interests and Needs Survey (PH WINS). He is also an editor and contributing author to *The Practical Playbook. Public Health. Primary Care. Together*, published by Oxford University Press in 2015.

Dr. Castrucci has published more than 70 articles in the areas of public health systems and services research, maternal and child health, health promotion, and chronic disease prevention. His recent work has focused on the public health needs of large cities, the need for better data systems, and public health system improvements.

Dr. Castrucci earned his Doctorate in Public Health Leadership at the Gillings School of Global Public Health at the University of North Carolina at Chapel Hill. He graduated summa cum laude with a Bachelor of Arts degree in political science from North Carolina State University and a Master of Arts degree in sociomedical sciences from Columbia University.

Abstract

Public health has traditionally operated in a silo, but achieving long-term wellbeing for our communities increasingly requires cross-sector collaboration. Policies from "Tobacco 21" to safe rental housing have passed with business buy-in, empowering Americans to live healthier lives. Although cross-sector partnerships have inherent challenges, effective collaboration allows communities to go beyond focusing solely on individual social needs and instead tackle the social determinants of health. Case studies of successful, sustainable partnerships can help pave the way for effective future collaborations.

Objectives:

Rishi Manchanda *Participant will be able to:*

1. Describe the evolving focus of upstream work and breakthrough approaches to transformation.
2. Examine the limitations of past clinical approaches to achieving health outcomes and the benefits of upstream investments.
3. Explain the recommendations for achieving long-term health, social and financial impact.

Brian C. Castrucci *Participant will be able to:*

1. Explain the importance of cross-sector collaboration within the larger field of public health.
2. Relate cross-sector partnerships to the social determinants of health.
3. Describe examples of successful, sustainable cross-sector collaboration.

Moderated Panel

1. Explore how upstream healthcare approaches and public health collaboration contribute to progress
2. Describe actions that can be taken in our community to improve health
3. Identify examples of actions for various stakeholders in upstream work to improve health

Schedule:

8:15-8:45 a.m.	Registration, Networking, and Morning Refreshments
8:45-9 a.m.	Welcome, Conference Introduction & Overview
9-10 a.m.	<i>Breakthrough Thinking for Upstream Impact</i> • Rishi Manchanda, M.D., MPH
10-10:15 a.m.	Break
10:15-11:15 a.m.	<i>Public Health Progress through Partnerships: Building Sustainable Collaborations</i> • Brian C. Castrucci, MA, DrPH
11:15 a.m.-12:15 p.m.	<i>Applying the Knowledge Gained in Our Region</i> • Moderated Panel, includes Audience, with Q & A
12:15-12:30 p.m.	Conference Summary and Evaluation
12:30-1 p.m.	Lunch

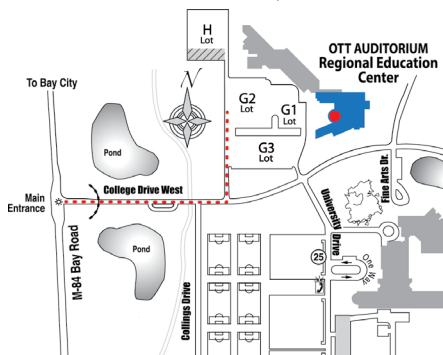
Accreditation: This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of Central Michigan University College of Medicine and the Hospital Council of East Central Michigan. CMU College of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

Central Michigan University College of Medicine designates this live activity for a maximum of 3.50 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Continuing Education: As a nursing program accredited and approved by the Michigan State Board of Nursing, Continuing Education Credits will be granted for the purpose of relicensure to RNs who attend any program provided by the SVSU nursing department related to nursing practice. The contact hours are the actual clock hours of educational time with a minimum of one, in this case 3.25 contact hours.

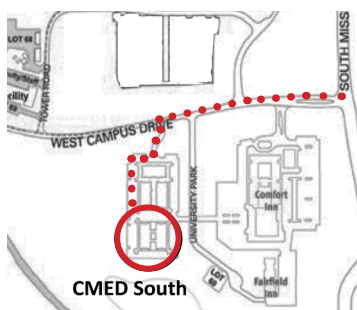
Location:

Ott Auditorium
Gilbertson Hall, SVSU



Simulcast Locations:

College of Medicine, Building D
2520 S. University Dr.
Mt. Pleasant, MI 48858
CMU AHEC/CMED: (989) 774-7105



Registration Form

Communities Achieving Excellence and Moving Upstream

Cost: \$75.00 per person / \$25 for students

Name _____ Title _____

Address _____ City _____ State _____ ZIP _____

Telephone(s): Work/Home: (____) _____ Cellular: (____) _____ E-mail: _____

Employer: _____

Address _____ City _____ State _____ ZIP _____

Method of Payment:

Number attending lunch: _____

- Check/money order enclosed, made payable to HCECM
 Will mail check/money order before deadline
 Online (www.hcecm.org) credit card payment through Thumb National Bank

Specify Location: SVSU CMU Kirtland

Registration Form should be faxed, emailed, or mailed.

Questions: (989) 891-8810
E-mail: admin@hcecm.org

Fax: (989) 891-8161
Mail: HCECM
315 Mulholland Street
Bay City, MI 48708

Deadline for Registration to assure space availability: **Monday, January 13, 2020.**
(No refunds issued for cancellations after this date.)

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Saginaw Valley State University
Simulcast at

Central Michigan University, Mt. Pleasant and Kirtland Grayling

